

What does a sustainable value chain mean to us?

Responsibility is one of our four core values and the foundation of our approach to conducting business. Therefore, we feel responsible not only for our own activities but for our entire value chain. We want it to be sustainable, so compliance with regulatory requirements, both regarding our internal operations and cooperation with suppliers, is a priority for us. We also have a range of our own commitments, which reflect our ambitions and responses to market changes, development trends, and consumer expectations.

By analysing our value chain, we have developed key tools to help us ensure that we grow sustainably with our business partners. We require them to adhere to our Code of Conduct for Business Partners and our Human Rights Policy for Business Partners. The principles contained therein cover the full spectrum of conducting business, from ethical business management and respect for labour rights, through the quality of created products and services, to environmental and climate impact. These requirements are complemented by the goals we set for ourselves and our business partners in our policies.

We know that good cooperation is not only about requirements but also about mutual inspiration and sharing best practices. That is why our annual meeting with trade partners and the development of our online platform for suppliers are so important to us, as we want to develop a fair business together!