ANNUAL CSR REPORT 2022

We Develop Quality

Urban liveability

Q-PARK — Quality in parking

EV Charging Programme

With many car parks at strategic urban locations, Q-Park plays a key role in facilitating EV charging for our customers. The rising penetration of EVs and PHEVs in car fleets is increasing demand for charging infrastructure.

In 2021, Q-Park launched its EV Charging Programme to substantially increase the number of EV charging points in its owned and long-leased parking facilities (O+LL PFs) by the end of 2024. The programme has now run its first full year and impressive progress has been booked with the associated EUR 30-40 million investment plan.

Partnerships established
Early in 2022, Q-Park signed agreements with CPOs for EV charging in its parking facilities across Europe. The partnerships are designed to ensure ownership, rapid deployment, professional day-to-day management and solid performance of the electric vehicle (EV) charging points (CPs).

Scope
The EV Charging Programme scope has been defined to meet commercial demand, local requirements and national legislation. However, its progress is impacted by:
- time required to conduct a site survey;
- procurement lead times;
- labour shortages;
- availability of installation parts;
- time between installation, certification and commissioning.

Keeping track of kWh
As we provide more EV charging points in our parking facilities, more energy is consumed. Up to 2021 this has simply been added to our total energy consumed.

This year we've made sure to properly measure and report energy consumed by EV charging. This enables us to differentiate between the energy we provide for EV charging and the energy we consume for operating our parking facilities.

Ensuring visibility
Unlike refuelling a vehicle with an ICE, which only takes a few minutes, charging an EV can take up to 8 hours. EV owners use a combination of apps and route planners to help plan where and when they can recharge their electric vehicle.

Figure 17: CPOs - Charge Point Operators

Official partner of
Q-Park Netherlands

Official partner of
Q-Park Germany

Official partner of
Q-Park France

Official partner of
Q-Park Belgium

Official partner of
Q-Park UK & IE

Official partner of
Q-Park Denmark

Part of our EV Charging Programme includes ensuring the visibility of EV charging points online as well as in our parking facilities. Besides information in our own online commercial offerings, websites and parking app, we continuously improve online visibility on a variety of platforms and develop marketing opportunities.

In the meantime, we are introducing new light-blue signage and floor markings for EV charging spaces.

Results

For our 2022 results, please visit the Services section in this report.
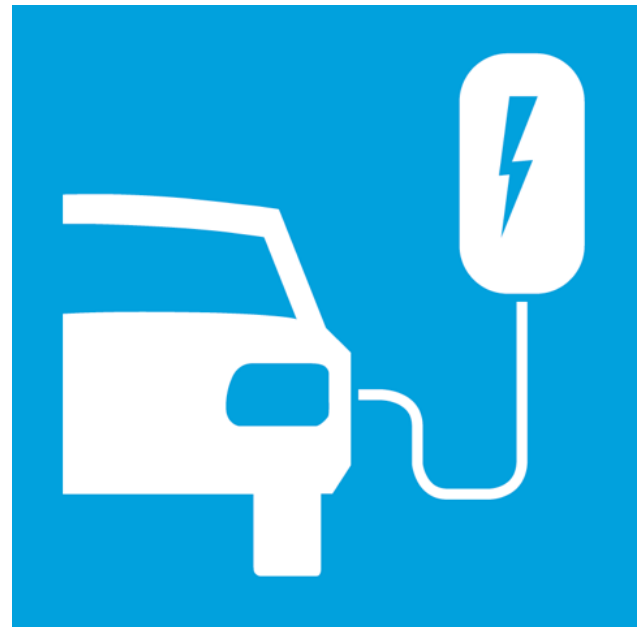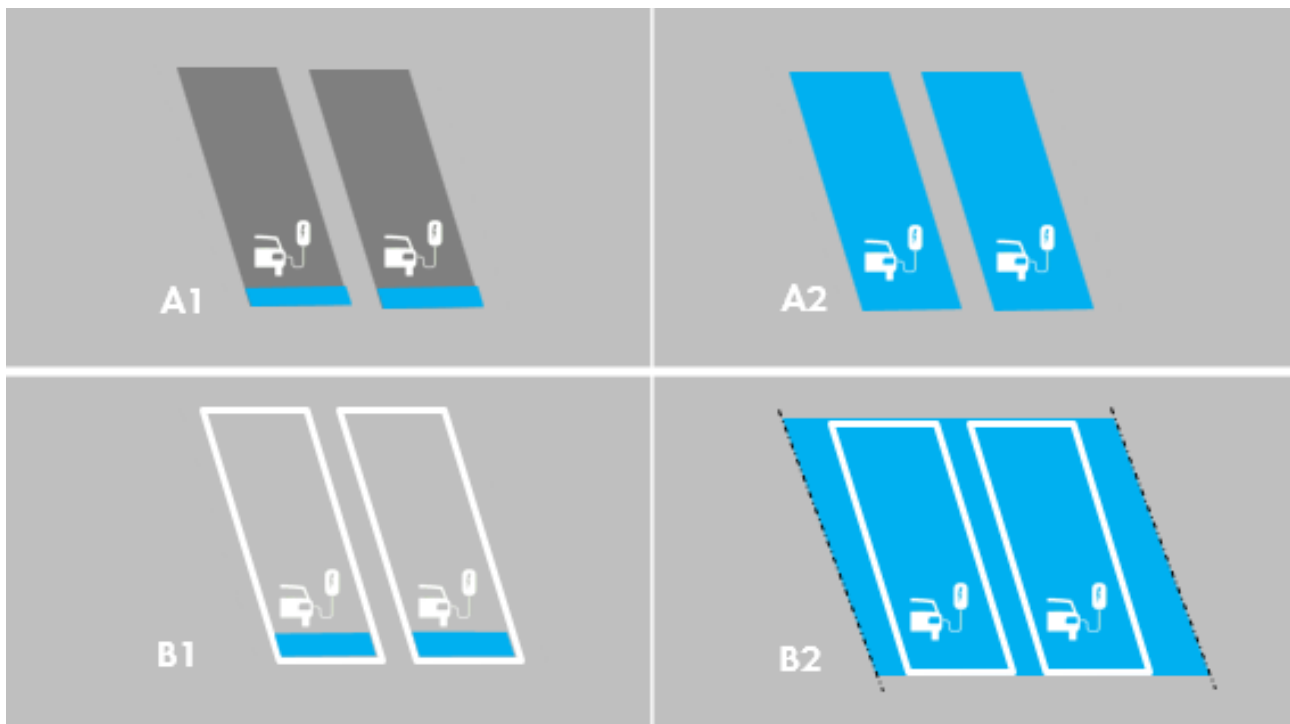
Figure 19: EV charging way finding

Figure 18: EV charging floor markings

Commercial & Digital Programme

Over the past few years we have invested considerably in our digital services. Our Commercial & Digital Programme has enabled us to focus on developing the most impactful commercial digital solutions that support our business, partners and customers today.

Supported by our digital ecosystem PaSS, we offer pre-booking options and tailored partner propositions. We also provide information regarding parking tariffs and payment options, car park capacity, navigation, availability of EV charging and other services.

Our Commercial & Digital Programme helps:

▌ reduce the hassle of parking with a seamless, contactless, queue-less customer journey;
▌ reduce search traffic during a customer's physical journey and close to their destination;
▌ reduce paper tickets and receipts, plastic access cards, and cash;
▌ reduce queues at access and exit barriers;
▌ highlight off-street parking options and enabling urbanisations to reduce inner-city congestion;
▌ gather (operational) data and data analytics to improve our operational excellence.

PaSS is our key

PaSS incorporates relevant information for our business, partners and customers, ANPR, and cashless and contactless payments. It enables pre-booking and parking rights are managed via the Q-Park Fleet Portal and our App.

There is no need for plastic access cards, special tokens or paper tickets. No need to go to the payment machine, and a QR code or PIN opens the pedestrian door.

Q-Park has made this functionality available to partners via an API or URL. The API solution is for parking service providers such as ParkMobile, EasyPark, 4411 and Skipr. The URL solution is for purpose partners who want to offer parking as part of their customer proposition or for cities who want to have integrated mobility offerings.

Results

▌ Our proprietary PaSS ecosystem is now live in all countries in which we operate, in 368 parking facilities (2021: 204).
▌ Our pre-booking transactions have more than doubled, turning more and more search traffic into destination traffic.
▌ Our PaSS transactions have more than doubled, reaching almost 7% of all our parking transactions.

Figure 20: Q-Park PaSS – our digital ecosystem