



Economy

Environment

Society

formundraum ▶▶

CSR report 2022

*Work together,  
shape the future.*

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## Dear Reader,

as a company, we never stand alone, but always see ourselves as part of a whole; for example, an industry, a region, a business location. Here we leave our mark and take responsibility for securing jobs, for the environment and for society.

The world has been undergoing fundamental changes since 2020.

Our region has experienced a terrible flood disaster that has cost many lives and will continue to shape the Ahr valley for years to come. In theory, we have known for decades that fossil resources are finite; in practice, the extreme increase in the price of energy sources is now forcing us to find safe and sustainable alternatives – immediately.

And thirdly, the COVID pandemic has taught us how fragile global supply chains can be and that cheap mass production at any price can no longer be the maxim of economic activity.

A “business-as-usual” approach to economy and society is no longer an option. We need to question our economic system, which is solely focused on growth, and find ways to act economically while at the same time conserving resources. Economy and ecology must no longer be at odds. The return of raw materials to nature, the recyclability of products and social compatibility must be considered both in industry and services.

As Managing Partner, I see it as my personal responsibility to exemplify and further develop sustainability in our company, as it is one of our quality features. This includes sustainable management, high-quality services and service quality



Peter Mauelshagen  
Managing Partner

as well as a modern concept of human resources development. We established our CSR team for this purpose, and this has earned us the famab Sustainability Certificate. Since then, we have initiated numerous projects on the topic of energy and emission savings, all the while keeping social issues close to our hearts. On the following pages, you will find a summary of our efforts and our ideas for shaping the future of our company.

Wishing you an enjoyable read

A handwritten signature in black ink, which appears to read 'P. Mauelshagen'.





## Form und Raum – our company

We design and build exhibition stands for international customers, from SMEs through to large corporates, in almost every industry. We are there for them wherever products, skills and expertise are showcased – at trade fairs, exhibitions, in-house fairs, roadshows and events worldwide. Our services begin with the creation of an exhibition stand design. We then organise everything during the build phase and make sure production and assembly are on track before handing over the finished stand.

## Our history

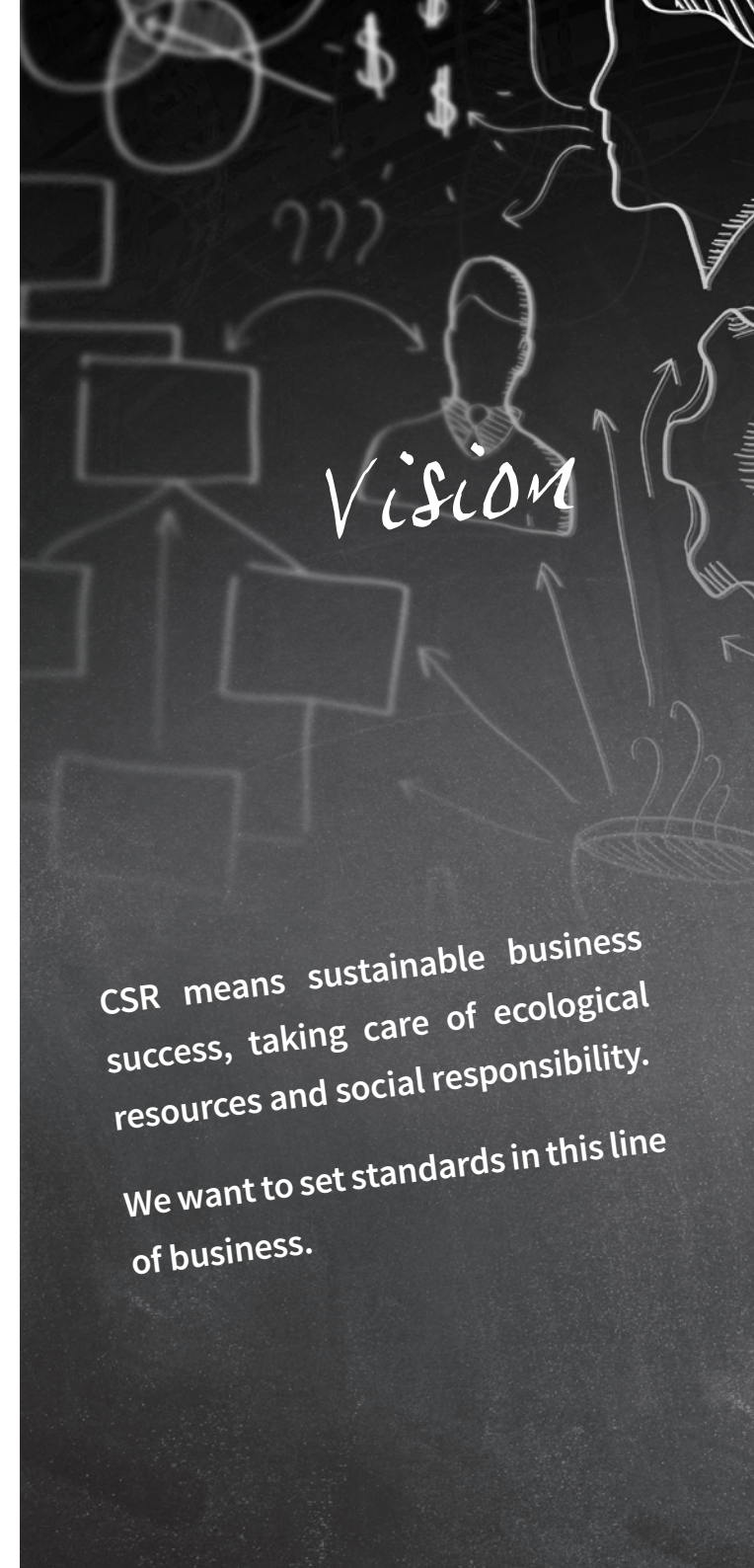
Like so many other companies, Form und Raum also owes its origins to the entrepreneurial spirit, inventiveness and creativity of individuals. Architects Wolfgang Macku and Siegbert Thelen began with a small joinery and a warehouse in Rheinbach, in North Rhine-Westphalia in 1978.

### **The eighties: boom in exhibition stand construction**

They initially built various interior furnishings, but quickly came to specialise in exhibition stand construction due to

a particularly favourable market for this in the early eighties. Back then – as today – Germany was considered the world's premier location for exhibitions. The company enjoyed particular success with its partner Wanzl. The Leipheim-based metal construction company is the world's largest manufacturer of shopping trolleys and an innovation leader in self-service store facilities. Wanzl granted Form und Raum exclusive distribution rights for its Expoline exhibition stand construction system. This facilitated “mass” production of exhibition stands. While they looked similar, they could actually be combined in very many ways to suit each customer's individual needs. Competition in the exhibition scene turned cut throat in the nineties. The fierce price battle led many companies to retreat. Form und Raum came up with a





long-term survival strategy which first involved outsourcing manufacturing and assembly. Parallel to this, the shopfitting business unit was expanded, accounting for up to 50% of overall business. Wanzl Metallbau GmbH took over the shopfitting unit in 2004.

### **Upheaval in the new millennium: the company splits**

At the same time, then managing director and current partner Peter Mauelshagen acquired Form und Raum and the remaining exhibition stand construction business unit. By focusing on where its strengths lay, the company succeeded in repositioning itself. From then on, it concentrated on larger SME clients who could be best served with the company's expertise and existing infrastructure. In the meantime, the

industry has undergone fundamental change. Individual solutions are this millennium's preferred trade fair designs. Conventional exhibition concepts based on modular systems no longer suffice. But solid craftsmanship and architectural trendsetting are still the basis of exhibition stand construction. Successful stands now engage visitors at an emotional level. We present themed worlds that allow companies and products to be perceived using all of our senses. They offer a brand experience and help tell a story – whether through exceptional catering or a spectacular light show. To meet these new challenges, Form und Raum offers a broad portfolio of advice, products and services in addition to exhibition stands themselves. Modern lighting and media concepts are popular, as well as full-service event solutions.

CSR means sustainable business  
success, taking care of ecological  
resources and social responsibility.  
We want to set standards in this line  
of business.

## Our services:



### From a single source:

#### Drafting, consulting, drawing and graphic design

Our team consists of architects, technical drafters, industrial designers, craftsmen and business people. Between them, they have the diverse expertise to provide our clients with comprehensive advice, with the objective of creating a perfectly tailored presence with memorable character for every company. Support and design go hand in hand. If the design is right, we move on to the construction drawing as the basis for production and realisation. A CI-compatible graphic design rounds off the perfect trade fair presentation.



### Production and manufacturing

From the first scribble to the handover of the stand: all in one house. Most of our exhibition stands we manufacture in-house in our carpentry workshop. We build the exhibits exactly according to our customers' ideas and as required by the circumstances and products. In addition, we have also been receiving more interior work orders since 2020. Our carpentry workshop runs at such high capacity that we have invested in new machines after having weathered the pandemic.



### Project management

For companies, the effort – from the decision to exhibit to the subsequent follow-up – is enormous. We see our task as providing our customers with a reliable constant in the run-up to the fair. At Form und Raum, every customer has a team with fixed contact persons for their project who accompany them through the months of realisation up until the first day of the trade fair. Our project managers speak several languages and realise international projects competently and bindingly.

## Engagement and memberships

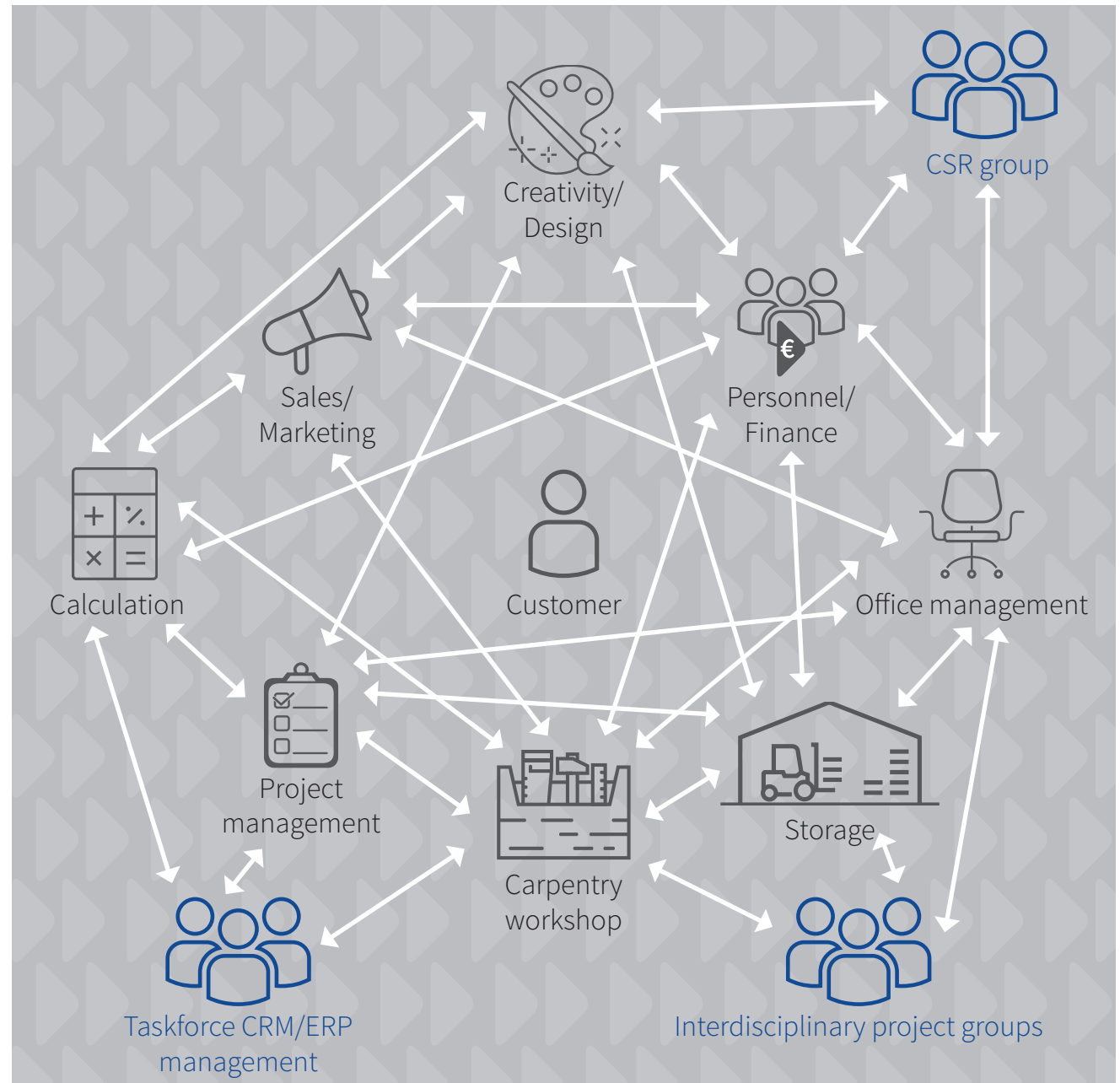




### Focus on customers and employees

When it comes to what we do, the client's project is always at the centre. The challenge for us is to take on their perspective and get to know their business, so that in the end they find themselves one hundred percent reflected in a brand-appropriate trade fair presentation. Our success is based on a wide range of know-how in the individual units. We value flat hierarchies that promote interdisciplinary work.

Interdisciplinary is also the keyword for optimising internal structures and further developing our corporate values. Decisions should be made where the expertise lies. The most current example is the acquisition of new machines. The purchase was not decided by the management, but by a competence team that was formed of volunteers from various units. Among them carpenters, designers and project managers.



standing together



## Helping Ahrtal. Form und Raum after the pandemic and flood disaster

The atmosphere at the Euroshop in February 2020 is strange. As always, the retailers of this world meet in Düsseldorf for the show run, but this time it is different, more restrained. There are reports circulating that large retail chains such as Lidl, Kaufland and Aldi have already advised their employees not to visit the fair. These are the first noticeable effects of the Corona virus on the Germany trade fair venue. Only a few days later, the trade fair industry is shut down by official order.

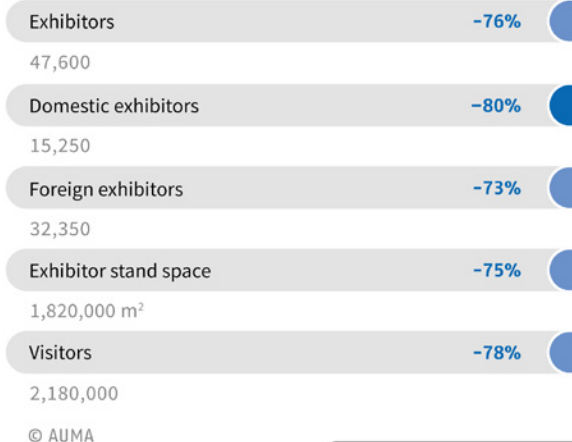
In its balance sheet for 2020, the industry association will later summarise: Around 70% of all planned international, national and regional trade fairs (could) not take place [because of the pandemic], which led to huge economic losses. In normal years, the organisation of trade fairs con-



tributes around 28 billion euros to Germany's total economic output, of which only 6 billion euros remained at the end of this year.

### Trade fair venue Germany 2020

The 49 international / national fairs compared to the preliminary events of the originally planned 190 fairs\* – temporary



\*141 fairs could not take place due to the Corona pandemic.

(Source: Auma, Die Messewirtschaft Bilanz 2020, [https://www.auma.de/de/medien\\_/publikationen\\_/Documents/auma-bilanz-2020/auma-bilanz-2020.pdf](https://www.auma.de/de/medien_/publikationen_/Documents/auma-bilanz-2020/auma-bilanz-2020.pdf), p. 5)

With the outbreak of the pandemic, Form und Raum is plunged into a crisis of unprecedented proportions. As for thousands of other businesses in the event industry, culture, tourism and gastronomy sectors, our livelihood is lost from one day to the next. The management reacts quickly. Before the possibility of short-time work is even discussed in the press, we already apply for it for our entire team and escape long waiting times. In mid-March, almost 100 per cent of our employees are on short-time work, with one exception: The craftsmen in our carpentry workshop. Now our good network is paying off, as we receive enquiries from the district and municipalities in this same month: Corona



## formundraum ▶▶

ambulances have to be built, in gymnasiums and clubhouses – what would be more suitable than our stand construction systems?! These would later be turned into vaccination centres, also with our help. At the same time, we offer our expertise in shop fitting, interior design and furniture construction, and are successful: The order situation is developing so well that our craftsmen are largely spared short-time work during the entire pandemic period. The top priority in our company is to give as many employees as possible a perspective and to keep them in the company. Then, in 2021, we receive orders that we would have gladly done without: the flood wreaks havoc on the Ahr on an unimaginable scale. We take care of the expansion of emergency kindergartens.

SEITE 14

Kreisstadt &amp; Ahr-Eifel

NR. 89 · DONNERSTAG, 16. APRIL 2020

## Corona-Ambulanz steht innerhalb von nur einer Woche

Im Ausbildungsflügel des Feuerwehrgerätehauses Gelsdorf gibt es seit Mittwoch eine zentrale Anlaufstelle für Verdachtsfälle – Es ist an alles gedacht

Von unserem Mitarbeiter  
Jochen Terrach

■ **Grafschaft-Gelsdorf.** Im Schulterstock zwischen dem Kreis Ahrweiler, der Gemeinde Grafschaft und dem Amtsnetz Kreis Ahrweiler hat es nur eine Woche gedauert, im Ausbildungsflügel des Feuerwehrgerätehauses in Gelsdorf eine komplette zentrale Corona-Ambulanz zu errichten. Glücklicher Zufall dabei: Der die Hauptarbeit leistende Messebauer „Form und Raum“ ist gleich nebenan im Gelsdorfer Gewerbegebiet beheimatet.

An Mittwoch wurde die Ambulanz in Anwesenheit zur weniger Gäste zur Nutzung freigegeben. Wird bei Patienten vom Hausarzt künftig ein Verdacht auf Covid-19-Infektion festgestellt, werden die

Landrat Jürgen Pföhler



Das Team um Dr. Michael Berbig sowie Landrat Jürgen Pföhler haben am Mittwoch im kleinen Kreis die neue Corona-Ambulanz in Gelsdorf eingeweiht.

Foto: Volbach

vermutet Infizierten noch aus der Hausarztpraxis heraus in der zentralen Corona-Ambulanz zur Weiterbehandlung angemeldet.

Dr. Michael Berbig, Dr. Thomas Gies sowie Dr. Frank Peter Kasper übernehmen die Koordination der angemeldeten Patienten. Von der Ambulanz bekommen sie einen zeitnahen Termin genannt, zu dem sie dann, soweit es gesundheitlich noch geht, in Gelsdorf zur Weiterbehandlung erscheinen müssen.

Direkt, ohne vorher den Hausarzt zu konsultieren, soll niemand die neue Ambulanz aufsuchen, damit dort auch wirklich nur Corona-Verdachtsfälle erscheinen und kein

Stau entsteht. Die Corona-Ambulanz ist kein Arztzentrum für allgemeine Erkrankungen. Dort wird im Verlauf der Corona-Behandlung dann auch entschieden, wie weiterbehandelt wird, ob eine Quarantäne oder gar ein Aufenthalt im Krankenhaus notwendig ist.

„Es ist wichtig, dass wir zur Bekämpfung der Corona-Krise gut aufgestellt sind“, sagt Landrat Jürgen Pföhler. Mit der neuen Corona-Ambulanz habe man innerhalb kürzester Zeit eine Vorreignrichtung aufgebaut, wie es sie in

nur wenigen Kreisen gebe. Das habe man in der Hauptsache auch dem Engagement von Bürgermeister Achim Jochen und seiner Verwaltung zu verdanken. Nur eine Woche von der Planung bis zur Eröffnung – das ist wirklich eine starke Leistung.

Den Verantwortlichen war entsprechend unter der Amtswehrmänner des Stolz im Gesicht zu erkennen. Wer das Feuerwehrgerätehaus in Gelsdorf noch von Ausbildungen der Wehr kennt,

wird es nun kaum wiedererkennen. Der in Gelsdorf heimische Messebauer „Form und Raum“ hat in nur drei Tagen eine außergewöhnliche fachliche Leistung vollbracht und den großen Saal mit einer barrierefreien Ambulanz mit Anmelde- und Wartebereich, sechs desinfizierbaren Behandlungsräumen, Umkleeduschen, Sanitäranlagen sowie Personalraum ausgestattet. Ein Patienteneingang im Einbahnstraßensystem, ob-

ne dass man sich auf seinem Durchlaufweg begegnet, ist gewährleistet. Die stabilen Innenwände, die im Notfall auf Messen und Ausstellungen verwendet werden, stellen einen leicht zu reinigenden und zu desinfizierenden Raum dar. Zudem ist außerhalb des Gebäudes reichlich Platz für An- und Abfahrt sowie das Parken vorhanden. Obwohl Dr. Frank Kasper in Bezug auf die Pandemie den Landkreis Ahrweiler im Gegensatz zu anderen Kreisen noch als „grüne



## Kreis Ahrweiler

Fotos, Videos, Berichte auf [www.rhein-zeitung.de/ahrweiler](http://www.rhein-zeitung.de/ahrweiler)

## Messebauer muss kreative Wege gehen

Die Corona-Krise stellte „Form und Raum“ vor existenzielle Probleme – Jetzt bietet Firma mobilen Begegnungsraum an

Von unserer Mitarbeiterin  
Petra Ochs

■ **Grafschaft.** Mit Einfallsreichtum durch die Krise: Für die Grafschafter Messebauern „Form und Raum“ sah es zu Beginn der Corona-Krise mehr als düster aus (die RZ berichtete). Was nun tun, wenn keine Messen mehr stattfinden können? Alternativen suchen. „Form und Raum“-Geschäftsführer Peter Mauelshagen hat bestehende Netzwerke und handwerkliche Ressourcen genutzt und auf viel Kreativität gesetzt.

Mehr als trübe waren die Aussichten noch im März: Ein Großteil der Aufträge der Grafschafter Firma fiel ins Wasser, weil entweder die Kunden ihre Messebeteiligung abgesagt hatten oder die Messen von den Veranstaltern komplett gecancelt worden waren. Um die Krise zu überleben, hatte Peter Mauelshagen schon im Februar reagiert und



Foto: Vitta Romankova

„Das Haus haben wir aus wetterfesten beschichteten Platten gebaut, die leicht zu reinigen und zu desinfizieren sind. Aufstellen lässt es sich eigentlich überall, wo es einen festen Untergrund gibt.“

Mitarbeiter entlassen, um die restlichen 38 Arbeitsplätze zu sichern. Zudem kürzte der Unternehmer sein eigenes Gehalt, strich Investitionen und senkte laufende Kosten.

Frei wurde auch Kurzarbeit angemeldet, und davon profitiert das Unternehmen bis heute. Auf sonstige Zuschüsse wartete es jedoch vergeblich. Grund: „Wir sind zu groß für den einen Förderpotenzial und zu klein für den anderen“, erklärt Unternehmenssprecherin Christine Mauelshagen dazu.

Die Hände in den Schoß gelegt hat das Team von „Form und Raum“ aber nicht. Stattdessen nutzte Peter Mauelshagen sein bestehendes Netzwerk. Da die Firma

viele Handwerker beschäftigt, die sofort einsatzbereit waren, sprangen sie bei Schreinerarbeiten für die Gemeinde Grafschaft ein.

Sie bauen etwa Holzunterstände und XXL-Insektenhotels und helfen in der unterrichtsfreien Zeit beim Renovieren in den Schulen. Für den Kreis baute „Form und Raum“ die Corona-Ambulanzen in Gelsdorf und Ahrbrück. Und auch sonst hat die Corona-Krise der Firma ein neues Geschäftsfeld eröffnet: die Produktion von Spuckschützen, etwa für Hotels, Ämter und Versicherungen.

Die Arbeit an den Corona-Ambulanzen und die Frage, was für einen Bedarf es aktuell gibt, inspirierten den Messebauer auch zur

Entwicklung eines sogenannten mobilen Begegnungsraumes, mit dessen Hilfe Seniorenheimen die strengen Sicherheitsbestimmungen bei Heimbesuchen problemlos erfüllen können. „Wir Messebauer sind zum Glück Allrounder“, sagt Peter Mauelshagen. „Das Haus haben wir aus wetterfesten beschichteten Platten gebaut, die leicht zu reinigen und zu desinfizieren sind. Aufstellen lässt es sich eigentlich überall, wo es einen festen Untergrund gibt.“

Für den Begegnungsraum wurde das Material verwendet, das sonst für die Messestände genutzt wird. Das Häuschen mit dem Schriftzug „Leben ist

Begegnung“ hat auf jeder Seite einen Eingang in einen Raum, der in der Mitte durch eine Glasscheibe getrennt ist. Oben ist die Glasscheibe offen – für die nötige Luftzirkulation einerseits und andererseits, um Gespräche auch ohne Mikrophon möglich zu machen. So können die Bewohner ihre Angehörigen und sonstigen Besucher wieder gefahrlos sehen.

Der Prototyp des „Mobilen Begegnungsraumes“ steht derzeit für einen Monat kostenlos auf dem Gelände des Seniorenzentrums Villa Romantica in Niederzissen. Gemeinsam mit den Heimbewohnern soll getestet werden, wie gut es funktioniert. Nach dieser

Zeit kann der Begegnungsraum für rund 600 Euro pro Monat gemietet werden. Damit es sich für den Messebauer auch rechnet, gilt eine Mindestmietfrist von zwei Monaten. Doch nicht nur in Niederzissen sollen auf diese Weise wieder gefahrlos Besuche ermöglicht werden – mit den mobilen Begegnungsräumen richtet sich „Form und Raum“ deutschlandweit an alle Alten- und Pflegeheime.

Alles in allem ist das Grafschafter Unternehmen aktuell recht hoffnungsfroh, so doch noch von der Krise „profitieren“ und damit seinen Weiterbestand sichern zu können. „Wir sind zuversichtlich, dass wir es schaffen“, meint Christine Mauelshagen.

Complete reorientation: in 2020, we take care of the expansion of corona outpatient clinics, which will later become vaccination centres. Our gathering rooms are to allow for reunions in the until then completely isolated retirement homes. (Source: Rhein-Zeitung, 16.04.20, p. 14, 28.05.20, p. 13)



# working together

## Our key stakeholders:



customers

suppliers

employees

regional  
economy and  
politics

Without them, we would quickly become superfluous. That is why we are stepping up our dialogue with our most important stakeholders within the scope of our CSR management. We maintain a broad network of suppliers, and particularly value working with proven regular suppliers and suppliers from the region or in the vicinity of the respective trade fair. With them, we meet the complex requirements of a trade fair presentation.

Our stakeholder groups include customers from all over the world. Among them are companies of various sizes from almost all industries as well as media and advertising agencies. The share of our customers from abroad is 35 percent on average.

We are an internationally active company and at the same

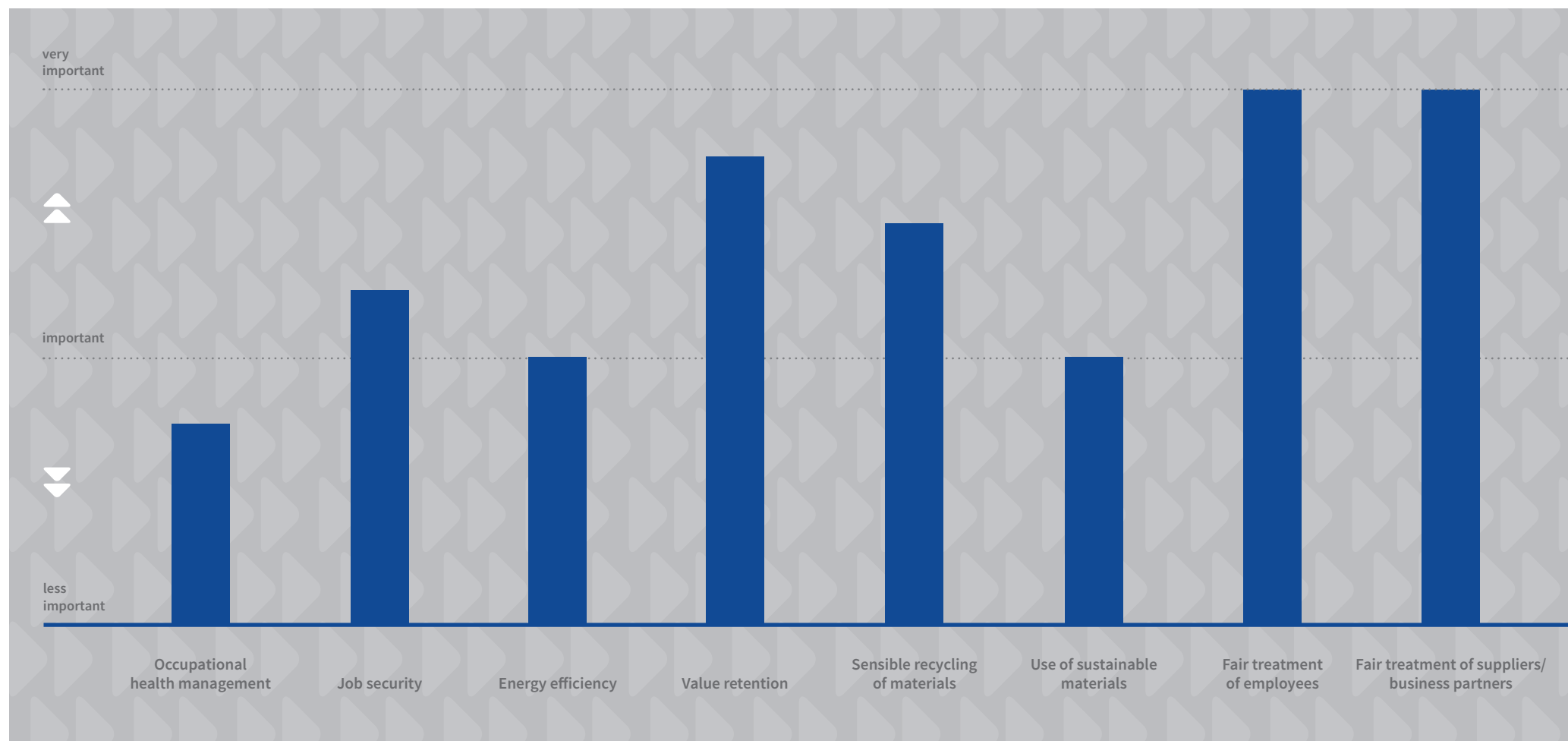
time attach great importance to being firmly located within our region. That is why the dialogue with political and business stakeholders within associations, initiatives and networks in the district of Ahrweiler plays an important role for us. Its importance has become particularly clear since 2020 following the pandemic and the flood disaster. In this context, we regularly take on tasks for public clients in the district and municipalities.

Form und Raum, that is first and foremost our employees. Their motivation and willingness to perform is the most important key to our success. In order to attract and retain skilled and experienced people, we need human resources development that is in line with modern life concepts. We conducted an internal survey to find out which CSR issues are particularly relevant to our employees.

CSR only succeeds through dialogue. That is why we want to make greater efforts to approach our customers with this topic so as to find out what their requirements are. We also want to engage with our suppliers and further optimise the eco-balance in our supply chains. Our performance will be reflected in the next CSR report.



## Survey: The CSR topics that matter to our employees



Alexander Jung, sustainability manager (far right), with the CSR-Team





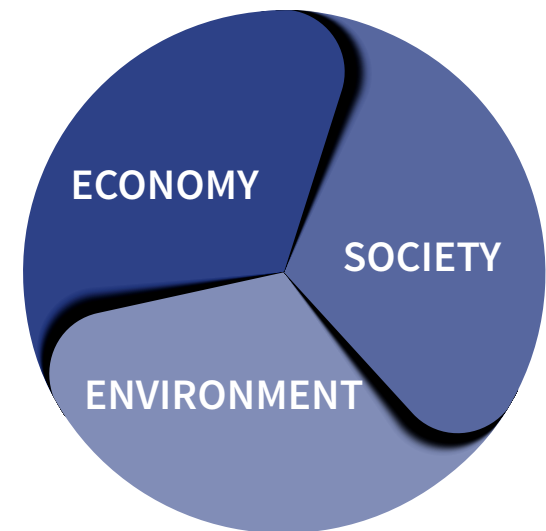
## Sustainability at Form und Raum

Sustainability is anchored in our corporate strategy and includes economic, environmental and social responsibility. These are the core areas on which the development of our sustainability strategies is based. We believe that both business and the environment can co-exist. Processes are sustainable when they pay off financially in the long term as well, such as our investment in renewable energies.

As new laws are passed, we are particularly interested in finding out to what extent our customers demand sustainable concepts in the future. We are stepping up our dialogue in relation to demands and possibilities in this regard. Even with sophisticated CSR measures, it is not possible to produce a completely environmentally neutral exhibition stand. We deal with this dilemma through sustainable

exhibition stand systems, energy efficiency concepts and carbon offsetting. We do all of these things because we feel a sense of responsibility: towards the environment and society and also towards the people who earn their daily living here – we nurture this by pursuing business activities with vision.

At Form und Raum, CSR starts right at the top, with the Managing Partner. He is part of the team surrounding our sustainability manager, Alexander Jung. This ensures that matters of sustainability are also considered in strategic business decisions. Our CSR team was created in preparation for our CSR certificate and is responsible for continuously improving the content.







*"If there is no planet, then there  
is no economy."*

Al Gore



# our commitment

## For our environment and the climate



Energy efficiency is of great interest to us, both from an ecological and an economic point of view. Here, we as a company are a role model for others. That is why we are developing concepts to optimise our own production of green electricity through photovoltaics, and to reduce emissions. We have already achieved partial self-sufficiency from external energy suppliers.

### A house full of energy

#### Light

The growth of Form und Raum necessitated a new building in 2008, in which the focus was on energy efficiency. Large window areas make optimal use of daylight, so that we get by with as little additional artificial light as possible. Our 2,000 m<sup>2</sup> high-bay warehouse is equipped with motion sensors that switch on the light only when needed.

#### Electricity

We also get our electricity from the socket, but it comes the short way directly from our roof. Through smart management, we try to utilise the energy that our photovoltaic system produces there as much as possible by ourselves. For example, by running certain facilities specifically on weekends when there is a particularly large amount of electricity available. Currently, we consume 60% of our solar energy ourselves. Our external electricity is supplied by Elektrizitätswerke Schönau, a multi-award-winning provider of CO<sub>2</sub>-neutral green electri-

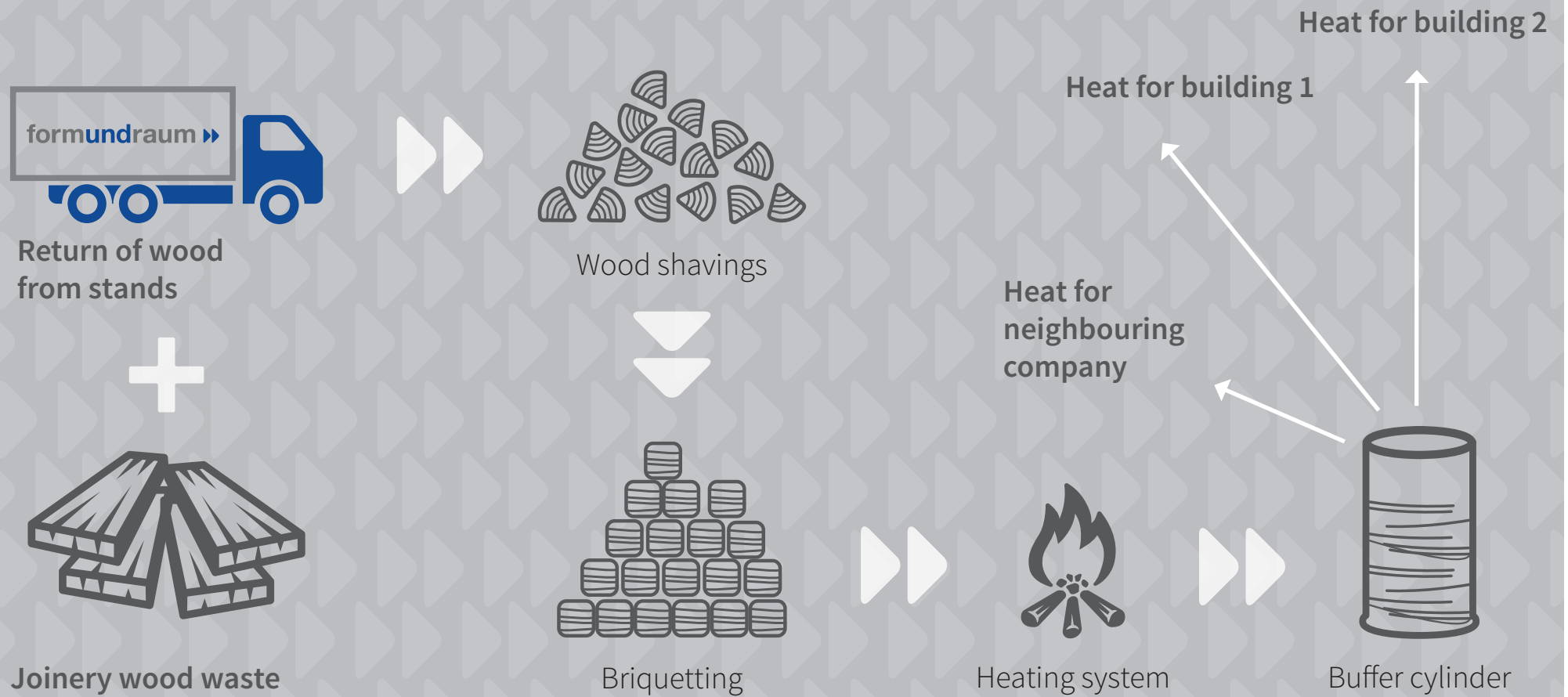
city. And our solar concept is undergoing continuous development. In 2022, another 30 KW will be connected to the grid – enough energy to establish the company's own charging station, also planned for this year, to be able to charge employee and company vehicles. The logical consequence is the gradual conversion of our vehicle fleet to alternative forms of drive. Employees can purchase e-bikes via the company, and they are allowed to charge their e-bikes as well as private e-bikes here. We have a storage capacity of 25.6 KW.



## Heat? We do it ourselves!

If there's one thing we have in abundance here at Form und Raum, then it's wood waste. It was pretty self-evident when constructing our building that this could be a fantastic energy source. Accordingly, our wood-chip heating system converts recyclable wood residues from the return of exhibition stands and from our joinery into thermal energy. The wood is chipped, turned into briquettes, fed into the 250-kW heating system and converted into heat. This works so well that our company has become a small thermal power station, allowing us to supply heat to our own buildings and neighbouring businesses, 4.000 m<sup>2</sup> of building space in total.











# *mobility*

## at Form und Raum

Mobility is a key factor in driving climate change and plays a major role in our business. That is why Form und Raum promotes alternatives to the car and to conventional drives.

When planning trips, we operate on the principle that rail travel is to be preferred, as it is not only more ecological, but also safer. Employees who travel frequently for Form und Raum are provided with a BahnCard that can also be used privately.

One way to combine ecology and health management is our company bikes. These are permanently available to our

employees for travelling to work as well as privately, in their free time, while on holiday or for sport. One fifth of our employees already use this option.

Due to the photovoltaic expansion, we can now provide an electric energy storage of 25.6 KW. That's enough energy for a charging station that will go into operation in 2022. Private and business cars as well as e-bikes can then be charged here. The logical consequence is the gradual conversion of our vehicle fleet to alternative forms of drive. We have already purchased one e-vehicle and another one is planned for this year.



# Our commitment

## Sustainable exhibition stand construction – can that be done?



One answer straight off the bat: even we do not build “green exhibition stands”. Trade fairs and exhibitions are too short in duration, the logistics and energy involved are too intensive and the amount of waste left over at the end is too substantial. Nevertheless, and because this is our industry, we have a particularly strong commitment to sustainability. At the same time, this is a real challenge for us which we aim to meet through new concepts. We are engaging in dialogue with our customers in this regard as well. What are their expectations in this area? What is important to them when it comes to sustainability and where are the limits?

### Packaging

Form und Raum uses reusable packaging to securely transport our construction materials. Small parts are packed in stacking boxes. Our electrical material is housed in robust crates and roll cases. While others frequently use disposable PVC strapping, Form und Raum increasingly opts for reusable lashing straps to bind goods on to pallets.

### Electronics – “green light?” It’s all about the mix!

LED has revolutionised lighting technology, and not only in terms of the technical possibilities. In matters of efficiency, these tiny light diodes also pack a big punch when it comes to event technology. All recessed spotlights are already equipped with LEDs. LEDs are preferred for new acquisitions wherever the figures add up.





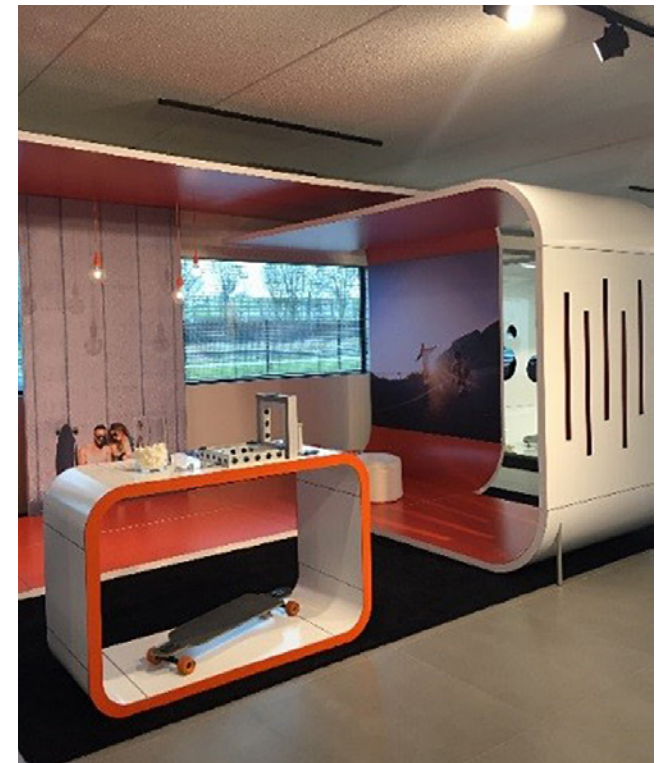
### **Demonstrate sustainability – with exhibition stand construction concepts based on reusability**


Form und Raum builds conventionally produced exhibition stands according to our customers' specific requirements, with a focus on reusable construction material. Some of the floor systems can be used multiple times thanks to their particleboard flooring.

We also focus on modularity and reusability when it comes to our wall panels, using two different wall construction systems for multiple use: one an aluminium support/frame system and the other a solid-wood frame system from our own joinery as a supporting structure for wall and booth construction. Both systems can be individually panelled according to our customers' wishes and are reusable.

### **Offering system solutions does not mean off-the-peg stand construction**

Following intensive research, we very consciously chose to include the Aluvision stand construction system in our offering. Aluvision impresses with its high-quality finish, great stability and flexibility of use. It combines long-term reusability with a high level of modularity and can be used for light textile structures with backlighting and rigidly overlaid fronts. The perfect addition to our portfolio – especially for individual brand presentations at smaller specialist and in-house shows and conferences in spaces covering between 10 and 100 m<sup>2</sup>. Photos: Aluvision





*"Values are worthless,  
when they are unloving."*

formundraum »

Auftraggeber:	DB	08.08.2017	14.08.2017
Auftrag:	Grundriss und Projekt	14.08.2017	14.08.2017
Projekt:	1.000	14.08.2017	14.08.2017
Standort:	St. Gallen, M. St. Gallen	14.08.2017	14.08.2017
Objekt:	St. Gallen, M. St. Gallen	14.08.2017	14.08.2017
Objekt:	St. Gallen, M. St. Gallen	14.08.2017	14.08.2017

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# taking everyone along

## Personnel development at Form und Raum

The way a company treats its employees is how it defines its quality.

## The world of work in motion

Digitisation, new requirements in work culture, the qualifications of junior staff, the search for skilled workers – all of these are topics that, among others, play a major role in our human resources policy. In addition, we have been working under pandemic conditions for the last two years. Fortunately, like most companies, we managed to quickly convert our IT infrastructure to digital working and upgrade technical equipment and software. Well before the first lockdown, all of our employees except the craftsmen were able to work from home. We acquired conference software and expanded our IT structure ad hoc to make it fit for the future.

During the time when there were no trade fairs, we managed to keep our craftsmen working full time wherever possible. We quickly found other target groups and were able to generate orders. Furniture and interior work for private customers, shop fitting, public sector contracts and museum exhibitions were projects that got us through the pandemic years. We are quite relieved because we succeeded in keeping our competent personnel on board during this difficult period.

## Employees

Employees  
Total: 32,  
■ men 21,  
■ women 11

### Life balance

- | Flexible working time models
- | Homeoffice and mobile workstations
- | Support for families
- | Team events, parties and celebrations

### Health/social

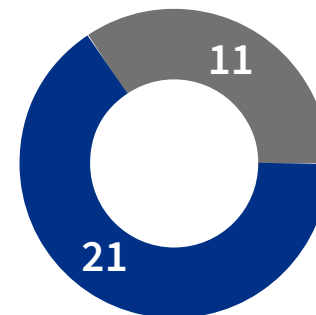
- | Modern ergonomic workplaces
- | Free fruit and drinks
- | Shared lunch
- | Support during difficult times of life
- | Health education
- | Company sports events
- | Internships for school students and young refugees
- | Careers information for school and university graduates

### Finances/continuity

- | Secure jobs
- | Profit-sharing
- | Performance bonuses for individual success
- | Occupational pension scheme
- | Annual feedback discussions
- | Financing of an e-bike

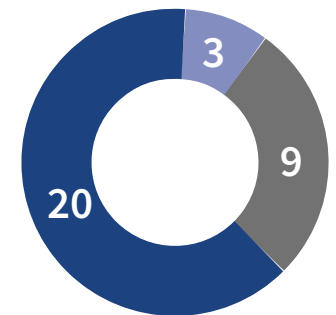
### Training/prospects

- | High-quality vocational training in cooperation with the Institute of Studies for Communication (Studieninstitut für Kommunikation)
- | Intensive supervision by instructors and external support where necessary in cooperation with the Chamber of Crafts
- | Encouragement of personal initiative/facilitation of internships at other companies (including opportunities abroad)
- | Career prospects with a high degree of project responsibility
- | Internal and external training programmes



### Positions:

■ 23 full-time  
■ of which 3 trainees,  
■ 9 part-time





*"To know, what is  
important."*



*...because work is  
part of life.”*

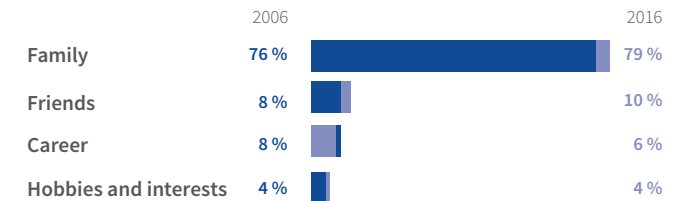
## Promoting a life balance

With more and more parents, particularly mothers, in our staff structure, we have increasingly looked to create a family-friendly workplace. We want working times to fit as well as possible with daycare opening hours and the needs of school children.

Our “flexi-work” approach includes part-time models geared towards the particular family situation (children’s ages/ single parents/life partner situation). Outside of the Production and Logistics departments, staff can choose to work from home. Some employees make regular use of this on set days while others only do so when their personal situation requires it. Form und Raum especially facilitates women increasing their working hours when their situations change so that they do not have to worry about ending up in a “part-time trap”.

The general societal trend among families is towards both parents working but also wanting to spend time with their children. This puts a greater focus on fathers in HR policies. They also require more flexible workplaces to suit the new demands and needs of family life. We will have to keep finding ways to accommodate this in the future for the sake of long-term staff retention. We support fathers and those in management positions exercising their right to parental leave as well and this is presented in a positive light within company communications. Once their parental leave is up, parents at Form und Raum have the comfort of knowing they can return to a position that is commensurate with their qualifications.

## Nothing matters more to Germans than family life.



Basis: Federal Republic of Germany, population aged 16 and older  
Source: Allensbach Archive; IfD survey 11058, July 2016

## The guide for all of our actions: our company rules

Our company rules govern our business interactions and our dealings with customers and suppliers. They create the basis for our work and can be used to clarify problems when conflict arises. We value a cooperative management style and open corporate communications. We welcome ideas on how to improve workflows, communication, customer service and teamwork. All team leaders have an open mind to this. This principle is explicitly stated in our company rules and implemented in practice.



*„An apple  
a day...“*



## Health management at Form und Raum

- | Free water, coffee, tea and fresh fruit
- | Health premium for staff who do not smoke during working hours
- | Company bicycle as a salary component
- | Organisation of after-work joint bike rides
- | Regular health education on nutrition, healthy backs, etc.
- | Establishment of ergonomic workplace

### Incentives

- | Christmas and summer parties aimed at team building and including sports activities
- | Joint climbing outings
- | Canoe trips
- | Mountain bike trips
- | Electric bike trips
- | Museum visits
- | Family events
- | Participation in the Bonn company run

We spend a third of our lives at work. Employers are responsible for ensuring that this time is valuable – for each individual and for the company as a whole.



#### Team Summer Event

Beyond the daily routine of the company, beyond guidelines and expectations our team embarked on a joint wilderness training course together. Free from stress, consumption and digital overkill, we took the opportunity for sustainable teambuilding.







*"soulfood."*

## Lunchtime



When we built our new main building in 2008, we set up a particular recreation room with a large kitchen to provide for a shared lunchtime experience. It had already become a fixture in the years before and is now firmly anchored in the company's culture. Taking it in turns each lunchtime, one employee cooks for everyone else.

The costs for the ingredients are shared. The cook has one hour to prepare the food during working time, but the purchases happen outside of working hours. Besides the benefits of everyone getting to enjoy a freshly prepared lunch each day, we especially value how having lunch together improves relationships and communication at Form und Raum. With everyone there together, sometimes there are discussions about work matters and people take the opportunity to quickly clear up the odd question, but it is more common to

hear non-work discussions and a lot of laughter. The meals are varied thanks to the different chefs and their particular tastes, while colleagues can use every minute of their break without having to go off looking for a bite to eat. This leaves time for a short stroll through the Grafschaft orchards.







# Postface

This Form und Raum CSR report, the first of its kind, has been compiled on the basis of the guidelines of the Global Reporting Initiative (GRI). We plan to continue to produce such a report every two years, taking stock of our social, environmental and economic CSR activities and providing the relevant figures. The CSR team established in advance the most important aspects for Form und Raum in terms of a GRI report and collected the content from the company.

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# formundraum

**formundraum** ▶▶ | brand exhibition design

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