



severO TISK

# ESG strategy

# Contents

Introduction.....	1
What preceded the strategy .....	3
Timeline .....	4
Strategy .....	6
Sustainability strategy pillars .....	7
<b>1 Environment.....</b>	<b>10</b>
1.1 Mitigating the impacts of climate change .....	10
1.2 No pollution .....	12
1.3 Protecting water and biodiversity .....	14
1.4 Circular economy .....	16
<b>2 Employees .....</b>	<b>18</b>
2.1 Healthy company reputation.....	20
2.2 Employee training.....	22
2.3 Equality.....	24
2.4 Fair wages .....	26
<b>3 Governance.....</b>	<b>28</b>
3.1 Strong company culture .....	30
3.2 Supplier Relationship Management .....	32
3.3 A world without child and forced labor .....	34
3.4 Whistleblower protection .....	36
<b>4 Customers.....</b>	<b>38</b>
4.1 Protection of information .....	40
4.2 Communication with customers .....	42

# Introduction

**Dear colleagues,**

Let me introduce our sustainability strategy, which is not only our moral commitment but also our business advantage. Sustainability is a key value for us that will differentiate us from our competitors in the future and increase our attractiveness to our customers, in an already highly competitive environment such as the printing industry.

Our strategy is the result of the collective work and involvement of all our stakeholders. The strategy focuses on four main areas: **governance, employees, environment and customers**. In each of these areas, we have set specific targets and indicators to help us measure and improve our performance.

We want to be transparent and communicate our successes and challenges.

Our sustainability strategy is not static, but dynamic. We will update it regularly and adapt it to new trends and needs. We want to be innovative and creative in finding solutions that will benefit us and our environment. I believe that together we can achieve our ambitions.

**Milan Černý, Managing Director**



# severOTISK

We are Severotisk. A modern printing house specializing in the production of full-color magazines, catalogs, brochures and other printed materials. For more than a quarter of a century, we have been producing printed materials that are part of everyday life. We put 25 years of experience and expertise into every order.

Severotisk s.r.o. is solely owned by Euro-Druckservice GmbH (EDS) based in Passau, Germany.

## What preceded the strategy

**45**

responses to the  
company-wide  
questionnaire

**4**

competitor searches

**140**

pages  
of final reports

**4**

workshops

**5**

suppliers  
surveyed

**20+**

internal  
documents studied

# Timeline

We have decided to take the next steps on our sustainability pathway. We have a plan and dedicated resources to pursue our path to becoming a socially responsible company with a low environmental footprint.



# Strategy

We are constantly introducing new technologies with an emphasis on the environment. We want our products to be as environmentally friendly as possible, so we are committed to concrete changes and measures.

## The Strategy is



### Key

Defines our vision, values, goals and sustainability indicators.



### Dynamic

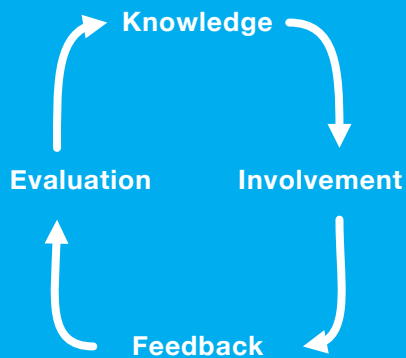
Regularly updated and adapted to new trends and needs.



### Common

Requires the involvement of all stakeholders as well as the collaboration of employees.

## Basic components



**Knowledge:** become familiar with the content and objective of the strategy, understand its importance and relevance for the company and the environment

**Involvement:** to be actively involved in the implementation of the strategy, to be an essential cog in the common wheel

**Feedback:** share views and experience, provide constructive feedback to help improve company performance

**Evaluation:** regularly monitor and measure results, identify strengths, weaknesses, opportunities and threats, reflect on new findings

# Sustainability strategy pillars

### 1. Environment

- 1.1 Climate change
- 1.2 Pollution
- 1.3 Water and biodiversity
- 1.4 Circular economy

### 2. Employees

- 2.1 Healthy company
- 2.2 Employee training
- 2.3 Equality
- 2.4 Wages

### 3. Governance

- 3.1 Company culture
- 3.2 Supplier Relationship Management
- 3.3 Child and forced labor
- 3.4 Whistleblower protection

### 4. Customers

- 4.1 Protection of information
- 4.2 Communication

# 1

## Environment

The environment is one of the key pillars on which the functioning of Severotisk relies, particularly through the utilization of natural resources.

We recognize the need to prepare for the impact of climate change and to streamline material consumption accordingly.

An essential part of reducing Severotisk's environmental impact is also full **cooperation with all suppliers**, which requires their maximum involvement and regular discussion with them.



*„Severotisk aims to minimize negative environmental impacts and actively communicate its actions and ambitions to its suppliers and customers.“*

– Milan Černý, CEO

### We are committed to

- By the end of 2023, **compare products** based on their environmental impacts.
- By the end of 2024, **tailor the communication approach** towards customers.
- By the end of 2025, **create EPDs** (Environmental Product Declarations) for at least 3 Severotisk's products.
- By 2028, establish **market leadership** in sustainable printing.

### Milestones

- **Actively communicate** to customers about the possibilities of environmentally responsible solutions.
- Actively seek **opportunities for improvements** in environmental practices.
- Actively address **sustainability issues** with suppliers.

# 1.1

## Mitigating the impacts of climate change

The impacts of climate change will directly and indirectly affect all sectors in the future. **Mitigating the effects** and preparing for the impacts **of climate change** will enable Severotisk to respond to the demands of stakeholders and customers and to react flexibly to external factors, such as increased prices or shortages of energy and raw materials.



**Preparing for climate change will allow a flexible response to external factors.**

### We are committed to

- Set **Science based targets** (SBT) by the end of 2023
- **Meet the targets** set in the SBT annually.

### Milestones

- Count the carbon footprint in **Scope 1/2/3** annually.
- Implement **PV and heat pumps**.
- Educate staff on **energy conservation**.
- Investigate the possibility of using **bio CNG**.
- Reduce **emissions from transport** (hybrid and electric).
- Purchase materials with a **lower carbon footprint** (paper and aluminum).
- Set up processes for **zero landfill** by 2025.

### Related topics

 Circular economy

 Supplier relationship management



# 1.2 No pollution

The topic of pollution in the printing industry mainly covers the areas of **waste production**, **volatile organic compounds (VOCs)** and their evaporation, and the use of non-ecological inks and dyes. In the case of Severotisk, it also concerns possible pollution of waste water.

## We are committed to

- By 2030, more than 50% of Severotisk's products will be **environmentally certified**.
- By 2030, Severotisk products will be free of **VOCs and mineral oils**.
- We will maintain the **ISO 14001 standard**.

## Milestones

- Monitor trends in **pollution prevention**.
- Educate our customers about the possibility of using **mineral oil-free colors**.
- Install **dual water metering** (to prevent water pollution allegations).



Reducing pollution is the number one issue in the printing industry.

## Related topics

 Water and biodiversity

 Supplier relationship management

 Customers





# 1.3

## Protecting water and biodiversity

Analyzing water consumption and finding ways to use it efficiently and reduce its consumption are key steps for Severotisk to reduce the company's impact and achieve economic savings. **Biodiversity** is a key issue for Severotisk, especially in relation to its input material – wood. Biodiversity is a mandatory topic in the **ESRS reporting standards**.



**Biodiversity preservation is a responsibility towards natural resources.**

### We are committed to

- Conduct a **water audit** by 2024.
- Analyze the **company's impacts** on biodiversity by 2025.
- Develop a **biodiversity policy** by 2027.

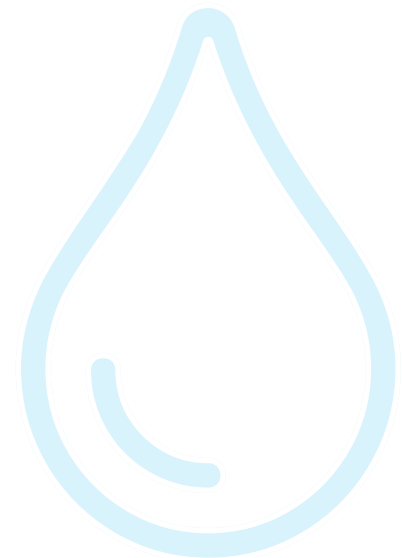
### Milestones

- Maintain **FSC and PEFC certification**.
- Calculate the **water footprint** of the product.
- Reduce **water consumption** per product.
- Actively seek opportunities to **reduce impacts on biodiversity**.
- Seek opportunities to **use rainwater**.

### Related topics


 Supplier relationship management

 Customers



# 1.4 Circular economy

The theme of circular economy reflects the use of resources and the flow of materials in a company. This topic has significant implications for supplier-customer relationships and **waste management**. In the case of Severotisk's production, it primarily pertains to packaging and waste management.



**We minimize the use  
of non-recyclable  
and unsustainable  
resources.**



*„We want to use resources responsibly and keep track of how our suppliers manage their waste and whether their approach is in line with Severotisk's policy.“*

– Iva Prošková  
Sustainability & System Quality Manager

## We are committed to

- Establish a **policy for circular economy** and systematic waste reduction by 2025.
- **No company waste** will end up in landfills by 2025.

## Milestones

- Actively reduce the amount of all waste in manufacturing processes and administrative buildings, **minimize the amount of landfill waste**.
- Investigate the waste management practices in place.
- Purchase all colors, stabilizers, developers, silicones, adhesives in **returnable packaging** by 2025.
- Educate customers to maximize the use of recycled paper.
- Identify suppliers of **recycled paper**.

## Related topics

 Climate change

 Supplier relationship management

 Customers



# 2

## Employees

Employees are an integral part of Severotisk, on whom the success of the entire company is based. It is important to set good working conditions not only in the supply chain, but especially for core employees.



To foster a healthy working environment, Severotisk employees have a reduced working time of 37.5 hours per week. Office professions and management have flexibility (e.g. working from home) while weekends, holidays and vacations are respected.

**The ESG strategy has in mind the development and protection of the working environment at Severotisk.**

### We are committed to

- Anchoring **social dialogue** in the company's value and strategic framework.
- Becoming an **attractive employer**.

### Milestones

- Regularly survey the **needs of employees**.
- Ensure their safety and **physical and mental health**.
- At a minimum, maintain existing working hours and **flexibility**.
- Retain dedicated staff.
- **Transparent system** for employees.

# 2.1

## Healthy company reputation

The safety and long-term health of all employees is one of Severotisk's biggest goals. Therefore, we are setting up a development plan for the **Healthy Company programme**. In addition to addressing safety and health for manual workers, we are also committed to assessing physical and mental well-being for office and management occupations.



Health protection and mental well-being are an integral part of work performance.

### We are committed to

- Provide adequate **salary compensation**.
- **Reduce the number of serious injuries** by 5% annually by 2026.

### Milestones

- **First aid training** for employees.
- Setting up processes for identifying employees' needs regarding **workplace safety** (including alcohol and psychotropic substances in the workplace).
- Establishing a method for **mapping** the physical and mental health of workers.
- Establishing a development plan for the Healthy Company programme for the years 2024–2025, outlining how to respond to employee needs and monitoring the positive **impacts on employees**.

### Related topics

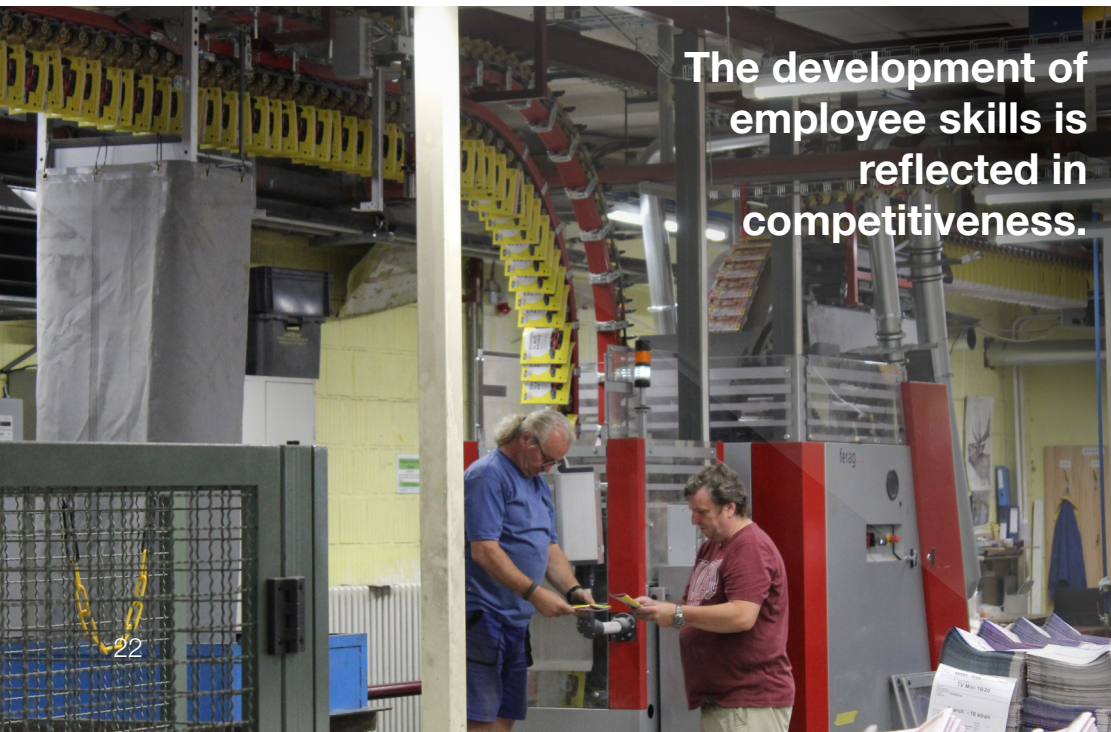
[Employee training](#)

[Company culture](#)



## 2.2 Employee training

Employee training plays an important role in the development of employee skills and engagement, and therefore in the **competitiveness of the company**. The training will focus not only on topics related to the profession and on statutory training, but also on languages, financial literacy, personal development and other necessary areas resulting from regular questionnaires.



*„Employee training is one of the important topics for Severotisk, and the company intends to continue to focus on it intensively. Increasing and deepening the qualifications of employees is important throughout the company.“*

– **Kateřina Mlnaříková**  
HR manager

### We are committed to

- **Systematize** employee training.
- All employees have the opportunity to participate and **30% will be trained** by 2025.

### Milestones

- Update the **training plan**.
- Implement the project of the Operational Programme **Employment Plus** (if support is obtained).
- Search for other subsidy possibilities (not only the MLSA, but also the Ústí nad Labem Region).
- Creating an effective system of **information gathering**.
- Implementation of **first aid courses** for all employees, including foremen.

### Related topics

 [Company culture](#)

 [Healthy company](#)



## 2.3 Equality

Severotisk has a 50% representation of women in management in 2023. It declares its approach to gender equality through flexible working hours for parents on parental leave, and works with equality-sensitive language in its communications. These aspects will be reinforced and added to the **company's code of ethics**, including respect for the family and social background of employees, given the family foundation of the company.

### We are committed to

→ Maintain an **approach to gender equality** and tolerance towards employees.

### Milestones

- Update Severotisk's values, strengthen the passage on equality, including management representation.
- Describe what a **family company** means for the practical functioning of the company.
- Use the **company's values**, including the family character, in communication inside the company and externally – for example in advertisements.
- Set up a form of **support for parents** on parental leave.



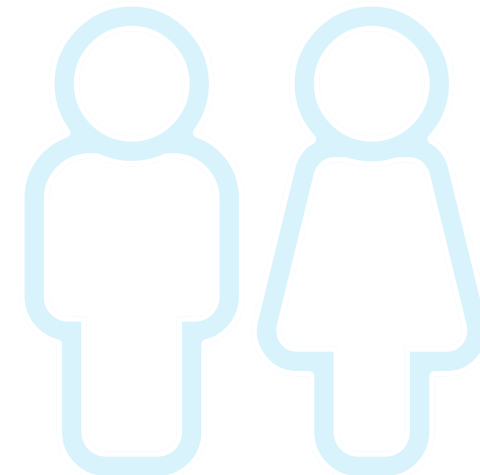
Equality and respect aspects are ensured by the Code of Ethics.

### Related topics

 Company culture

 Wages

 Healthy company



## 2.4 Fair wages

At Severotisk, we maintain **equal pay conditions** for all employees. Every year the company strives to increase wages and expand some of the benefits offered to employees.

**We are a reliable employer that guarantees fair remuneration.**

### We are committed to

→ Provide **adequate wages**.

### Milestones

→ Prepare a wage **increase plan**.

→ Prepare a **benefits plan** for 2024–2025 to maintain benefits.

→ Initiate discussions with management on the possibility of wage increases for blue-collar occupations.

### Related topics

[Company culture](#)

[Healthy company](#)



# 3

## Governance

Severotisk and its entire management is based on the strong foundations of a family business. We want to continue to deepen our cooperation and mutual trust with all stakeholders.



The aim of the ESG strategy is to maximize the positive impacts of Severotisk's activities and to systematically improve environmental and social conditions for both employees and all partners.

**Severotisk's goal is to develop a company that, together with its management, employees, suppliers and customers, creates a sustainable world.**

### We are committed to

- Establish a **more open approach** to our stakeholders.
- Create our first **sustainability report** by 2025.

### Milestones

- Continuously **assess the needs** of our stakeholders.
- Establish a clear corporate structure and **approach to ESG**.
- Start collecting the data needed for **reporting**.



# 3.1 Strong company culture

Severotisk's corporate culture is built on the foundations of a **family business** that has grown several times over the last 30 years. Building a company culture is a never-ending process that must involve all employees, from the worker positions to the management of the entire company.



The pillar is the stability of the company, employee motivation and functioning communication.

A strong company culture ensures the stability of the company, increases employee motivation and improves communication within the company. It will help Severotisk avoid many problems and bring financial and non-financial benefits in the form of loyal and satisfied employees.

## We are committed to

- Zero violations of the Code of Ethics.
- Targets in **employee fluctuation**.

## Milestones

- By the end of 2023, update the **Organizational and Working Regulations**.
- Set up and describe processes for addressing actions in violation of the **Code of Ethics**.
- Set **processes for investigating** allegations of bribery.
- Establish regular **communication** between management and employees (production visit).
- Dialogues with employees.
- Family day, open day, employee **bonding activities**.

## Related topics

 Employees

 Customers

## 3.2 Supplier Relationship Management

In the area of supply chain management, Severotisk has good relationships with its suppliers, but no specific policies are now in place for dealing with suppliers. It will be important to include discussion of environmental and social sustainability issues in the supplier relationships, leading to the introduction of minimum **requirements for each supplier**.

### We are committed to

- Measure and declare timely **payment to suppliers**.
- Prepare **ESG requirements** for suppliers by 2026.

### Milestones

- Ensure and measure timely payments to suppliers.
- Set up a form of **dialogue with suppliers** on ESG topics.
- Gradually implement **ESG requirements** in tenders.

### Related topics

🌿 Environment

Relationships  
with suppliers  
must reflect  
sustainability  
requirements.



## 3.3

# A world without child and forced labor

In the Czech Republic and throughout the European Union, child and forced labor is almost non-existent. Unfortunately, a significant part of the world, especially in South East Asia and Africa, still uses child and forced labor practices. In the case of Severotisk, this issue is particularly relevant in the **supply chain**.

**We demand zero tolerance for child labour in the supply chain.**



### We are committed to

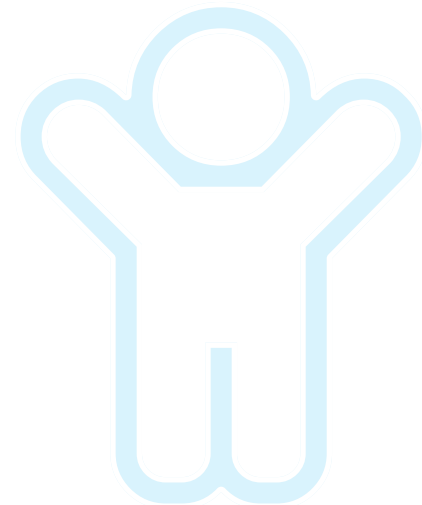
→ **Avoid child labour** throughout the supply chain by 2028.

### Milestones

- Set up a system for **auditing suppliers**.
- Proactively communicate with suppliers.
- Seek **alternative suppliers** where necessary.
- Prepare for incoming **CSDDD legislation**.

### Related topics

[Company culture](#)



## 3.4 Whistleblower protection

Early reporting of potential problems and misconduct is an important element in preventing loss of customer confidence, employee bullying, corruption and other phenomena that are not and will not be tolerated at Severotisk. For this reason, it is important to protect whistleblowers who choose to report their suspicions of **occurrences contrary to Severotisk's policies**.

### We are committed to

→ Set a strategy, whistleblower **protection policy** by the end of 2023.

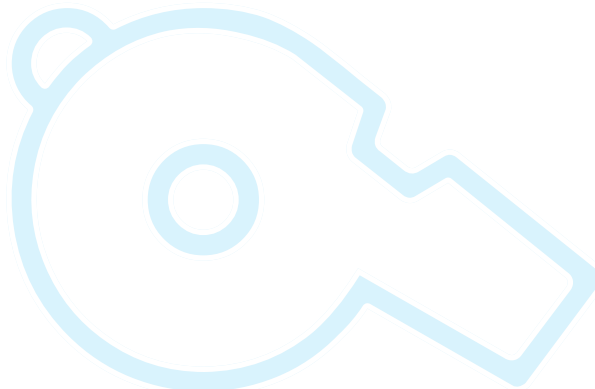
### Milestones

→ Describe whistleblower protection in the event of reporting.

### Related topics

[Company culture](#)

[Employees](#)



A whistleblowing  
system is  
important for  
building trust.



# 4 Customers

Customers are key partners on whose trust and long-standing partnership Severotisk builds its success.

For this reason, it is important to work actively with customers, to maintain their trust and to involve them as much as possible in discussions on the subject. We want to act as a reliable and responsible partner to our customers, offering the right solutions to their business needs.



*„Customers are one of the most important stakeholders who can help achieve Severotisk's ambitious environmental goals.“*

– **Karel Blecha**  
Managing Director

## We are committed to

- Set up a system of continuous **dialogue with customers** on sustainability-related topics.
- Become a **leader in sustainable printing**.

## Milestones

- Prepare documents for the sales department.

# 4.1

## Protection of information

At Severotisk, we come into contact with sensitive customer information every day. If this information were to reach the general public through Severotisk before the customer's scheduled time, it could have significant **economic and reputational impacts** not only on Severotisk, but also on the entire EDS group. It is therefore important to protect the information as much as possible.

Maximum protection of information is the foundation of a good reputation.



### We are committed to

→ Zero leaked customer information.

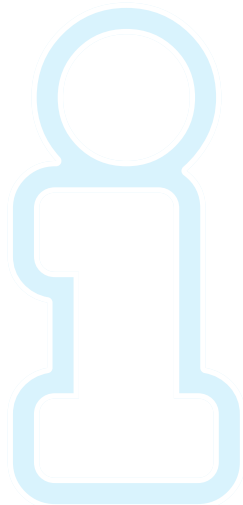
### Milestones

→ **Cybersecurity training.**

→ Maintain ISO 27001.

### Related topics

[Company culture](#)



## 4.2 Communication with customers

Customers are a key partner for the implementation of sustainable solutions in Severotisk's production processes. The topic of sustainability is an increasingly strong trend among customers and end consumers, for this reason it will be important to inform customers about Severotisk's commitments and achievements in this area. Avoiding false and misleading information, so-called greenwashing or bluewashing, is an absolute necessity associated with **transparent and partner communication**.

### We are committed to

- Start **proactively communicating** with customers.
- Avoid greenwashing and other false claims.

### Milestones

- Identify the **communication potential** of Severotisk.
- Develop a **communication strategy** linked to the theme of sustainability.
- Actively communicate with its customers.

Transparent  
communication is  
linked to  
proactive  
behavior.



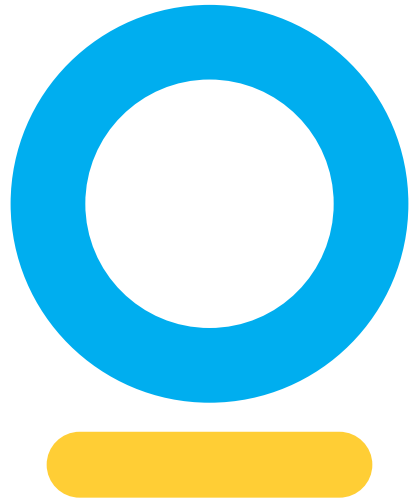
### Related topics

 Environment

 Governance

 Employees





**We put 25 years of expertise  
into every order.**

**Contact us**

+420 472 767 300

[info@severotisk.cz](mailto:info@severotisk.cz)

**Our acquired and valid certifications**

Forest Stewardship Council (FSC)

Programme for the Endorsement of Forest Certification [PEFC]

ISO 14001 | ISO 50001 | ISO 12647-2

Blauer Engel | EU Ecolabel | ISO 27001





# severOTISK

SEVEROTISK s.r.o  
Mezní 3312/7  
400 11 Ústí nad Labem  
[www.severotisk.cz](http://www.severotisk.cz)

