

**K.I.T. Group**

Sustainability Taskforce

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# Impact Report

2016 – 2018



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***“Be the change  
that you wish to see  
in the world”***

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**Mahatma Gandhi**

# Welcome Message

We are proud of K.I.T. Group's longstanding commitment to sustainability; not only do we believe it is the right way to do business but know that most of our clients share this vision. The words of Mahatma Gandhi "Be the change that you wish to see in the world" are taken to heart at K.I.T. Group. Through our internal Sustainability Taskforce, drawn from staff from across the company, we initiate action to create a positive impact and ensure that sustainability is not just theory but also practice.

This inaugural Impact Report tracks our sustainability activities from 2016 to 2018. During this time, we launched several activities to reduce our environmental impact and stepped up our corporate social responsibility engagement. We will continue to share our knowledge, experience, and passion with our clients through our sustainability consulting and support services. Whether internally or externally, we are committed to making a difference.



**Willy Kausch**  
CEO



**Jocelyne Mulli**  
Managing Director



**Merryn Scholz**  
Managing Director



**April****Earth Day**

Earth Day is an annual event celebrated worldwide on the 22nd of April to demonstrate support for environmental protection and to fight against plastic pollution. K.I.T. Group marked Earth Day with a focus on reducing our environmental impact at work. The Sustainability Taskforce created some short, fun videos showing practical ways to reduce energy consumption. Simple actions such as taking the stairs rather than the lift, using recycled paper, or double-sided printing can make a difference. Green tips were published on the company intranet. On Earth Day, colleagues also had the opportunity to bring to the office old electrical devices which were then taken for recycling.

**November****Movember**

Movember is an annual global movement to raise funds and awareness of men's health issues. The three priorities of the Movember Foundation are prostate cancer, testicular cancer and mental health with a focus on suicide prevention. Men continue to die on average six years earlier than women, for reasons that are mostly preventable. In support of the cause, several K.I.T. Group team members grew moustaches during the month. We held a fund-raising and awareness event in a bar close to our Berlin office with K.I.T. Group matching the amount of money raised. Of course, women also joined the party!



## December

### *World AIDS Day Photoshoot*

We marked World AIDS Day on 1 December 2016 by raising awareness about its 2016 “Not Retro, Just Wrong” campaign. Staff and visitors could pick up a red ribbon at our Berlin HQ reception desk to show their support of the Day. We used social media to get the message to the outside world adding our hashtag **#KITGroupCSR**.

## December

### *Sustainability Lunch*

Staff were invited to a Sustainability Lunch to learn more about creating sustainable menu options and minimising food waste at events. K.I.T. Group advocates for more sustainable use of food resources at conferences. Event participants tend to immediately notice environmentally-friendly catering initiatives like the introduction of organic, local or vegetarian food options and to appreciate them. The food served during the lunch, of course, reflected the theme!



**April**

### *Real Junk Food Project Berlin*

We asked the Real Junk Food Project Berlin, a part of a global network tackling food waste, to prepare a Sustainability Lunch to which staff were invited. By hosting workshops, cooking events and talks, they raise awareness of the massive problem of global food waste and ways to address it. For this event, the group prepared delicious and healthy meals using rescued fruit and vegetables.





## June

### *Berlin Corporate Run*

Promoting our sustainability commitment with our hashtag **#KITGroupCSR**, Agnieszka, Alex, Anne, Dermot and Jana from the Berlin office were amongst the almost 13,000 Finishers who took part in the 16th Berliner Firmenlauf, the Berlin annual Corporate Run.



## July

### *ISTH Run*

K.I.T. Group was proud to work with the International Society on Thrombosis and Haemostasis (ISTH), on organising their 2017 Congress in Berlin. We were also delighted to have the opportunity to support a great cause by participating in the ISTH 2017 5K Charity Run/Walk. Anne, Dermot, Jocelyne, Marko, Milena, and Oli stayed fit and helped raise awareness and support for ISTH's global World Thrombosis Day campaign.





October

*World Mental Health Day*

World Mental Health Day is observed on 10 October every year, with the overall objective of raising awareness of mental health issues around the world and mobilising efforts in support of mental health. The Sustainability Taskforce ran an awareness-raising campaign at the Berlin office giving staff practical tips on maintaining mental health at work.





## February

*PCMA Diversity & Inclusion Committee*

Dermot Ryan, Account Director, became a member of the Professional Convention Management Association (PCMA) Diversity & Inclusion Committee. The role of the Committee is to create and sustain a forum for dialogue on the future of diversity in the meetings industry and to address issues directly related to diversity and inclusion within the PCMA community. Through conferences, seminars and the development of best practice, the committee works to increase the variety of people, ideas and beliefs to build an inclusive environment for PCMA, the largest network of meeting planners with members in 35 countries.



### February

#### *New Local and International Charity Partners*

All staff members had the opportunity to choose K.I.T. Group's charity partners. K.I.T. Group now intends to deepen its relationship and engagement with the two which were selected: Kinderhilfe and Shelterbox. In June 2018, K.I.T. Group had two charity lunches to learn more about our new partners' activities and current needs.

Both charities were offered an advertising stand at the Fanmeile Berlin, one of the world's largest open-air public screening areas, organised from 17 June–15 July. We look forward to supporting these worthy groups in the years to come!

#### *Local Charity Partner: Kinderhilfe*

At the side of parents, siblings and children dealing with severe illnesses, Kinderhilfe (Helping Children) is a Berlin-based charity that tries to ease the additional worries of parents in many ways. Kinderhilfe offers support groups, short-stay apartments near hospitals, a retreat house for families who simply need to get away from it all, financial assistance and so much more.



#### *International Charity Partner: ShelterBox*

Right now, 85 million people around the world have been made homeless by natural disaster and conflict. ShelterBox is working to change this. By providing emergency shelter and tools for families robbed of their homes by tragedy, they are transforming despair into hope. Since every catastrophe is different, the aid provided is systematically tailored to the situation on the ground.



K.I.T. Group has signed the Professional Convention Management Association (PCMA), Ascent CEO Promise. Ascent is an initiative to promote inclusion and diversity across the business events industry.

### *The Ascent CEO Promise*

As we face persistent and harmful inequities across the globe, we must work to mitigate tensions around gender, sexual orientation, race, ethnicity, and disabilities. We must promote inclusion and diversity within our organisations and also at the events we produce and attend.

We believe greater inclusion will foster new voices to strengthen our leadership, our businesses, and our world. By working together, we will cultivate meaningful social change.

Today we join the broader business community in this cause to commit to three initial goals:

- 1. We will make our workplaces and events open and trusting settings.**
- 2. We will provide education on barriers to inclusivity, including unconscious bias.**
- 3. We will share what we know, what we learn and what needs improvement.**



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*CSR isn't a particular programme,  
it's what we do every day, maximising  
positive impact and minimising  
negative impact.*

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### Patenprojekt

Delegate Service Manager Jana Heinrich coordinates the K.I.T. Group Patenprojekt: the sponsoring of the education costs of two teenagers from Kenya: Viona and Caroline. The Patenprojekt team is currently supported by 35 employees, all of whom help fund Viona and Caroline's secondary education. Not only does the project help cover the young women's tuition fees, but it also supports associated costs such as the purchase of lunches and textbooks.



### Student Outreach

Each year in March, K.I.T. Group hosts a group of event management students from SKEMA Business School at our Berlin headquarters. We put together a programme of presentations on various aspects of conference and association management with practical case studies. We welcome the opportunity to share our passion for the business events industry.

*"For the last 3 years, K.I.T. Group have welcomed SKEMA's students from the Strategic Event Management and Tourism Management master to their offices in Berlin, where K.I.T. Group's leading practitioners shared their insights into topics varying from industry trends and practical case studies on conference management to an explanation of the typical responsibilities within association management. The students greatly appreciated these presentations as well as the opportunity to learn from true professionals. Thank you K.I.T. Group"*

#### Mady Keup

Senior Lecturer and Course Director, MSc Strategic Event Management and Tourism Management, SKEMA Business School



# Our Pathway to Sustainability Programme

K.I.T. Group is committed to sustainable events and has worked with several clients towards this goal. The company has a long-standing green meeting policy, has developed detailed guidelines and can bring its experience over many years into force.

Listening to the client and understanding what their objectives are, outlining potential options and defining how deep they want to go helps us formulate a plan with them. Every client is different. K.I.T. Group adopts an individual approach. It is a partnership. We support our clients – providing advice and expertise in addition to developing and implementing sustainability plans.

Our Pathway to Sustainability programme offers clients support at three potential levels – from Green Advocate to Green Champion to Green Leader.

## The three „Greening Event Formulas“

### 1. Green Advocate



Benefit from a complimentary one-hour consultation during the planning process of your event. One of the K.I.T. Group Sustainability Consultants will present clients with personalised advice and useful tools for a more environmentally-friendly meeting.



### 2. Green Champion

Options include tracking and reporting on the sustainability of meetings, creating a local legacy event and creating a communications campaign.



### 3. Green Leader

Options include implementing the ISO 20121 standard for event sustainability, a national sustainability certification, e.g. Fairpflichtet in Germany and applying the Global Reporting Initiative Event Organizers Sector Supplement sustainability framework.

K.I.T. Group continues to innovate and lead in this area through its Sustainability Taskforce - made up of team members from across the company with a passion for sustainability. For further information, please contact: [sustainability@kit-group.org](mailto:sustainability@kit-group.org)

We understand the importance of sustainable events and are committed to minimising the negative environmental impact when organising meetings and events. Whether the issue is saving energy, reducing waste or leaving a valuable legacy after an event, we have already implemented numerous solutions for how to improve the social and environmental impact of meetings.

### International Society for Pediatric and Adolescent Diabetes (ISPAD)



ISPAD is a professional organization whose aims are to promote clinical and basic science, research, education and advocacy in childhood and adolescent diabetes.



#### *Less is More*

ISPAD's 2017 Conference moved toward a paper-free conference with no printed final programme and no bag. These changes meant less weight to carry around all day, less paper to take home and less waste. Instead, an app was offered which gave delegates more content, more personal support and more chances to interact with peers. There was also a dedicated section on the website on the Less is More initiative.

**ACTIVE**  
@ISPAD

#### *ISPAD 5k Charity Run*

Paediatric and adolescent diabetes specialists from around the world met in Innsbruck for the 2017 ISPAD Conference. To promote awareness of their quest for a better world for children with diabetes, we organised a Charity Run. The event was a great success with 150 runners and 800 euros donated to the Austrian Diabetes Society.





## European Academy of Allergy and Clinical Immunology (EAACI)



EAACI is an association of over 50 National Allergy Societies striving to promote basic and clinical research, providing education and promoting good patient care in the area of allergy and immunology. EAACI is eager to minimise any negative environmental impact from its congresses. K.I.T. Group provided sustainability consulting and took part in the development of a communications plan to inform the attendees of the Helsinki EAACI 2017 Congress about sustainability initiatives.

## International Federation of Library Associations and Institutions (IFLA)



The dimensions of social and environmental responsibility are an integral part of K.I.T. Group's event planning and organisation. The three pillars of sustainable development (People, Planet, Profit), were thus considered at each stage of the design of the 84th International IFLA Congress (August 2018). The choice of a developing country as a destination has led our Conference Managers to focus on transmission and contribution to local populations. Actions to collect donations and promote local associations were carried out, and our teams were able to count on the precious support of Malaysian volunteers.

## Family Business Network (FBN) – International



The FBN is the world's leading family business organisation: a shared-learning space for enterprising families to flourish across generations, through the exchange of innovative and impactful practices. FBN has a clear commitment to sustainability, articulated through its Pledge for “A Sustainable Future” and the development of Polaris – a comprehensive framework to guide family business on this journey. As an extension of this, FBN sought to make its events more sustainable starting with the 28th FBN Global Summit.

The goals were:

**To start FBN International's journey towards a more sustainable future**

**To measure the sustainability impact of international events**

**To share good practices with Member Associations**

The 2017 and 2018 Sustainability Reports listed concrete initiatives and actions that were taken and reported the Summits' impacts. The FBN can track their sustainability against these Reports for future meetings. In addition, a short best practice checklist was shared with national member associations in 2017.



# Contact

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## **K.I.T. Group Impact Report | 2016 – 2018**

Report: Jwana Ribeiro da Silva, Dermot Ryan, Marcy Snook

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