

I ♥
MY
Green IQ



4

Green intelligence

The first green IQ ranking in Europe. How green do Europeans really act and think?



8

With success comes responsibility

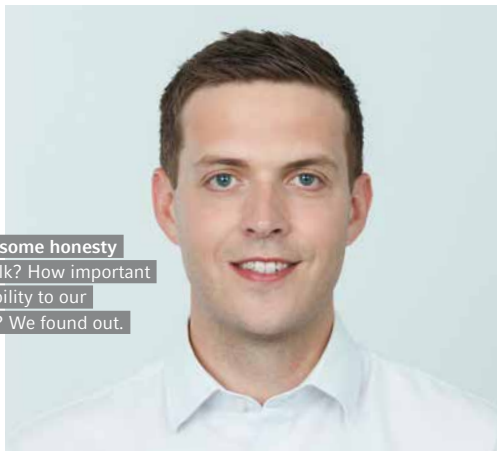
A wager on the future. What it means to win the German Sustainability Award.



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Let's have some honesty

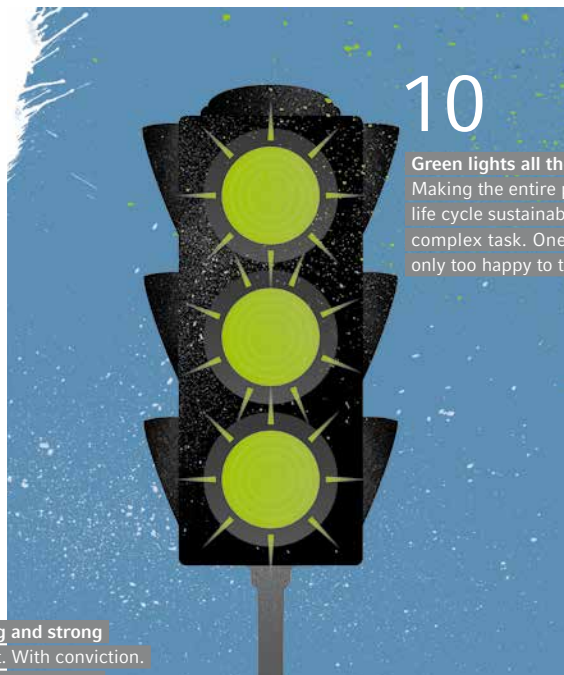
Walk the talk? How important is sustainability to our employees? We found out.



10

Green lights all the way

Making the entire product life cycle sustainable is a complex task. One we are only too happy to take on.



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Grow to be big and strong

From the heart. With conviction. Vaillant donates warmth to SOS Children's Villages.





Dear reader,

Sometimes you have to take a moment to stop and reflect. This year we have not one but two reasons to do this. Firstly, S.E.E.D.S. – the Vaillant Group's strategic sustainability programme – is now five years old, which means we are halfway to reaching our sustainability targets for 2020. This is a good time to take stock of what we have achieved so far; to highlight successes but also actively address where there is still room for improvement. Secondly, our family-owned company was given an extraordinary honour in 2015. The Vaillant Group received the German Sustainability Award, naming it Germany's most sustainable large company. The award recognises the work of our over 12,000 employees around the globe and makes us even more determined to continue along the same path as we work towards our goal. The following pages present a selection of projects and stories which we have set in motion in the name of sustainability.

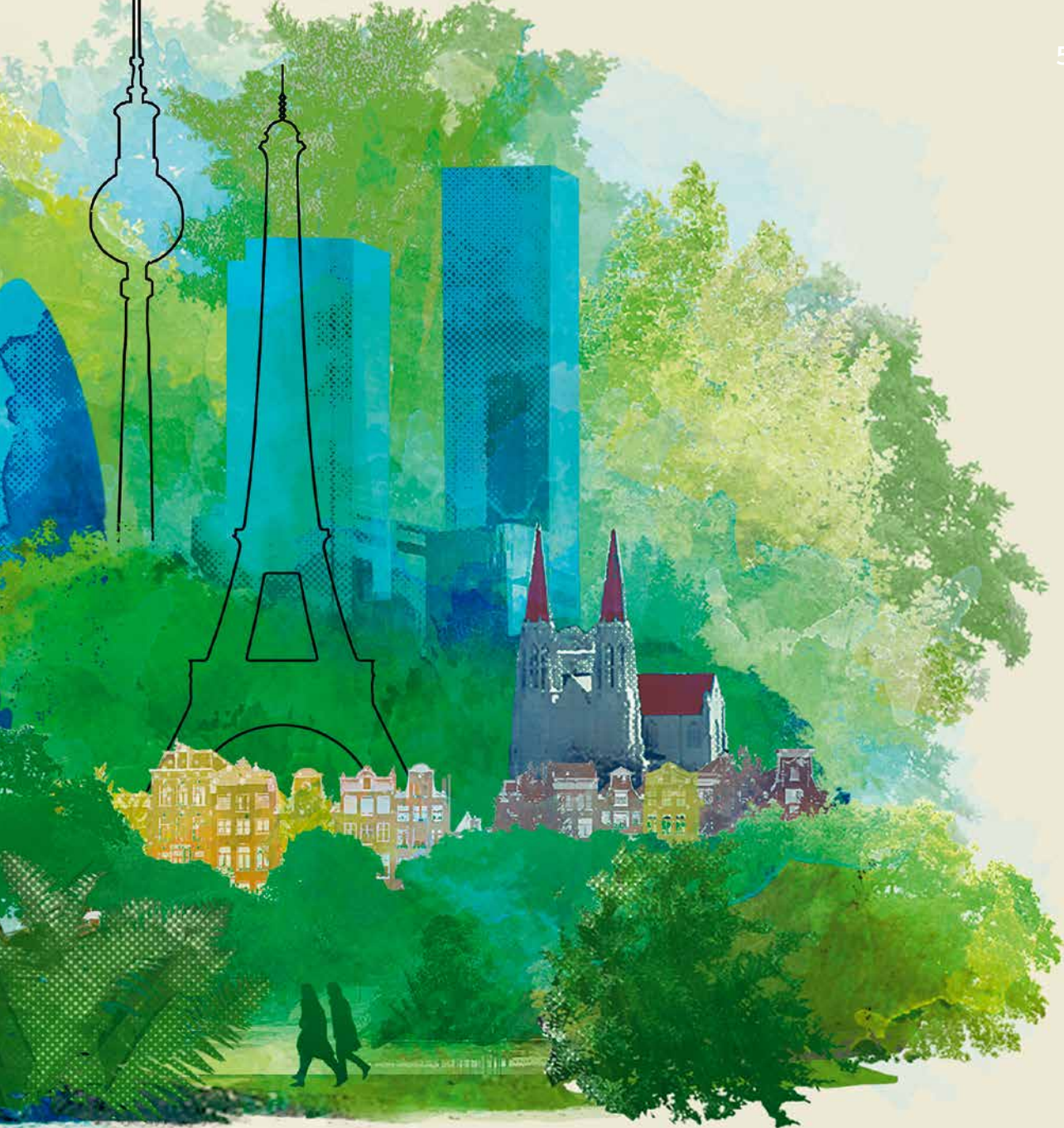
A handwritten signature in blue ink, which appears to read 'C. Voigtländer'. The signature is fluid and stylized, with a large 'V' and 'L'.

Best wishes,
Dr Carsten Voigtländer
Chief Executive Officer of the Vaillant Group



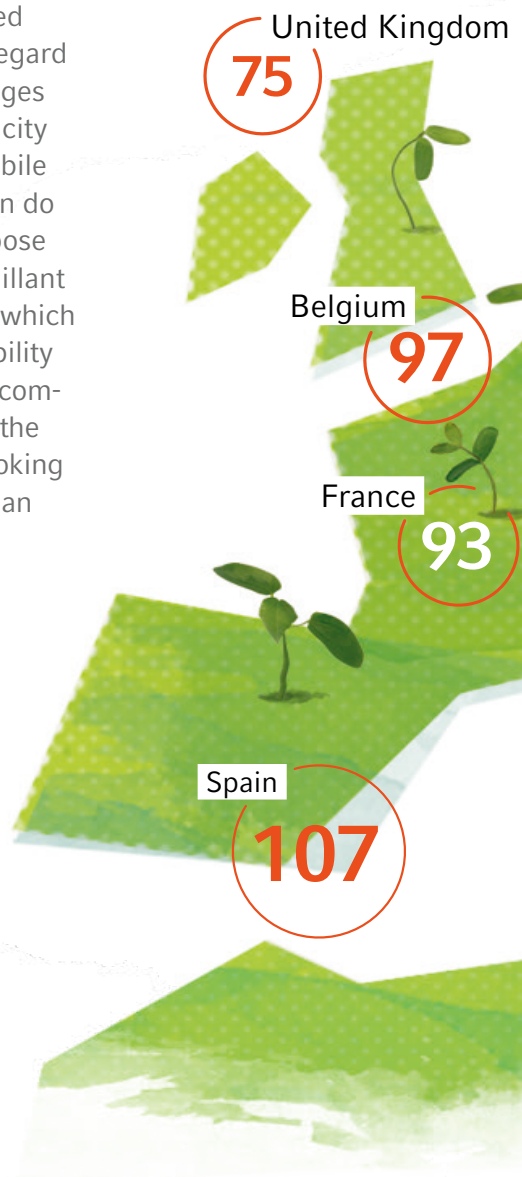
GREEN INTELLIGENCE

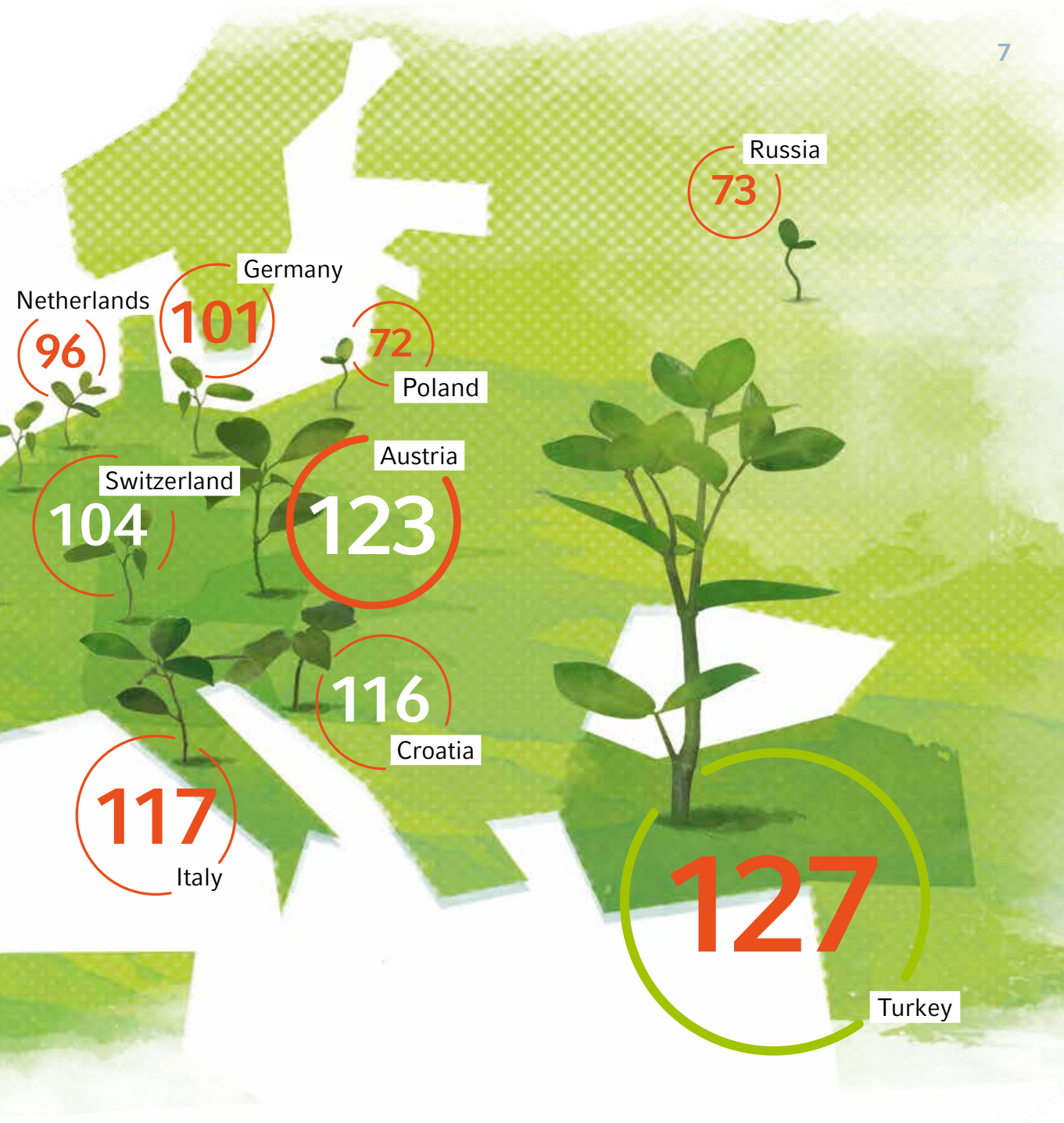
How does sustainability affect our everyday lives? Is there a way of measuring how sustainably people act? The Vaillant Group has tried to do just that by conducting a Europe-wide study to determine a person's green IQ. With surprising results.



1 3,500 people in 13 European countries were asked the same questions. For example: What do you regard as the most important political and social challenges right now? Do you use green electricity or electricity from renewable energies? Have you ever replaced a mobile phone with a new one despite it still working? How often do you take non-business flights? Do you prefer buying loose or pre-packaged fruit? Together with TNS Infratest, Vaillant used these answers to calculate respondents' green IQ, which takes into consideration what they think about sustainability issues and how they actually act. The results came as a complete surprise: Turkey was revealed as the country with the highest green IQ, followed by Austria and then Italy. Looking at the European average, women are more intelligent than men, while older people are more intelligent than the younger generations.

For further unexpected results and the complete ranking, visit www.mygreeniq.com.







Vaillant

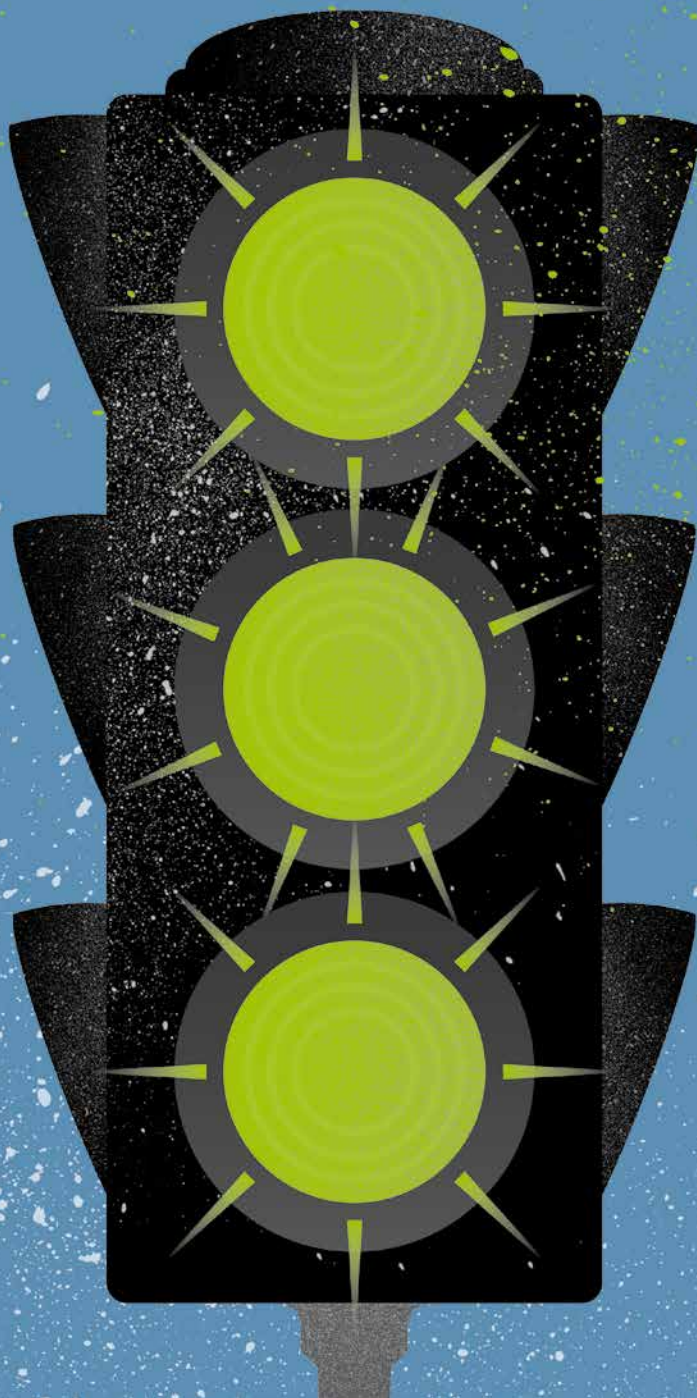
WITH SUCCESS COMES RESPONSIBILITY

The German Sustainability Award 2015 was presented to Vaillant as Germany's most sustainable large company. We are proud to have received the accolade and more motivated than ever to pursue and further our goals.

Deutscher
Nachhaltigkeits

The renowned jury primarily acknowledged the consistent implementation of the S.E.E.D.S. sustainability strategy. As a provider of key technologies for the energy revolution, Vaillant fulfils its environmental and social responsibility by creating value in an exemplary way. With the Green iQ product line, the family-owned company has also integrated this concept into its core business. Green is our new premium. And simultaneously an assurance for the future, as this achievement places us under an obligation – to continue working with the same passion and resoluteness. Especially with regard to the tasks which have not yet been resolved.





GREEN LIGHTS ALL THE WAY

What makes products sustainable? Their energy efficiency during use, of course. But that's not all: we also need to look at products both before they are used – during development and production – and after they have reached the end of their life. A complicated and exciting task.



It's all about the details – and there are certainly a lot of them when you consider the entire product life cycle of a modern heating appliance. Integrating sustainability criteria into products means taking a holistic view of things, from the idea to the product right through to its end of life. It covers all aspects of development, production, sales, usage and servicing. Ideally, it should be possible for materials to be reused and fed back into the materials cycle. In order to achieve this, we are incorporating more and more sustainability criteria into a binding set of product development guidelines. Only when we have green lights all the way can we guarantee pioneering heating technology.



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MY GREEN IQ

LET'S HAVE SOME HONESTY

What's the green IQ of our employees? Are there differences between nationalities, or do we all tick along the same lines in the Vaillant Group? Five colleagues from four countries tested themselves on www.mygreeniq.com, commented on their scores and also rated the Vaillant Group as a whole.



Simone Rockenfeller, Germany, 36 years old

1. What do you think of your score in the test?

I wouldn't have thought that I'd do so well. I answered in all honesty, even though I had a bit of a guilty conscience with some of the questions. Take for instance the question whether I avoid products with palm oil in them. Yes, I do, except for my favourite chocolate spread. When it comes to clothing, I'm afraid I don't trust manufacturers at all: I don't believe that their production is really fair or eco-friendly. The bottom line is that I try to do my best, but I'm not totally consistent.

2. What do you think of the average score in your country?

I'm actually surprised at the rather mediocre position. But what surprises me even more is which countries are so high at the top. I can easily imagine that people in my country are very much attached to their comforts and this sometimes influences their behaviour, as it does mine, even if we've got the right attitude.

3. What would be the green IQ of the Vaillant Group?

Definitely above average. Also, I'm proud of my employer. I particularly like Vaillant's commitment to SOS Children's Villages. It's something I can totally identify with. The Vaillant Group is a good employer. Obviously, it would be possible to do even better. When I think of my own department, Purchasing, we have the potential to be even greener. All of us keep developing, learning new things and having new ideas.

Antoin Linssen

Netherlands

33 years old

Ryan Mouncy

United Kingdom

30 years old

Umutcan Ünlü

Turkey

30 years old

Hüseyin Özkan

Turkey

33 years old



Superhero or bad guy?

Calculate your green IQ now at
www.mygreeniq.com

106

MY GREEN IQ



MY GREEN IQ

122



MY GREEN IQ

111



MY GREEN IQ

114





GROW TO BE BIG AND STRONG

Ute Friedrich loves her job. Since 1991, she has worked in the SOS Children's Village in Lüdenscheid. She does arts and crafts, paints, makes pottery and works on various other handicraft projects with children and teenagers from the village. She keeps hold of the creations they leave behind – just like she does their stories.







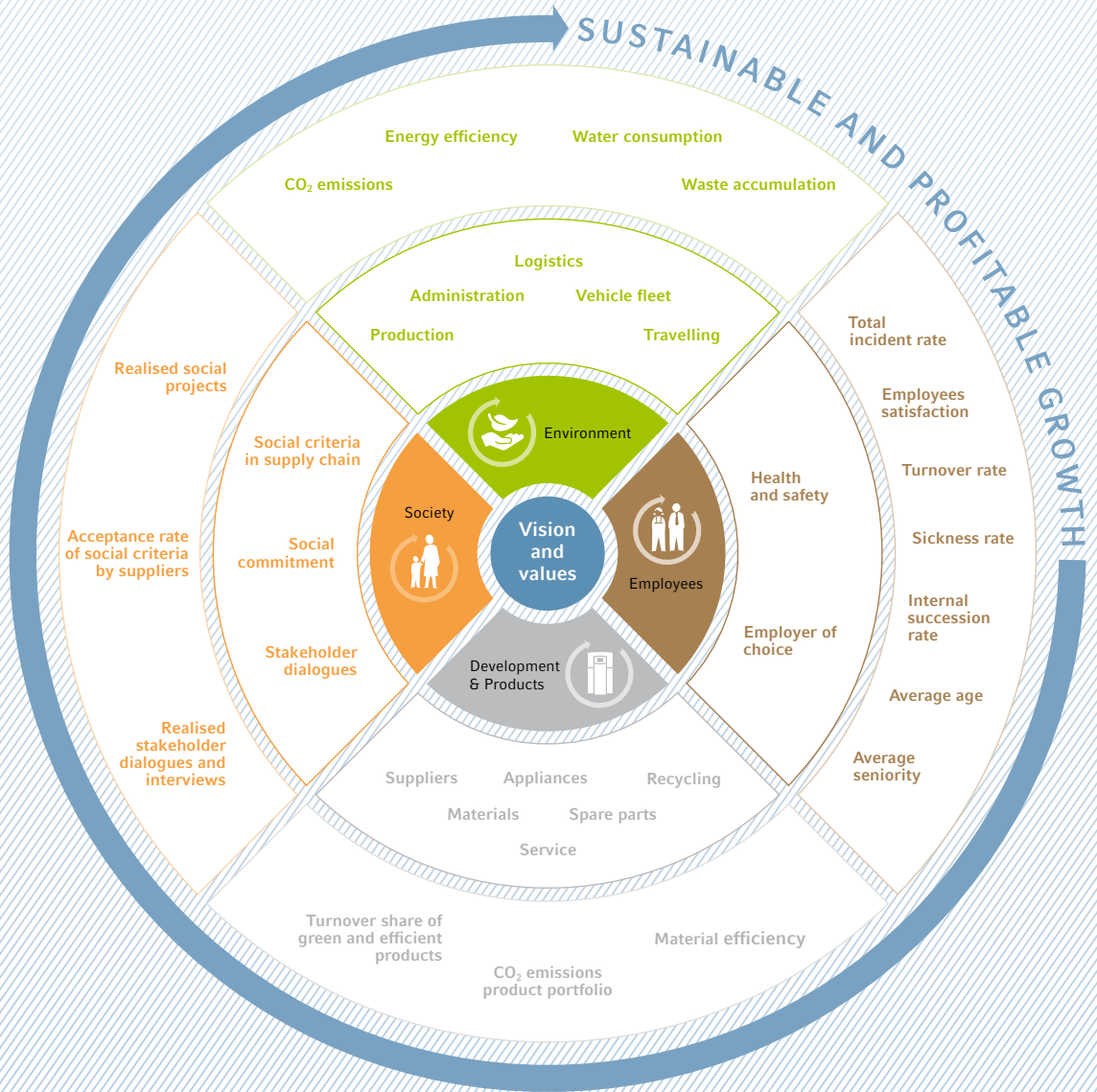
Ute Friedrich's empire takes the form of the workshop. As the SOS Children's Village in Lüdenscheid celebrates its 50th birthday in 2016, the room breathes almost fifty years of history. The village has helped 750 children since being founded. It has given them a home, security and comfort – sometimes for a couple of days, sometimes for 18 years or more. 750 names: in Ute Friedrich's workshop, they are all jotted down. Every child has a sign: colourful, playful or with modern graphics. Ute Friedrich's door is open to every child from the village, regardless of whether they live in an SOS family or shared housing. "When they're here with me, they can just be themselves. I don't expect anything, I don't analyse anything. I accept everyone for who they are, and the children can sense this." Time spent in the workshop often acts as a catalyst for the children. "A lot of things come out when they are hammering away or making pottery." The workshop offers free reign and protection. Art provides a form of expression, a pedagogic medium. It allows the children to commit to something from start to finish, overcome difficulties, plan an approach – and then hold their creation in their hands.

[Read the whole story and find out more about the global partnership between Vaillant and SOS Children's Villages in the Vaillant Group sustainability report.](#)



S.E.E.D.S.

The Vaillant Group has combined all its sustainability activities into one strategic programme. Under the S.E.E.D.S. umbrella, binding, quantifiable targets have been set in the following fields of focus: Environment, Employees, Development & Products and Society. We develop specific measures based on these targets and continuously monitor the results. Transparently and Group-wide. We see sustainability as an overall ambition in our corporate actions. The ambition to make strategic and operative decisions with both economic and sustainability aspects in mind. An important question here is: "What are the direct and indirect consequences of a corporate decision for people and the environment?" We do not consider the S.E.E.D.S. programme as detached from our economic goals. On the contrary, S.E.E.D.S. actively strives to help the Vaillant Group grow in a sustainable and profitable way. In order to support sustainability in all areas of the company, we need target-oriented management – and binding goals, the achievement of which we report back on, transparently and comprehensibly.



OUR 2020 SUSTAINABILITY TARGETS



Development & Products

Our goal is to offer our customers energy-efficient and environmentally friendly products throughout the entire product life cycle – from development to purchasing, production and use, and all the way to service and recycling.

80

% Turnover of high-efficiency products



-15 % Greenhouse gas emissions of the product portfolio



+15 % Material efficiency



Go-ahead 50 % of target value achieved Target achieved



Environment

Protecting the environment and resources is an important part of the Vaillant Group's sustainability strategy. We aim to use resources responsibly, to consistently lower CO₂ emissions, prevent negative influences on the environment and actively use opportunities for improvement.

-25

% CO₂



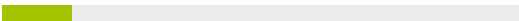
+20 % Energy efficiency



-20 % Water



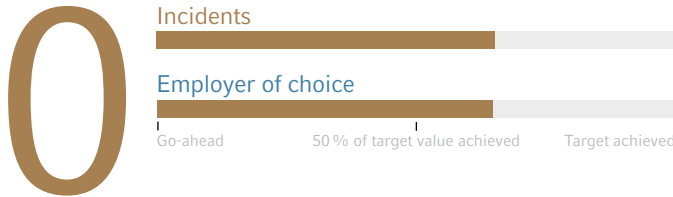
-20 % Waste



Go-ahead 50 % of target value achieved Target achieved

Employees

Our employees form the foundation and the soul of the Vaillant Group. We pursue the goal of being the employer of choice for job applicants and current employees.



Society

The Vaillant Group acknowledges its social responsibility. The company makes an active contribution where it operates, for social progress and the welfare of people.



All percentages refer to the 2010 reference year and are dependent on volume.

INK ON PAPER

As well as dealing with the topic of sustainability, this brochure has also been produced sustainably in terms of printing. The paper is made 100 per cent from recycled material and has been given the EU Ecolabel, Blue Angel certification and FSC approval. The inks and all other consumables such as printing plates are either based on renewable raw materials or are recyclable. We intentionally avoid using environmentally damaging cover finishes such as film lamination or soft-touch or UV coating. Our printing contractors use green electricity and re-use the heat from the printing machines for heating purposes. In addition, we are increasingly using the Internet to distribute this brochure. Finally, the CO₂ emissions that inevitably do result from the production are offset via certified schemes. The sustainability brochure is therefore exactly what people should expect from a sustainable brochure: ink on paper.

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“Be innovative.
Listen to your customers.
Always extend your
knowledge.

Johann Vaillant (1851–1920), company founder and
inventor of the “closed system” gas-fired bathroom boiler

