



Press Release

Science meets practice

External DAW Sustainability Advisory Board meets with new composition

Ober-Ramstadt, 9th November 2015 - As one of the first companies in the sector, DAW SE founded an external sustainability advisory board in the autumn of 2010. The Sustainability Advisory Board (SAB) meets twice each year and advises DAW about positioning and further development in the field of sustainability. The board is routinely formed from renowned persons in the fields of architecture, painting enterprises and economics. On 29th October 2015 the SAB met with a new composition in Ober-Ramstadt to interchange ideas and opinions on the topics of sustainable construction, innovative products and energy efficiency.

DAW has been able to obtain Professor Dr. Christa Liedtke of the Wuppertal Institut für Klima, Umwelt, Energie GmbH for the advisory board. At the institute she manages Research Group 4 "Sustainable production and consumption" which analyses industrial material turnover in value-added chains and their interactions with the environment, economy and society.

Other, long-serving members are Manfred Hegger, Emeritus Professor in the Faculty of Architecture at the Technical University Darmstadt and Chairman of the Board at HHS Planer + Architekten AG who is supporting DAW with his knowledge in his field, "Design and Energy-Efficient Construction". As a representative of the application trade, Tom Nietiedt, Managing Director of the Nietiedt Group, contributes his expertise with the emphasis on industrial services, painter operations and insulation technology.

A look back – praise for consistent corporate strategy

Innovation and international management, often at the interface of corporate sustainability – they are the specialist fields of the renowned economist, Professor Dr. Marcus Wagner. From September 2010 to May 2015 he was one of the three external specialists advising DAW on its sustainability strategy. Professor Wagner retired this year from the advisory board.

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The professor, who now teaches and researches in the Economics Faculty of the University of Augsburg, spoke to the DAW Sustainability Manager, Bettina Klump-Bickert, about his "interesting work" as a member of DAW's Sustainability Advisory Board.

Bettina Klump-Bickert: At DAW we have introduced a consistent sustainability strategy. Are many companies now working on this topic, because they have recognised that it is a success factor for the future? Or is DAW in your opinion one of the exceptions?

Professor Dr. Marcus Wagner: It is now more frequently the case that companies come up with something in this respect, but few of them are so consistent as DAW. That was also one of the reasons why I was willing to participate on the advisory board. I really had the feeling that the company wanted to implement sustainability leadership. That was a very high goal for an internationally operating, medium-sized company.

How can the Sustainability Advisory Board support DAW in this?

Prof. Wagner: From a scientific point of view a constructively critical dialogue with companies is possible – a good interchange between practice and scientific ideas. We have learnt much from one another. The company receives a new impetus and it is ensured that further development takes place on all fronts. The advisory board helps DAW to improve holistically and continuously in the field of sustainability and in the final analysis to maintain its lead in sustainability.

Which expertise were you able contribute on the advisory board?

Prof. Wagner: I myself have worked in a company in the chemical industry and have a certain understanding of products and production processes. In my habilitation I researched the interface of innovation and sustainability and this is a relatively rare combination.

What particularly impressed you about DAW?

Prof. Wagner: It is interesting that the idea of sustainability within the company has been grasped by the owning family. The current Chair of the Administration Board, Dr. Klaus Murjahn, has bought the Eichhof where he is now operating an ecological farm. This demonstrates that the family is also involved in the subject of

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sustainability. A very consistent attempt is being made to orientate the company going forward. At DAW one always has the impression that this takes place willingly and that there is a desire that this leading position in sustainability management should be consistently maintained.

What are the challenges for DAW going forward?

Prof. Wagner: The company should try to be clearly visible to the industry and to the customers regarding its performance. Of course, this is more difficult for a medium-sized company compared to a large group. I knew the Alpina brand, but not really the company. Through visibility it may be possible to become a stronger pacemaker for new initiatives, also for the industry. In my opinion that would be possible with regard to DAW's corporate performance capability. Then again, the company as a whole benefits. In various fields we have the problem that the processes or products are not really sustainable in the long term. The main challenge is, so to say, that of right behaviour in the wrong boundary conditions. It is more difficult to change the boundary conditions. That is really only possible with concentrated actions. Here, demands are made on the legislature, politics, but then also on the company.

The tasks of the Sustainability Advisory Board also include the avoidance of "reputation risks". Could you briefly explain what you take this to mean?

Prof. Wagner: In a specific case it might be that companies do something, because other companies in the industry are also doing it. But the question arises of whether this really leads to social added value being generated and companies are contributing to social welfare which extends beyond their own interests. At the core it is actually an idea in sustainability thinking to produce in part at least these public goods through entrepreneurial activities. At the core the principle is to embed sustainability management centrally in the company such that apart from the private corporate purpose as much social value is generated as possible.

Can you also apply the knowledge gained during your period as advisor at the University of Augsburg?

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Prof. Wagner: An interchange between practice and science is always welcome, but it is not carried out enough due to lack of time. When it takes place at such a high level as with this advisory board, then you always learn things which you can pass on to the students.

Sometimes you can use examples and that is very important for the students. On the other hand you also learn, of course, how topics, such as for example "sustainability", are dealt with in the corporate context. I can now better impart to my students the expectations companies have.

At DAW I discern a consistent commitment. Analogously, the basketball player, Dirk Nowitzki, once said that success comprises ten to twenty percent luck and talent and at least eighty percent hard work and commitment. This situation prevails very strongly with the subject of sustainability at DAW.

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Photographs:



PC: Meeting of the Sustainability Advisory Board (SAB) on 29.10.2015 in Ober-Ramstadt (from l.-r.): Dr. Christoph Hahner, Bettina Klump-Bickert (DAW), Heiko Trimpel (DAW), Dr. Ralf Murjahn (DAW/Chair of SAB), Heiko Stark (DAW), Prof. Dr. Christa Liedtke (Wuppertal Institut für Klima, Umwelt, Energie GmbH) and Tom Nietiedt, Nietiedt Group) - advisory board member, Professor Manfred Hegger, is missing from the photo.

Source: DAW SE

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PC: Professor Dr. Marcus Wagner was from September 2010 to May 2015 one of the three external specialists who advise DAW on its sustainability strategy.

Source: Prof. Dr. Wagner



PC: Bettina Klump-Bickert has been in charge of sustainability management at DAW since 2010.

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About the company:

DAW SE, Ober-Ramstadt

The DAW Group is the market leader in the building paints sector in Germany, Austria, Turkey and Belarus. In Europe the company occupies third place for building paints behind two large international companies. With about 5,600 employees in Germany and abroad and with an annual turnover of about 1.3 billion euros, DAW is Europe's largest building paints manufacturer in private ownership. The group of companies includes Caparol (paints, enamels, glazes, thermal insulation composite systems) and Alpina (the brand for DIY enthusiasts). The most well-known product is Alpinaweiß - Europe's most sold interior paint.

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