

CSR REPORT 2018



**We
Develop
Quality**

**We are passionate
about space for people!**

Co-creation

We aim to retain value through co-creation.



We work together with parking payment service providers (PPSPs) such as EasyPark and Yellowbrick who want to combine their on-street parking and payment solutions with off-street parking for their customers.

This partnership enables customers to:

- I park in our facilities with the PPSP card of their choice;
- I receive a convenient overview of all their parking transactions;
- I pay immediately or make a single payment at the end of the month.

In the Netherlands, Q-Park has a co-creation solution with the NS, the national railway operator. Q-Park manages the Park+Ride car parks at train stations and enables NS Business Card holders to use their public transport card for parking as well.

We co-create with municipalities and public and private landlords to provide underground bicycle parking, infrastructure solutions, green spaces as well as routes for pedestrians and cyclists above ground.

Figure 33: Co-creation with NS Business Card

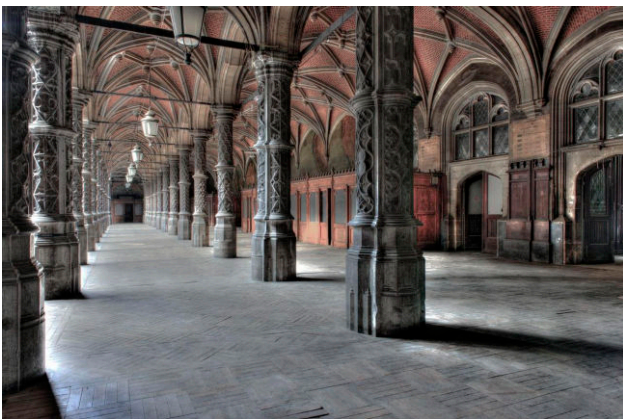


We also endeavour to create aesthetically pleasing interiors and exteriors to our structures either as an artistic statement or to blend in with the surroundings. In many of our inner-city projects, such as Deansgate North in Manchester and Handelsbeurs in Antwerp, we have retained the architectural heritage.

Figure 34: Architectural heritage - Deansgate North



Figure 35: Architectural heritage- Handelsbeurs



Results

From 2019 onwards we intend to start listing value retaining co-creation partnerships, for example on:

- | third party parking and payment enablers;
- | sustainable transport enablers;
- | public transport enablers;
- | public-private partnerships.

Expertise

We aim to retain value by sharing our expertise. We do this with the We Develop Quality (WDQ) campaign, the Annual Q-Park Thesis Award, Thought Leader events, and by participating in industry platforms such as:

- | Danish Parking Association
- | Norwegian Parking Association, and Parking Complaint Team
- | Board member at Vexpan, Stichting Maatschappelijke Projecten Maastricht
- | Member of Communication Partners
- | Member of GBN platform (grote bedrijven netwerk - MVO nederland)
- | CROW, (Dutch technology platform for transport, infrastructure and public space)
- | EPA (the European Parking Association)

We Develop Quality

We launched the WDQ campaign in 2018 to share our expertise of car park design and knowledge of the role of parking in making cities more liveable. In this campaign Q-Park ambassadors are encouraged to read and share the articles with their network.

 [Click here for the expert articles.](#)

The **We Develop Quality** goals are twofold, to:

- | Improve top-of-mind awareness of Q-Park's expertise, products and services among public and private landlords
- | Strengthen the organisation

The articles cover a wide range of topics and form an invaluable knowledge resource in the expertise centre as part of the corporate website.

In total, 32 articles were published under the headings:

- | Customer focus
 - | Parking facility design
 - | Operations
 - | Digital solutions
- | Urban mobility
 - | Mobility hubs
 - | Social responsibility
 - | Parking tariffs
- | Expertise & Passion
 - | Future of parking
 - | Above & beyond
 - | Eco systems

Using the social sharing tool 'Social Seeder', the articles were first shared among Q-Park ambassadors who were encouraged to share the articles in their own networks in the social media channels of their choice.

Results

As the year progressed the campaign gained 116 unique Q-Park ambassadors who shared articles in their networks, culminating in an estimated interaction with our target audiences of more than 116,000.