

Blue Plan:

Our strategy for
a better tomorrow.



greiner 

Our sustainability strategy in a nutshell.



Interview with Axel Kühner
CEO, Greiner AG

Why is sustainability so important for businesses?

For far too long, we didn't pay enough attention to the consequences of our actions. At Greiner, we have changed on that front in recent years – for one thing, I am convinced that companies who do business in a sustainable manner are the only ones who will remain commercially successful in the future.

What is the Blue Plan all about?

The Blue Plan is the name we have given to our new sustainability strategy. It covers all Greiner divisions around the world and focuses on three major priority areas: climate action, creating a circular business, and people.

What needs to be done to build a more sustainable business?

Sustainability requires the will to change. We cannot shy away from reshaping the status quo – particularly with regard to linear business models. We also need to rethink our products' design and our resource consumption.

What will it take to achieve these ambitious goals?

Three things are going to be crucial. We must have the courage to question longstanding assumptions. For that to happen, our employees need to be in an environment that fosters innovation. And lastly, I feel certain that there are many challenges we will only be able to overcome by working together with external partners.



Fight
climate
change.



We want to be
climate neutral
by 2030.

(Target limited to Scope 1 and 2 emissions)

The climate crisis affects us all. At Greiner, we want to do our part in the fight against climate change. That commitment includes heavily reducing our emissions by increasing our use of renewable energy and continuously improving energy efficiency.



Create
a circular
business.



We want to be
a fully circular
business by 2030.

Ensuring that resources are recycled and recirculated will be the great challenge of the decade ahead. We will tackle this challenge by doing even more as a company to create sustainable product designs. Our goal is to keep minimizing the environmental impact of our products and to optimize resource use during the production process.



Empower
people.



We want all
our employees
to be prepared
for the chal-
lenges of the
future.

The knowledge and skills of our employees are the key to a sustainable future. With that in mind, we will do more than ever before to invest in professional development and training, step up health and safety in the workplace, and strengthen our efforts to support diversity.



More info:



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