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Thinking sustainably.
Acting responsibly.
Step by step.

Sustainability Report 2021 - 2024

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Long ago, we embarked on a journey to protect our nature in its uniqueness and beauty for ourselves and future generations. For our goal to achieve a sustainable future, we face new challenges and opportunities every day. We relentlessly move forward step by step and achieve results which encourage us in our direction. You too can be part of the #theschneiderway!

Christian Schneider
Managing director

#theschneiderway

We protect the environment.

We are regionally entrenched.

Our products are becoming more and more sustainable.



100 % green energy

in the company

From hydropower, own combined heat and power plants and photovoltaic systems

100 % own manufacturing

in Germany

Production sites in Schramberg-Tennenbrunn (Black Forest) and Wernigerode (Harz)

85 % recycling rate

in our own production

Continuous reduction of the relative volume of waste

>93 % regional purchasing

in Europe

Measured by freight volume of all procured goods

Certified

by EMAS since 1998

Our environmental management system has been certified according to the world's most stringent environmental standard, EMAS, since 1998.

<50 km distance

for more than 30 % of the packaging

Almost all packaging is procured in Germany



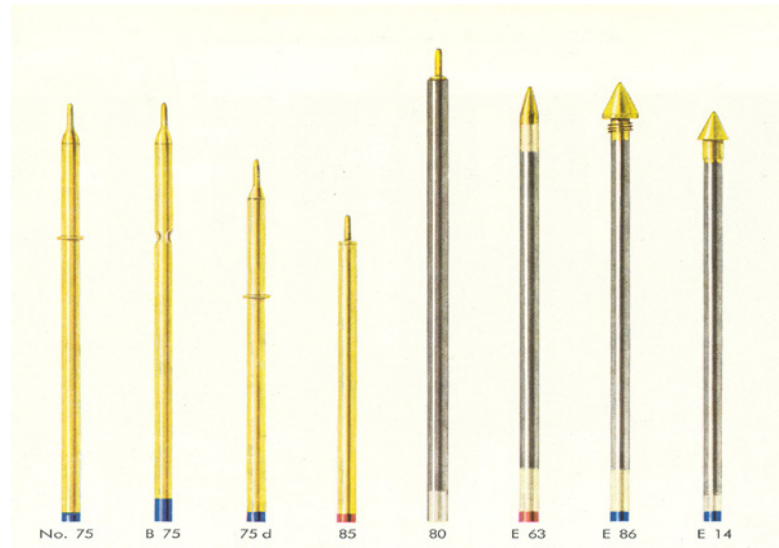
#theschneiderway...

describes our commitment to a sustainable development and the sustainable use of natural resources. Throughout our way we have been highlighting what it means to act responsibly and to work towards a socially just society. We embarked on this journey at a very early stage. And Schneider is well equipped for it: with strong guard rails such as EMAS, strong partners such as Climate Partner and an enormous amount of ambition and determination. We are aware that as a company that is committed to sustainability, there is always more that can be done. The boundaries of what is possible are our financial resources, which must reflect a healthy balance between sustainability and solid profitability, as well as responsibility towards our employees.

Pens and the environment

1938

...Schneider is founded and starts with the production of turning parts. In 1948, when founder Christian Schneider hears about a biro for the first time, he immediately begins to design and develop Germany's first sample refills. At first, the ballpoint pen refill is considered a solid component of the pen and could be refilled by the user him/herself. It was not until years later that the success of the refill as a "spare part" came, making the ballpoint pen considerably more user-friendly and therefore even more popular among writers. Schneider became the number one supplier of refills and developed products of ever improving quality. It is worth recalling that the first ballpoint pens were expensive and extremely sought-after in the post-war period. Therefore, no one ever considered buying a whole new pen once the ink had been used up. It was standard practice refurbish the pen with a new refill.



In addition to traditional metal processing, in 1957 injection moulding technology was introduced and, in parallel to refill production, the manufacture of complete writing instruments began at Schneider. The first years as a writing instrument manufacturer are dominated by the desire to make "pens for everyone" affordable, automating processes and continuously improving the technology and chemistry involved. The introduction of plastic material, which was new and extremely promising at the time, made it possible! Pens became affordable for everyone as prices could be reduced and, at the same time, prosperity grew.

Today, everyone knows that we not only have a global plastic waste problem, but also that the natural resources are depleting. One solution is to recycle plastic through a globally functioning recycling system. Unfortunately, only around 16%* of domestic plastic waste is recycled in Germany, and too much waste ends up in nature, where the material remains for years, if not centuries. It is therefore absolutely necessary to reduce the waste.

At Schneider, we do our best to improve the sustainability of our writing instruments so that they don't turn into waste in the first place. That's why we prioritise the quality and longevity of our products. For almost all products, we offer simple and clean refill options for the consumer that ensure the unrestricted usability of our writing instruments over several years. Not only that: we have developed the Plug+Play system for ballpoint pens, as an example. All ballpoint pens of the Plug+Play series have a universal fit for different refill formats. This makes refilling super easy.

1957

At that time, there were no problems with plastic waste contamination of the environment and no one thought that the use and consumption of plastic products would develop so rapidly, not to mention that this finite raw material could be completely "used up" at some point in the future.



*Quelle: Heinrich-Böll-Stiftung 6 Bund für Umwelt und Naturschutz Deutschland (BUND): Der PLASTIKATLAS(2019)

Introduction of a professional environmental management system

The desire to constantly improve was not only the drive of our company founder when he was developing the best ballpoint pen refills, also his son Roland Schneider wanted to continuously improve things. For him, it was clear very early on that stable economic growth cannot function at the expense of our earth and natural resources. That's why at Schneider we started early to focus on processes that conserve resources and protect the environment - at a time when this was still ridiculed by many. As early as 1995, we were already thinking about an environmental management system. The first environmental inspection then took place at the Tennenbronn site in May 1996 and was carried out by TÜV Energie und Umwelt GmbH. The precursor of EMAS is the Regulation (EEC) No. 1836/93 on the voluntary participation of commercial enterprises in a Community eco-management and audit scheme. This regulation established the first environmental management system at Schneider. In 1998, we were the first company in the industry to receive the EMAS certificate, which we have regularly revalidated ever since. EMAS is a voluntary instrument of the European Union that helps companies to continuously improve their environmental performance. It is one of the most challenging environmental management systems in the world and imposes regulations that are more stringent than, for example, ISO 14001, which first started in 1996 and was later integrated into EMAS. What we like most about EMAS is the continuous improvement process, including regular validation by an auditor, as well as the documentation of our environmental performance in the environmental statement, which makes this subject transparent and accessible to interested parties. Furthermore, it has always been our incentive to comply with the most stringent system. Examples of sustainability in action at Schneider follow on the following pages.

1998



2010

Schneider goes for renewables

Since 2010, after a gradual changeover, we have been using electricity exclusively from renewable sources. We either produce it ourselves directly in our facilities (see below) or source it from hydropower.



On site: Photovoltaics and cogeneration of heat and power

With photovoltaic systems on the roofs of our factory buildings in Tennenbronn and Wernigerode, we make use of the average 2,000 hours of sunshine. We also dispose of cogeneration of heat and power plants in both production sites in Tennenbronn and Wernigerode.

2012

Introduction of the bicycle campaign

For Schneider, it has been a goal for many years to reduce emissions in all areas. The vehicle fleet and employee commutes

show great potential for saving emissions. For this reason, the former Managing Director Roland Schneider, an enthusiastic e-bike rider, launched an innovative campaign in 2012: The company acquired a fleet of 12 e-bikes and lent them to interested employees. The aim was for employees to cycle to work at least 80 times a year, avoiding the use of their cars. The campaign created enthusiasm among the employees and more and more employees wanted to cycle to work. The e-bike fleet has been growing steadily ever since. The e-bike campaign was included as an environmental goal in Schneider's environmental statement and in the longer term ~20,000 car kilometres should be avoided as a result. A figure which was already exceeded by a large number in the first year. By renting out e-bikes, Schneider employees became actively involved in the company's environmental commitment. In the same year when the campaign was launched, Schneider was awarded by the Baden-Württemberg Ministry of Transport and Infrastructure in Mannheim together with the German Environmental Management Association (B.A.U.M.) e. V. as the second "most bicycle-friendly employer in Baden-Württemberg 2012". The jury was impressed by the concept because it encouraged people to reconsider the use of their car and made them "switch to cycling": This is not only a contribution to the environment, as it is emission-free and climate-friendly, but also improves people's health.

In addition to the bicycle campaign, Schneider has a free company bus that can be used by employees during the winter months. Moreover, Schneider is gradually converting its own vehicle fleet to purely electrically powered vehicles. The electrically powered cars are ideal for short journeys in the region, small transports or journeys to the nearest railway station - because for destinations further away, it is obligatory for Schneider employees to travel by train if possible.

2014

When it comes to CO₂ emissions, Schneider thinks beyond its own production sites

At our headquarters in Tennenbronn, CO₂ emissions have been reduced by almost 80 percent in relation to product volume over the past ten years, and the two Schneider facilities in the Harz Mountains and the Black Forest have actually largely used the potential for reducible emissions on site.

But we thought - "You can always be greener if you want to - and therefore called in a specialist, ClimatePartner, to help us. Together we calculated the "corporate carbon footprint" of the entire company. The CO₂ footprint shows how many emissions are caused by a company's activities. This does not only include what happens within the company's own four walls, but also the procured raw materials, transport, services, business trips, employee journeys, etc. The primary goal of this calculation is to minimise emissions.

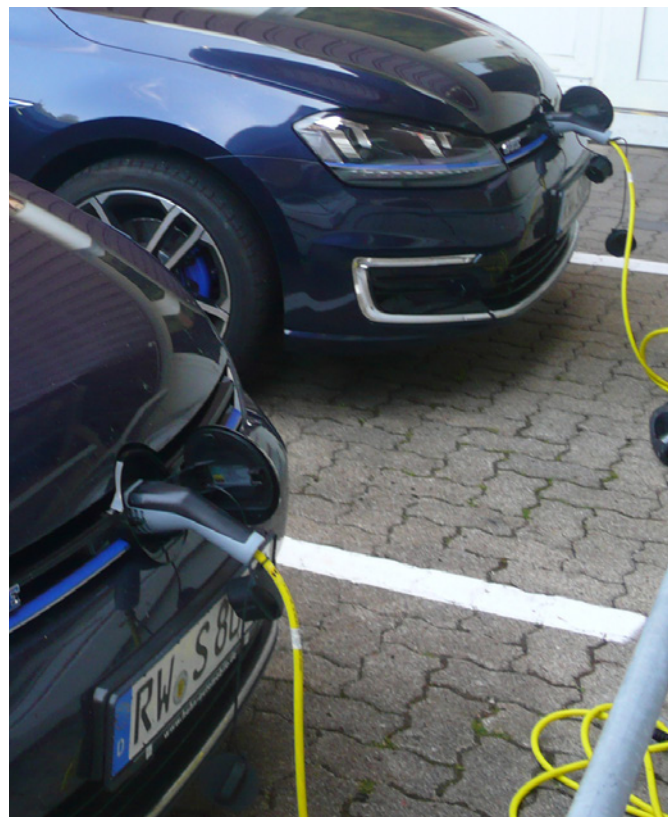
Derived from the "Corporate Carbon Footprint", it is also possible to calculate the emissions caused per individual product. The so-called "Product Carbon Footprint" creates further transparency and reveals possible fields of action.

As it is unrealistic to avoid all emissions of a company, Climate Partner offers the possibility to offset the unavoidable emissions elsewhere by supporting climate protection projects. This support is voluntary, and the climate protection projects must meet internationally recognised criteria and be certified. These are always projects which could not be carried out without support.

As the first products, the Slider series, Schneider's top seller, was offered as climate-neutral product in 2014 - at no extra cost to the customer, of course.



Schneider receives its first electric car





2016

Introduction of a company health management system

For us, the employees are the most valuable resource. Our success and the growth of the company are due to the great commitment, cooperation and loyalty of our employees. Maintaining and promoting their health and well-being is therefore an absolute priority for Schneider. For this reason, two corporate health days were held in April 2016 focusing on the aspects of nutrition, stress relief and physical activity. Numerous information stands and many tests carried out by nutrition and sports experts arouse great interest among the workforce and provided a lot of fun. Yoga courses and other activities for employees were offered as concrete measures.

Another highlight of the launch of the corporate health management system was the first Schneider-Run - a charity running event for everyone.

"Run for yourself and for others" - becomes the motto for the Schneider Run, as the entry fees and the revenues are completely donated to a local, social institution.





Launch of the first bio-based fineliners and fibre pens

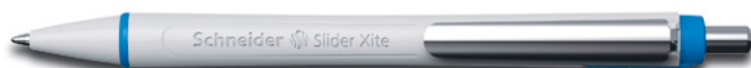
In 2016, Schneider Schreibgeräte officially turned the fineliner market upside down and launched the first fineliner made of bio-based plastic. We are talking about the Line-Up in 30 colour variants. The 80% bio-based content of the barrel is certified and confirmed by DIN CERTO. In addition to the Line-Up, resource-saving, bio-based plastics are also used for the Schneider products Link-It and K3 Biosafe.



A sustainable partnership with Molotow

Sustainability also plays an important role for business relationships and cooperations, because only in a long-term cooperation based on collaboration and trust can major tasks be solved and major innovations be developed. Schneider Schreibgeräte GmbH and Feuerstein GmbH with its own brand MOLOTOW™ signed contracts for such a long-term cooperation. The decisive factor for the cooperation is a clear match of brand attitudes. Because not only Schneider is renowned for sustainability, but also MOLOTOW™ can demonstrate sustainable products and concepts: Almost all markers are refillable and offer the option of replacing the tips. This reduces plastic waste. In addition, Molotow also obtains 75% of its energy from solar panels.

2017



Expansion of the bio-based product assortment: Slider Xite

Smooth writing and saving resources

The Slider Xite is a new product in the Slider series. It features the smooth gliding writing characteristics of the Slider range thanks to its Viscoglide® technology and in addition - thanks to Schneider's innovative power - it is made from 90% bio-based plastic.

In addition to the possibility of refilling the Slider Xite, the model, as well as the entire Slider series, is produced in a climate-neutral manner and manufactured exclusively in Germany. The emissions generated during its production are offset by supporting a climate protection project. Bio-based plastics are obtained from renewable raw materials, which means they conserve finite resources and cause fewer CO₂ emissions.

Made from renewable raw materials such as corn starch, sugar cane or beet starch and cellulose from wood or cotton (instead of fossil)



2017

Overall winner

**Sustainable Company
of the Year 2017**



Inauguration of "blulog" - Schneider celebrates the opening of a new warehouse building in Tennenbronn. In addition to the commitment to an ongoing investment in Schramberg as a business location in Germany, a considerable amount has been invested in new environmental technology in the building, such as its own power and heat generation units and an electric charging station for cars.

On the day of the inauguration ceremony of the new building, the 2nd Schneider Run was held. 307 runners took part and a total of 2701.70€ is raised, which was then donated to the initiative SPORT TUT GUT(es).

"Sustainable Company of the Year"

The PSI "Sustainability Awards" honour the importance of sustainability in the promotional products industry and were presented in several categories for the first time in 2015. These include the categories "Economic Excellence", "Environmental Excellence", "Social Excellence", "Environment Initiative", "Social Initiative", "Sustainable Product", "Sustainable Campaign" and "Sustainable Company of the Year 2017". The last "Award" is an overall prize, which results from the addition of the points achieved in the individual categories 1 to 7. Schneider was among the top three in three categories and among the top four in two other categories. The high awareness of social and ecological aspects as well as the importance of producing products under sustainable conditions are often important criteria in the decision-making process.

2018

Breeze rollerball pen awarded "Blue Angel"

The Breeze rollerball pen receives the oldest and best-known German eco-label, the "Blue Angel". Schneider is the first writing instruments manufacturer to meet the "Blue Angel" requirements for writing instruments. The pen body of the Breeze is made from recycled "post-consumer" plastic. The reuse of plastics helps to protect the environment and conserve resources. The rollerball pen Breeze is equipped with two roller cartridges that can be replaced an infinite number of times. Each cartridge has a brand new tip, which is a major factor in the pen's durability.



The environmental emblem of the German federal government



Two anniversaries: 80 years of Schneider - 20 years of EMAS

We are celebrating two major anniversaries this year: On the one hand, we can look back on a proud history of 80 years, and on the other hand, 20 years have already passed since the first EMAS certification. This means that sustainable practices have a long tradition at our company, as we have been part of this from the very beginning. In the paper, office supplies and stationery sector, we were the first and, for over 10 years, the only company to be certified according to this demanding environmental system.

This year, our commitment has once again led to a place on the winner's podium of the PSI "Sustainability Awards". Schneider was nominated in five categories and was awarded second place in the "Environmental Excellence" category.

2019

Schneider is nominated for the German Sustainability Award and is thus one of the most sustainable companies in Germany! The German Sustainability Award is THE most important distinction in the field of ecology and sustainability! It is awarded via a foundation by the German government, local authorities and associations. The award recognises companies that are particularly successful in meeting the ecological and social challenges of our time. The independent jury of experts justifies Schneider's nomination thus:

"The family-owned company Schneider Schreibgeräte GmbH, founded in 1938, places great emphasis on sustainable and environmentally friendly production. The company has already been using regenerative energy sources for 20 years and meanwhile numerous products are manufactured climate neutrally. To achieve this, Schneider is committed to a regional approach: the company carries out research, development and production exclusively in Germany. In order to be able to monitor sustainable production, Schneider Schreibgeräte also keeps all production processes in-house and has been developing its own ink since 2018, for example. For other materials, the company opts for bio-based plastics and is also increasingly using recycled materials. In terms of mobility, the company is also on the move sustainably: since 2012, over 400,000 car kilometres have been reduced thanks to a bicycle leasing concept. By the end of 2019, the company plans to reduce personnel transport by a further 20,000 km by adding three video conference rooms per location."

We were also awarded a place on the winners' podium again at the PSI "Sustainability Awards".





Making good things even better - according to this motto and for the benefit of the environment, we have converted our classic markers from the "Maxx" series to plastic materials made of more than 95% recycled plastic - and we have done this in series without any additional costs for the customers.

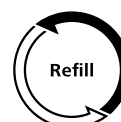
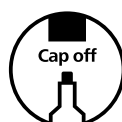


While the One rollerball pen family became a top seller at lightning speed after its launch in 2015 and won the title of "Product of the Year" from the Paper, Office and Stationery industry in the same year, Schneider always had another goal in mind: the One should also be refillable. Now this goal has been achieved and Schneider proudly presents the new One Change, the first refillable model of the popular rollerball series.



One Change is not only an absolute star on the desk, it is also an elegant companion or accessory, which is always ready for important notes and document signatures in characteristic line width and striking opaque ink flow.

Due to the extra smooth writing properties, the rollerball pen was an instant favorite within the target group. The new refillable model is perfect for all writing needs and attracts environmentally aware writers. However, the rollerball is now not only refillable with new cartridges, but with each cartridge change, you get a brand new tip, which significantly affects the durability of the product. The ink cartridges are available in 5 different colours. The writing colours to choose from are black, red, blue, green and violet. All colours of the One series are waterproof according to ISO 14145-2 and the cap can be left open for 2 to 3 days without drying up. This model of the One series is also produced climate neutrally.



2020

At Paperworld in Frankfurt, we received our 7th "Blue Angel" - this time for the ballpoint pen Reco.

We are particularly proud of this, because the regulations to obtain the eco-label Blue Angel pose a special challenge for ballpoint pens. Reco is the name of the new refillable retractable ballpoint pen with a body made of 92% recycled material. More about the history of Reco on page 16-17.

The "Blue Angel" is Germany's oldest and best-known eco-label and is highly accepted by authorities, commercial decision-makers and private consumers. For obtaining the label, the entire life cycle of the products is taken into account. The criteria for writing instruments were published in January 2016. The rollerball pen Breeze was the first writing instrument ever to meet the requirements of the Blue Angel criteria for writing instruments followed by fineliners, fibre pens and highlighters.

And we made it, again! Schneider has been nominated for the second time for the German Sustainability Award, and is thus continues to be one of the most sustainable companies in Germany.



Another green or rather four-coloured highlight this year has been the launch of our four-colour ballpoint pen Take 4. The Take 4 barrel is manufactured in an environmentally friendly and resource-saving way and consists of 92% recycled "post-consumer plastic". The proportion of recycled material has been confirmed by an independent certification institute. The source of raw materials, and thus the 100% use of post-consumer recycling, has also been verified by the European certification company EuCertPlast.



Even though the situation in the promotional products sector was far from perfect due to Corona and the cancellation of trade fairs and events, we received some good news because we were awarded two prizes at the prestigious PSI "Sustainability Awards" at the beginning of the new business year. In the promotional products sector, the topic of sustainability has gained considerably in importance in recent years. The Corona pandemic further enhances the discussion and puts the need for sustainable products out of question.

Once again, Schneider is nominated in a total of 6 categories and proudly receives an award in the category "Environmental Excellence" as well as in the category "Sustainable Product". Not bad considering the roughly 100 submissions and a total of 85 nominees in the nine categories. The category "Environmental Excellence" evaluates certified measures that are taken to ensure environmental management and go beyond the minimum legal standards. In the category "Sustainable Product", sustainable products are assessed from an ecological point of view according to their existing certificates, as well as the product idea and its realisation. More on this on page 16.

2021



Facets of sustainability at Schneider



What do Schneider employees understand by the concept of sustainability - and where is this topic relevant to them?

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Processing bio-based and recycled plastics has posed enormous challenges for us, because it is very difficult, and it has taken a long time to meet our general quality requirements. We have to sell a lot of pens to compensate for this effort and pioneering work.

Manfred King

Head of the plastics injection moulding department

- In 2012, the first attempts were made using bio-based material. Examples of bio-based plastics are BioPE, BioPET, cellulose acetate and PLA. These are made from renewable raw materials such as starch from corn, sugar from sugar cane and sugar beet, vegetable oils such as castor oil, cellulose from cotton or wood. The use of renewable raw materials conserves limited petroleum reserves and reduces CO₂ emissions in an average comparison with conventional petroleum-based raw materials.
- Since 2016, more and more recycled plastics have also been processed. The implementation of such a material for a product usually takes more than 2 years, as each tool has to be tested and adapted individually.
- Schneider has its own toolmaking department for the necessary adaptation of the tools.
- Sprues and waste parts can be ground up again and reintroduced into the production process. In this way, plastic waste has been reduced to a minimum.

”

For me, sustainability has a lot to do with taking action in our own community and our direct environment. It is important to me to support local businesses.

Joana Kallus

Receptionist at Schneider



- When it comes to coffee, milk, coffee cream, water and other beverages, Schneider insists on fair trade and sustainable, certified brands.
- Certified environmental friendly products are also preferred for detergents, cleaning cloths, napkins, soap, etc.
- Schneider sources catering from local restaurants.
- Journeys to the nearest train station or to events and trade fairs are consolidated to reduce transport.
- For short distances, the fully electric car is used.

”

In the printing industry, many things have improved in terms of environmental friendliness and sustainability.

Marianne Braun
Graphic designer



- We work with local, sustainable printing companies. We do not print our German catalogue and our sustainability report anymore.
- For our printed media we use sustainable, certified paper and environmentally friendly de-inkable inks as well as printing processes that do not require additional water and use few solvents.
- Our packaging is made of cardboard with at least 80 % recycled paper and comes exclusively from Germany.

- For blister cards we only use PET film, which is harmless when disposed of, and made of 85 % recycled material and recycled paper cardboard



— ” —

In our human resources department, we emphasise the importance of sustainable long-term staff loyalty. That is why we opt for permanent employment contracts. This strengthens trust, which is an important pillar of our company.

Florian Hermann
Head of Human Resources

- Mobility concept (possibility for all employees to rent a bike) and to use a company shuttle in the winter months for those employees who live in the area.
- Step-by-step transition to "digital storage" and paperless office. No more printed pay checks etc.
- Corporate health management to keep our employees sustainably healthy. Every year, our trainees organise a sustainability project (waste collection, water protection).

From the rubbish bin to the international catwalk:

The development of the ballpoint pen Reco

It all started with the desire for a sustainable, certified ballpoint pen with a visible symbol for sustainability for the customer. But not just any ballpoint pen: It had to be one with the usual good writing characteristics of Schneider and a sleek design for a modern office. The result is Reco, the first ballpoint pen to be awarded the "Blue Angel" eco-label! But more about that later.

Having the wishes and requirements for a modern, sustainable office pen in mind, the Schneider Marketing

provide the basis for the recycled plastic. This was then immediately certified by EuCertPlast. Three different colour options were chosen to fit into an elegant office: white, black and dark blue, each with an elegant matt shimmering surface.

After the final decision for the most appealing design, the moulds were planned and designed. The design plans therefore go directly to the in-house toolmaking department, where the injection moulds are then constructed.

In the case of the ballpoint pen Reco, the tools used for an old model were converted to the new product design and tested for feasibility by the mechanical development and plastic injection moulding departments using the new recycled plastic. The tests are very time-consuming and labour-intensive and posed great challenges for Schneider's internal plastic injection moulding department. But things worked out successfully: the result is a retractable ballpoint pen with dynamic design and streamlined elements.

As another unique selling point, not only the pen body should be made of recycled material, but also the refill.

team, in cooperation with the technical office, began to work on Reco's appearance. It had to be new and sustainable, modern and minimalist. Ideally, it would replace an older model in the Schneider ballpoint pen assortment, so that more and more certified products would find a place in the assortment and old ones would be replaced. Based on an slightly outdated sales classic product that was no longer part of the range, the technical department meticulously built prototypes with different design elements and more sustainable materials.

From the very beginning, the goal was to produce a pen body made of environmentally friendly and resource-saving recycled plastic. The recycled plastic should also be "post-consumer", i.e. originate from the waste of domestic waste. In the purchasing department, enquiries were sent to different suppliers and various suitable sustainable raw materials were ordered for initial tests.

In this respect, Schneider pays particular attention to the origin, the quality and the environmental standards of possible suppliers and their products. After several tests and improvements, the final raw material was defined. Mainly beverage bottles

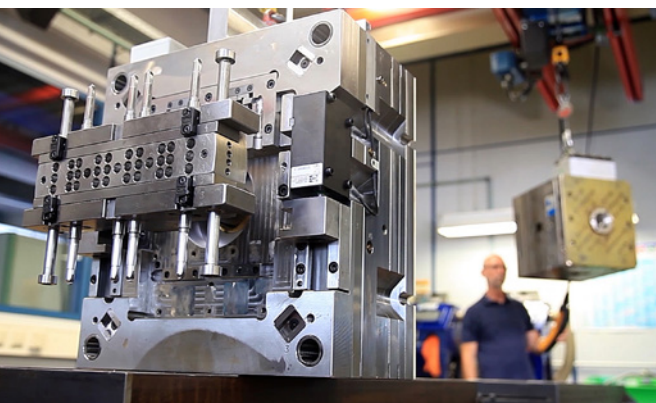
Here, too, many tests were necessary to find the right material.

Now it was time to work on the substance, i.e. the paste, as the ink in the ballpoint pens is termed. It had to be document-proof according to ISO 12757-2 and guarantee a pleasantly light and smooth ink flow for a clean writing result. Once again, sustainability and the environment were at the focus of the development. The "Blue Angel" had developed and published its new guidelines in the category "Writing Instruments" in 2016. Following these new guidelines and meeting the strict requirements was Schneider's goal. So far, no manufacturer had succeeded in developing a paste for a ballpoint pen that met these requirements. The



Tennenbronn

Here in southern Germany, we produce the ballpoint pen Reco





challenge here is to provide that the ink is document-proof, which is an important feature for an office ballpoint pen, especially for signatures etc..

The internal ink laboratory at Schneider succeeded in meeting these requirements and the excitement was great. Using the newly developed ink, the tip production department fine-tuned the perfect solution for a suitable tip. The ink or paste and the tip must form an excellent symbiosis and cannot be put together arbitrarily.

For the Reco, a wear-resistant stainless steel tip with an M line

width was selected. The refill of the Reco, called Eco 725, is suitable as a refill for the Reco as well as for many other writing instruments in G2 format and is the world's first refill made of recycled material.

Now it's time for assembly: the semi-finished parts from the injection moulding and refill production are assembled in the ballpoint pen assembly department. All steps are manufactured at the headquarters in the Black Forest with 100% green electricity. This electricity is partly generated by the company's own photovoltaic systems, or it is also purchased. All Schneider production facilities are operated with 100% renewable electricity.

Quality control. There, the continuous improvement of quality is ensured through measuring and recording defects. In order to maintain the quality of the semi-finished parts at a high level, the various parts are tested with a wide range of measuring and testing tools.

Then all that remains to be done is packaging. The various boxes (packaging units), sales materials such as flyers, sampling cards and brochures as well as the sales displays for the trade are designed in marketing. Of course, recycled material is used for packaging which has only a short purpose. Most of the boxes are made of cardboard with over 80% recycled material and even the blister cards required for some sales channels are made of recycled PET blister film.

Now it was time to apply for the "Blue Angel" award: There, the ballpoint pen is once again thoroughly examined. In the process, the entire life cycle of the products is taken into account. Schneider was the first company ever to meet the guidelines for the "Blue Angel" for writing instruments. The first time it was achieved with a refillable rollerball pen made of recycled material. This was followed by fineliners, fibre pens and highlighters. As a traditional brand for

ballpoint pens and refills, we are particularly proud that the first ballpoint pens to be awarded the "Blue Angel" now also comes from Schneider. Of the eight writing instruments that have received the "Blue Angel" award, seven models come from Schneider.

On 27.01.2020 it was finally time to celebrate the official delivery of the "Blue Angel" at the Paperworld trade fair - Reco is the first ballpoint pen in the world to be awarded the "Blue Angel"!

However, the success story does not end there, because in the meantime the Reco has also made it onto the international catwalk - the classic office helper also impressed the "German Design Award" committee, the jury of the "Green Award", the jury of the "Promotional Gift Award" and the jury of the PSI "Sustainability Award". The German Design Award is the international premium award of the German Design Council. Its aim: to discover, present and award unique design trends. Every year, top-class submissions from the areas of product and communication design are awarded prizes, all of which are groundbreaking in their own way in the international design landscape. The "German Design Award", which was initiated in 2012, is one of the most renowned design competitions worldwide and enjoys a high reputation far beyond the specialised circles.

All this makes Schneider particularly proud, because the design was created in-house. The competition sets the highest standards for the process of determining its award winners: in a unique nomination process, businesses are invited to participate once their products and communication design services are demonstrably convincing in terms of their design quality. In addition, companies have the opportunity to submit products directly and on their own behalf, which are then reviewed by the German Design Council to determine whether or not they meet the necessary criteria for participation.



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Where is the path leading?

The UN Sustainable Global Development Goals

Which goals do we pursue in general, where do we still want to improve?



In 2015, the United Nations Member States defined 17 Sustainable Development Goals (SDGs) with 169 targets. They represent the most important factors for achieving a global community that is sustainable from an economic, social and ecological point of view by 2030. A key factor here is that all member states of the United Nations have committed themselves to the respective goals and that a broad civil society has participated in the formulation of the goals. In order to achieve the ambitious goals, all key actors, ranging from the people, scientists, governments and municipalities to the private sector, are requested to participate in the 2030 Agenda and the process of change.

We would also like to make a contribution and have assessed the current and potential as well as the positive and negative impacts of our business activities on the SDGs along our value chain. Based on this assessment, we identified which positive effects could be strengthened and which negative effects can be reduced or avoided. For this reason, we have analysed the goals internally, prioritised them with regard to their relevance for us as a company and defined a number of fields of action.

This assessment has not just been taking place since 2015, when the SDG's were defined, but is a regular part of Schneider's process, which we repeat annually on behalf of our EMAS certification. This year, however, for the first time, the goals and measures were subordinated to the SDGs, as these are recognised as a globally valid framework and facilitate communication internationally.



Schneider and the SDGs












At Schneider, we stand behind all 17 goals defined by the UN and do our best to contribute our part to achieving them.



As we develop and produce our writing instruments almost exclusively in Germany, we can guarantee compliance with demanding social standards. Our

supply chains are also very clear and transparent due to our own deep vertical range of manufacture. We use targeted supplier assessments to ensure that our suppliers also meet a high standard and follow principles that are compatible with human rights.

Some of the goals are not specifically prioritised as they are considered "non-critical" in terms of our value chain. We regard these as obvious minimum requirements and overarching goals. This includes goal number 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

In order to increase performance and the extent to which goals are achieved, Schneider is currently focusing on a total of eight goals and their associated measures. The following overview of the eight prioritised goals focuses on current measures and those that have already been implemented.

SDG/ Goals	Description	Measures already implemented	Currently targeted measures	These partially overlap with other objectives.
 3 GOOD HEALTH AND WELL-BEING	Ensure healthy lives and promote well-being for all at all ages	<ul style="list-style-type: none"> - Ergonomic workplaces both in production and in the offices, e.g. through air circulation and extraction systems, dust filters and noise-absorbing ceilings, floor mats that are comfortable for the joints, etc. - Introduction of a comprehensive company health management system (including cooking and yoga classes, a running course, etc.) - Annual organisation of a charity run "Schneider-Run" - a running event for everyone - Bicycle campaign offering employees the opportunity to lease a bike at low cost via the company (including coverage of maintenance, insurance, competitions and incentives) - Joint bicycle trips, skiing trips, hikes - Occupational health and safety - Flexible working hours 	<ul style="list-style-type: none"> - Upgrade the old desks in the offices to height-adjustable desks. (5 a year) 	 13 CLIMATE ACTION  8 DECENT WORK AND ECONOMIC GROWTH
 7 AFFORDABLE AND CLEAN ENERGY	Ensure access to affordable, reliable, sustainable and modern energy for all.	<ul style="list-style-type: none"> - Electricity from 100 % hydropower and renewable energies - Constant investment in modern machinery in production for maximum energy efficiency - Own electricity generation through photovoltaic systems and combined heat and power plants. - Lighting control in various departments - Modern energy monitoring system that supervises all consumption in all areas and departments and reveals unusual losses - Modern mobility concept: vehicles with electric motors, 4 charging points for e-fleet at the headquarters and 2 charging columns at the "blulog" warehouse building 	<ul style="list-style-type: none"> - Reduction in specific power consumption <1.4 kWh / kg plastic by acquiring two more electric injection moulding machines (Date: 2021) - Reduction in specific power consumption <1.9 kWh / kg plastic by acquiring of two more hybrid injection moulding machines (Date: 2022) 	 13 CLIMATE ACTION
 8 DECENT WORK AND ECONOMIC GROWTH	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	<ul style="list-style-type: none"> - Preference for regional suppliers - We perform 95 % of the purchasing volume in EU countries - less than 1 % comes from risk countries (according to the BSCI list) - Around 70 % of all external contract work is outsourced to workshops for the handicapped - Few/no temporary contracts - Flexible working hours. - Annual training programmes for industrial and commercial professions with a high takeover rate - Average length of employment at the company is almost 17 years - Strong support for the regional economy and support for local cultural life - Commitment to being located in Germany, no outsourcing abroad, all future construction projects at the locations 	<ul style="list-style-type: none"> - Overarching goals 	 3 GOOD HEALTH AND WELL-BEING  11 SUSTAINABLE CITIES AND COMMUNITIES  17 PARTNERSHIPS FOR THE GOALS
 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.	<ul style="list-style-type: none"> - Introduction of the quality management system ISO 9001: 2015 and environmental management system EMAS including ISO 14001 - Conformity with the legal requirements and conditions relevant to the organisation - Processes and procedures in the organisation are documented and presented transparently - Continuous improvement in all areas also leads to better internal communication, work performance and satisfaction of all parties involved - Optimised use of resources - Avoidance of errors and thus minimisation of error costs - Monitoring by means of defined key figures - Establishment of a strong local infrastructure by relying on suppliers from the region - Cooperation with universities - High value-added depth and exceptionally large research and development department - In-house product and design development 	<ul style="list-style-type: none"> - Reduction of truck journeys to external warehouses thanks to the construction of an own automated warehouse for loose parts and components and the resulting stocking of previously outsourced goods (Deadline: 2022/2023/2024) - Reduction in work-related car emissions by an additional 20,000 km through extended home office arrangements for 30 people (deadline: 2021) - Possibility to work mobile also after the pandemic <p>FOngoing measures: Digitalisation and the latest automation technologies as well as other innovations are constantly being introduced to improve our infrastructure, shorten distances, simplify processes, save resources and improve working conditions</p>	 13 CLIMATE ACTION  8 DECENT WORK AND ECONOMIC GROWTH
 11 SUSTAINABLE CITIES AND COMMUNITIES	Make cities and human settlements inclusive, safe, resilient and sustainable	<ul style="list-style-type: none"> - Numerous annual extra-company activities and events for employees and the local community, e.g. the Schneider-Run - Sponsor of running events or competitions such as (e.g. the Stadtradeln) - Financial support for all local clubs - School cooperation or educational partnership of the Thomas-Strittmatter-Gymnasium in St. Georgen, the Realschule St. Georgen and the Professional Schools in Schramberg. Monetary flows as well as real goods in the form of donations flow in support. In addition, there is a lively exchange on a communicative level, knowledge transfer and company visits. 		 4 QUALITY EDUCATION  3 GOOD HEALTH AND WELL-BEING

SDG/ Goals	Description	Measures already implemented	Currently targeted measures	These partially overlap with other objectives.
	Responsible consumption and production.	<ul style="list-style-type: none"> - The entire production is operated and constantly optimised in terms of environmental performance with a focus on improving eco-efficiency - We are certified according to EMAS for over 20 years and have implemented numerous measures: <ul style="list-style-type: none"> e.g. complete switchover of electricity sourcing to regenerative energies - Own electricity generation through combined heat and power generation and a photovoltaic system installed on all company buildings - Less-consuming machines, computers and printers significantly improved the energy and CO₂ balance. Own water plant for cooling the injection moulding machines - Complex electricity management system for monitoring all processes and possible electricity losses - Use of raw materials that comply with strict consumer protection and product safety guidelines that do not pose a health risk to consumers - Products and packaging are free of cadmium and PVC - Recycling of product components - High-quality manufacturing and long writing performance of our products ensure longevity - Long shelf life and open storage properties are also primary development goals - The development of user-friendly refill systems - Preferential processing of alternative, sustainable and bio-based substances for inks - Increased use of bio-based and recycled plastics - Certification and validation of plastics by independent certification bodies - Labelling our products with the "Blue Angel" - For some popular models, we additionally offset unavoidable emissions by supporting a forest conservation project in Brazil. - Concept for sustainable packaging: In addition to constant efforts to reduce packaging material, the materials have also been changed: e.g. blister covers are made of recycled plastic, paper variants and cardboard boxes are made of > 80% recycled fibres - Provision of sustainability information for customers and consumers to promote sustainable consumption and to raise awareness for environmental issues - Use of recycled paper 	<ul style="list-style-type: none"> - Schneider undertakes the first tests for a circular economy project and works together with the staff/ associations and the municipality as well as an external partner. (Date: 2021/2022/2023) - More products are switched to recycled material 	   
	Take urgent action to combat climate change and its impacts.	<ul style="list-style-type: none"> - Cooperation with ClimatePartner - Calculation of the "Corporate Carbon Footprint" of the entire company - Launch of climate-neutral products by supporting a certified climate protection project - Savings of > 5,200 t CO₂. The current project is a forest conservation project in Pará, in the Amazon region - Introduction of a mobility concept: company bicycles, free company bus in winter for employees, gradual conversion of the company's own vehicle fleet to purely electrically powered vehicles and hybrid vehicles, mandatory train travel - Possibility of mobile working for 30 people even after Corona - Regional sourcing to obtain more clarity on environmentally friendly production and also to reduce transport distances. About 90% of the purchasing volume is made in EU countries for this reason - Concentration of the freight volume on one forwarding agent to achieve the highest possible capacity utilisation and thus reduce traffic 	<ul style="list-style-type: none"> - Reduce car kilometres by 150,000 km per year by maintaining a total of 200 e-bike riders (Deadline: 2021/2022/2023/2024) - Reduce car kilometres by 12. 000 km per year - Maintaining a total of 24 e-bike riders (deadline: 2021/2022/2023/2024) - Reducing the company's "carbon footprint" (approx. 10,000 car kilometres) by reducing the vehicle fleet by 1 vehicle in Tennenbronn (deadline: 2021) - Reduction in work-related car emissions by an additional 20,000 km through extended home office arrangements for 30 people (deadline: 2021) - Reduction of truck journeys to external warehouses thanks to the construction of an own automated warehouse for loose parts and components and the resulting stocking of previously outsourced goods (Deadline: 2022/2023/2024) 	  
	Strengthen the means of implementation and revitalize the global partnership for sustainable development.	<ul style="list-style-type: none"> - Support for local institutions through cooperation (workshops for the disabled), charity runs, or other fundraising activities or sponsoring - Cooperation with universities - School cooperation with 3 local schools - Recycling project with various cooperation partners 	<ul style="list-style-type: none"> - Recycling of 9t of waste from the yellow bags (domestic waste) of the municipality of Tennenbronn incl. collection activities (Deadline: 2021/2022/2023) as well as a recycling scheme of 5 t of waste in cooperation with the Europapark 	