

# SUSTAINABILITY REPORT 2018



**HALFAR**

Best of Bags.

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## THINK GLOBAL ACT LOCAL!

Foreword

### WHY WE LIVE SUSTAINABILITY

What sustainable is and why HALFAR® sees itself as a sustainable company is what we wrote about in the first ever huge HALFAR® sustainability report last year.

Our company blog also provides exciting news throughout the year on our daily work and our self-image. We have learned how important the subject of sustainability is, the dynamic it unleashes and the enthusiasm it awakens in us.

These are the reasons why our second sustainability report is now ready for you. It intends to inspire, inform and motivate. It allows us to give you an insight into the milestones we have already achieved and an outlook of where we want to go. We are delighted to take you with us on our way to sustainable business!

**Your Halfar-Team from Bielefeld**

# SUSTAINABILITY

A tension area

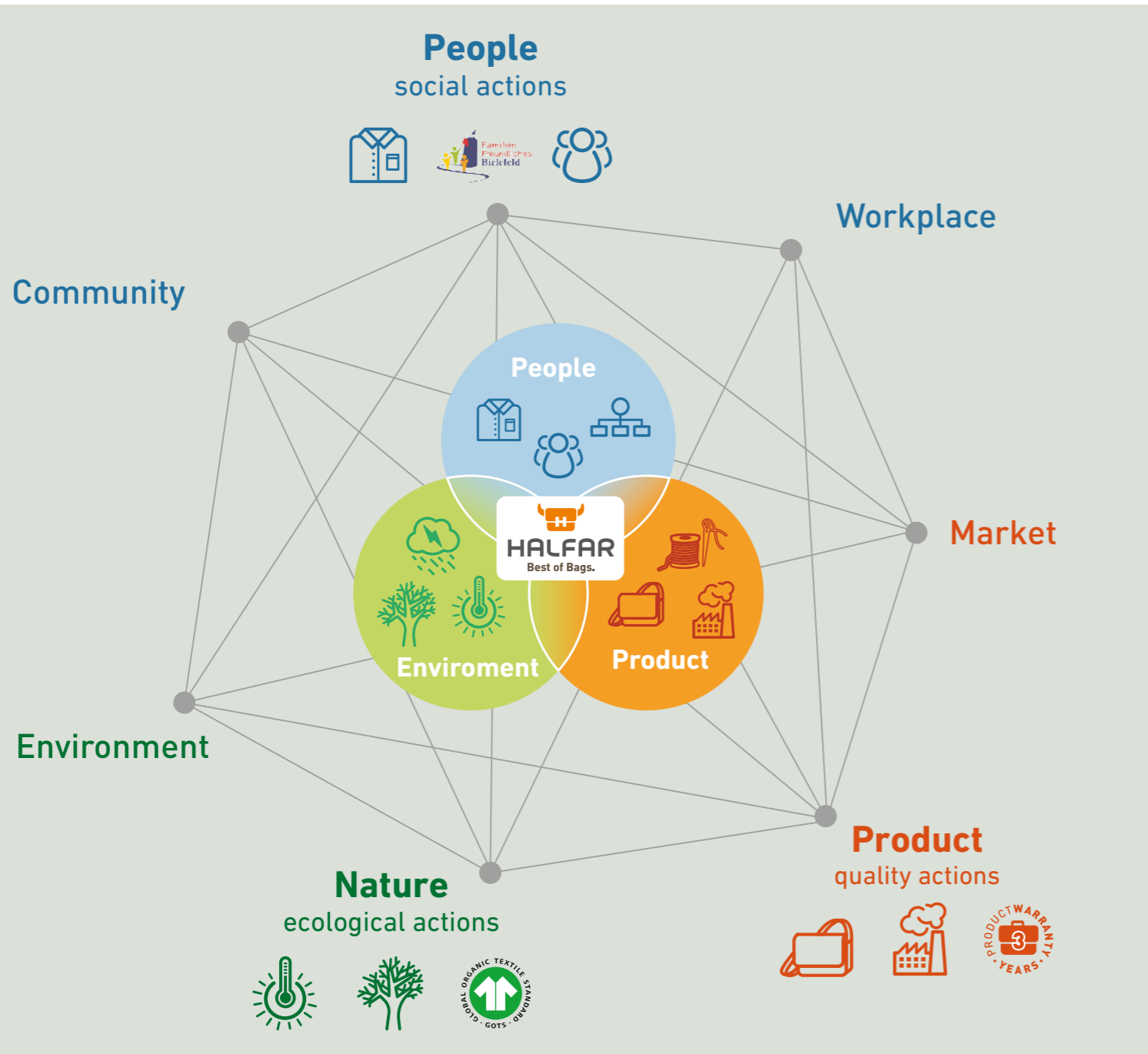
Sustainability is, in our eyes, a guiding principle. It refers to the way of doing business according to the three-pillar principle<sup>1</sup>. This is based on the concept that sustainable development implements environmental, economic and social objectives - all at the same time and with equal priority. This is the only way society can be and remain ecological, economical and socially efficient. These three aspects are mutually dependent and the measures only

become sustainable and future-oriented at the point where they overlap.

There are various areas of action where responsible entrepreneurial actions are shown and unfold their effect. For us, these are the three major areas of people, nature and product with their respective impacts of community, workplace, environment and market. This is what our report is based on.

We will show you how we find ourselves in the tension area between the different fields. How we take responsibility and initiate change in order to achieve increasingly larger overlaps. We realise that we cannot change everything directly, globally and all at once. We start with things we have the power to change. We step up to achieve this at HALFAR®. Every single day.

[1] de.wikipedia.org/wiki/Nachhaltige\_Entwicklung



## PEOPLE

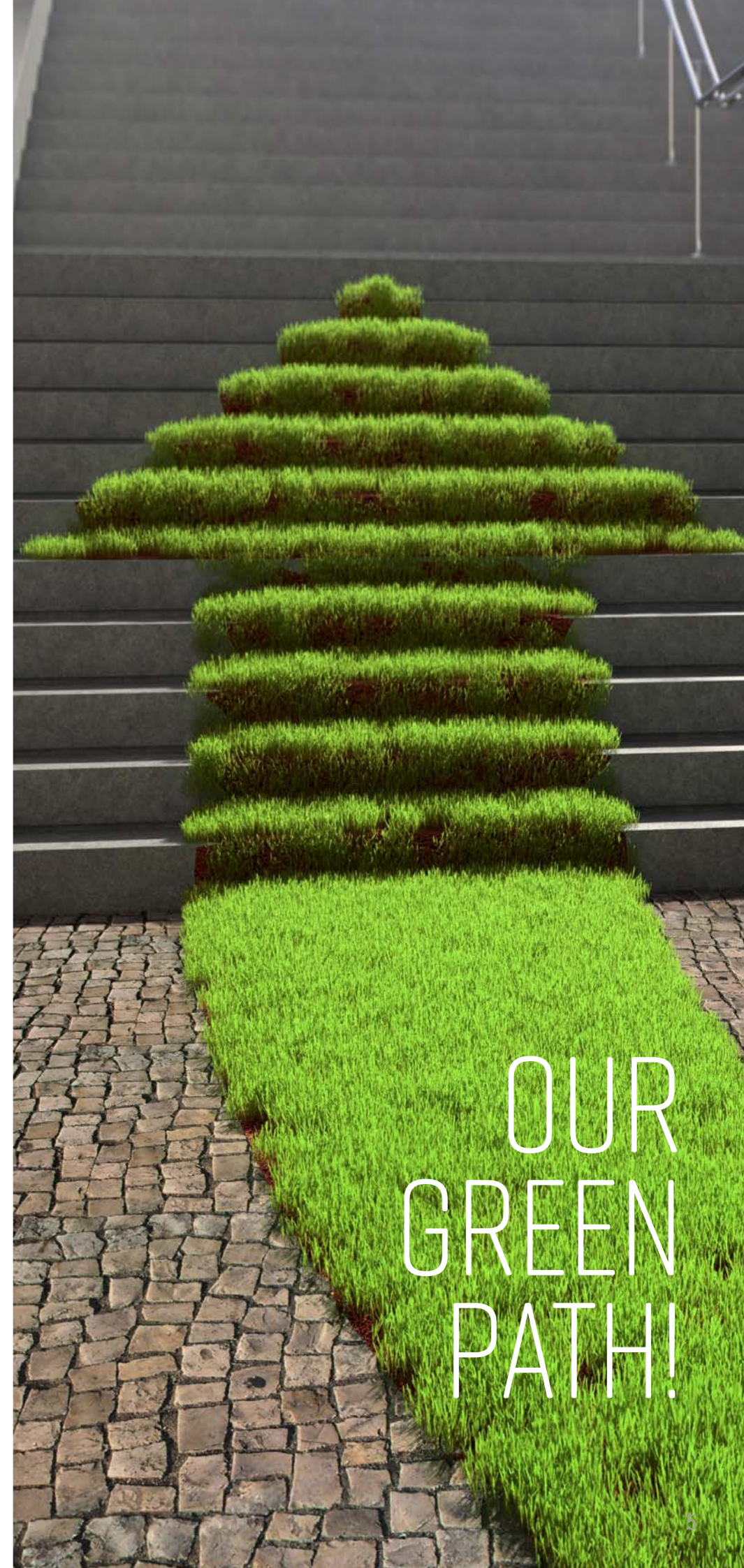
HALFAR® is a family business. Maybe it's because togetherness is so very important to us. Not just within our company in Bielefeld, but with all people who we come into contact with professionally: From our customers and partners to our suppliers and stakeholders.

## NATURE

We are aware that everything we do as a company has an influence on the environment and climate. This is why we, at HALFAR®, always try to make our products and processes more and more sustainable. Since 2017 we have been working 100% CO<sub>2</sub>-neutral in Bielefeld, subsidising the use of JobBikes and public transport and pay attention to a supply chain in line with the GOTS-Standard for our organic cotton products.

## PRODUCT

We apply high quality standards to all of our products. We check that all the materials we use are safe. We also provide a 3 year guarantee on defective materials and processing. Because we want to continue improving for our customers, we work in accordance with the quality standard DIN ISO 9001:2008. Our aspiration in 2018 is auditing in accordance with DIN ISO 9001:2015.



OUR GREEN PATH!

# MARKET ACTION AREA

Our economic actions

As a consumer, you often don't choose a promotional item yourself. You receive it as a premium or gift. This makes it difficult to find out about the quality. This is why HALFAR® recognises its duty: We introduce products to the market that are high-quality and trustworthy

and are produced according to social and ecological standards. We select our stock range considering sustainable aspects and allow our customers attractively priced access to premium promotional items.

Our route is an intelligent blend of specialist and product expertise, an approved quality management system, external and internal audits and self-commitment (own label) flanked by an approved label, and standards from external organisations and accredited laboratories.

All of this allows us to ensure that social standards are complied with, that our products do not pose a risk to people and the environment, that our products are proven to comply with the legal requirements (REACH to LFGB) and that the quality of products is right. We create a collaborative cooperation with suppliers, enable sub-suppliers to develop and ensure smooth processes.

We also increase the specialist and product expertise amongst employees. This allows the intelligent development of the range as just one example. Starting with avoiding questionable substances such as critical plasticisers, finding alternative coatings whilst maintaining

a constant use of the product, through to including natural fibres, whose cultivation and further processing fully correspond with ecological standards (GOTS).

Furthermore, we pass on information and knowledge to retailers. This boosts sales and promotes an awareness amongst all market participants for sustainable promotional items.



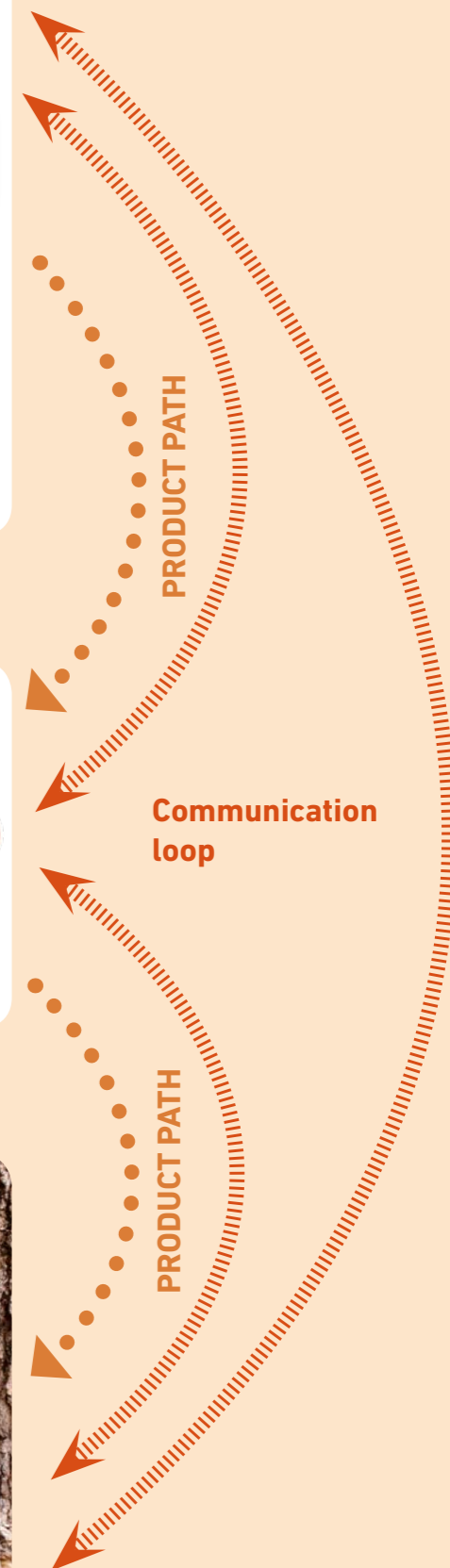
# COMPANY



# RETAIL



# ADVERTISING COMPANIES & USERS



# MARKET ACTION AREA

Our results and objectives

## ACHIEVED MILESTONES

100% of our suppliers are obligated to work in line with the ILO core labour standards: The social standard for humane working conditions and appropriate safety at work. Our TopTen suppliers have additionally been audited in line with **amfori-BSCI**.

In addition to contracts and external audits, HALFAR® employees regularly conduct audits in the factories. The aim is to support and develop suppliers. The regular visits also strengthen the relationship with the production factories and make a contribution towards quality assurance.

In addition, our own quality inspectors check our production according to the AQL-Standard. The testing of content substances is undertaken by accredited institutes such as Bureau Veritas (BVCPS) at the production site. Other measures include the inspection of incoming goods in Bielefeld by HALFAR® employees for compliance with formal quality criteria.

We use all of the results and knowledge from quality controls for active quality management and the optimisation of processes. In order to produce sustainably good products under sustainably good conditions!

## OUR RANGE

In 2017 HALFAR® obtained GOTS certification and expanded its range of organic cotton in accordance with this standard.

This gives all interested parties the evidence that our products are made from organic cotton under environmental requirements and clearly defined social criteria, along the entire textile production chain.

For products made from synthetic fabrics, 45% of our stock range is now entirely UPVC-free. The trend is set to increase: In 2017, 63% of the newly introduced models managed entirely without UPVC. Where the avoidance of UPVC is not possible at the moment due to economic, technological or functional reasons, we exclusively use materials and accessories that are low in harmful substances and are marketable and safe to use in line with legislation.

We check the compliance with these specifications as part of our quality assurance system, which has been confirmed by accredited bodies.

Outlook: Alongside organic cotton products produced in line with the GOTS-Standard. We have started to produce parts of our regular cotton items in accordance with the STANDARD 100 by OEKO-TEX®.

The aim here is to give users the assurance that we are employing a standard known to consumers.

Functional, ecologically intelligent and resource-saving – those are the standards that the materials of our bags have to live up to. The focus is not only on safeness and legal conformity in accordance with the EU guidelines (LFGB and REACH), but also low pollution and social production conditions.

We can't forget either that the design and functionality play a crucial role in the subject of sustainability. After all, the more useful and good looking the bag is in the eye of the user, the more often and longer it will be used – and the more sustainable it is.



## OEKO-TEX®<sup>1</sup>

The STANDARD 100 by OEKO-TEX® is a worldwide standardised, independent testing and certification system for textile raw, intermediate and end products in all processing stages as well as accessory materials used. The central endeavour is the development of testing criteria, limit values and test methods based on scientific findings. The basis is an extensive, stricter catalogue of measures with several hundred regulated individual substances. Discussions and developments classed as relevant are considered in

updates to the STANDARD 100 by OEKO-TEX® requirements as soon as and as effectively as possible.

Test criteria and limit values go far beyond the valid national and international specifications. Extensive product checks and regular company audits also ensure a globally sustainable sensitisation of industry for the responsible handling of chemicals.

[1] [www.oeko-tex.com](http://www.oeko-tex.com)

## GOTS

The Global Organic Textile Standard (GOTS) is a global standard in the processing of textiles made from biologically produced natural fibres. It defines environmental requirements along the entire textile production chain as well as strict social criteria. Compliance is confirmed by independent accredited testing institutes on the basis of the GOTS monitoring system.



# ENVIRONMENT ACTION AREA

Our ecological actions

At HALFAR®, we have been paying attention to sustainable work since the foundation of our company. With the first cut of the spade in 1999, we already ensure that the architecture of the new building has sustainable properties. This allowed us to create the perfect conditions

for future measures. In 2017 we reached another milestone in the sustainability strategy at HALFAR®. With the full changeover to eco-power, the building is now operated 100% CO<sub>2</sub>-neutral.

## OUR BUILDING

Our entire company building is designed so that it can be easily extended as required. All offices face north so that no air-conditioning units are required. This is not only beneficial both ecologically and economically, because we use less electricity, but it also has a positive effect on the health of our employees.

## REDUCTION OF CO<sub>2</sub>

We started new measures in 2001. The first solar system on the roof of the company building was installed and was hugely expanded in 2014. The aim: To produce our own power for the company.

2004, five years after the groundbreaking ceremony, we extended the company building for the first time. Now a wood pellet heating system

provides heat. The advantage: Without the use of fossil fuels, small wood pellets are burned in a furnace. This produces less sulphur dioxide, which is responsible for acid rain and destruction of forests. The changeover to environmentally-friendly fuels such as pellets means that more natural raw materials can grow.

Another benefit is the CO<sub>2</sub>-neutral property of wood during combustion. Only so much CO<sub>2</sub> is released as the tree has absorbed during its growth. In contrast, fossil fuels emit CO<sub>2</sub> reserves, which have been fortified over millions of years. Its effectiveness level of around 95% also speaks in favour of pellet heating. It also falls below the limit values for fine dust in the tighter Federal Emissions Protection Directive (BlmSchV) for 2020. Combustion monitoring, automatic fuel supply and air regulation, together with the standardised, dry fuel from natural wood, mean that pellet heating

# OUR AIM: MORE O<sub>2</sub>

systems already comply with these strict criteria, even without filters.

Another benefit is the low energy balance in the production of pellets. The transport of pellets is also safer and more environmentally friendly than oil or gas. Major environmental damage is ruled out in case of a possible damage to the means of transport. The supply distances of pellets from locally available raw materials are shorted and also cause less stress to the environment. Local jobs are also created.

Since a building measure in 2013, we have been heating the entire company building without the use of fossil fuels. Because the wood pellet heating system only heats up to an outside temperature of approx. +14°C, a heat pump was installed for the interim period. It is primarily supplied with power from the solar system. To ensure that this electricity from our own product can cover

## COMPANY



Solar system



Plant campaign



Pellet heating



## NATURE & CLIMATE

REDUCTION OF:



OBJECTIVE:



more O<sub>2</sub>

## PEOPLE & ANIMALS

WHAT DOES THE FUTURE HOLD?



development

Impact

as many of our needs as possible, we also reduced our power consumption.

In 2014 we replaced the majority of our fluorescent tubes with LED or low-energy lamps. In the newest building phase, we also installed an automatic LED lighting system, controlled by motion detectors. This guarantees that the light is only used as required.

In order to cover all possible residual energy consumption in an intelligent sustainable way, HALFAR® has been purchasing all additional power as ecopower since the beginning of 2017.

## A GREEN ROOF

In 2013 HALFAR® employees joined together to plant the flat roof. The plants turn the released CO<sub>2</sub> back into oxygen and make a contribution towards improving the climate. The planted area also works as a natural dust filter and rainwater retainer. This extends the service life of the roof seal and also reduces the strain on the sewer system. New habitats are created for animals like bees, birds and butterflies. People also profit directly: The planting practically reduces noise levels from the screen printing factory below, as natural noise protection. In 2015 we also planted the neighbouring council plot of land with several hundred plants as a further contribution towards climate protection.

All of this means we have managed to operate our company building entirely CO<sub>2</sub>-neutral with continually sustainable planting, collaboration and the use of ecologically and economically intelligent technologies.

Things are continuing.



LOOK  
ON  
THE  
GREEN  
SIDE  
OF  
LIFE



# ENVIRONMENT ACTION AREA

Our milestones and plans for the future

Sustainable in our processes and convictions, at HALFAR® we endeavour to keep the ecological impacts of our business actions as low as possible.

## CLIMATE-NEUTRAL COMPANY

Climate protection therefore continues to play an important role for us. Our strategic aim is to become a climate-neutral company within a manageable period of time. This also means reducing the production of CO<sub>2</sub> within our value creation chain and transport in such a way that climate damaged greenhouse gas emissions that cannot be avoided are neutralised by climate protection measures. Our path towards achieving this goal includes the further development of our sustainability network, re-certification of the already achieved ÖKOPROFIT®, the ISO 14001 certification aimed for this year, the establishment of our transport emissions and, last but not least, the development of a compensation project to match HALFAR® values. We have already been able to move a good step closer to our huge objective, namely

the reduction of the ecological impacts of our business actions, with our initiative "Halfar goes Oxygen". Regionally we have already been able to considerably reduce our share in the creation of CO<sub>2</sub> emissions. Now we operate our Bielefeld company headquarters, as described, fully CO<sub>2</sub>-neutral. But that's not the end. We have set off on the path to becoming a climate-neutral company. But anyone who has big aspirations need interim goals and milestones to celebrate:

We have already successfully achieved the ÖKOPROFIT® re-certification in 2018. Within this framework, we have been pursuing the consistent implementation of a practice-orientated and effective environmental management system since 2012 and have thereby already managed to implement many measures.

- Introduction of an electronic archiving system
- Furnishing the concourse lights with reflectors, reduction of lamps used
- Reduction of water consumption by using perlators and reducing the flow level

- Rolling shutter conversion: Strip curtain and remote control to avoid loss of heat
- Changeover to recycling paper
- Pellet heating in the new building, allowing the gas heating to be switched off in the first building phase
- Replacement of two old digital printers and the use of low solvent inks
- In the new building: Implementation of numerous environmental measures (roof planting, concrete core activation, summer heat protection)
- Integration of lighting control in the new building (presence detector, time control, LED)
- Installation of an extractor fan to improve heat management and therefore the compressor effectiveness level
- Expansion of the solar system with the aim of producing the necessary power ourselves\*

\*with 100% sun



## THE GREEN BOARD

Sustainability matters to everyone and starts with awareness of the topic. What is it about? Which objectives are we pursuing at HALFAR®? What have we achieved and what lies ahead? The new green board allows us to create transparency and dynamics involving sustainability at HALFAR®. The green board supplements our existing communication tools such as the Intranet and blog. It allows us to find new options together, implement solutions and celebrate the milestones we have reached.

## E-CHARGING POST

A charging station for electric vehicles is a charging station specially designed for electric vehicles, also referred to an electric filling station. The distribution of charging stations to promote electro-mobility is an important component of the transport turnaround. HALFAR® will install an electric filling station in 2018 to support employees and customers who already use e-mobility. Users of our solar power can fuel up with ecopower.

## ISO 14001<sup>1</sup>

ISO 14001 is the globally accepted and applied standard for environmental management systems. The standard was published in 1996 by the International Organisation for Standardisation and was last revised in 2015. The international standard specifies the requirements of an environmental management system with which an organisation can improve its environmental performance, fulfil legal and other obligations and achieve environmental targets. Our company wants to arrange certification in accordance with this standard in 2018.

[1] [www.umweltbundesamt.de](http://www.umweltbundesamt.de)



We have also embedded our next large milestone within the scope of the ÖKOPROFIT® project.

## CO<sub>2</sub> NEUTRAL SHIPPING & IMPORT

We are pursuing two strategies to achieve this goal:

### 1. Avoid emissions

Preventing emissions from being produced in the first place is better than any compensation. We achieved this, for example, through a department established in 2015 to deal with the strategic procurement and production of our products in the Asian region. Our colleagues consider space and time aspects with the aim of pooling and managing flows of goods to guarantee a smooth flow.

This achieves planning security at all levels, increases expertise, makes full use of capacities, saves costs and ensures that emissions are reduced. In the same way, we optimise the transport to and from our European production sites: Full use of transport and the avoidance of empty runs are the logistical standard.

### 2. Compensate emissions

Despite huge efforts in planning and route optimisation, not all emissions can be avoided because HALFAR® products are also produced in other countries due to economic efficiency reasons. We are currently estimating a volume of 150t CO<sub>2</sub> per year, which we want to compensate. Our first

step, which we have already taken, is therefore the exact collation and evaluation of emissions produced by transport.

The development of a HALFAR® compensation strategy is running in parallel. Following the motto **"think global, act local"** we strive for measures that are clear, understandable, justified and sustainable.

From 2019 we want to voluntarily compensate the emission values incurred and unavoidable in the previous year.

## NEXT STEPS ON-SITE

Alongside this specific initiative, the measures in Bielefeld are continuing.\*

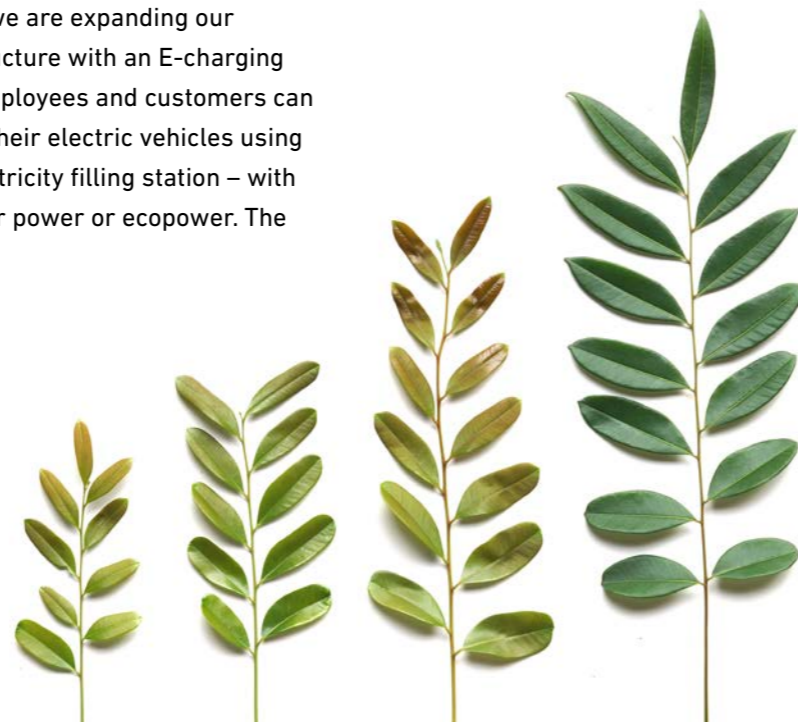
All employees are taken with us on the path to becoming a climate-neutral company through the implementation of a green board. The endeavoured ISO 14001 certification intends to give everyone interested in the company the security that our measures are sustainable in the truest sense of the word. Structurally, we are expanding our infrastructure with an E-charging post. Employees and customers can charge their electric vehicles using this electricity filling station – with our solar power or ecopower. The

distribution of charging stations is an important component of the transport turnaround. With the new charging post, HALFAR® is making its contribution towards promoting electro-mobility.

The conversion to LED lighting in the sewing shop also took place.

For society as a whole, we are expanding our sustainability network e.g. by joining B.A.U.M. e.V. The codex obligates its members to take responsibility for nature and society along with responsibility for sustainable business. The aim is to organise entrepreneurial actions more sustainably as a whole. This means considering economic, ecological and social criteria in every decision, supporting each other and therefore optimising the way we find future-orientated, resource-saving solutions.

\* Definitions/explanations pg. 15



## PRACTISED SUSTAINABILITY

Sustainability is daily practice at HALFAR® – this is shown by the active employee participation in the subject of environmental protection. Whether it is a new electronic archiving system, digital invoice dispatch, consequential use of recycling paper, planting the rooftop patio and neighbouring green spaces – these are all examples of the practised understanding of sustainability.

Furthermore, active participation of employees in ecological measures leads to extended environmental commitment by everyone:

Our apprentices take place in the "Energie-Scouts" competition by the East-Westphalian Chamber of Commerce on their own initiative. Employees make use of the mobility offers such as JobBike and the Jobticket for local public transport. Careful handling of raw materials and operating materials not only reduces the CO<sub>2</sub> emissions together with other measures, but also paper, water and power consumption.

# COMMUNITY ACTION AREA

Our social actions

HALFAR® contributes to a society worth living in. We shape our environment following the motto "think global, act local" and are committed to it. After all, togetherness is so very important to us.

Not just within our company, but with all people who we come into contact with professionally: From our customers and partners to our suppliers and stakeholders.



## LOCAL AND GLOBAL

At HALFAR® we mix genders and nationalities at work and also work with handicapped persons.

Since 2013 we have been working hand-in-hand under one roof with the integration company prosigno® (printers). Usually there is clear spatial divide between an integration company, where people with a disability fill a workplace subject to social insurance, and a non-integration company. Things are different at HALFAR® and prosigno®.

prosigno® prints bags, backpacks and also customised products using the latest intelligent ecological technology in a joint building. Thanks to the short distances between HALFAR® and prosigno®, no CO<sub>2</sub> emissions are produced and the delivery times are even shorter. This ensures the supply of high-quality products customised with customer logos. The employees of both companies also benefit from the active exchange of specialist expertise and knowledge involving the product and decoration techno-

logies. From a personnel point of view, working together every day leads to a self-evident coexistence between people with and without handicap. Furthermore, the deeper product know-how, the possibilities of testing things on-site and the active exchange with all partners interested in the company represents the basis for innovative and sustainable new product development.

Along with donations of bags, time or funding for regional charity projects such as the „Fruchtalarm“ campaign or the „Glückstour“ for children suffering from cancer, HALFAR® has been offering refugees a career perspective through the initiative "Introductory qualification plus language" since September 2016.

As part of the orientation work experience, they can obtain an initial insight into work in the embroidery shop and warehouse. They then have the option of taking part in the "IQ plus language" course organised by the Bielefeld chamber of commerce. This measure intends to make it easier for refugees to become

integrated in Germany by being able to work in a company and also learn German at school. After completing this course, there is the possibility of completing an apprenticeship at HALFAR® or, as has already happened, being offered a permanent job.

Furthermore, HALFAR® maintains various collaborations. The most important collaborations at present are our collaboration with WEGE Bielefeld and cooperation with the schools in Bielefeld.

The aims of these collaborations are to promote the business location East-Westphalia, the continual exchange of knowledge with strong companies in the region, the endeavour to offer people a career perspective and to support youths and upcoming new talent.

## COMPANY

Insect Aid

Introductory qualification plus language

Bag donations

Integration

Cooperation

## INDIVIDUAL

TOLERANCE

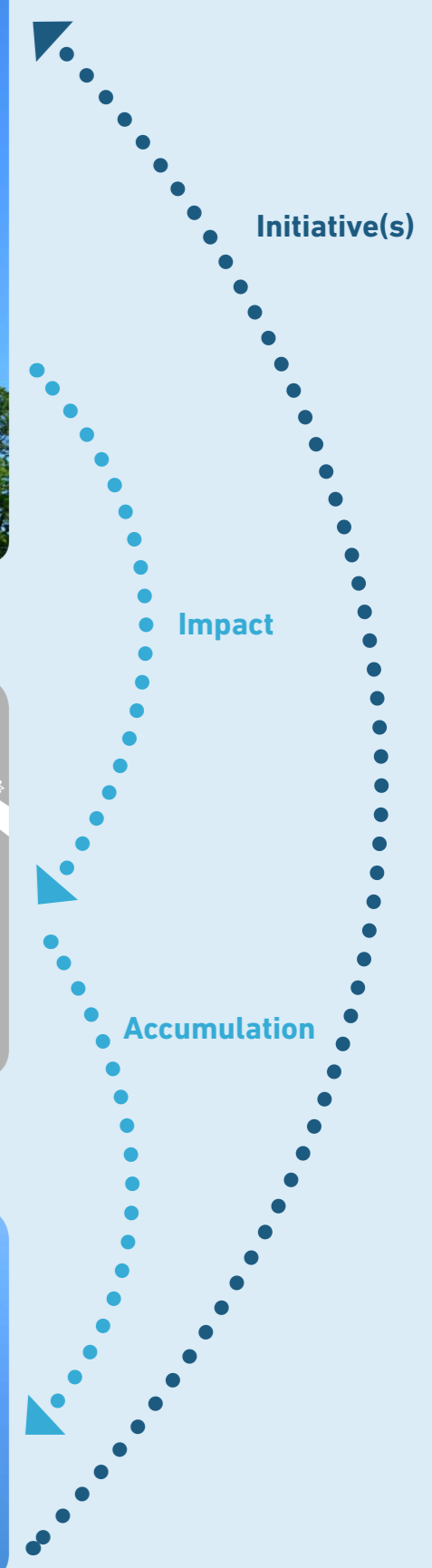
RESPONSIBILITY

COMPETENCE

(MORE) VALUES

## SOCIETY

SMALL CAUSE, BIG EFFECT...



The collaboration with development organisations and schools leads to new, young and motivated employees who participate actively in the company.

Like-minded work with sustainably active partners from business forms stable networks and extensions to the training offer.

The latest example is the apprenticeship cooperation between HALFAR® and Gerry Weber®. Apprentices from both companies in the professions of textile and fashion sewing have been able to gain an insight into the partner company since 2018.

Through temporarily working in the other company, they become familiar with such a wide spectrum of their profession; more than one company alone could convey. Whether it's highly technical welding processes, detailed material knowledge, varying customer requirements and decoration possibilities – the junior employees benefit from expert knowledge and qualify themselves to find new and sustainable solutions.

Moreover, initiatives result beyond the professional context, we become involved in within the community. The initiative „Insect Aid“ for biodiversity, for example, was originated in 2018 by Armin Halfar.



# ACHIEVING BIG THINGS TOGETHER



# COMMUNITY ACTION AREA

Our future vision



## INSECT AID

Inspired by the innovative approach of Hans-Dietrich Reckhaus and his unconventional ideas on the protection of insects, and driven by his own experiences with green roofs and green spaces, Armin Halfar starts the local initiative "Bielefeld round table for more biodiversity" in autumn 2017.

It addresses representatives from the natural history museum, the environmental agency for the city of Bielefeld, the BDA (Federation of German Architects), roofers, district hunters and local businesspeople. Under the name "Insect Aid", the participants have set themselves the goal of creating more habitats for insects in Bielefeld.

In the first step, a new flyer gives interested parties useful information and further addresses on the subject of insect-friendly habitats and biodiversity. The public relations work starts in spring 2018. It intends to convince and support businesspeople in changing available spaces for nature. Interested local people also receive hints and tips.

One fundamental principle of the initiative is to "start now and make a change quickly and unconventio-

nally". The partners are interested in using their own scope, committing to the common good and raising awareness for a subject that matters to us all.

After all, variety and diversification are the basis for healthy and sustainable development and, just like within our own company at HALFAR®, we support the idea in a social and ecological area of action.

## THE SITUATION IS SERIOUS

### Background information

Insects are indispensable little friends we need to protect. They are an important part of our ecosystem and contribute towards a natural balance. Insects provide many essential services. In various symbioses, they help nature with clearing up, pollination and not least play a major role in the food chain.

According to current studies<sup>1</sup> the number of bees and other pollinating insects reduced by more than 75% between 1989 and 2015 – a dramatic disappearance of insects. Alongside the use of harmful substances in farming, sealing of the landscape and climate change with all of its facets are some of the reasons.

Simply the fact that we have noticed the loss of numbers and variety gives us reason for worry. There is an immeasurable material contribution made by insects to human well-being. This includes the degradation of animal excrements and waste as well as the natural fight against plant pests. Insects also serve as a source of food for mammals and birds and, of course, as pollinators for crops and food plants; a service estimated at a value between 190 and 465 billion Euro<sup>2</sup> worldwide each year.



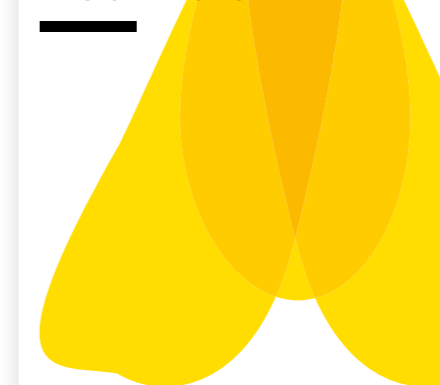
### But why is the number of insects declining in the first place?

There are various reasons. An important aspect is the extended mono-cultures and the increase in use of pesticides in industrial farming. Biodiversity in the plant world is also reducing due to surface sealing, meaning that further refuges for insects are being lost. Unbalanced planting in home gardens, exotic shrubs that are not very insect-friendly and frequently cutting the law also contribute towards the disappearance of insects.

[1] Caspar A. Hallmann, Martin Sorg, et. al.: „More than 75 percent decline over 27 years in total flying insect biomass in protected areas“, journals. plos.org/plosone, 18.10.2017

[2] „Pollinators Vital to Our Food Supply Under Threat“, FAO UN/IPBES, 26.2.2016

**INSEKTEN  
SCHÜTZEN!**  
DAS GEHT UNS ALLE AN.



**INSECT  
Aid**

BIELEFELD

## HELP STARTS SMALL

### Plea from the initiators

Do you have unused spaces that could be planted?

Every square metre of flower meadow helps! We want to convince and motivate everyone to create insect-friendly areas. We can't avoid industrial mono-cultures. But we can create small and larger refuges, do everything within our power and we can share the idea with others.

Further information at

[www.insect-aid.de](http://www.insect-aid.de) or in our flyer "Protection of insects – it matters to us all"



## WHAT NOW – WHAT CAN I DO?

Get active!

The solution to all problems starts small. Every single one of us can do something to stop the decline in insects. It usually starts in our home gardens. We have compiled some tips for you as follows:

- Insects like things varied, coloured, untidy and wild: Use domestic seeds and plants. A constant offer of nectar and pollen is ideal from spring to autumn.
- Create small structures: Stacks of wood, piles of stones and dry walls, compost and/or piles of leaves are food and a habitat for insects.
- Hang up nesting aids such as insect hotels.
- Use natural pesticides.
- Allow uncontrolled growth.
- Leave fruit in autumn and winter.
- Let grass areas grow for a while.
- Habitats are also possible in small spaces: Ideas for balconies, patios and plant pots can be found in the Internet site: [www.insect-aid.de](http://www.insect-aid.de)
- If you have a gardener: Ask him for insect-friendly plants. He can certainly recommend the right plants.



# GET INTO THE GARDEN

# WORKPLACE ACTION AREA

Our social actions

HALFAR® is a family business at heart. Togetherness plays an important role at all levels and, thanks to working hours models and flexibility, HALFAR® has been proud of its "Family-friendly award" since 2016.

The foundation of our collaboration is the understanding of viewing the employee as a holistic individual who accepts their work as a motivating task, can make their contribu-

tion, and has their own scope for action appropriate to the job. In order to achieve this, we provide training and further training and we involve our employees in the implementation of projects relevant to the company. We also develop and support models for employee networking, promote and invest in modern communication technologies and maintain an open door culture.

## NEW WORK

In order to facilitate modern and cross-group working practices, we invest heavily in infrastructure and employee health along with providing opportunities to combine family and career.

We recently invested in height-adjustable desks to allow healthier work. Studies<sup>1</sup> show that employees who work more often standing up (23% of working time) have 62% less discomfort and pain, e.g. in the back, on average. Cardiovascular diseases or shrinkage of the spinal channel can also be reduced. A considerable rise in productivity and sense of well-being could be noted from the second month of the activity change. 75% of test persons who regularly stood up had fewer back problems or physical complaints than their seated colleagues. So HALFAR® invested in 60 ultra-modern,

automatically adjustable standing desks. PU soft mats were laid on the floor around the primarily standing workplaces, to relieve the strain on the musculoskeletal system and facilitate work; the mats absorb the footfall and also protect the back and feet. The colleagues also feel fitter and less tired, despite the physical strain.

The principle of variety also applies to work at HALFAR®. The introduction and development of various talents and skills are the basis for innovation, employee satisfaction, progress and changes in our eyes. This is why we design our lively environment together, find new viable solutions and understand ourselves as a learning organisation.

[1] Study by the Cornell University's Human Factors and Ergonomic Research Laboratory's from 2004 (<http://ergo.human.cornell.edu/Pub/HFlabReports/EHARep0904.pdf>);

newer study by the Texas A&M Health Science Center School of Public Health aus dem Jahr 2016 (<https://vitalrecord.tamhsc.edu/boosting-productivity-at-work-may-simple-stand/>)

# THE PURPOSE OF DOING SOMETHING



## COMPANY

60 upright tables & PU soft mats

Management positions  
M: 55%  
F: 45%  
22-66 years  
110 employees

Balanced employee structure

Familien Freundliches Bielefeld

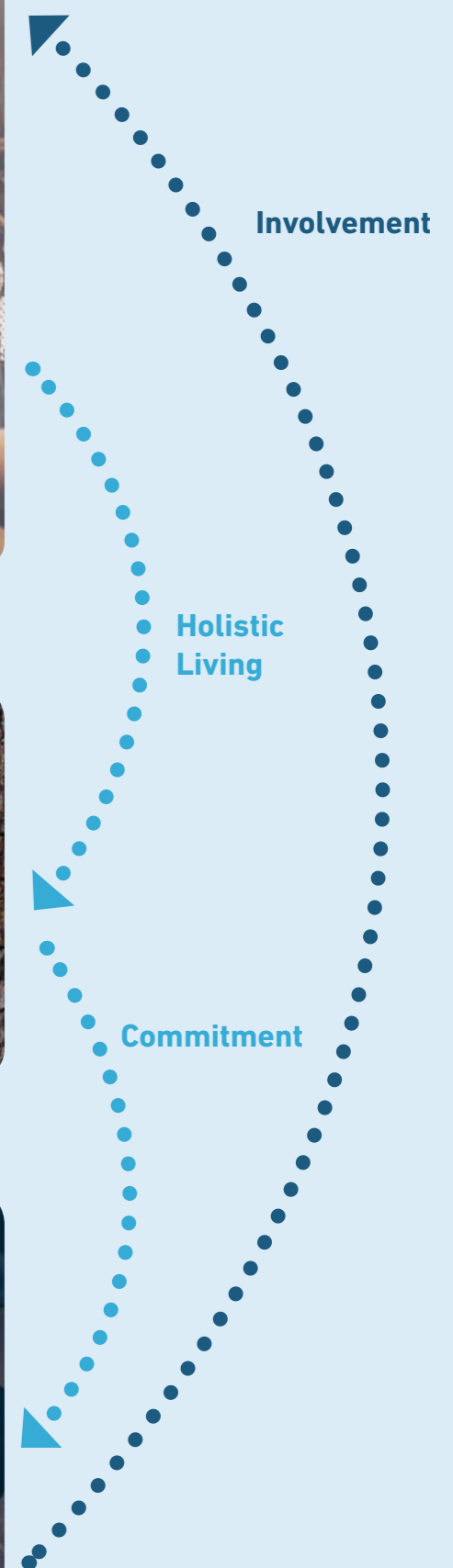
Family business

Alternative mobility

## INDIVIDUAL



## SOCIETY



# WORKPLACE ACTION AREA

Our paths, our objectives and opportunities

## TALEE - WE ARE TAKING PART

Talee is a platform established by the digital agency comspace from Bielefeld. Originally intended as an internal platform, it now also offers employees from other companies the opportunity to network. Employees can create "events" on talee and invite colleagues to take part. It is all about creating the opportunity to share interests and talents with the group.

This means that employees can get to know each other better during their free time, implement projects together or learn from each other. Examples are baking bread together, yoga courses or nature walks. There are no limits to creativity when it comes to find themes for joint activities.



## MOBILITY OFFERS

In terms of holistic answers, we offer employees at HALFAR® solutions in sustainable mobility. Our objective is to arrange our ecological actions as simply and accessibly as possible. We also want to create added values for employees so that they participate with motivation and delight in the implementation of sustainable concepts.

### "JOBBIKE"

The company bike concept:

HALFAR® has been offering the so-called "JobBike" to all employees since April 2015. The (E-)bike can be leased as part of a deferred benefit, has tax advantages and is subsidised with funding from the employer. Changing from a car to a bike for the daily commute is not only sustainable and opens up new mobility perspectives – it is also worth it for the health of employees.

## BY BUS AND TRAIN

Using public transport protects the environment and difference can often be noticed in your pocket too.

Since 2017, our employees have had the opportunity to purchase a key account subscription via HALFAR® for the regional transport companies. Thanks to the attractively priced offer, it represents an

interesting alternative to the daily commute by car for many employees. Especially because our company headquarters are in an ideal position for transport and is linked directly to the Bielefeld inner city via a bus route.

The positive experience with our offers to date and way our employees have participated encouraged us to develop the subject of mobility even further within the scope of our environmental management system.

With respect to business travel, for example, we are aiming to increase use of German Rail (DB). We hope for an additional saving of approx. 6t CO<sub>2</sub> per year. With the planned charging post on the company premises, E-bikes, for example, can be simply charged up with ecopower during working hours.



## WE ARE HALFAR®

Whether it's flexible working hours models, various mobility offers or an attractive infrastructure: Our measures and offers also make their contribution towards employee satisfaction and a healthy staff structure.

Ever since our foundation, we can proudly look back on constant growth in employee figures and a low employee fluctuation. We currently employ 110 members of staff between 20 and 66 years of age. Our female ratio in management positions is 45%, of which 90% with children. Our male colleagues also make use of the offers to combine family and career.

We also invest heavily in promoting new talent and provide apprenticeships in five training professions. From industry clerk, wholesale and export clerk, specialist for warehouse logistics through to media designer for digital and print as well as textile and fashion tailors, we share our knowledge with the younger generation. We support internal careers at all levels and promote personal commitment.



# OUTLOOK AND REVIEW

A summary

We have already achieved a lot and we, at HALFAR®, have a lot ahead on the path to sustainable and responsible business. Whether its CO<sub>2</sub> neutral shipping and import, the green board, ISO 14001, GOTS re-certification, ISO 9001 certification, Insect Aid or structural and organisational measures, together we use our scope to design our environment. We would be delighted if we can raise your enthusiasm, too.

After all: "The FUTURE is what we make of it together"

# IT STARTS WITH YOU



# TIMELINE

Milestones reached to date

- 1998** • Collaboration with WEGE
- 2000** • Occupation of the new company building
  - Decoration possibilities in-house
- 2001** • Installation of 1<sup>st</sup> photovoltaic system building phase 1
- 2002** • Collaboration with Werkhaus GmbH
- 2004** • Apprenticeship company
- 2005** • Occupation of building phase 2
- 2006** • Installation of wood pellet heating in building phase 2
- 2009** • Member of amfori BSCI
  - Quality assurance system confirmed by Bureau Veritas
- 2011** • Start of bag donations to "Glückstour"
- 2012** • Start of bag donations for Sri Lanka
  - ÖKOPROFIT® award
- 2013** • Occupation of building phase 3
  - Expansion of wood pellet heating in building phase 2
  - Use of an automatic LED lighting system in building phase 3
  - Installation of a heating pump
  - Flat roof planting in building phase 3
  - Cooperation with prosigno GmbH → Occupation of the company building
- 2014** • Expansion of the photovoltaic system in building phase 3
  - ÖKOPROFIT® award
  - Cooperation with Heepen secondary school
- 2015** • Certification according to DIN ISO 9001:2008
  - Participants in climate and trade
  - JobBike offer for employees
  - Bag donations for refugees
- 2016** • Honour of the "Family-friendly award"
  - Start of bag donations for the project "Fruchtalarm"
  - Participants in the introductory qualification plus language course
  - Nominated for the CSR prize East-Westphalia
- 2017** • Introduction of organic cotton in the standard range
  - Completion of the project 100% CO<sub>2</sub>-neutral work at HALFAR® by changing to ecopower
  - Cooperation with GAB (Gesellschaft für Arbeits- und Berufsförderung - Society for Work and Career Development)
  - Opportunity for employee to purchase a local public transport pass
  - Honoured with PSI Sustainability Awards in the categories: Social Excellence und Environment Initiative
  - Membership in B.A.U.M. e.V.
  - Height-adjustable desks and PU soft mats for HALFAR® employees
- 2018** • Expansion of organic cotton in the standard range
  - Inclusion of the ÖKO-TEX 100 Standard in the standard range
  - Provision of the "talee" platform for employees
  - Re-certification according to ÖKOPROFIT®
  - Start of the "INSECT Aid" project
  - Start of the project CO<sub>2</sub>-neutral shipping
  - Awarded the CSR prize East-Westphalia


... to be continued

# WE SAY THANK YOU!



We thank you for your encouragement, the awards, the recognition and the support! You are our affirmation and motivation alike.





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Further information on sustainability at  
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[www.halfar.com](http://www.halfar.com) or...

