



The  
SUSTAINABILITY  
Code

# The Sustainability Code – Training Concept

German Council for Sustainable Development



[www.sustainabilitycode.org](http://www.sustainabilitycode.org)



# The Sustainability Code

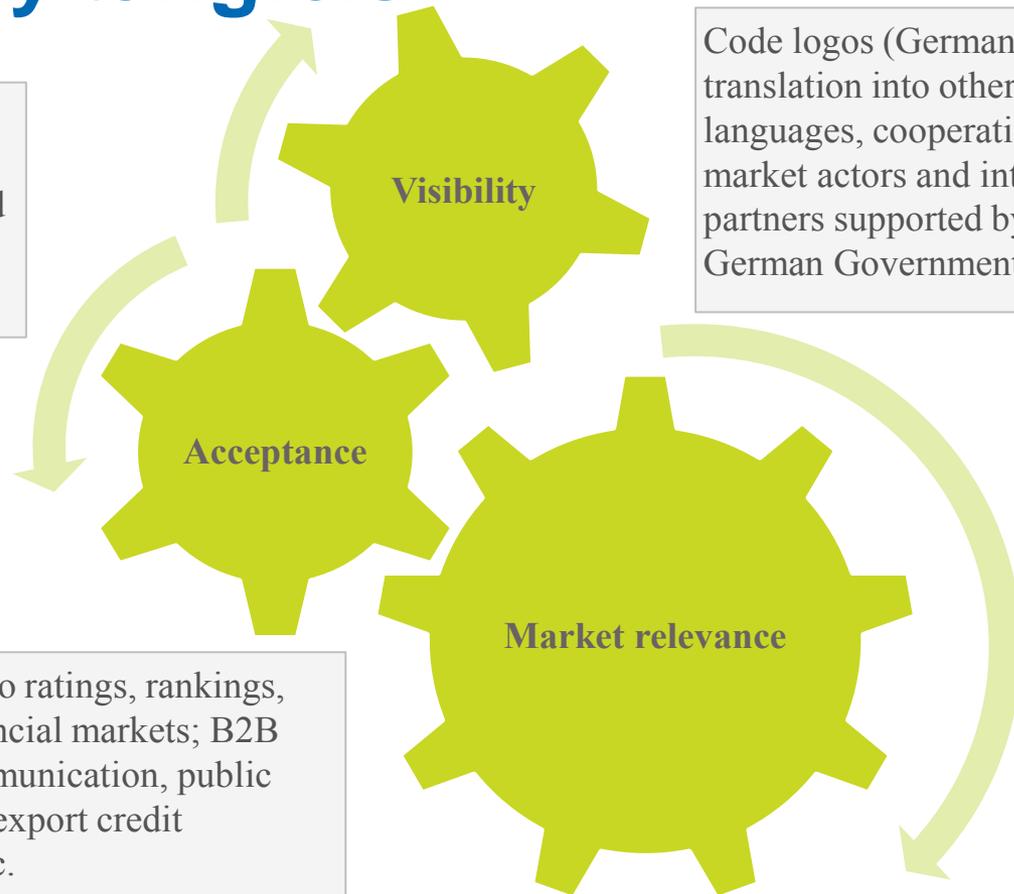
- transparency standard for Sustainability Reporting
- 4 areas: Strategy, Process Management, Environment, Society
- 20 criteria + a selection of performance indicators (e.g. GRI G4, EFFAS)
- optional support by training partners during the implementation
- verification by the Code team
- annual/biennial updates of the declaration of conformity by the company
- the Code and its database are ready to use free of charge

**→ making companies' sustainability performance transparent, comparable and easily accessible.**



# The Code makes corporate social responsibility tangible.

Added value for companies and users, incl. lowering of transaction costs, a centralised information platform and means of comparison



Code logos (German/English); translation into other languages, cooperation with market actors and international partners supported by the German Government

Integration into ratings, rankings, bond and financial markets; B2B and B2C communication, public procurement, export credit guarantees, etc.



The  
SUSTAINABILITY  
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# RNE and stakeholders initiated the Code in 2011.



## 2010 dialogue phase:

Talks with experts,  
undertakings, investors,  
analysts



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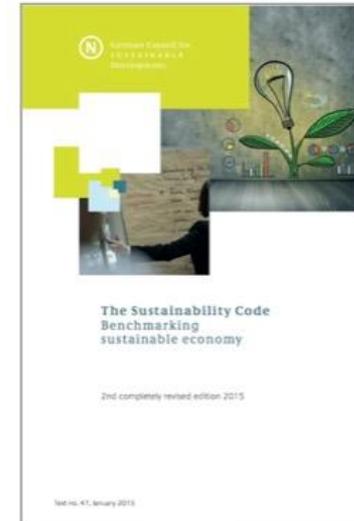
## 2011 practical phase:

Pilot testing of the Code at  
various undertakings

### October 2011:

Adopted by RNE

As of 2012: Database of  
declarations of conformity  
with the Sustainability Code

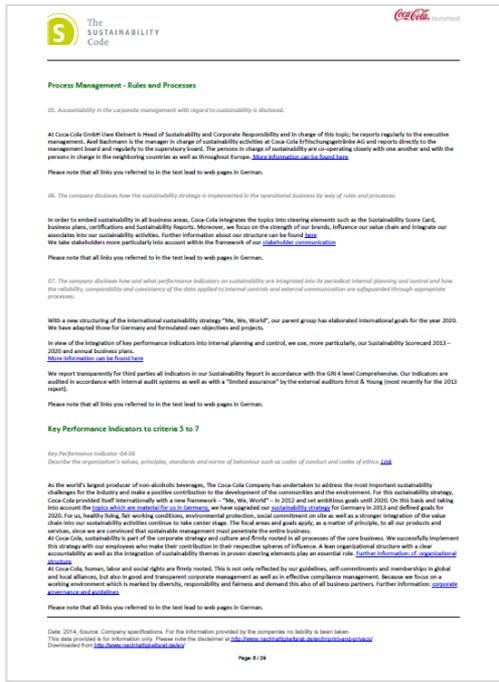


## 2014 revision

Adapted to further developed  
standards and the ongoing  
discussion on the green economy



# The Code's Declaration of Conformity:





The SUSTAINABILITY Code

Language: English

[Register](#) | [Login](#)

## COCA-COLA GMBH UND COCA-COLA EUROPEAN PARTNERS DEUTSCHLAND GMBH

PROCESS MANAGEMENT | OVERVIEW

General

Strategy

Process Management

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Overview

- 5. Responsibility
- 6. Rules and Processes
- 7. Control
- Key Performance Indicators (5-7)
- 8. Incentive Systems
- Key Performance Indicators (8)
- 9. Stakeholder Engagement
- Key Performance Indicators (9)
- 10. Innovation and Product Management

5. Responsibility ▼

Accountability in the corporate management with regard to sustainability is disclosed.

At Coca-Cola GmbH Uwe Kleinert is Head of Sustainability and Corporate Responsibility and in charge of this topic; he reports regularly to the executive management. Axel Bachmann is the manager in charge of sustainability activities at Coca-Cola Erfrischungsgetränke AG and reports directly to the management board and regularly to the supervisory board. The persons in charge of sustainability are co-operating closely with one another and with the persons in charge in the neighboring countries as well as throughout Europe. [More information can be found here](#)

Please note that all links you referred to in the text lead to web pages in German.



# The standard: four areas with twenty criteria

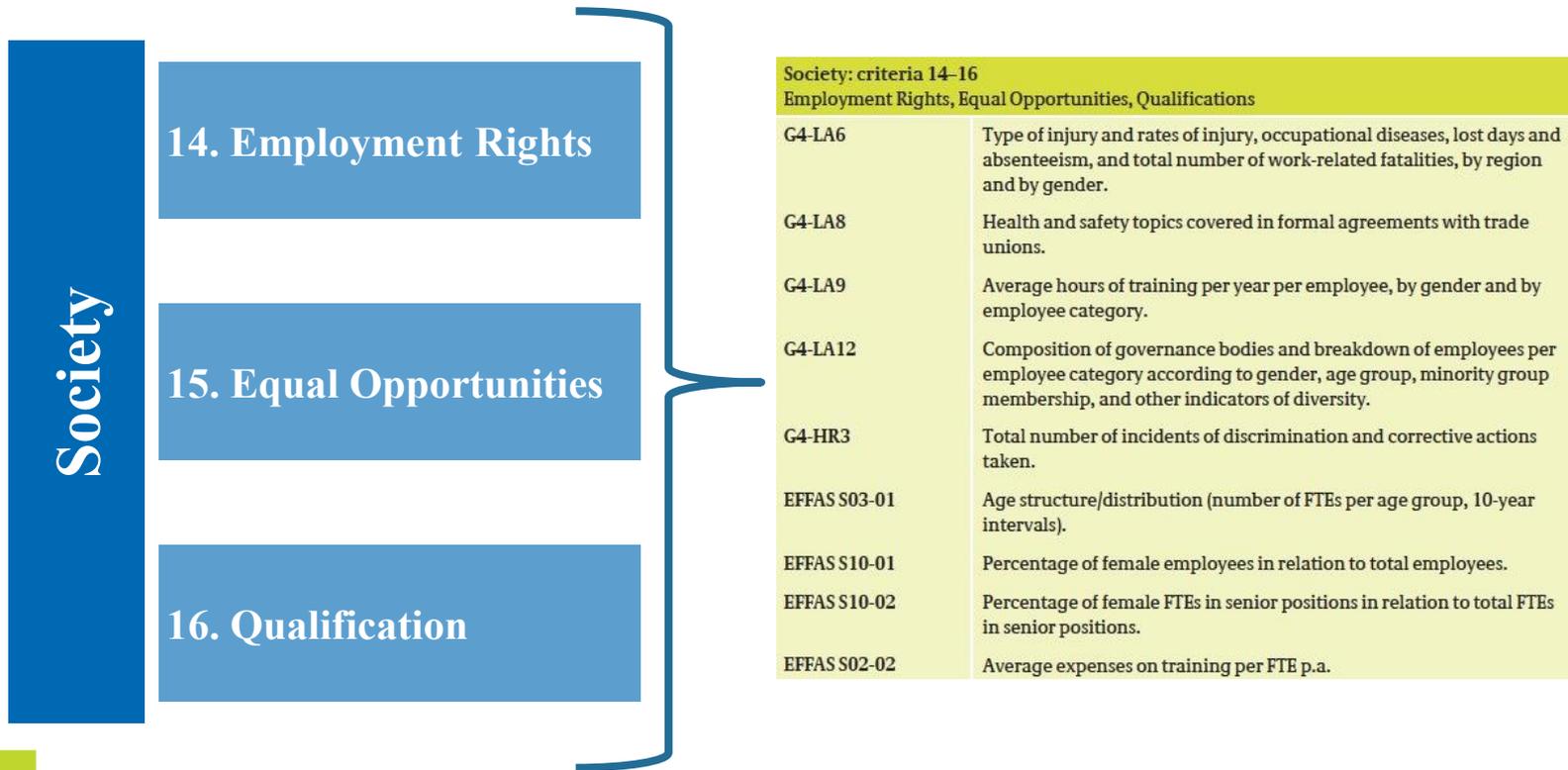
<b>Strategy</b> Criteria 1-4	<b>Process Management</b> Criteria 5-10	<b>Environment</b> Criteria 11-13	<b>Society</b> Criteria 14-20
<ul style="list-style-type: none"><li>• Strategic analysis and action</li><li>• Materiality</li><li>• Objectives</li><li>• Depth of the value chain</li></ul>	<ul style="list-style-type: none"><li>• Responsibility</li><li>• Rules and processes</li><li>• Control</li><li>• Incentive schemes</li><li>• Stakeholder engagement</li><li>• Innovation and product management</li></ul>	<ul style="list-style-type: none"><li>• Usage of natural resources</li><li>• Resource management</li><li>• Climate-relevant emission</li></ul>	<ul style="list-style-type: none"><li>• Employment rights</li><li>• Equal opportunities</li><li>• Qualifications</li><li>• Human rights</li><li>• Corporate citizenship</li><li>• Political influence</li><li>• Conduct that complies with the law and policy</li></ul>

The Sustainability Code is backed up by 16 EFFAS and/or 28 GRI performance indicators

[www.sustainabilitycode.org](http://www.sustainabilitycode.org)



# The Code criteria are backed up by GRI and/or EFFAS indicators...





## ... and are reporting according to the 'comply or explain' approach

### Society: criteria 14-16

Employment Rights, Equal Opportunities, Qualifications

#### G4-LA9

Average hours of training per year per employee by gender, and by employee category

#### Deutsche Boerse AG, 2015:

- Total training hours: 149,695.5h
- Average training hours per employee: 3.5
- Executive training hours (8%).
- 60.4% male 36.6% female
- Staff training hours (92%):
- 59.9% male 40.1% female

comply

#### Merck, 2014

see: Corporate Responsibility Report 2014: [Indicators Employees](#)

explain



## When reporting it is important to note the following requirements:

- Full reporting on all 20 criteria in keeping with the ‘comply or explain’ approach: a report does not need to be filed on all of the criteria, but any deviations must be explained (e.g. because data has not yet been gathered, or the required information is of no material importance to the company) ✓
- Quantitative and qualitative criteria: the declaration of conformity is a combination of performance indicators and text ✓
- Length of texts: as long as required, as short as possible (rule of thumb: 500 to 2,000 characters) ✓
- Choice of indicators: GRI or EFFAS, with additional sector-specific indicators, where applicable ✓



# The comparability feature on the website offers insight into other declarations.

## COMPARISON OF DECLARATIONS OF CONFORMITY

Here you can read what companies report on specific criteria and performance indicators. Would you like to compare the reports of a sector alone? At the bottom of the page, you will find a drop-down menu to filter.

Selection of  
desired indicator



Sector

Company type

Listed

Reporting year

Filter features  
(sector, type of organisations,  
reporting year, stock market  
listing)



The company discloses how it analyses the opportunities and risks of its major activities in the context of sustainable development. The company explains what concrete measures it is undertaking to operate in compliance with the essential and recognized sector-specific, national and international standards.

"Deutsche Boerse Group strives for sustainable development that takes into account the requirements of the economy, the environment and society in equal measure. We have defined four key areas – economy, employees, environment and society – for which we analyze opportunities and risks related to sust..."

*Deutsche Börse AG, 2011*

"UPM recognizes sustainable bio-economy as key element of the next phase in "industrial revolution". With its Biofore corporate strategy UPM aims to integrate the bio and the forest industry. The strategy addresses the economic, ecological and social requirements of "post-oil" societies..."

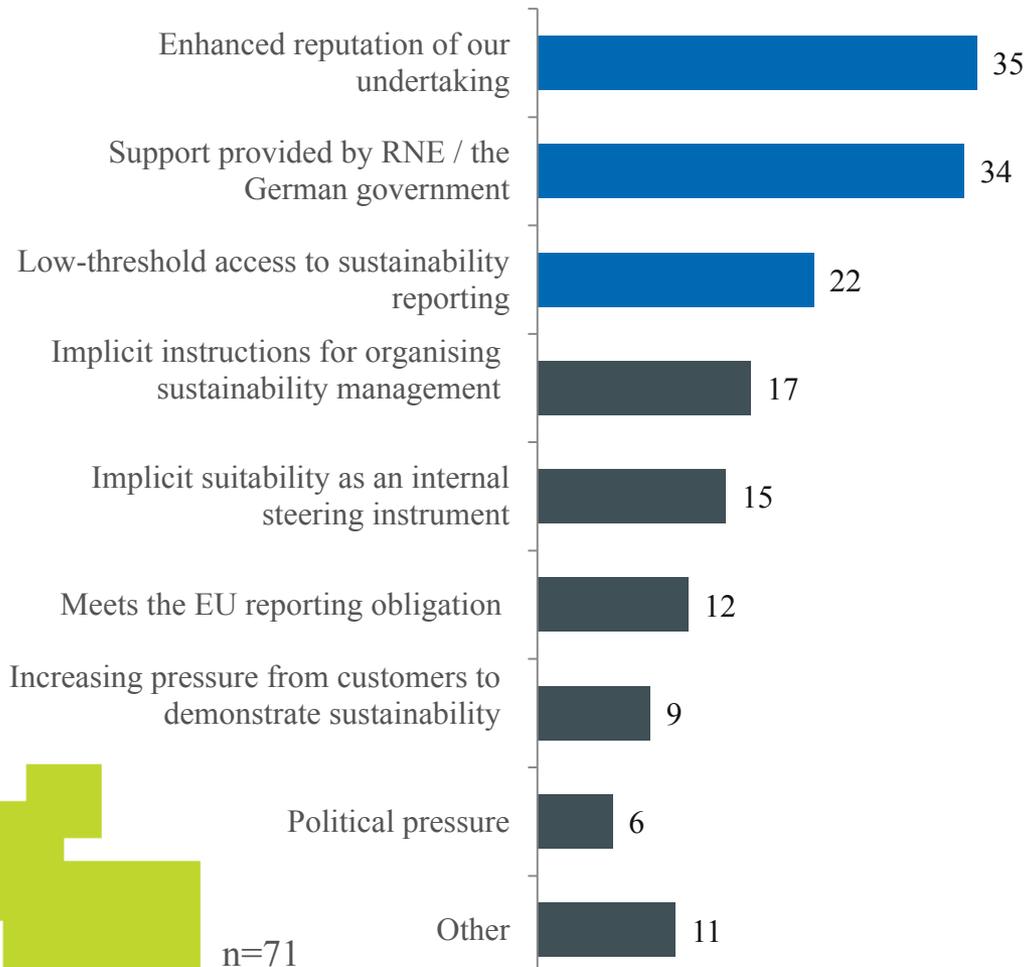
*UPM, 2012*

Responses from companies  
with declaration of  
conformity





## Reasons for using the Code.



Those taking part in the survey cited two main reasons for using the Code:

- **The enhanced reputation of their own company, and**
- **The support provided by RNE / the German government,**

with SMEs citing

- **Low-threshold access to sustainability reporting**

as a comparable reason.

Among first reporters, the low-threshold access was the main reason, followed by the enhanced reputation of their company. Support provided by RNE / the German government only played a lesser role.



## Overview of time management and personnel involved:

Preparation and decision-making process of a full declaration	Time spent (equivalent of full time work days)	Personnel involved
The Code users total	Ø 17.5	Ø 3
SME	Ø 26	Ø 2.5
Large-scale enterprises	Ø 13.5	Ø 3
First reporters	Ø 22	Ø 4

On average three people are involved in the process, regardless of company size and a short or full declaration. Only companies handing in their first full declaration usually have four people involved.



# The declaration is published through various channels, making it visible.

## Code database

The Sustainability Code

General  
Strategy  
Overview  
1. Strategic Analysis and Action  
2. Materiality  
3. Objectives  
4. Depth of the Value Chain  
Key Performance Indicators (1-4)  
Process Management  
Environment  
Society  
Download  
Glossary  
Contact

**1. Strategic Analysis and Action**

The company discloses how it analyses the opportunities and risks of its major activities in the context of sustainable development. The company explains what concrete measures it is undertaking to operate in compliance with the essential and recognized sector-specific, national and international standards.

The integration of sustainability into the core business is the key for ensuring the long-term future and competitiveness of Deutsche Hypo, its customers and business partners. In order to analyze the opportunities and risks of the key activities in respect of sustainable development, Deutsche Hypo conducts an annual materiality analysis. In this materiality analysis the relevance of sustainability issues are assessed from the viewpoint of stakeholders and from the viewpoint of the company. Deutsche Hypo follows the principles of the UNEP FI and the UN Global Compact. With a systematic approach to sustainability issues, Deutsche Hypo ensures that necessary sustainability considerations are taken into account in business activities; transactions that are not comply in breach of the fundamental principles of sustainable development, for example transactions relating to controversial areas of business such as the arms industry or pornography, are identified and rejected on the basis of exclusion criteria. A reputation committee provides advice on issues relating to specific business transactions as and when required. The first sustainability policies, which will be added during the course of the year, establish the relationship between individual transactions and the relevant, specific sustainability standards from the viewpoint of Deutsche Hypo. As a result sustainability considerations can be taken into account individually and in a targeted manner.

A working environment in which all employees are treated equally regardless of their gender, nationality, ethnic origin, religion or belief, disability, age, sexual orientation and identity is also an essential part of Deutsche Hypo's values for its personnel work. Deutsche Hypo therefore signed up to the principles "Diversity als Chance - Charta der Vielfalt" in 2014.

## Twitter channel @NHKodex

yz @NHKodex · 7. Aug.  
Neue Erklärung der @deutsche Telekom zum Nachhaltigkeitskodex veröffentlicht (2014): ...ank.deutscher-nachhaltigkeitskodex.de /DNKProfil/DNKH... #Nachhaltigkeit #NHKodex #DNK

The Sustainability Code

## The Sustainability Code Newsletter

- 113: [JOSEPH-STIFTUNG Kirchliches Wohnungsunternehmen](#)
- 114: [Forschungszentrum Jülich GmbH](#)
- 115: [Beoplast Besgen GmbH](#)
- [DZ-Bank \(Berichtsjahr 2014\)](#)
- 116: [NEUWOBA Neubrandenburgische WohnungsbauGenossenschaft eG](#)
- 117: [Evenord-Bank eG-KG](#)
- [DekaBank \(Berichtsjahr 2014\)](#)
- [REWE Group \(Berichtsjahr 2014\)](#)
- 118: [High-Tech Gründerfonds GmbH](#)
- 119: [Vivawest GmbH](#)
- 120: [Paulsen's Landhotel](#)
- 121: [Fahnen-Gärtner GmbH \(Österreich\)](#)
- 122: [Gut Zertifizierungsgesellschaft für Managementsysteme mbH](#)
- 123: [Dietrich Ernst Beratung für Kommunikation](#)
- 124: [Erwin Häbel GmbH](#)

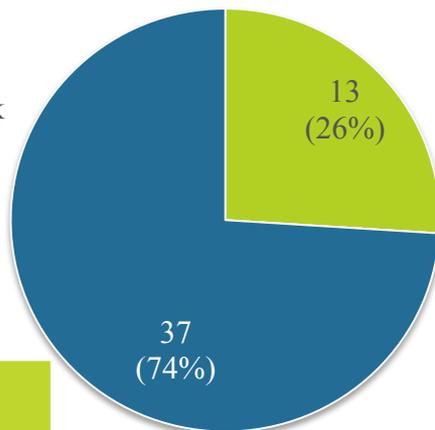


# Positive feedback on the declaration of conformity:

About half of the SMEs received feedback on the publication of their declaration of conformity. By comparison with the SMEs, only a quarter of the large-scale enterprises received feedback. At the same time, half of the companies publishing their first report got a response. Moreover, it is important to point out that no negative feedback followed. The users refer to neutral responses, curious enquiries as well as positive feedback from peers, customers and other companies.

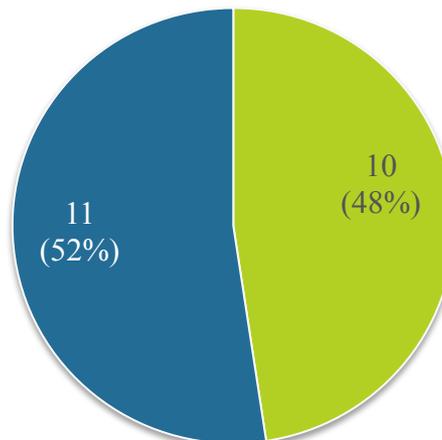
**“Some companies asked us how we put the Code into practice – we then tried to offer support”**

- 1) feedback received
- 2) no feedback received

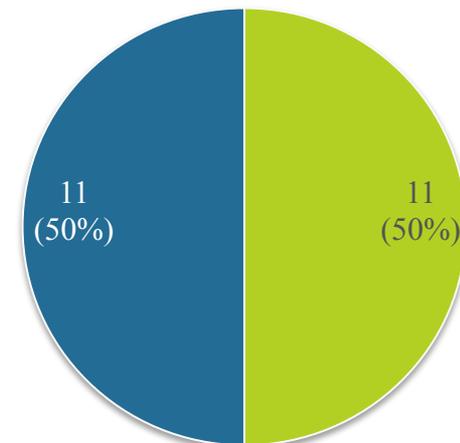


large scale enterprises

[www.sustainabilitycode.org](http://www.sustainabilitycode.org)



KMU



first reporters



## Summary: Five benefits for users.

1. Makes reporting easier and comparable.
2. Meets the EU's reporting obligation and is compatible with international standards.
3. Suited to small and medium-sized enterprises (SMEs).
4. Also of benefit to civil society organisations.
5. Recognised control instrument for sustainable management.



# The initial situation: more companies want to apply the Code.

Typical motivating factors for companies include:

- **Be prepared:** The EU estimates that approx. 6,000 companies will be immediately affected and very many more indirectly impacted (via the supply chain) by the EU's obligation to report on non-financial information.
- **Steer sustainable business strategies:** The Code sets out a clear and manageable framework and provides a structuring tool for sustainable business strategies.
- **Create transparency:** Through the Code, companies make their sustainability performances visible, with a higher degree of commitment, and more readily comparable.



# The process: support by competent training partners (optional).

## The Code-training partners

Selected training partners with long-term knowledge in

- CSR/sustainability
- training in organizations
- reporting

The step is to fill out a questionnaire and to take part in a training course on the Sustainability Code. Afterwards training partners offer courses on the content of the Code's Toolbox or conduct training events at intermediaries.

## Service and support

- The Code training
- The Code templates and Toolbox
- The Code training partner signet
- Listing in the Code event schedule
- The Code website listing
- Establishing contact with companies, organizations and other intermediaries
- Liaising of companies to provide best-practice examples (Code mentors)
- Newsletter on the code and its political development, follow-up on @NHKodex



# The Code Team procures companies and trainers...

- forwards inquiries
- procures best-practice examples
- sets up corporate profiles for declarations of conformity
- adds training sessions to the Code calendar
- talks with political context

Training Partners

- offers training of its own accord and on request
- talks with practical references

Training sessions

Agreement on conditions

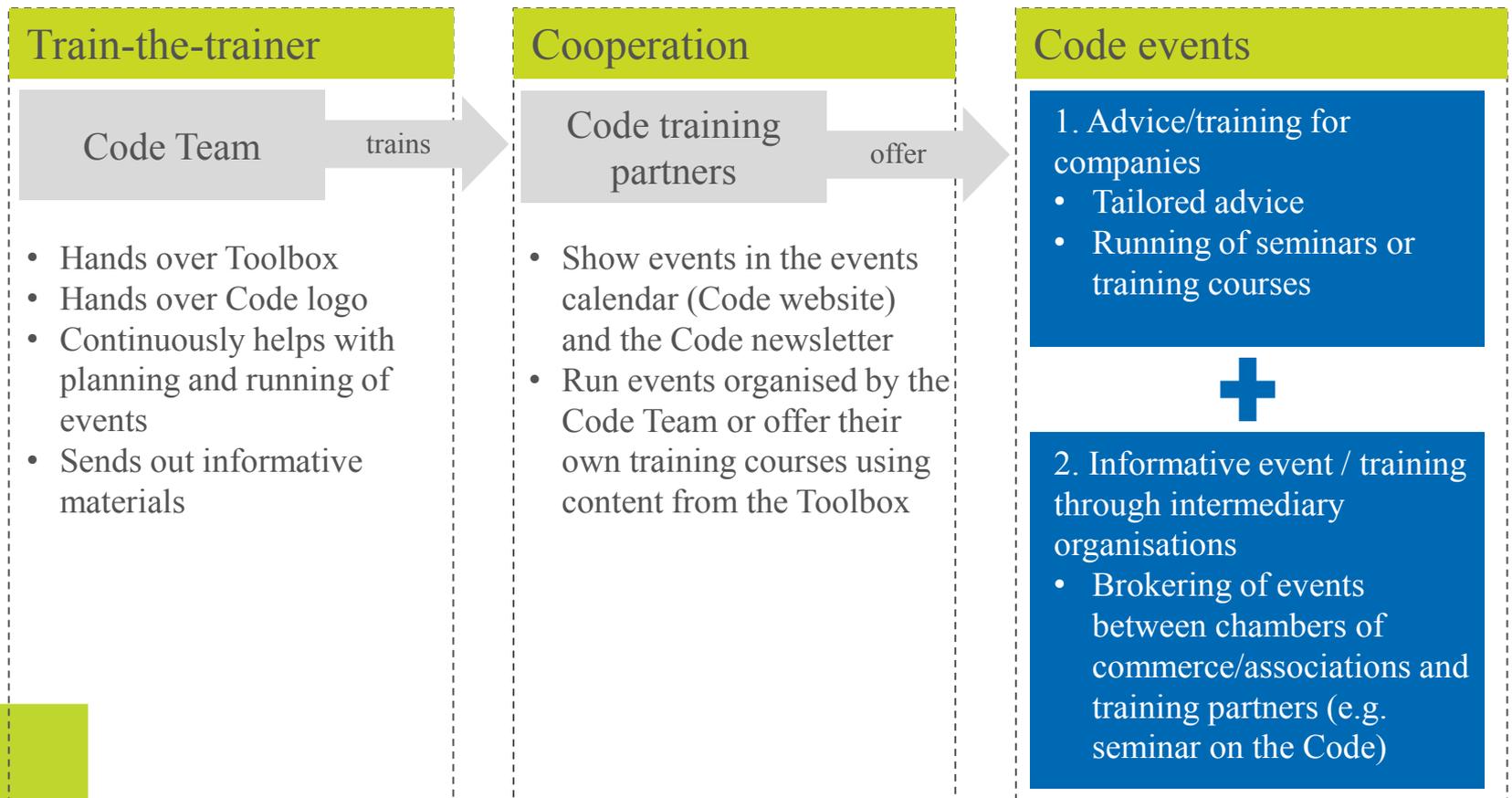
Code Team

Ask for training

Companies



## ...training partners provide tailored advice.

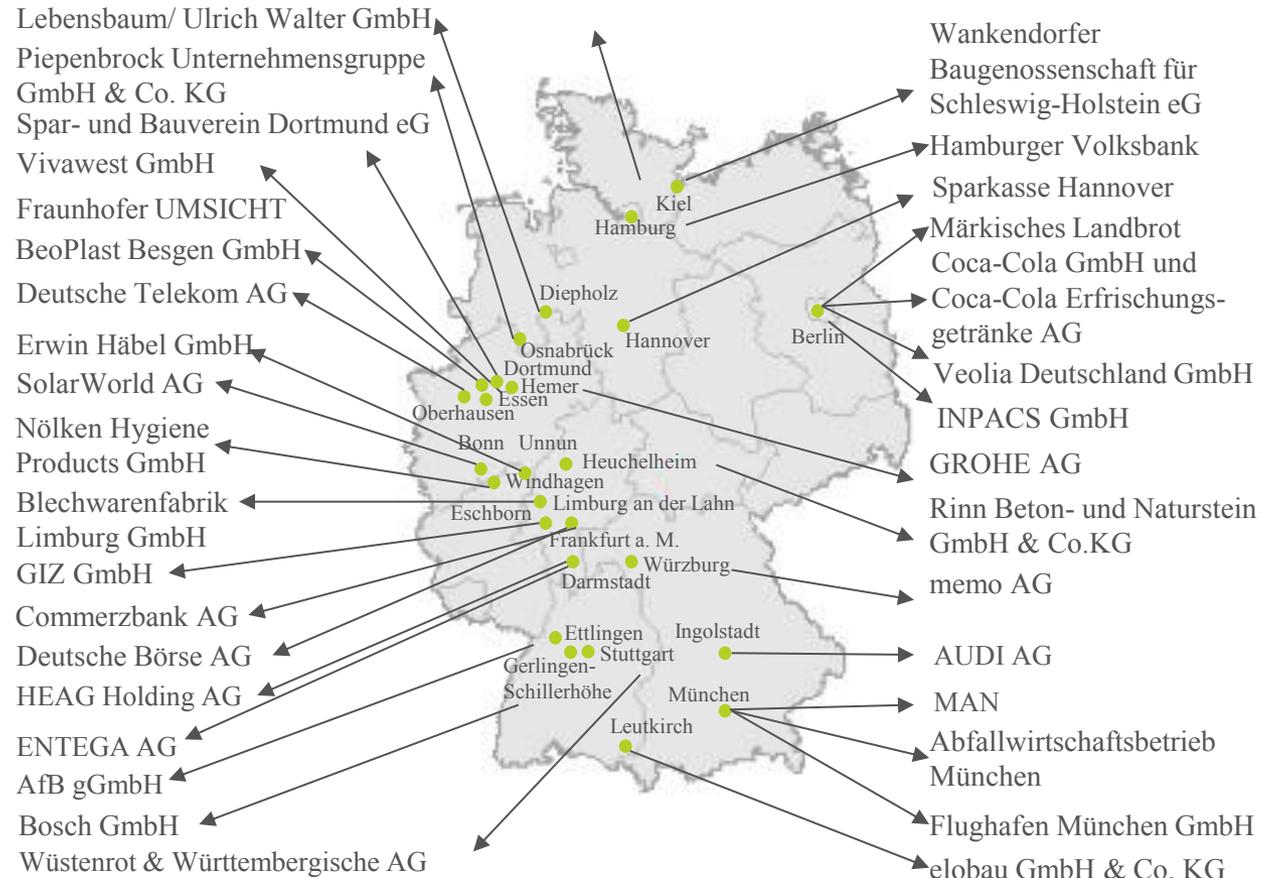




# Code mentors complement training courses with practical examples.

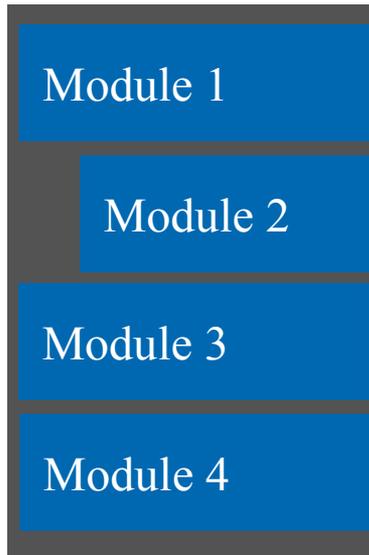
During training and other courses, mentors report on sustainability processes and their own use of the Code

Events within the partner network provide a forum for sharing experiences with peers and RNE members





# Toolbox and services are offered, not imposed.



- Modular use
- Can be mixed with own content

! All slides may be edited; some content is protected by means of screenshots, however.



## The Toolbox is...

- ... modular in structure
- ... customisable
- ... a living document
- ... free to use
- ... the property of RNE

Using the Toolbox, training partners can:

- provide background information and respond to questions about the basics of the Code
- give an introduction into how to use the Code database.

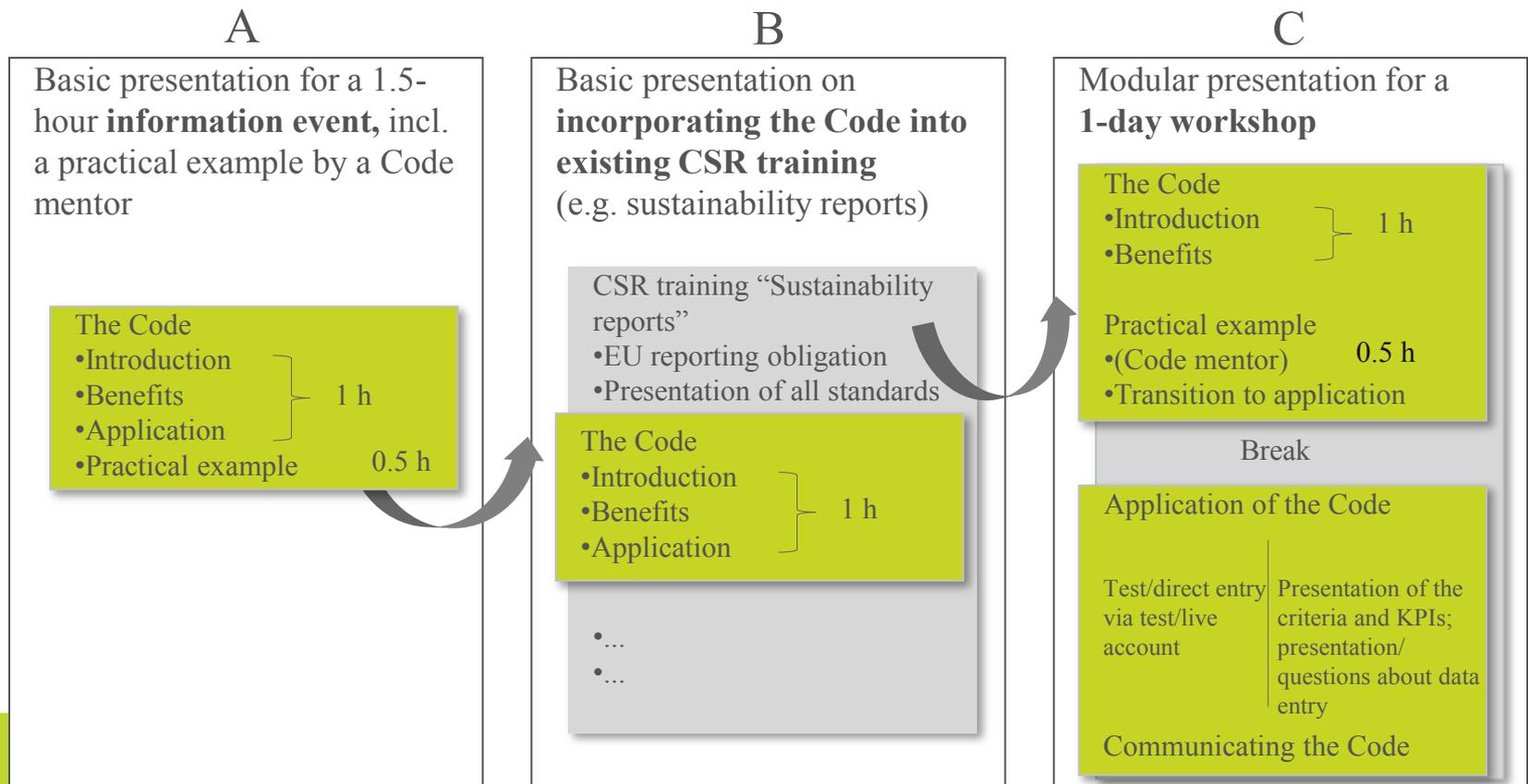


# Toolbox: Content

Name	
▼	2016_Sustainability Code-Toolbox
▶	1_Information about the Toolbox
▶	2_Organising Materials
▶	3_Presentation Modules
▶	4_Work Sequences
▶	5_Sustainability Code_Information Material
▶	6_Background Information/PR



# The modular training concept enables formats for specific target groups.



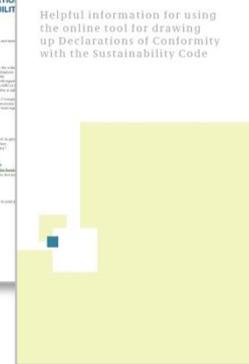
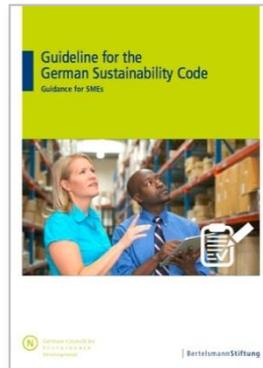
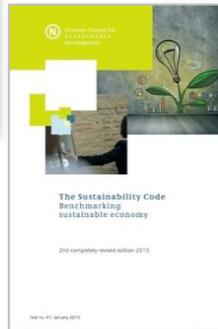


# Handouts for the training participants

Name	
▶	1_Information about the toolbox
▶	2_Organising material
▶	3_Modules
▶	4_Sequences
▶	5_Sustainability Code information material
▶	6_Background_information

General information on the Code:  
as a PDF in the Toolbox; printed version on request

Supporting teaching aids for the Code event:  
as a PDF in the Toolbox





## Let's get in touch:

### What we offer

- Modular training concept for the Code
- Code toolbox: documents to prepare and run training courses
- Inclusion in the Code partner network
- Contact established to undertakings, associations and other intermediary organizations
- Undertakings procured to provide practical examples (Code mentors)



The  
SUSTAINABILITY  
Code

# Many thanks for your attendance! We look forward to collaborating with you!

Should you be interested in a Code training course or being added to the network of Code training partners, please contact the Project Office of the Sustainability Code.

## Contact:

**Sustainability Code Project Office**  
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**Phone: +49 30 700186 974**  
**Twitter: [@NHKodex](https://twitter.com/NHKodex)**

[www.sustainabilitycode.org](http://www.sustainabilitycode.org)



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