

Next Generation Culture

Create positive narratives to translate sustainability into action at work and at home



OUR HEARTPRINT TARGET: By 2030, we aim to create positive narratives to translate sustainability into action, foster our learning culture and human well-being across all functions and regions.



SITUATION

- Sustainability is no longer considered just a buzzword, and major brands and corporations are acknowledging this, and demonstrating real change in order to survive.
- As one of the most important growth drivers, **sustainability is at the fore front for most of us**. Although the very basics of sustainability are known, the depth of knowledge is missing – this needs to be addressed urgently.



COMPLICATION

- Driving sustainability means taking on multiple responsibility – as it includes not only environmental but also economic and social aspects of everything we do – along the whole value chain.



SOLUTION

- **Sustainability is fully embedded in Evonik's strategy** – as an integral part of the company's core processes such as portfolio transformation, innovation management, production and technology, and human resources.
- By developing positive narratives and setting attractive incentives, **Evonik Health Care community translates a passion for sustainability into action**. Whether it is improving our production processes, reducing waste and water usage, contributing to circular economy or community projects, all helps to establish sustainability into our daily lives.

LIFE AT HEART.

SYSTEM IN MINDS.

PARTNERS AT HAND.

