



CONGRESS
INCENTIVE

Sustainability STRATEGY

Inspired by Berlin
CONNECTED WORLDWIDE

“

For me, sustainability means always considering the impact of our actions on the world around us. It involves working together in a network, constantly striving to improve ourselves and seeking solutions – collaborating rather than competing.

”

Mareen Rühmkorf

Founder and CEO MR Congress &
Incentive GmbH

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OUR MOTIVATION

When the Covid pandemic brought the world to a standstill in 2020, MR Congress also had the opportunity to pause and reflect. The MICE industry consumes many valuable resources to create a special event, a special moment for a few. We recognized that we have a responsibility towards the environment and our fellow human beings, which we want to fulfill to the best of our ability. MR Congress has committed itself to creating events with consideration and added value. Together with a steadily growing network of sustainable partners, we continuously work to optimize our events and make them more sustainable – without compromising on quality.

We, the MR Congress & Incentive GmbH, as a company located in the capital city, have set ourselves the goal of contributing to the sustainable development of the MICE industry. Berlin's image as a progressive, inclusive, and green metropolis should also be strengthened and consolidated through our contribution. We are aware that the events industry is very resource-intensive, and therefore, we bear a special responsibility for this. We commit to handling all human, intellectual, material, and natural resources responsibly. We believe that as a company – just as each of us individually – we can contribute to creating a future fit for our grandchildren.

The entire MICE industry is currently at a turning point, and we see the impacts of this pandemic as an opportunity. Sustainable events should no longer be the exception but rather our daily business.

2. GUIDELINES AND OBJECTIVES

As a guideline to become a sustainable event agency and to be perceived as such, we utilize participation in the 'Sustainable Meetings Berlin' program. Since September 24, 2021, we have been successfully certified as a 'High Performer' at Sustainable Meetings Berlin as a Sustainable Partner. We aim to continuously expand our commitment to sustainability and intensify our sustainability performance, with the long-term goal of achieving the 'Leader' level within the next 5 years. Furthermore, in February 2022, we joined the sustainability code of the German event industry, 'fairpflichtet,' and transparently disclose our engagement in the field of sustainability.

3. RESPONSIBILITIES

Responsible for the implementation and execution of our sustainability strategy since July 1, 2023, is Ms. Mareike Krieter. Since joining the company in 2016, Mareike Krieter has gained a comprehensive understanding of the company's past development and management.

The role of Sustainability Officer is not only a personal commitment for her; Mareike Krieter also initiated the sustainable neighborhood app 'Kiezchecker', creating a platform for sustainable offerings. As the Sustainability Officer, she regularly reviews and updates our sustainability strategy (annually) in terms of achieved and new goals. Any potential mistakes or setbacks are transparently documented and communicated throughout the entire process.

The entire team at MR Congress & Incentive GmbH is actively engaged in the process because we believe that our success relies on the intrinsic motivation to drive sustainable changes in the MICE industry, a motivation embraced by all employees and management.

4. SDGS FOR SUSTAINABLE DEVELOPMENT

MR Congress supports the mutual language, shared goals, and collective initiatives of the globally recognized Sustainable Development Goals (SDGs) established by the United Nations (UN SDGs). The SDGs comprise 17 interconnected goals that provide a universally applicable path for humanity to eradicate poverty, protect the planet, and ensure that all people live in peace and prosperity by 2030. MR Congress has selected SDGs that best align with our current work routine and philosophies.



Illustration: SDGs der United Nations / Quelle: United Nations, <https://sdgs.un.org/goals>

4.1 SDGS 3, 4 & 5: GOOD HEALTH, QUALITY EDUCATION, AND GENDER EQUALITY



For MR Congress, the health and well-being of our employees are paramount. Quality education and gender equality are of significant importance to us and are therefore grouped under SDGs 3, 4, and 5, encompassing the well-being of MR Congress's shareholders and stakeholders.



For us, the SDGs have the potential to enhance both the work environment and, to some extent, the social environment. This includes promoting mental health and well-being, providing vocational education and equal opportunities for all, as well as facilitating learning opportunities for everyone.



4.2 SDGS 11 & 17: SUSTAINABLE CITIES AND COMMUNITIES & PARTNERSHIPS TO ACHIEVE GOALS



As an event agency, MR Congress considers a stable, sustainable community with effective partnerships essential. With our extensive portfolio of sustainable contributors and partners, we've established a sustainable network that we continuously expand and enhance.



For us, SDGs 11 and 17 are interconnected as they provide us with the opportunity to build and maintain healthy and sustainable connections.

5. OUR SUSTAINABILITY GOALS AND MEASURES

To ensure that we incorporate sustainability principles into all areas of our operations, we have set clear goals and continually work on improvement processes to achieve them. We not only examine our business practices internally through the lens of sustainability but also actively involve our customers and contributors in this contemplation.

A comprehensive and active dialogue with our stakeholders aims to ensure that our efforts genuinely have a positive impact on a broader scale. Below, we highlight our implemented measures to date and our main objectives on the path towards sustainability.

5.1 GOVERNANCE, RISK, COMPLIANCE

Since its establishment 30 years ago, MR Congress has built a reputation as a reliable and fair event agency. These values, coupled with high-quality expertise, have positioned us as one of Germany's trend setting agencies in the events industry. We aim to maintain and further expand this position in the future.

Our compliance policy serves as our ethical and legal compass, defining the fundamental rules for our conduct within MR Congress & Incentive GmbH, as well as towards our business partners and the public. As an internationally operating company, the use of modern information and communication technology is an integral part of MR Congress & Incentive GmbH's business processes.

Especially in the context of customer and partner communication, it is inevitable that we process and purposefully store personal data. It is important for us to meet the associated responsibility and ensure effective data protection. Compliance with these guidelines will be monitored not only through regular checks by the data protection officer but also through a data protection management system established by the MR Congress & Incentive GmbH, particularly with the aid of a data processing directory

It is important for us that the handling of particularly sensitive personal data is regularly monitored, adjusted if necessary, and optimized in the interest of security.

5.1.1 VISION

Our vision is to become a leader in the MICE industry through satisfied customers. We believe in the perfect moment and create memories that last with both big and small details. No challenge is too big, and no event is too small. We focus on sustainable experiences – not just in the form of lasting memories. Every event has the potential to contribute to sustainability – be it socially, economically, or ecologically.

5.1.2 MISSION

We aim to provide the best event service, precisely tailored to our customers, who can relax, sit back, and trust us with confidence. We see it as our mission to go the extra mile for each customer, turning a great event into a fantastic experience. For us, this includes:

Comprehensive dialogue with customers and service providers: Open communication leads us to success!

Personalized support: From the initial inquiry to invoicing, one dedicated point of contact for customers.

Alternatives: During the proposal phase, we present various options for individual event components, explaining them in terms of criteria such as budget discipline, sustainability, and event dramaturgy.

Corporate responsibility: Whenever connections between requested events and good causes can be established, we adeptly highlight these and encourage our customers to join us in making a contribution to society.

Sustainability: Within events, we consider it our responsibility to utilize available sustainable options and minimize the ecological footprint of our logistics.

5.2 CORPORATE AND SOCIAL COMPONENTS

We are aware that our sustainable corporate goals can only be achieved if our employees not only feel connected to the company but also have the opportunity for self-realization.

Employee satisfaction is achieved through respectful and appreciative interaction, as well as by ensuring equal treatment and providing decision-making space. We encourage personal development and participation in entrepreneurial decisions for our employees. We prioritize open and honest communication, fostering a supportive and empathetic relationship with our staff. Regular employee conversations provide a platform for this exchange.

Whether it's building an insect hotel with a BBQ in our office garden, team events, sports offerings, supporting re-entry after parental leave through flexible work schedules, home office and part-time models, transparent contractual conditions, fair and gender-independent wage structures, promoting diversity, or providing comprehensive support for training and further education – each individual employee is at the heart of our efforts.

Healthy employees are motivated employees. Consequently, we aim to create a health-promoting and safe working environment for all our staff. Adequate and ergonomically adjustable office equipment, a large kitchen for joint cooking, and seating areas on balconies or in the garden allows for recreation during breaks.

Emergency preparedness facilities have been installed, including readily accessible first aid materials, fire extinguishers, and escape routes. A trained first aider and certified safety officer ensure the safety of all employees at all times. We maintain close dialogue with our stakeholders, utilizing all available communication channels to communicate our sustainability goals and collaborate on solutions and improvements together.

5.3 ECONOMIC GOALS

The economic success of MR Congress & Incentive GmbH is the fundamental premise to achieving sustainability goals in all the other areas of the company. Therefore, we place great emphasis on building strong relationships with our stakeholders and utilize all communication channels to maintain a continuous and active dialogue with them.

During the less labor-intensive times due to the pandemic, we utilized the opportunity to explore new event formats, monitor trends, and continuously educated ourselves. This led us to expand our portfolio to include hybrid and digital events, virtual team activities, social networking, and sustainable events.

Industry-relevant media, events, supplier newsletters, and social media channels serve as further catalysts for our economically sustainable actions.

Our objective is to differentiate ourselves from competitors and penetrate new markets by evolving and diversifying as a sustainable agency. By 2025, we aim to expand our sustainable portfolio to 70%. Partnerships with socially and environmentally engaged suppliers assist us in moving closer to our goal.

Risks associated with our business operations and each project are analyzed and considered during planning and implementation. Our aim is to identify risk indicators early and minimize or eliminate them.

With the implementation of a quality management system, we ensure that each team member handles inquiries based on uniform criteria and creates corresponding offers accordingly.

Our high-quality standards are also applied during event execution and are reviewed through the evaluation of feedback forms against these criteria. Our complaint management system promptly and efficiently addresses solutions.

5.4 ECOLOGICAL GOALS

Internally, particularly in the years 2020/2021, we made significant efforts to reduce our ecological footprint. This included transitioning from a conventional electricity provider to Green Plant Energy. Additionally, for the renovation of the entire office's flooring, we selected multiple times sustainably certified and durable materials.

By establishing new digital structures and implementing them consistently, we managed to work almost entirely paperless on project-based tasks. The subsequent transition of our accounting system further amplified the positive effects and is set to be completed by the end of 2023. Since 2018, we've reduced our toner and paper consumption by 70%, and we've increased this rate to 90% since the end of 2022. Consistent waste separation and recycling, opting for tap water instead of plastic bottled mineral water, energy-efficient LEDs, and thermostats with automated timers for all heating systems have been standard practices for many years.

Through our flagship project 'Save the Bees,' we donate €50 to a farmer to preserve 100 square meters of fallow land for a year. As a token of appreciation to our booking clients for their commitment, they receive a jar of honey and confirmation from the farmer that the donation has been received and appropriately utilized.

In the planning and executing of events, we preferentially offer service providers to our clients for whom sustainability is a crucial factor in their business operations or who are even certified accordingly. E-bicycles, E-scooters, E-buses, walking discovery tours, public transportation, or trains – we also explore numerous alternative means of transport during the conception of an event. We see digital and hybrid events as a significant opportunity to conduct eco-friendly events as they offer tremendous potential for reducing CO2 emissions. We have continuously expanded our offerings in this regard. In the future, we aim to do even more to make the transportation services required during events more environmentally friendly. By 2024, we plan to integrate options such as the DB event ticket, public transport, and CO2 compensation for air travelers as standard components in our offering process.

6. CONTACTS

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