

**KÄRCHER**

# AN OVERVIEW

Sustainability report 2020: facts and figures

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DIFFERENCE**

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# SUSTAINABILITY REPORT 2020: FACTS & FIGURES

Responsibility for people and the environment has been an integral part of Kärcher's corporate culture from the very beginning – with sustainable corporate development oriented towards people and the environment. Our economic success is based on long-term strategies. This is also the case with sustainability.

In the following pages, we look at the goals we achieved by the end of 2019. The information relates to the Kärcher Group, including its worldwide production and logistics locations. Distributors are not included in the data (with the exception of data relating to employees). The reporting is based on the guidelines of the Global Reporting Initiative (GRI).

## Savings in emissions, waste and water

We succeeded in achieving 95 per cent of the sustainability goals we had set ourselves for 2020, two years in advance – in some cases we even exceeded them. This included lowering our CO<sub>2</sub> emissions by 20 per cent as compared to 2012. By 2018, we were able to save 23 per cent. We will continue to pursue this path and, from 2021 onwards, we aim to make our worldwide production sites CO<sub>2</sub>-neutral.

We were able to meet our target of increasing the proportion of organic and recycled plastics we use by a factor of 4 by 2020 for the first time in 2016. In terms of waste management, we recorded a decline in all types of waste, such as metals, wood, paper and plastics. In 2019, our recycling rate was 91 per cent. We also achieved a major improvement in water consumption during this period, for example – by implementing closed water circuits on the production lines.

## Implementing standards worldwide and adhering to them

We have our sights firmly set on product energy efficiency. For example, our new WV 6 Window Vac requires 33 per cent less energy than its predecessor models.

In order to further ensure and optimise global standards for our products, we have introduced a new product compliance management system. In 2019, the roll-out was successfully completed across the entire Kärcher Group. As early as 2017, we set up a database for the inclusion and qualification of suppliers. We use this platform to check sustainability-related criteria and requirements from our Code of Conduct.

In terms of sponsoring, we continued our international project work in 2019 and supported charitable projects and institutions. For example, we have made 134 device donations in 8 countries as a part of our work with SOS-Kinderdorf e.V. alone. As part of our cultural sponsorship, we have cleaned 11 monuments and buildings in 6 countries, including the Franconia Fountain in Würzburg, Germany, the Doctors' Memorial in Sofia, Bulgaria, the San Agustin Church in Manila, Philippines, and Noon Gate in Huế, Vietnam.

## A changed world needs new solutions

We are looking at both successes and new challenges. A functioning sustainability strategy requires both long-term planning and the flexibility to react to current developments.

The increase in online trade has led to an increase in both the quantity and the demands made of packaging material. As of today, our sales packaging is already 80 per cent recovered paper, 95 per cent paper-based and 100 per cent recyclable. For 2025, we aim to continue pursuing our goal of sustainably optimising our packaging and will once again make significant progress in this area.

The lower number of on-site audits of dealers and suppliers in 2019 is primarily the result of a conscious reduction in business travel. Instead, we are relying more and more on online audits. We have gained good experience on both sides of the process in this area, and in 2020 we were even certified via online audit for our quality, environmental and energy processes according to ISO standards 9001, 14001 and 50001. Ensuring sustainability in the global supply chain and environmentally conscious travel are 2 goals that we will also be pursuing as a part of our new Sustainability Strategy 2025.

# SUSTAINABILITY GOALS 2025

Saving resources and using them efficiently are pressing issues of our time. We have set ourselves new goals for even greater sustainability by 2025. The measures we are taking aim to achieve climate-neutral production, recycling of raw materials and the reduction of plastic packaging. Sustainability is firmly anchored in the global supply chain. Preserving our values has been our focus both in the social and corporate sphere.

With our sustainability goals, we are able to contribute to the 17 goals for sustainable development set by the United Nations (UN). For us as a company, the Sustainable Development Goals (SDGs) provide a framework with which to align our sustainability goals. We have summarised these goals in 3 initiatives:



## Zero Emissions

- From 2021, Kärcher factories around the world will be climate-neutral. (SDGs\* 7, 13)
- From 2021, business travel within Germany and from Germany to destinations abroad will be climate-neutral. (SDG\* 13)



## Reduce, Reuse, Recycle

- By 2025, we will optimise the sustainability of all product packaging. (SDGs\* 8, 12, 14)
- By 2025, our pressure washers from the Home & Garden range will have a recycled plastic content of up to 50%. (SDGs\* 8, 9, 12, 14)
- From 2020, we will support the reduction and reuse of ocean plastic. (SDGs\* 12, 14, 17)
- By 2025, we aim to achieve a zero plastic waste pilot production. (SDG\* 15)
- By 2025, sustainability will be an integral part of new business models. (SDGs\* 8, 9, 11, 12)



## Social Hero

- By 2025, our social commitment will focus on preserving values. (SDGs\* 4, 8)
- By 2025, we will establish a proactive supplier risk management system for sustainability. (SDGs\* 3, 8, 10)

\* We support the goals for sustainable development (SDGs) of the United Nations:

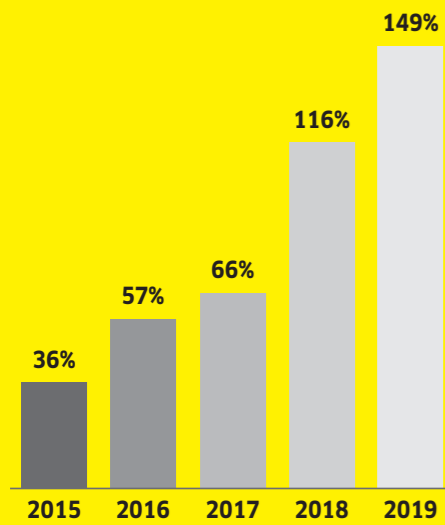


Further information can be found at [www.kaercher.de/nachhaltigkeitsziele2025](http://www.kaercher.de/nachhaltigkeitsziele2025)

## ENERGY

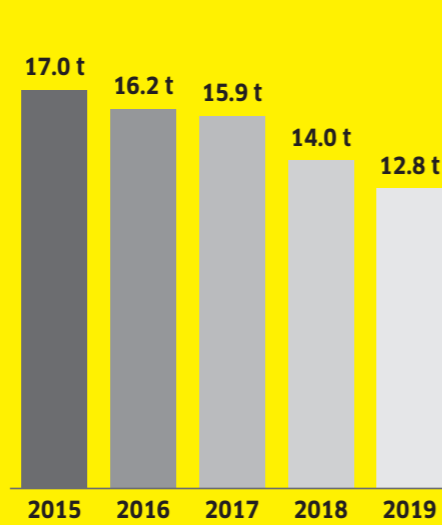
AIM: -20% BY 2020\*

### Target achievement



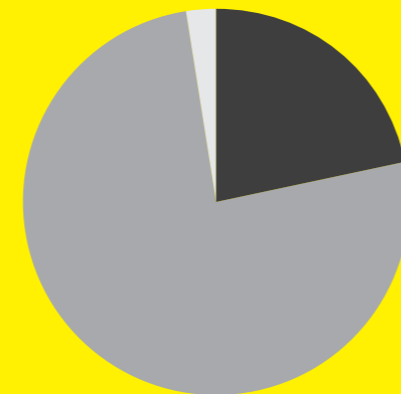
as a percentage of the target value  
(100 % by 2020 compared to 2012)

### CO<sub>2</sub> emissions



tonnes of CO<sub>2</sub> per EUR 1 million turnover  
(target value 2020: 14.6 t)

### CO<sub>2</sub> emissions 2019



- 21.8%** direct emissions through combustion in company plants - 7,224.4 tonnes CO<sub>2</sub>
- 75.7%** emissions through purchased energy (e.g. electricity, district heating) - 25,041.2 tonnes CO<sub>2</sub>
- 2.5%** indirect greenhouse gas emissions (e.g. through business trips or purchased goods and services) - 808.1 tonnes CO<sub>2</sub>

CO<sub>2</sub> savings:

**7,992** tonnes of CO<sub>2</sub>\*\*

This equates to:

**8,155**

flights from London to New York\*\*\*



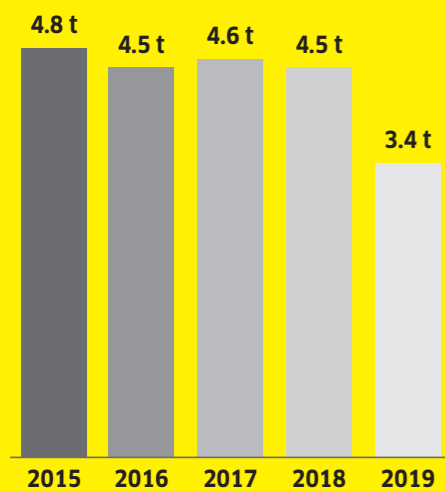
\* Compared to 2012

\*\* In the period 2017-2019

\*\*\* CO<sub>2</sub> emissions per one-way flight from London Heathrow to New York JFK per person: 0.98 tonnes (source: <http://klimaohnegrenzen.de>)

## WASTE

### Waste volume



tonnes per EUR 1 million turnover

### Types of waste



- 24%** metals
- 16%** wood
- 31%** paper, cardboard, cardboard packaging
- 10%** plastic
- 18%** other

Plastic waste savings:

**102** tonnes\*

This equates to:

**3,529,412**

1.5-litre PET bottles\*\*



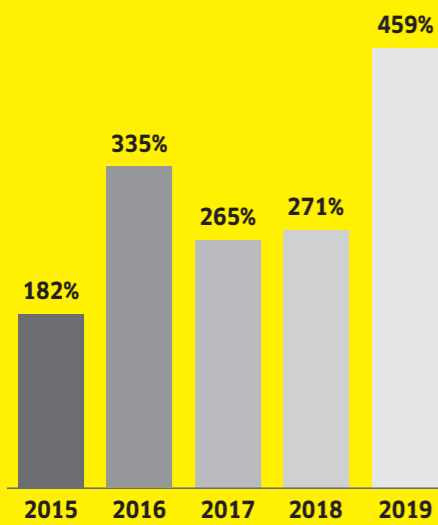
\* In the period 2017-2019

\*\* [www.bgvz.de](http://www.bgvz.de)

## WATER

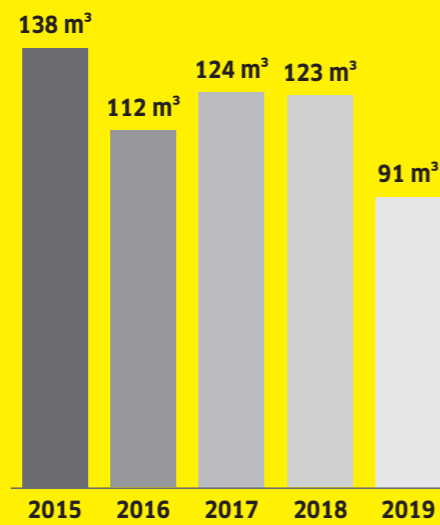
AIM: -10% BY 2020\*

### Target achievement\*\*



as a percentage of the target value

### Water consumption



cubic metres of water per EUR 1 million turnover

Water saving:

**85,074** cubic metres of water\*\*\*

This equates to:

**34** Olympic swimming pools\*\*\*\*

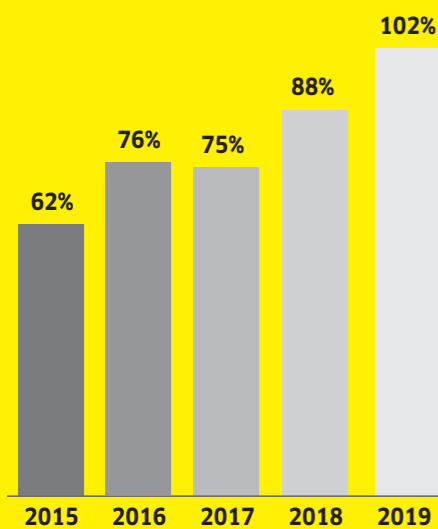


\* Compared to 2012  
 \*\* Unlike the previous reporting, without groundwater consumption  
 \*\*\* In the period 2017-2019  
 \*\*\*\* Length: 50 m, width: 25 m, depth: 2 m

## PRODUCT ENERGY EFFICIENCY

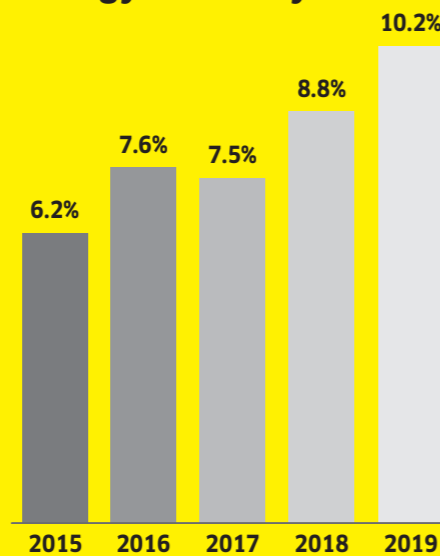
AIM: +10% BY 2020\*

### Target achievement



as a percentage of the target value

### Energy efficiency\*\*



in weighted per cent

Energy savings:

**91,778,884** kWh\*\*\*

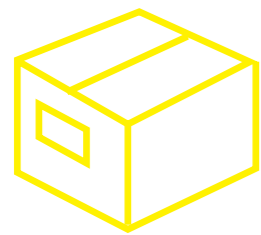
This equates to:

**22,435** households

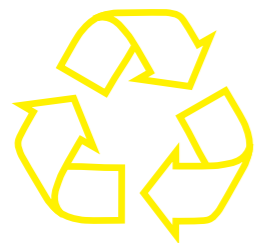
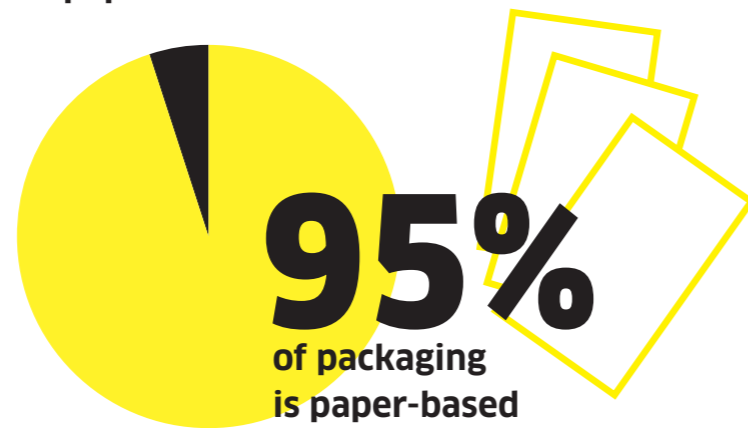


\* Compared to 2010  
 \*\* Energy efficiency improvement in per cent weighted by sales share  
 \*\*\* In the period 2018-2019

# MATERIALS AND PACKAGING



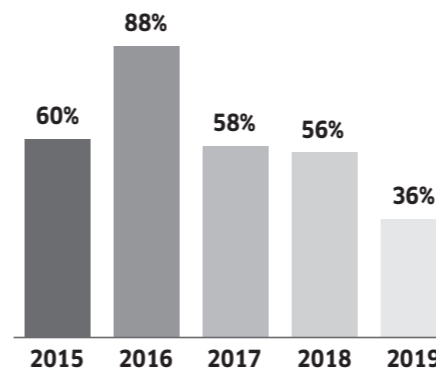
Ø **80%**  
of material is  
recovered paper



**100%**  
RECYCLABLE

## Petrochemical sales packaging

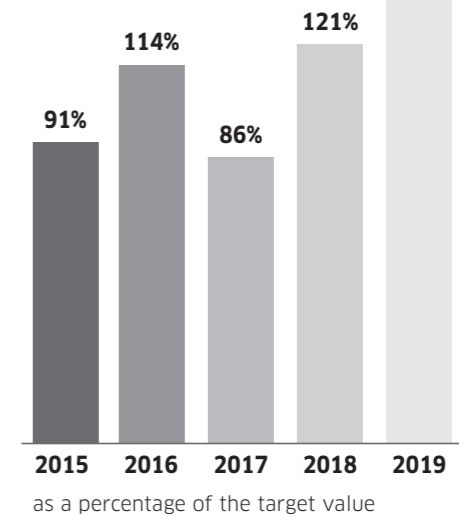
**Aim: -50% by 2020\***  
Weight of sales packaging



The strong increase in online trade is presenting us with new challenges in the packaging sector. We are continuously working on alternative packaging materials and continue to pursue this goal in our Strategy 2025.

## Organic or recycled plastic content

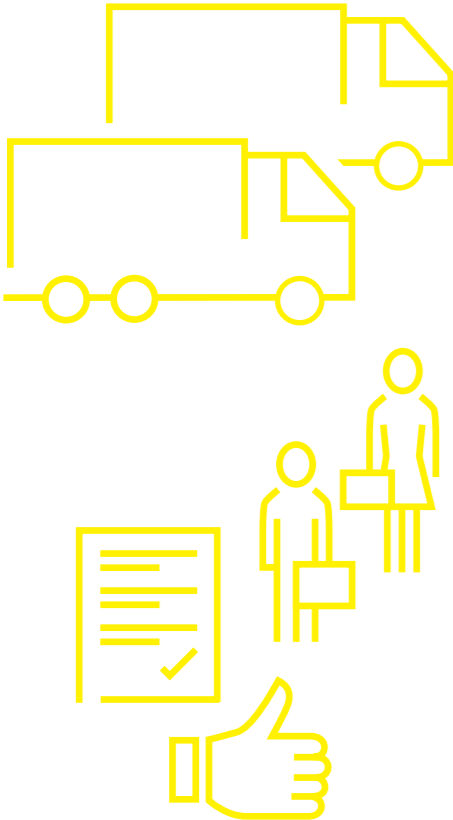
**Aim: +400% by 2020\***  
Tonnes of recyclate  
per tonne of plastic



We were able to meet our target of increasing the proportion of organic and recycled plastics by a factor of 4 by 2020 for the first time in 2016. We have consistently achieved this goal since 2018.

\* Compared to 2012

# SUPPLIERS AND WORK PROCESSES



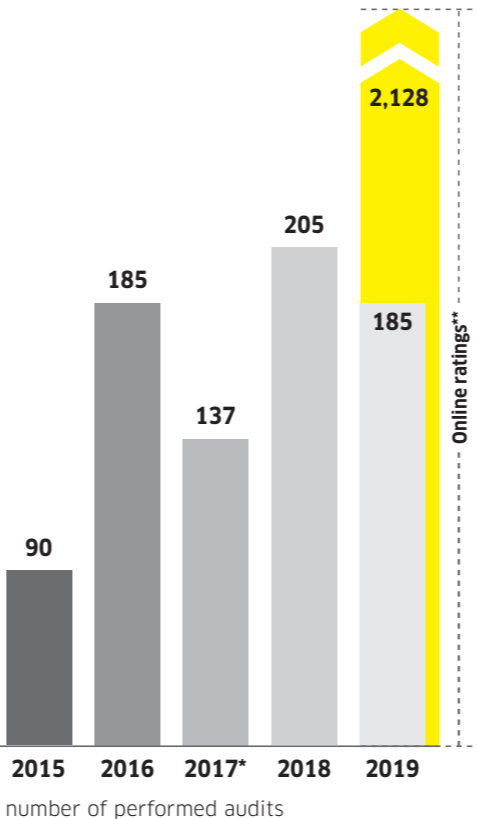
## Sustainable supply chain: freight forwarders and Kärcher Centers

**Aim: 50% of Kärcher Centers and freight forwarders to be audited**

Number of assessed retailers and carriers in relation to total number of retailers and carriers:

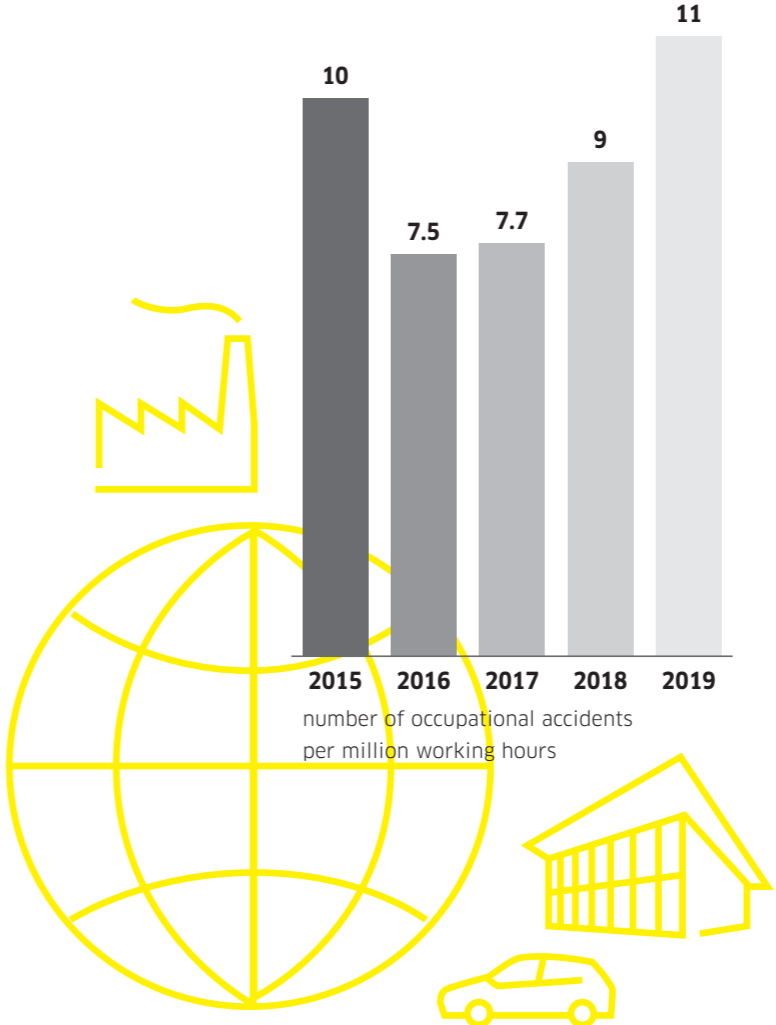


## Sustainability audits of retailers and suppliers



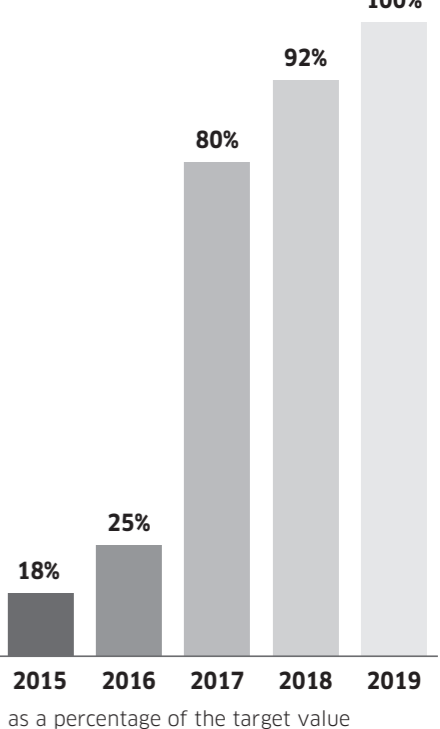
## Reduction of occupational accidents

**Aim: < 5 occupational accidents per 1 million working hours\*\*\***



## Product compliance management

**Aim: introduction of a product compliance database**



\* Introduction of a new tool for reviewing sustainability-related criteria in our Code of Conduct via an online questionnaire \*\* Cumulative up to 2019 \*\*\* Compared to 2012

# YEAR OVERVIEW 2019



**2.578**

billion euro turnover **»» + 2.1%**



**13,500**

employees **WORLDWIDE**

**»» + 500**

**150**

new products



**43**

of which  
battery products



Capital expenditure

**150**

million euro



# KÄRCHER

makes a difference

## IMPRINT

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# THE STORIES BEHIND THE NUMBERS



Visit us at [www.kaercher.de/csr](http://www.kaercher.de/csr)  
and learn more about sustainability  
at Kärcher and the people who are  
carrying the company into the future  
with their work and projects.