Integration of the CSR focus areas into management

Supplementing management instruments with social and ecological aspects to keep them in the focus of operational management.



Business model

- Success of the business model as measured by economic performance
- _ (Local) market presence
- Sustainability of the business model

Social responsibility

- _ Employee training
- _ Working conditions, human rights and living conditions
- _ Interaction between product/service and society
- _ General social responsibility, especially at the sites

Ecological responsibility

- Consumption and recycling of resources (raw materials, water, energy) through operating activities and products in the lifecycle
- Environmental impact (emissions, waste water, waste, noise)
 through operational activity and products in the lifecycle
- _ Impact on or promotion of biodiversity