

# FUTURE-FRIENDLY

Corporate Responsibility at VEKA

**VEKA**  
AKTIENGESELLSCHAFT

Our understanding of sustainability

## Being future-friendly

**Sustainability is a driving force** behind all our business activities. As a family business, we aim for **future-friendly** business development focusing on secure jobs in a healthy environment. We firmly believe that building long-term partnerships with our customers and business partners is the key to success. **Trust in the quality and safety** of our products and services forms the cornerstone of our successful partnerships.

To do justice to this trust, we apply our concept of sustainability at each stage of the value creation cycle. This means research and development which focuses on **ecological efficiency, transparent supply chains, production that is both energy efficient and environmentally friendly, as well as assuming an international leadership role in the field of recycling**. Our employees are dedicated experts, adept at developing and implementing the necessary processes. To enhance this expertise among our employees, we take a proactive approach towards ongoing staff support and retention, aiming to continuously imbibe them with an **awareness** of sustainable management.



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# FUTURE-FRIENDLY



## THE FOUNDING YEARS

In 1969 Heinrich Laumann founds VEKAPLAST with eight employees and a turnover of 1.7 million Deutsche Mark.



## EARLY INTERNATIONALISATION

Between 1983 and 1986 VEKA establishes its first international subsidiaries.

## THE RECYCLING ECONOMY IN PRACTICE AND CSR MANAGEMENT

In 1993 VEKA establishes, in Behringen, the largest and most modern recycling plant for scrap windows.



In 2006 and 2007 new recycling subsidiaries are established in the UK and France.



## THE SECOND ROUND OF INTERNATIONALISATION

VEKA Polska is founded in Poland in 1994, followed by expansion into Asia and Latin America between 1994 and 2000.

## CONSOLIDATION, ALLIANCES AND GLOBAL MARKET LEADERSHIP

With selective acquisitions, the take-over of GEALAN and diversification into digital business areas the VEKA Group establishes itself as global market leader.



In 2018 VEKA introduces group-wide CSR management.



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## Dear business partners and other interested readers,

Our philosophy has always been to aim towards long-lasting, continuous corporate success, rather than short-term benefit through the creation of a long-term and future-oriented business culture. This ambition for corporate success and creating good prospects for future generations means taking responsible action, delivering financial stability whilst meeting the interests of the employees and protection of the environment.

VEKA understands putting sustainability in practice goes far beyond raising awareness, it requires considerable staying power, a sophisticated organisational structure, processes that are both firmly established and closely monitored, and the dedication of our employees. As a family-run business VEKA AG has endeavoured to enshrine these essential principles of sustainable corporate governance firmly into its business culture since its very foundation in 1969, this can be seen with our success in the Polyvinyl Chloride (PVC) recycling industry for over 25 years.

Part of our long-term business strategy is a continued approach towards sustainability across three core business pillars: as a business, as an employer and within the context of environmental management, these have been anchored into our "Strategy 2020". This booklet aims to offer an outline of our vision for a sustainable business both in the areas we are already active in and our plans for the future development of our business in line with this strategy.

The VEKA AG board of directors:  
 Andreas Hartleif (Chairman),  
 Dr Andreas W. Hillebrand (Deputy Chairman/Finance),  
 Bonifatius Eichwald (Sales and Marketing),  
 Elke Hartleif (Human Resources) and  
 Dr Werner Schuler (Technology).

€ **1.1**  
billion turnover



**6,000**  
employees

**41**  
sites



**24**  
plants



**459**  
extrusion lines

**The VEKA Group, with its core brands VEKA and GEALAN is global market leader in the area of PVC profile systems for windows and doors. With our “Strategy 2020” we have set the course for expanding our leading position.**

## Moving in a clear direction

The VEKA Group is the global leader in the manufacture of PVC profile systems for windows and doors. We employ over 6,000 employees on 41 sites across all major global markets, with over 2,300 of them based in Germany. The VEKA Group was founded in 1969 in Sendenhorst (Germany), where it still has its headquarters and where it continues to design the window and door system solutions that bring success to our worldwide partners and customers.

The group runs three operational core divisions. Our core business is the design, development and extrusion of window and door profiles, extrusion of plastic sheets for the construction industry, advertising and industrial sectors and our third division, Recycling & Compound, taking old PVC windows and doors turning them into new raw



**The VEKA Group has played a major role in shaping the development and recycling of PVC windows.**

material for the industry ensuring VEKA forms part of the Circular Economy within the PVC industry, beyond the VEKA Group.

In 2018, the VEKA Group generated a turnover of 1.1 billion euros. To shape the balance between continuity and progress, we developed our “Strategy 2020”, which maps a clearly defined process and is subject to regular review.

**Sustainability and staff-centeredness are consciously anchored in our “Strategy 2020” as strategic initiatives.**



Andreas Hartleif,  
Chairman of the board



### “Strategy 2020” – Mission and vision

Our mission statement addresses our raison d'être: Why are we here in the first place? What are our driving forces? And what benefits do our products and services offer? Our vision outlines our 2020 targets.

## Our mission “To shape living spaces”

**We create living spaces, together with our partners, our employees and in harmony with our environment.**

#### Shaping living spaces ...

##### ... with our partners

With our products, services and ideas, our partners can create and improve their living spaces. Putting ourselves in our partners' shoes, we ask ourselves: “How can we make our customers even more successful?”

##### ... with our employees

Our employees are our biggest asset. We delegate responsibility and give trust. It is our ambition to help our employees grow each and every day, in terms of both qualifications and personality.

##### ... in harmony with our environment

Our business activities are geared towards sustainability. As a pioneer within our industry, by 1993 we had already initiated the concept of a recycling economy. Our “Recycling & Compound” business unit is aimed at further developing this cycle.

## Our vision “To become and remain best in class”

**We will become and remain number one – standing by our customers, first-class as an employer and in relation to sustainability and environmental protection.**

#### Remaining number one ...

##### ... to our customers

We want no one to make better products than us, no one to better understand and support the needs of our customers than us – in the form of products, consulting or logistics.

##### ... in human resources development

As an owner-managed family business, we are keen to train up the most highly qualified experts in the industry. Our employees feel secure and appreciated, both as individuals and professionals. And they are proud to be working for us.

##### ... in sustainability and environmental protection

We recycle scrap PVC windows and their component parts to the greatest extent possible. The VEKA “Recycling & Compound” division is industry leader in the recycling of scrap windows.



**A strategy without an iterative process tends to be nothing more than a wish list.**



Dr Matthias Koch,  
Head of Strategic Marketing (CMO)

### Targets and strategic initiatives for 2020

The three dimensions that form our targets feature measurable goals that we aim to achieve by 2020. The strategic initiatives define the thematic focuses encountered along this path.

Sustainability implies financial stability. This is why we have defined earning power and growth as our strategic goals for 2020. Our target is a group-wide EBITDA profitability of 12% and a growth in our turnover to 1.2 billion euros. To add to that, we aim to become and remain the preferred go-to partner in all regions and divisions we are active in.

To achieve our goals we have defined nine strategic initiatives for the focus of our actions. Concentrating on our core business will always play a central role in our efforts. However, staff development & retention along with sustainable environmental management will always be considered part of our core business, on which we develop the long-term vision for the VEKA Group. Our objective is to be a transparent business that strives to continuously improve its products and processes through the use of technology and group-wide systems.

Our “outlook” (see p. 23) offers an overview of how sustainability management is being implemented within the VEKA Group.

## Our goals

**≥ 12%**  
Profitability (EBITDA)

**≥ 1.2**  
billion euros in turnover

**1<sup>st</sup>-2<sup>nd</sup>**  
partner in each division/region

PROFITABILITY

GROWTH

CUSTOMER RETENTION

## Our initiatives





**Top quality standards, long lifecycles, outstanding insulation properties – all these contribute to the sustainability of our PVC profiles.**

## Durable, energy-efficient, recyclable, digital

Windows are not mere construction elements. They impact on the functionality and aesthetics of a building as well as on its energy efficiency. PVC windows made with profile systems from our core brands VEKA and GEALAN stand out for their high quality, long lifecycles, exceptional insulation properties and maximum recyclability.



### Quality and longevity as features of sustainability

The reason that quality is embedded in VEKA's DNA can be traced back to the history of plastic windows. In our early years, having uncompro-

misingly high quality standards was our way of gaining a foothold in the market. This was extended to providing outstanding levels of material processing and processes, delivery capabilities, timeliness and consultancy. Another important factor in the sustainability rating of our products is their longevity. As an integral part of the construction industry, PVC windows are designed to last for many years and are considered the most durable applications as compared to other plastics applications such as FMCGs and electronics.

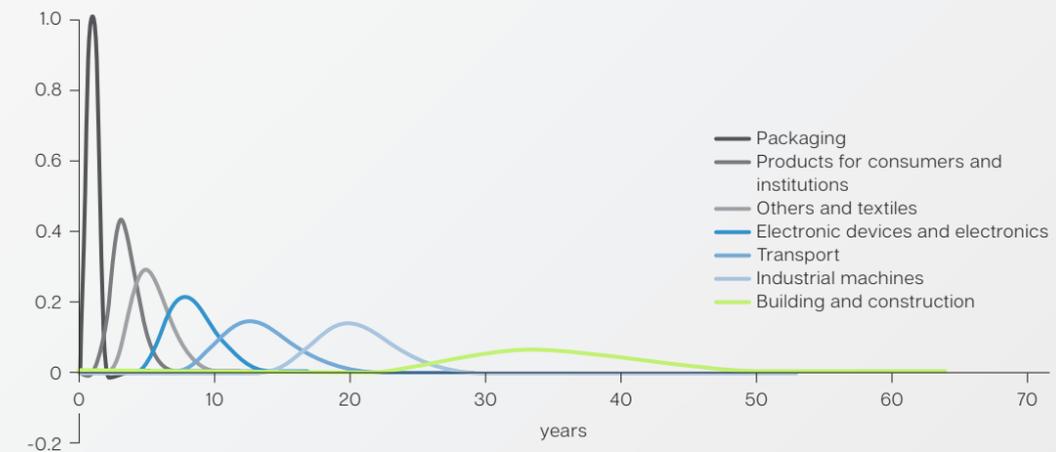
The VEKA Group's quality management has established rigorous processes, which are documented and audited on a regular basis. We have intentionally extended our QMS beyond the minimal requirements of the DIN and ISO norms.

Our QMS reflects our determination to factor in the recyclability of our products.

### A positive Lifecycle Assessment (LCA) of PVC as a construction material

Plastic windows have several advantages from an environmental point with their insulation properties whilst enhancing our comfort of living through energy efficiency. Over consecutive years, LCAs have rated our materials favourably when compared with other construction materials. While PVC has sometimes attracted controversy, the material actually scores highly due to its resource and energy efficiency, longevity, excellent climate protection properties and recyclability – PVC has been proven superior to all other materials regarding all of these factors.

### Product lifecycles



Source: Fate of all plastics ever made, Science Advances 2017

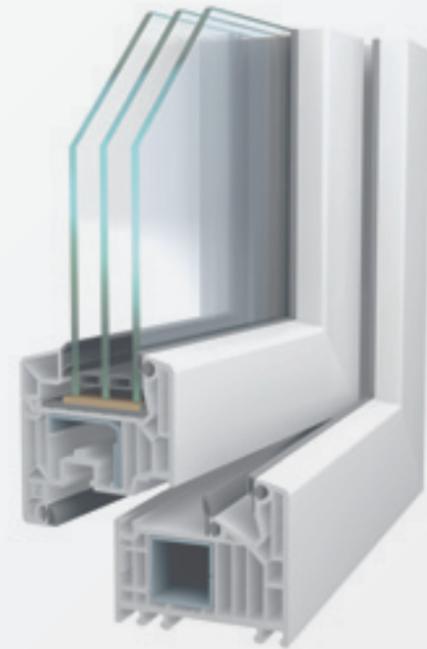
## Products

LCAs provide a basis for Environmental Product Declarations (EPDs). In 2016, the VEKA Group participated in an EPD along with other members of the German Association for the Quality of Plastic Products (QKE) and the European PVC Window Profiles and Related Building Products Association (EPPA). The EPD demonstrated that plastic windows were not just “very long-lived and durable”, having no negative impact on human health or the environment from the material used in their PVC frames. Even in extreme events such as flooding or physical damage PVC windows would have no negative effects on the environment.

### Digitally sustainable

Thanks to digital technology the VEKA Group are currently developing an intelligent window. This system will be able to digitally document information about our product through a digital product memory implanted in the window.

A Near-field Communication (NFC) chip that can be integrated into the window will allow window manufacturers, installers, end users and recyclers to digitally access information about the product through a mobile app. This technology will provide paperless and location-independent product information all the way from production through installation and the recycling process. We believe that the window intelligence will bring a significant increase in the efficiency of our section of the circular economy.



**Our products are measured by sustainability criteria in all phases of their product lifecycle. Our aim for the future is for this, too, to be digitally documented in the window.**



Bonifatius Eichwald,  
Board Member, Sales and Marketing



### VinylPlus certification

The VEKA Group is one of the very first companies whose profiles qualify for the new Vinyl-Plus product label. This sustainability badge for plastic windows enables European PVC manufacturers to make their voluntary commitment to increased recycling quotas visible to the market and end users. Accreditation to the standard required VEKA to undergo an external audit by an independent auditor. In 2017, our window profiles VEKA SOFT-LINE 70, 76 and 82, manufactured in Sendenhorst (Germany) and Skierniewice (Poland) received accreditation. In January 2019, our GEALAN profile systems S 7000, S 8000, S 9000, S 9000 NL and GEALAN-KUBUS® entered the same process.

In addition to the high proportion of recycled PVC, certification also considers upstream aspects such as the sustainable design of the product through the supply chain. The audit proved that more than 90% of the raw materials for the SOFTLINE series profiles originate from companies with certified quality management systems. Over 75% of our suppliers are certified according to the environmental management norm ISO 14001. An average 26% of the product materials are recycled. For our main profiles, the proportion lies at 50%.

**90%**

proportion of suppliers with QM systems



**75%**

proportion of suppliers with ISO 14001 certification



**26%**

proportion of recycled raw materials in products





**At VEKA, environmental protection covers all stages of the value chain – from the energy we use to power our machinery to water consumption and all the way to the recycling of scrap products.**

## Recycling economy in practice

### Systematic energy management – since 2001

Energy consumption of the VEKA AG at its Sendenhorst\* site can be divided into the different energy categories of electricity (77%), natural gas (12%), power gas (4%) and petrol (7%). Electricity is used in all production units, at administrative locations and is also used to generate compressed air. Our Combined Heat and Power plant uses natural gas to generate electricity with consumption of the power split between profile extrusion at 39%, the mixing plant at 18% with the remaining 29% used across a variety of smaller business areas; the residual 14% is used for heating buildings and offices. To minimise and control our energy use, we operate an energy management system that complies with ISO 50001, which was last recertified in November 2018. Certification to ISO 50001 was a natural continuation of the energy policy we set out in 2001. We are constantly fine tuning and adjusting our processes to improve production and other areas for energy efficien-



The constructed wetland in Sendenhorst allows surface water to be purified in a natural way.

≈ 40%

reduction in specific energy use

Estimate for the production plant in Sendenhorst (2005 – 2018)

cies. This ranges from optimisation of the drive technology of our extrusion units to the installation of energy-saving LED lights and heat recovery from our computer centre. Through a number of simple and sophisticated measurements, we were able to lower the specific energy consumption of our production by around 40% between 2005 and 2018.

### Treating wastewater with plants

Part of our environmental stewardship encompasses our ecological responsibility, with a focus on our use of water. Water is mainly used for cooling the production facilities and the extruded

profiles. We minimise water consumption by cooling and feeding it back into circular water systems at our production sites. Our largest location, Sendenhorst, is home to a Constructed Wetland, established in 1998. All surface water is collected and treated in catch basins on the premises. After treatment, the water is fed into the cooling and process water cycle. This treatment process is chemical-free using sand filled filter beds and plants to clean the water naturally. This system not only provides ecological benefits as a natural habitat but allows us to reduce both our water consumption from public water pipeline networks as well as our waste water output.

\* All figures refer to 2018 at our main site in Sendenhorst, but also apply in similar percentages to other production sites.

## Joining forces: VinylPlus and Rewindo

The European sustainability programme VinylPlus was launched in 2011, succeeding the European PVC industry's voluntary commitment to sustainable development. It was initially designed for the period up to 2020. Founding members include the European associations of PVC manufacturers, and plastic processors as well as producers of stabilisers and plasticisers. Our membership in the European association of PVC profile manufacturers (EPPA) has enabled us to actively support the VinylPlus concept from the outset. A core concern of VinylPlus is to increase the amount of recycled PVC in Europe to at least 800,000 tonnes by 2020. In addition, members of the initiative aim to

- promote the sustainable use of additives
- increase the contribution of their products to sustainable development
- continuously lower carbon emissions as well as energy and resource consumption along the complete value chain.

A means of reaching the European recycling goals in Germany is Rewindo GmbH, founded in 2002. Rewindo, a coalition of leading German PVC manufacturers, aims to advance the collection and recycling of scrap PVC profiles from windows, doors and roller shutters which accrue, for instance, from the renovation or demolition of buildings. Rewindo currently consists of seven recycling partners. One of these is VEKA Recycling. We plan to remain a driving force within this recycling network and help lay the cornerstone for increased recycling rates and expansion of the use of recycled materials.

### Waste as an economic factor

For us, waste management is part of our contribution to reducing our environmental impact whilst protecting natural resources. A positive business impact of this is the lower operating costs. Avoiding waste or feeding it back into the production cycle helps to lower the overall business costs, this simple strategy is monitored with the various waste streams and recycling rates, such as post-production recycling (see below) being monitored in our company for many years.

### A pioneer in PVC recycling: transforming one material into another and back again

The VEKA Group represents the circular economy in practice. We remain committed to this as a business priority in all our plants, where recycling of all production waste is routine. Out of specification and start-up waste from production is collected, shredded and fed back into the manufacturing process (known as post-production recycling). Other re-usable materials, for instance from packaging made of wood, cardboard, foil,

aluminium etc., are recycled by external recycling companies. The VEKA Group has come to be renowned within the market as a pioneer in PVC recycling: being founders of the Recycling Network over 25 years ago. We do not restrict ourselves to our own waste streams, instead we collect and recycle across the entire industry. We operate recycling plants in Germany, the UK and France – making VEKA

## a world class leader in this field.

In addition, we support Rewindo as a founding member (see info box on the left) as well as the voluntary commitment of VinylPlus.

### Certified recycling quality

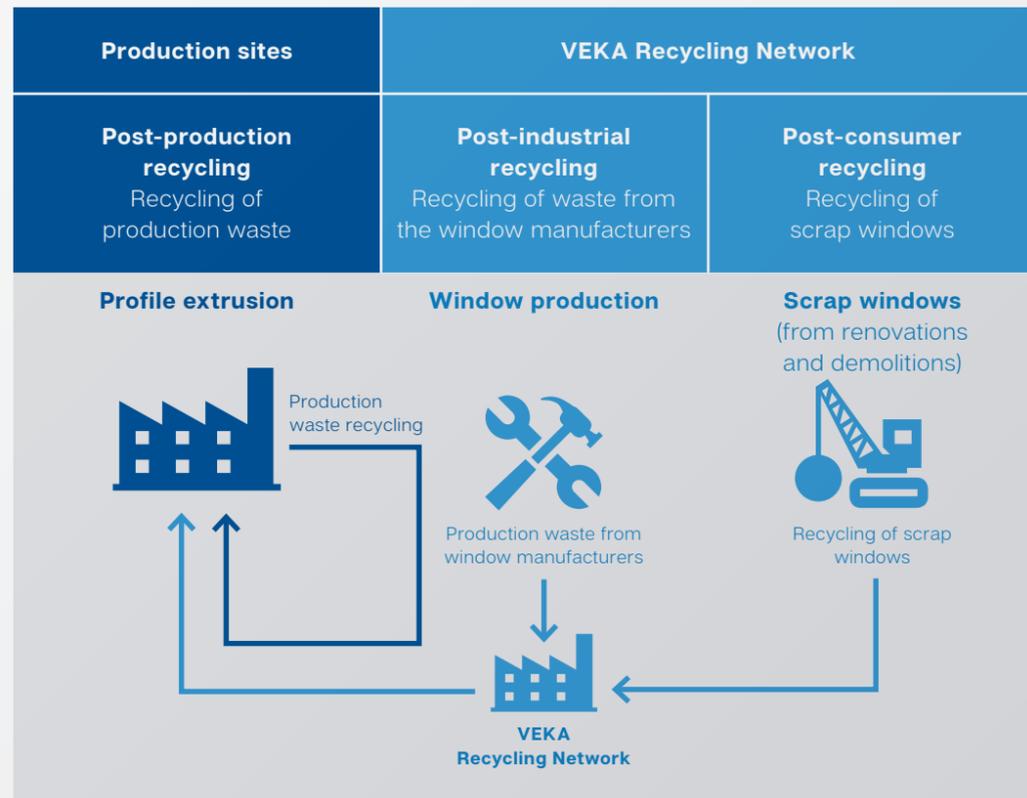
We established our recycling plant in Behringen in 1993, gaining TÜV-certification in 1997, as the very first waste management specialist for recycling plastic windows. The focus of the VEKA Recycling Network is on recycling old window frames (post-consumer waste) and PVC waste from windows production (post-industrial waste). This avoids landfilling or incineration whilst helping to achieve the ambitions of the circular economy. The VEKA Recycling Network has an annual recycling capacity of 75,000 tonnes.

We understand this area of our business has an important future role to play both environmentally and commercially. It is anticipated there will be considerable growth in the amount of scrap windows available for recycling. In the 1990s Germany saw the installation of up to 25 million



windows, whilst it will be a number of years before these windows enter the secondary raw material market. The VEKA Recycling Network has implemented strategies in preparation for this anticipated market growth. Our goal is to increase our recycling capacity to 100,000 tonnes by 2020.

### Recycling processes at VEKA



**75,000**  
tonnes  
recycling capacity p.a.  
VEKA Recycling Network

**Responsibility, self-reliance, qualification and appreciation – these are the core values of VEKA company culture. In our approach to staff development we expect and promote these values with the target of fostering job satisfaction and a sense of belonging.**

## A family-style employer

A workforce that is motivated, responsible and content is the key to success for any company. At VEKA AG, we invest a great deal to ensure that our employees enjoy working for us.

### Fair fringe benefits

For us, an enthusiastic workforce is of paramount importance, and as an employer, it is our daily endeavour to achieve this. We offer both social and financial incentives. In addition to competitive salaries, our employees receive bonuses at Christmas and for their annual leave, tax-free compensation for capital-accumulation purposes, as well as travel and meal allowances. Industrial employ-

## Appreciation is important to us.

ees working shifts are paid the maximum extra allowance allowed under the tax law, as our way of showing respect for the physically demanding work they undertake. If employees need to work over the weekend, they receive 50% extra overtime pay for Saturdays and 100% for Sundays. This is far from common practice within the industry.

We attach equal importance to engaging in constructive dialogue with our employees during their annual appraisal interviews, which we make sure are conducted for every individual employee.

saying that the VEKA AG itself presents its employees with a small surprise gift to mark the important moments in their life, such as the birth of a child.

### Promoting a work-life balance

Juggling work and personal life can be a challenge, particularly for young families. One way we try to help is through our flexitime system: At VEKA employees can accumulate up to 40 hours over or 20 hours under-time, which they then make up for by working or taking off half or full shifts on other days. Our "Shift model 2000" allows a personalised pattern of shifts worked over a three-shift system. Moreover, we offer options of working from home, part-time or job sharing whenever possible. For parents, the option of working part-time is popular, as it means they can keep a foot in the door during their parental leave. We also offer a parent-and-child office and child care during school holidays. The individual requirements of employees are identified and discussed during employee interviews, and then the various measures are implemented via our family coordinator.



The social fabric at the workplace is also of importance to us. To promote a positive team spirit we organise an annual Christmas party, sponsor departmental events, host the biennial VEKA football tournament, including a programme for kids, offer an annual excursion for young employees and many other events. Pensioners can join the VEKA seniors' club. Employees make voluntary contributions to the works council auxiliary fund, out of which gifts can be bought and presented to colleagues on special occasions. It goes without

**We expect commitment and motivation from our employees – in return we ensure that their jobs are secure and sustainable in the future.**



Elke Hartleif,  
Board Member HR



**Innovative apprenticeships and in-service training**

In Germany, VEKA offers ten different forms of apprenticeship. Each is based on a structured training programme. From the very outset, our apprentices also gather experience in VEKA AG project management standards and undergo both internal and external training. Our in-house training facility is open to all employees, with an open programme of between 45 to 69 recurring presentations and classes. Our apprentices are required to participate in between six and 19 mandatory classes. These are taught by VEKA specialists and executives, who in this way pass on their specialist know-how within the company.

Our employees also have access to a wide range of additional qualifications. These include, for instance, courses on presentation and project management skills, as well as foreign language tuition.

**In addition, our apprentices can spend a minimum of three to four weeks in one of our subsidiaries outside Germany.**

Our offering is rounded off by hosting our own junior company, visits to other companies within the industry as well as a wide variety of social activities. The VEKA Academy offers a broad range of options, including executive training, a cross-mentoring programme, international meetings and training courses as well as personalised additional classes leading to external qualifications.



**Executives as role models**

We expect our VEKA executives to act as role models in maintaining and promoting company culture. This culture is flavoured by a down-to-earth approach, enriched by trusting and convivial relationships. Throughout, we endeavour to respect the fundamental rules, such as adhering to legal requirements and our code of conduct, especially in view of all interaction between and conduct towards colleagues. Key here is our zero-tolerance policy towards discrimination and harassment in any shape or form, irrespective of motive. Our executives hold great responsibility in ensuring widespread knowledge of and compliance with these rules. To deal with any instances of violation of these rules, the VEKA AG employs an Equal Opportunities and Harassment Officer, or equivalent, in each company division.

New executives at the VEKA AG undergo a “300-day executive training programme”. It takes courage to assume leadership of a team. For us, this also means the courage to allow one’s centre of focus to become the employees, company and specific job.

**96**  
apprentices

An example from the VEKA AG at the Sendenhorst site (as of 1<sup>st</sup> August 2018)

**Health in the workplace**

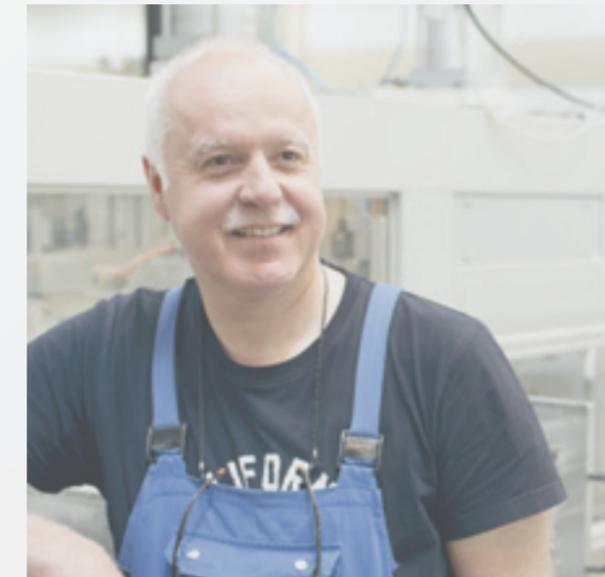
Health and safety at work have traditionally been key considerations for industrial companies. This is particularly the case at VEKA, as being part of the PVC industry means that we work with raw materials from chlorine chemistry. In-depth knowledge of potential hazards and an awareness of the respective risks and necessary safety measures is therefore indispensable.

**Measurable employee satisfaction**

The effectiveness of our personnel development measures as well as social and health benefits is reflected in a high level of employee satisfaction. For many years we have carried out anonymous employee satisfaction surveys. In 2014 and 2017 we also contracted the external rating agency Great Place to Work® to carry out an independent survey. We are proud of the fantastic results of the 2014 survey, which rated VEKA as one of Germany’s top 100 employers! But this should not be reason to rest on our laurels, and we always welcome the constructive criticism we received as part of the survey. Other VEKA companies are popular employers, too: In England, for example, VEKA UK won the Burnley Business Award for “Best Employer” in 2017.

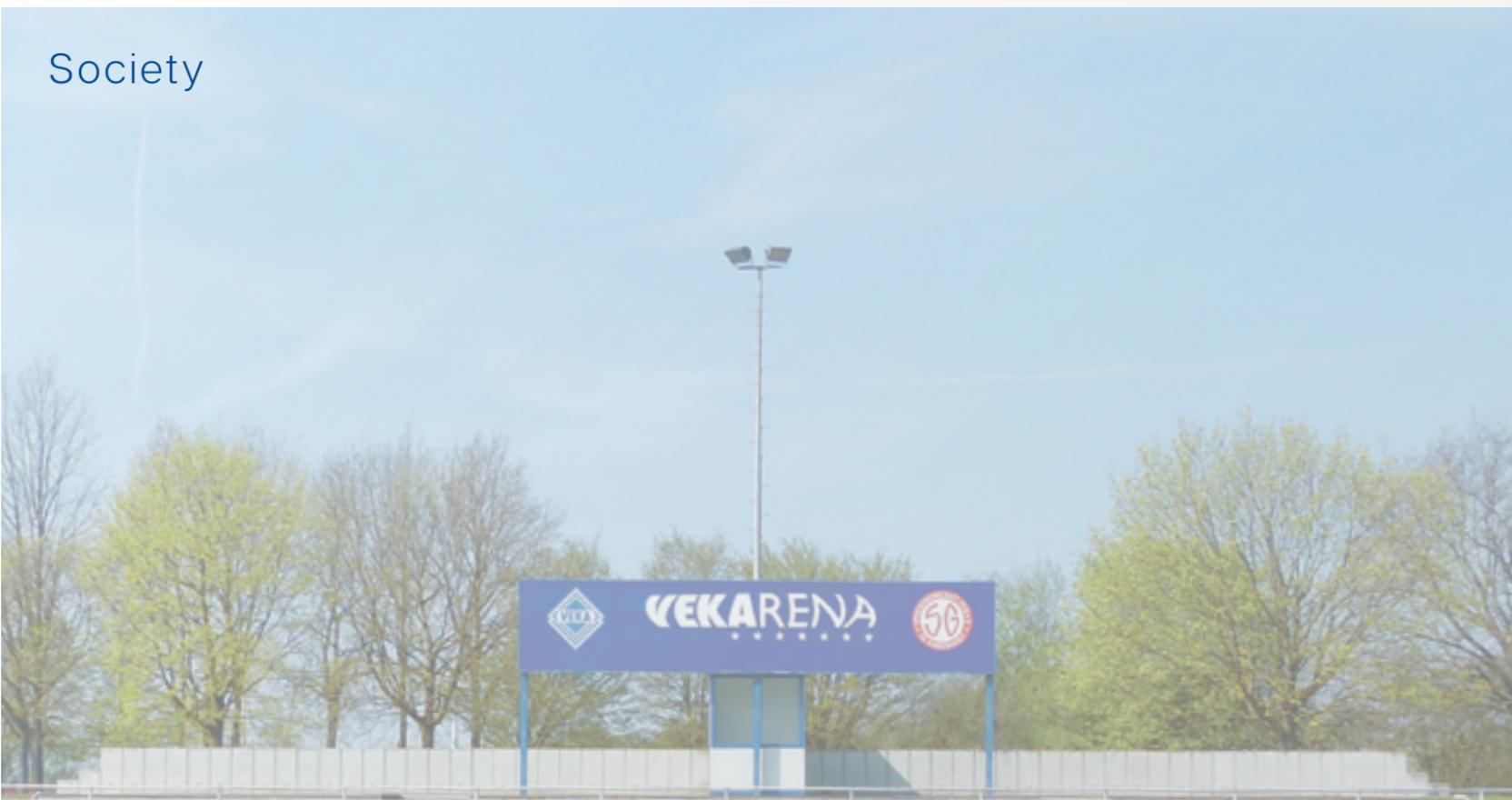
“Safety first” is the title of our extensive safety brochure, which is provided to each new employee. It lists all company personnel with relevant responsibilities, and explains the symbols for safety and hazardous material and the safety equipment. It also offers tips for avoiding accidents as well as instructions for all essential work and operations. The manual is complemented by regular training.

Prevention of accidents and health hazards not only offer protection to our employees but also serves to ensure the smooth running of operations. Therefore, health management at VEKA also includes three health events per year as well as free flu vaccinations. Health and fitness is also promoted through various self-organising sports groups within the company. Two qualified addiction officers provide help for people struggling with addiction to alcohol and other substances.



**I began as an apprentice with VEKA, and have now been with the company for 31 years.**

“ ” Markus Böhmer, Segment Manager Tool Making



**The companies in the VEKA Group support popular sports, engagement with social issues and cultural life in a broad variety of ways in all their different locations. We see this as a means of contributing towards enhancing the quality of life in our local communities.**

## Personal responsibility and shared commitment

Our head office in Sendenhorst is the largest employer in the area, which is typical of VEKA sites across the world. This makes our contribution to the local economy a significant one both in the payment of taxes and support of local industries.

Our interaction with the local region does not end there, we frequently support charity work, which is unrelated to our business activities. We also focus on selected social institutions, local popular sports and cultural life – while also raising a personal sense of responsibility among our employees, as the projects we support are often initiated through personal engagement on the part of staff members.

### RestCent

In 2018, VEKA staff launched the “RestCent” campaign, where participating staff members collect the remaining “odd” number of cents resulting from the conversion of their gross salary to net. VEKA AG double the amount then together with our “RestCent” team, donate it to a different charity every month.

### From solar panels to donations

This was another innovative path chosen to raise funds for a charitable cause in Sendenhorst. Solar panels were installed on the roofs of some of our production halls, operated by a private consortium. Through these we generate renewable energy, which is fed into the network infrastructure. More importantly for local charities, we generate rent from the operator, which is then donated to local sports clubs and charities.



VEKA AG also sponsor amateur sports clubs and cultural institutions from our own funds, encouraging our staff to join them and benefit from what they have to offer. Supporting leisure activities of this kind also aims to enhance the quality of life and environment of our employees, along with that of the local communities.

**Our aim, through these activities, is to improve the quality of life in the towns, communities and regions surrounding our sites.**



Elke Hartleif,  
Board Member HR



Blood donation campaign hosted by the VEKA AG in Sendenhorst

## Selected VEKA projects in 2018

### Sports

- Sponsorship of the VEKA Junior Cup of the SG Sendenhorst sports club teenage Sunday league football team
- Sponsorship for an artificial turf pitch for the SC Hoetmar sports club

### Health

- Blood donation campaign, in collaboration with the German Red Cross (see picture above)
- Financial support for people in need (Malteser charitable organisation)

### Families and senior citizens

- Financial support for the senior citizens' advice bureau
- Financial support for the Network for Families and Generations

### Education and culture

- Financial support for the St Michael vocational college to organise a pilgrimage to Rome
- Purchase of therapeutic materials for the charity 'Beweggründe e.V.' which provides support to young people
- Sponsorship of the “Low German Theatre Group”

## Society



AOK 2018 company run. VEKA AG donates 20 euros to Beweggründe e. V. for each participant

In addition, we foster extensive collaborations with schools in the Sendenhorst region. We invite school classes, for instance, on tours of our production plant and offer them the possibility of an internship with VEKA. In this way, VEKA provides an opportunity for pupils from local areas to gain experience of a large industrial company based in their vicinity. This also facilitates our search for young local talent and in establishing contacts with potential future apprentices.

### VEKARENA for popular sports

Our Sendenhorst site has for many years been a supporter of the local amateur football club SG Sendenhorst as its key sponsor. 2011 saw the inauguration of a new artificial turf pitch, built with substantial support from VEKA – the VEKARENA. The 7,200 sqm pitch represents an attractive and highly popular facility for any local resident wishing to take part in sporting activities.

### UK: Annual charitable fundraising

Many of our international VEKA subsidiaries engage in similar charitable activities. The British site in Burnley, Lancashire, has a long tradition of charitable work. Every year the workforce commits to various fundraising activities. In 2018, they raised over 10,000 GBP donating half to Lancashire Mind (a local mental health charity) with the

remainder donated to Child Action North West, a children's charity, again based in Lancashire, who support local children and young people so they can lead healthy and meaningful lives, with the opportunity to succeed in school, to grow up to enjoy healthy relationships, to have access to training and employment opportunities and to be successful in the world of work. In 2017, the annual

donation went to Pendleside Hospice and in 2016 to Derian House children's hospice. Our VEKA colleagues in the UK show great creativity in their fundraising activities from baking competitions or sponsored head shaves through to more energetic activities e.g. 10k runs and 100-mile bike races. The annual funds raised typically come to between 5,000 and 15,000 GBP.

Presentation of the VEKA "RestCent" funds to the children's cancer ward at the Paediatric and Youth Hospital at the Evangelisches Klinikum Bethel.



## CSR management at VEKA

### The strategic significance of CSR

As a global market leader, we are dedicated to our mission of shaping positive living spaces. Our "Strategy 2020" therefore contains a strategic initiative for developing cross-departmental and group-wide CSR management. This is a three-step process.

Our understanding of CSR integrates economic stability and job security within a healthy environment. From this, we define three topical dimensions of CSR: the environment, our people and

the company. Our goal is to operationalise and measure these three dimensions with various Global Reporting Initiative (GRI) compatible indicators.

A cross-departmental CSR team is being set up, with the remit of defining and effectively measuring our CSR indicators. This team will be made up of CSR experts along with specialist representatives from the areas of Finance, Procurement, Energy Management, HR and Compliance.

The central goal of our CSR management is to generate transparency and define the areas, in which we could benefit from potential improvement, as well as identify and replicate aspects of global best practice.



**With our CSR management we are aiming to maintain and systematically expand our culture of corporate responsibility.**

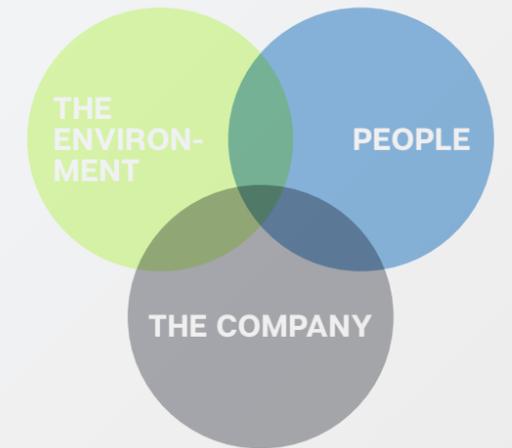


Dr Matthias Koch,  
Head of Strategic Marketing (CMO)

Our CSR concept



The 3 dimensions of CSR



**45+**  
CSR indicators

Transparency and  
GRI compliance



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