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# Case Study

## *De Klok Banden*

**Company & Country**

*De Klok Banden, the Netherlands*

**Start Up/SME, Employees**

*SME with 21 employees*

**Category of Industry**

*Automotive, tyres*

**Website Address**

https://deklokbanden.com/?lang=en

**CSR Strategy**

https://deklokbanden.com/csr/?lang=en

CSR Ready

green, fair & competitive businesses

De Klok Banden is a fast-growing importer of tires for passenger cars, delivery vans and trucks. The history of De Klok Banden B.V. began in 1920 with the start of a coal and transport company in Rotterdam, which then later supplied oil products in the fifties and sixties. In the late sixties, De Klok Banden started a speciality shop for tyres. De Klok Banden's own import brands come from various parts of the world; in addition to well-known brands such as Bridgestone, Continental, Dunlop, Firestone, Fulda, Goodyear, Michelin, Pirelli, Vredestein, Uniroyal, etc., De Klok Banden is the exclusive importer of the tire brands GT Radial, Kumho Tyre, Nankang, Nokian Tyres, Ovation and Sonar. De Klok Banden is convinced that successful business and sustainability go hand-in-hand.

### Benefits of CSR

- De Klok Banden are one of the few automotive market providers that put emphasis on sustainability/ disadvantaged people.
- The company become a driving force in the automotive sector of successful sustainable and socially responsible business.

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*We are continually pursuing the right balance between the mainstays of sustainable entrepreneurship: employees, the environment and society.*

**De Klok Banden**

## DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Sustainable business is high on the agenda at De Klok Banden B.V.; the company is continually pursuing the right balance between the mainstays of sustainable entrepreneurship: employees, the environment and society. De Klok Banden believes in sustainable employment for its personnel. De Klok Banden uses training, job rotation and utilising helpful tools among other things, to allow employees to carry out their work in a varied, efficient and safe manner.

De Klok Banden makes an effort to employ CSR practices by offering opportunities to interns and recognised refugees. By allowing candidates to gain experience in the company, De Klok Banden provides them with a foundation for their further development in society. A myriad of initiatives has also been started in the area of green entrepreneurship.

In terms of environmental CSR practices, De Klok Banden has fully equipped all of their offices are buildings with LED lighting, resulting in significant savings in energy usage and CO2 emissions. Furthermore, in 2018 De Klok Banded started generating all the energy it uses from solar power when 1,000 solar panels were installed on one of De Klok Banden's building roofs.

Disclaimer: All the information used comes from the De Klok Banden website (https://deklokbanden.com/csr/?lang=en)

Co-funded by the Erasmus+ Programme of the European Union

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