

Module 4 - 5

Management and Culture

CSR in SME: German Cases

Scheplast GmbH is a manufacturer of recycled and biobased plastic



CSR Framework, Processes and Communications

(CSR Mission, Objectives, KPIs, reporting)

The Scheplast company sees itself as a role model for plastics production in harmony with nature. Since the beginning of the takeover of the family business, the managing director Daniel Schenk has had the vision of orienting his production towards environmental compatibility. This vision is shared by all employees, because the company has understood that a goal of such magnitude can only be achieved together. Scheplast is ISO 14001 certified, which serves as a standard for establishing an environmental management system. The company aims to achieve the environmental goals, it has set itself by continuously improving efficiency and identifying potential savings. This continuous improvement process is put into practice at Scheplast through, among other things, strategy days, which stimulate the exchange of ideas between employees and management. In addition, there is a company suggestion scheme in which suggestions for improvement can be submitted. If these are then implemented, a bonus is awarded to the employee. Reports on CSR efforts are regularly disseminated through various local media, the company website and social media.



Internal Democracy and Transparency

Scheplast attaches great importance to open cooperation. The corporate values of responsibility, honesty, enthusiasm and loyalty have top priorities. Internally, there is a high level of information transparency, which is further promoted by the regularly published "Scheblatt" brochure, in which all important changes in the company are presented.

The annual "Values Day" is used to vote on the distribution of funding for social projects. Employees are actively involved in this process to help determine the direction of the added value donated to the region.





Foto:
Scheplast



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



Profit Sharing

(Ownership, Shares as Part of Recruitment, Retention)

At Scheplast, employees are not only co-workers but also co-thinkers. They are always involved in continuous improvements in order to manage together for their vision. The family-like relationship of the workforce already involves the trainees in all processes. The individually developed salary model also allows for performance-related pay. Target agreements are made at employee meetings and then continuously supported by supervisors.

The WIN-Charta target concept also stipulates the establishment of an employee development concept as a success factor.



Social dialogue & Responsibilities

(Involvement in Unions, Code of Ethics etc.)

Scheplast GmbH is committed to the goals of the WIN-Charta, which are reflected in the guiding principles of its target concept for sustainable development. One focus here is on generating added value for the region. To achieve this plan, the focus is on economic goals as well as social responsibilities. Scheplast focuses on supplying regionally based customers and increasingly involves local suppliers in project processes. By constantly increasing the economic added value, existing jobs are secured, and new ones are created. For example, project management in sales has been strengthened in order to implement the growth targets even more efficiently. In cooperation with daycare centers and schools, regular waste collection campaigns are held to educate children about the environmentally conscious use of plastics. In addition, awareness of sustainable use is also being raised in private households in cooperation with local associations.





Each one of us contributes to support our customers with full enthusiasm, honesty, loyalty and responsibility and to deliver the best quality while protecting the environment.

National Management and Culture Supports



[CSR NEWS](#) is a digital trade medium and network for experts about corporate social responsibility.

[Zukunft Mittelstand!](#) presents best practices from SMEs that take on social and ecological responsibility, including in the area of [employee share ownership](#).

Summary of current scientific research on [employee share ownership](#) by Stefan Brinck.

The German Federal Ministry of Labor and Social Affairs has drafted a brochure that deals with the topic of [employee share ownership](#) and bundles, among other things, support for implementation, as well as funding opportunities.

Books:

- [Heinrich Beyer, Hans-Jörg Naumer: CSR und Mitarbeiterbeteiligung](#)
- [Rene Grende: „Mitarbeiterbindung- DIE SUPERKRAFT“](#)
- [JOHN STRELECKY , BETTINA LEMKE: The Big Five for Life](#)

Podcasts:

LEA Podcast „Organisationen entwickeln“

- [Episode 9: Unternehmenskultur \(Teil 1\)](#)
- [Episode 15: Unternehmenskultur \(Teil 2\)](#)

