

Sustainability

In 2011, HA-BE adopted a long-term business development plan as part of our 2020 business strategy. The focus of the plan is growth, profitability and the shaping of our future. Sustainability forms a significant part of our business strategy. We want to create added value for the business, the environment and the society throughout the value chain.

HA-BE's sustainability strategy is based on three essential pillars.

Economic responsibility

HA-BE always acts with a forward-looking and long-term view. Thus, our business strategy focuses not on short-term success but on long-term sustainability. We invest in sustainability through sustainable action. We are a strong and reliable partner for our clients, suppliers and employees.

Ecological responsibility

The consistent implementation of our environmental management program is the basis for HA-BE's ecological responsibility. Resource-saving production, integration of environmental aspects into investment decision at an early stage, continual monitoring of environmental indicators and integration of the complete supply-chain are the key features of our environmental policy.

Social responsibility

HA-BE's social responsibility is not limited to a strong charitable and social commitment when it comes to supporting grassroots and competitive sport, as well as, of course, youth development and support for socially disadvantaged people. In particular, our employees are the focus in this area. High occupational safety standards and health protection, qualification and training and further education have made HA-BE an attractive employer in the region.

