

## **oezpa client BSH is Germany's most sustainable company**

Munich, December 7th (bsh) – Germany's most sustainable company is BSH Bosch und Siemens Hausgeräte GmbH. The award was given by Günter Verheugen, Vice-President of the European Commission, to Dr. Kurt-Ludwig Gutberlet, Chairman of the BSH Board of Management, on Friday evening: "I am delighted to receive this award, which represents a gratifying acknowledgment of our corporate strategy, which is oriented towards economic, environmental and social sustainability", said Gutberlet at the gala event in Düsseldorf. Some 350 companies which market products and services in Germany took part in the competition.

The German Sustainability Award, given for the first time in 2008, recognizes companies which combine economic success with social responsibility and protection of the environment in an exemplary manner, and use their sustainable activities to generate further growth.

BSH ultimately won out from a short-list of 3, nominated in the "Most Sustainable Company" category. The jury's high-caliber members were won over by BSH's consistent sustainability management, and an approach to communication on sustainability matters which shapes its brand image.

The citation reads "Their approach to promoting the concept of a society fit to face the future is a remarkable one". The jury included Dr. Volker Hauff, Chair of the Committee for Sustainable Development, Prof. Dr. H. J. Schellnhuber, Director of the Potsdam Institute for Climate Impact Research and former Federal Minister for the Environment, Prof. Dr. Klaus Töpfer.

The competitors were put through a detailed selection procedure, which investigated the extent to which their sustainability factors played a role in their valuecreation chain. Strategy, Purchasing, Production and Logistics, Products and Services, Sales and Support functions were all put under the microscope. The rating awarded focused on the structures and processes of the sustainability management.

BSH received confirmation that one of its major strengths was the continuous improvement of its products' environmental attributes. As far back as 1996, for instance, BSH rolled out the Product Environmental Analysis, or PEA. Using this method, the environmental aspects of the lifecycle of all new products is investigated and taken into account at an early stage in their development. "With our energy-efficient home appliances we are securing our competitiveness, safeguarding our employees' jobs and making a crucial contribution to conserving resources and protecting the environment," says Gutberlet.

Furthermore, BSH is the sector's pioneer in recycling issues relating to the use of recyclable materials free from harmful substances in all its products. On the Research and Development front, BSH is the leading light as regards materials, energy and water efficiency. BSH has established an environmental management system at all its operating locations, guaranteeing safe and efficient production designed to conserve resources. The company's development and production processes are certified to ISO 9001 (Quality) and ISO 14001 (Environmental Protection). Internally, a highly sophisticated set of management tools controls the sustainability processes, making use of wide-ranging Key Performance Indicators and regular benchmarking.

Social sustainability is manifested in a broad range of measures spanning everything from the introduction of an internal Compliance Organization, through exacting health and safety standards, to comprehensive training and continuing education programs. Since 1992, BSH has documented its responsibility towards the environment and society in its annual sustainability report.

