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Sustainable Development Goals

The sustainability activities of Porsche contribute to the achievement of the Sustainable Development Goals.



In autumn 2015, the General Assembly of the United Nations adopted its 17 Sustainable Development Goals (SDGs). The SDGs are at the heart of the 2030 Agenda for Sustainable Development, the aim of which is to reconcile economic progress, social justice and environmental compatibility.

While the SDGs are primarily aimed at states and governments, Porsche also wants to counter the ongoing depletion of natural resources and climate change and have a positive impact on social development. The company is focusing on those issues that its own business model and related value creation processes can materially influence.

Taking into account internal and external sources, there are seven SDGs for which Porsche is using its sustainability activities to make a real difference:

SDG 4 – Quality education

For Porsche, education is the key to sustainable development. This is why the company offers its trainees and staff an exceptionally diverse programme of vocational and professional training, giving all employees the opportunity to engage in systematic training tailored to their needs. Porsche is committed to the field of education and science in a variety of ways, particularly at its company sites and on an international level. Examples include the regional Ferry Porsche Educates initiative in Stuttgart and Leipzig as well as the international Porsche Aftersales Vocational Education (PAVE) programme, which promotes the needs-based implementation and expansion of local vocational education for Porsche dealer organisations worldwide.

SDG 8 – Decent work and economic growth

Creating jobs and respecting human rights along the entire supply chain are prerequisites for value-creating, sustainable growth. Porsche not only assumes responsibility for its employees and invests in their future, it also imposes strict, internationally recognized standards on its suppliers in the area of social and human rights. In this way, Porsche supports humane working conditions while categorically rejecting any form of forced or child labour.

SDG 9 – Industry, innovation and infrastructure

Porsche is synonymous with innovative products and services. By expanding a high-performance charging infrastructure for electric vehicles, permanently working to find innovative solutions, and trialling digital technologies and future trends, the company is playing an instrumental role in this field. As more can be achieved by working together, Porsche and its partners organized the "Mobility for a

better world" competition in the reporting year to identify ideas and technologies for sustainable future mobility.

SDG 11 – Sustainable cities and communities

Sports car production at the main plant in Zuffenhausen is located in a mixed-use zone, surrounded by residential areas. Consequently, the company is directly confronted with the challenges posed by increasing urbanisation. This is another reason why Porsche feels a sense of duty to actively contribute to the sustainable development of cities by providing smart solutions. Resource-efficient production processes and products, as well as technological and social innovation, are the key factors for the company in this regard.

SDG 12 – Responsible consumption and production

As well as consistently working to create environmentally sound products that use fewer resources, Porsche is also constantly developing efficient, environmentally compatible production processes. Economic, ecological, sociocultural, functional and technical process qualities all play a central role. Meanwhile, the company sees it as equally important that internationally accepted rules governing health and safety and environmental protection are upheld. Ethical considerations and standards take precedence along the entire Porsche supply chain as the overriding sustainability requirements.

SDG 13 – Climate action

Porsche is embracing the challenge of pushing technological boundaries, reducing fuel consumption and developing innovative drive systems. The conservation of raw materials and energy is another huge priority. The company now uses 100 per cent green energy to supply the power needed for production. Porsche's first fully electric sports car, the Taycan, is being produced in Zuffenhausen as part of a completely carbon-neutral process. Meanwhile, the company is consistently cutting levels of CO2 emissions from its own fleet and offsetting those from its vehicle pool. As its development of electric models gathers pace, Porsche is contributing to global climate protection and to improving air quality in cities.

SDG 17 – Partnerships for the goals



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Daniela Rathe

daniela.rathe@porsche.de

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