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Case Study
Scheplast

CSR Ready
green, fair & competitive businesses

Company & Country
Scheplast GmbH, Schwendi, Germany

Start Up/SME, Employees
SME with 50 employees

Category of Industry
Plastics industry

Website Address
https://scheplast.de/

CSR Strategy
https://scheplast.de/nachhaltigkeit/
https://scheplast.de/produkte/
https://scheplast.de/news/

Scheplast is a visionary in matters of recycled and bio-based plastics. The family business with 40 years of company history is already managed by the second generation.

Benefits of CSR

- Increased attention through various awards and coverage in local and social media (RegioTV, Umweltpreis Baden-Württemberg 2018)
- Strengthening of reputation in the region through campaigns such as joint waste collection with kinder garden kids
- Long-term employee loyalty through staff-centric policies (high importance of corporate values, employee co-determination and performance-related pay)
- Cost savings through efficient use of energy and resources
- Averting shortage of skilled workers through efforts to recruit suitable young employees

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Our vision is:
Love your planet
and protect the next generation

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Act innovatively and in an environmentally conscious way simultaneously: the focus of Scheplast's business activities is the production of plastics made from up to 100% renewable, natural raw materials. These are obtained from vegetable oils and sugar cane, among other things. The plastics manufacturer's goal is to establish a completely closed cycle of agriculture; refinery, plastics processing and biogas plants. In addition, the microplastic load on the environment is to be reduced by using biodegradable materials. The production of reusable packaging from recycled plastic is also based on the principle of resource conservation.

Not only raw materials are to be saved, but also the use of energy during production is made as efficient as possible. This is achieved, among other things, by using energy-saving machines that require up to 50% less electricity. By using waste heat and a photovoltaic system on the roofs of the company buildings, energy management is also geared towards sustainability.

The planning of individual customer requirements can be completely covered by digital solutions, thus saving costs of all kinds.

"Our employees are our most valuable asset!"- as stated on the company website. They benefit from a comprehensive right of voice, which is realized through so-called "strategy days" and an improvement and suggestion system. Free fruit, the opportunity to borrow an (e-)bike or the payment of a health premium are further attractive benefits for employees. The company grounds are also in harmony with nature: in addition to ducks and chickens, there is also a bee colony whose honey serves as a special visitor gift for guests.

Locally, the company is involved in joint waste collection campaigns with kinder gardens to sensitize even the very youngest to the topic of environmental protection and, quite incidentally, to make the homeland a little more beautiful.

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