

## The WIN Charter – its benefits for the economy



Businesses and consumers are becoming increasingly aware of the limits to our natural resources and concerned about the risks posed by climate change. Companies need an effective way to develop reliable and effective structures for sustainable management.

Baden-Württemberg has responded to this need with the WIN Charter, an easily implemented, transparent sustainability management system that is tailored to small and medium-sized enterprises. It is the only German federal state with such a programme.

By signing the WIN Charter, companies make a clear commitment to economic, ecological and social responsibility.

The WIN Charter is an excellent way to make sustainable management a permanent part of a company's mission statement.

Yours sincerely,

Franz Untersteller Member of the State Parliament  
Minister of the Environment, Climate Protection and Energy  
Sector, Baden-Württemberg

## Benefits of the WIN Charter

- **Public visibility:** By adopting the WIN Charter, companies demonstrate to the public that they are committed to sustainability and aware of their responsibility.
- **Practicality:** The WIN Charter is an unbureaucratic, transparent sustainability management system that is tailored to small and medium-sized enterprises.
- **Compliance with CSR guidelines:** The WIN Charter fulfils the requirements of Directive 2014/95/EU for reporting sustainability information.
- **Local identification:** By supporting a local sustainability project, a company can strengthen its identification with the region.
- **Public review:** The reports of WIN Charter signatories are accessible online. This promotes dialogue between businesses and stakeholders.
- **Continuous process:** A well-structured sustainability process leads to continuous improvements.
- **Free participation:** Companies can participate in the WIN Charter at no cost.
- **WIN network:** The WIN network facilitates the sharing of information and transfer of know-how.

## Any questions?

We have set up a service and information phone number for interested companies: 0711/126-2661.

You can also contact us by email at [charta@win-bw.com](mailto:charta@win-bw.com).



**WIN! CHARTA**

The key to more sustainability

## Our economy – innovative and sustainable



Baden-Württemberg's businesses are known for their innovative spirit and high performance. But many are also making impressive contributions to sustainability.

In 2014, following a recommendation by the Sustainable Business Practices initiative, we created the WIN Charter for companies in Baden-Württemberg with corporate philosophies that include a commitment to sustainability.

The importance of the WIN Charter can be seen from the fact that it is a key element of the coalition agreement for 2016 to 2021. Together with companies, we want to make sustainable business practices a trademark of Baden-Württemberg.

I hope that many other companies will sign the WIN Charter and set an example for others.

Yours sincerely,

Winfried Kretschmann  
Minister President of Baden-Württemberg



## What is the WIN Charter?

The WIN Charter was developed by the state of Baden-Württemberg for small and medium-sized enterprises (SMEs) as part of its sustainability strategy. It is based on voluntary commitment, individual initiative and external communication. By signing the WIN Charter, companies pledge to observe the twelve guiding principles of the Charter and increase their sustainability.

## The WIN Charter fulfils the requirements of the CSR guidelines

The WIN Charter fulfils the requirements set forth in Directive 2014/95/EU concerning the disclosure of sustainability information. The directive requires certain companies to prepare a “non-financial statement” starting in 2017.

By being fully compliant with this EU directive, the WIN Charter is thus especially valuable to large companies that are required to prepare such statements:

Large undertakings with more than 500 employees and “public-interest entities” such as listed companies, banks and insurance companies can use the WIN Charter to meet the requirements set forth in Directive 2014/95/EU.

For smaller companies, the WIN Charter not only offers a practical sustainability management system, it also provides an unbureaucratic means of complying with the EU directive. The Charter’s guiding principles are aligned with the concerns addressed by the directive, allowing these companies to fit perfectly into the indirect reporting systems in the supply chains of larger business organisations.

## The 12 guiding principles of the WIN Charter

### HUMAN RIGHTS, SOCIAL AND EMPLOYEE MATTERS

**Guiding principle 01 – Human rights and employee rights**  
“We respect and protect human rights and employee rights, secure and promote equal opportunities and prevent all forms of discrimination and exploitation in all our business processes.”

**Guiding principle 02 – Employee welfare**  
“We respect, protect and promote the welfare and the interests of our employees.”

**Guiding principle 03 – Stakeholder groups**  
“We take into account all stakeholder groups and their interests in our processes.”

### ENVIRONMENTAL MATTERS

**Guiding principle 04 – Resources**  
“We boost resource efficiency, increase raw material productivity and reduce the use of natural resources.”

**Guiding principle 05 – Energy and emissions**  
“We make use of renewable energies, increase our energy efficiency and reduce greenhouse gas emissions in line with our targets or offset them in a climate-neutral way.”

**Guiding principle 06 – Product responsibility**  
“In line with the responsibility that we bear for our services and products, we examine the value creation process and the product cycle for sustainability and ensure transparency.”

### BENEFITS FOR THE ECONOMY

**Guiding principle 07 – Corporate success and jobs**  
“We ensure long-term corporate success and offer jobs in the region.”

**Guiding principle 08 – Sustainable innovation**  
“We promote product and service innovations that increase sustainability and underline the innovation potential of Baden-Württemberg’s economy.”

### SUSTAINABLE AND FAIR FINANCES, ANTI-CORRUPTION

**Guiding principle 09 – Financial decisions**  
“We act with a view to sustainability, especially in the context of financial decisions.”

**Guiding principle 10 – Anti-corruption**  
“We prevent, expose and impose sanctions on corruption.”

### BENEFITS FOR THE REGION

**Guiding principle 11 – Benefits for the region**  
“We generate added value for the region in which we do business.”

**Guiding principle 12 – Incentives to think in new ways**  
“At all corporate levels, we provide incentives to think and act in new ways, and we involve our employees and all other stakeholder groups in an ongoing process to increase entrepreneurial sustainability.”

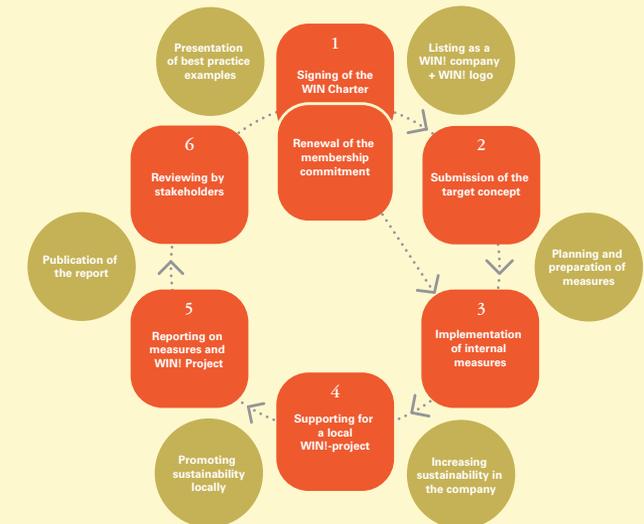
## The WIN Charter process

### SIX STEPS TO GREATER SUSTAINABILITY

- Step 1:** Signing of the WIN Charter
- Step 2:** The plan must be presented three months after signing.
- Step 3:** Implementation
- Step 4:** Support for a local WIN project
- Step 5:** A sustainability report describing the adopted measures and the regional WIN project must be submitted 12 months after presentation of the plan.
- Step 6:** Review by stakeholders and the public

Afterwards you can renew your commitment, thus ensuring an ongoing sustainability process in your company. You do not have to submit a new plan. It is sufficient to build on what you have achieved.

### OVERVIEW OF THE WIN CHARTER PROCESS



For more information on the WIN Charter visit [www.win-bw.com/win-charta](http://www.win-bw.com/win-charta).