
AXICA AND CORPORATE SOCIAL RESPONSIBILITY

Over the last years AXICA has been actively addressing the subject of sustainability in events, in particular “green meetings”. Initially the focus was on fine tuning the existing “hardware”, the modern and architecturally unique building and the refurbishment of the kitchens and equipment. Now the green spotlight is being shone on the „software“.

FOOD AND BEVERAGES

Currently the cuisine on offer is virtually all regionally sourced produce and the Chef de Cuisine is personally involved in the selection of all suppliers. For example the use of organic herbs and spices has long been standard practice in the AXICA. And from now on the same consistent approach is being extended to the drinks menu: Only mineral waters sourced in neighbouring state Brandenburg will be served, similarly only wines produced in Germany or Europe will be served unless the client makes a special request to the contrary. The wine menu has been recently extended to include a range of organic red wines. The selection of teas has also been complimented with a wider range of organic brews.

PARTNERS AND SUPPLIERS

All co-operation partners and suppliers have been invited to actively contribute to, and discuss their role in, the holding of „Green Meetings“ within the AXICA as well as to the wider topic of CSR (Corporate Social Responsibility). Technical partner for example use only organic plastic carpets for stage decoration which is completely bio-degradable and the wooden frames employed are also constructed using certified FSC timber (Forest Stewardship Council).

The AXICA Catering Team is also proud to maintain the high standards of environmental friendliness employed in - house when hosting events at other locations in Berlin.

MARKETING

There has also been a re-think within the marketing department. For example the AXICA glossy brochures are no longer quite so glossy, as a reduction in the gloss vastly improves the re-cyclability of the paper (of course, it goes without saying that all the information can also be obtained digitally via the upgraded web site). Conference pads are all fully recyclable too, biro pens have been replaced by pencils and for the last few years instead of sending Christmas cards or presents to the clients, the AXICA has donated the equivalent money to a school for under-privileged children in Berlin.

WWW-BERLIN-GREEN-MEETINGS.COM

The internet platform of the Berlin Convention Office took the initiative last year to actively test those purporting green credentials on the internet platform www.berlin-green-meetings.com within the city and independent inspectors were sent from the Chamber of Commerce to carefully check claims made. Happily they were more than delighted with AXICA’s results. A major contributor to this result was the use of qualified service and kitchen personnel paid in accordance with union recommendations.

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SPORT

AXICA employees also take their sport seriously. Many ride to work and since 2007 the team runs and trains together for the annual "Company relay fun run" which takes part in June. Here too the team rises to the challenge and have become consistently faster with each consecutive year!

CONTACT

Nina Ostheeren, the person responsible for CSR within the company, takes these matters very much to heart and is constantly looking for ways and measures which can be implemented to improve the carbon footprint and to make better use of resources. Participation in external events such as the Green Meetings & Events Conference held by the German Convention Bureau and the EVVC (European Association of Event Centres) not only ensures knowledge is kept up to date but also serves as an ideal opportunity to exchange ideas and information with colleagues.

The process is one of continuous improvement and further changes will no doubt be made in pursuit of the mutual interests of the AXICA and its clients.