

We need green thinking

Interview with Sabina Sujew, 'GO GREEN – Green FAKRO' Project Leader



The GO GREEN philosophy is part of our Company's transformation towards a more sustainable one. As an organisation, we are responsible for the entire change chain in all areas. We build a better tomorrow and care of the comfort and healthy life of future generations.

Over 31 years of its activities, FAKRO has developed into an international corporation offering a wide range of products...

Our basic range, with which we started, comprises roof windows. Nowadays, we offer a wide choice of insulated and automatic products (SmartHome), replacement windows and a new Greenview line, including services that extend the life of our products.

FAKRO is not only about products. It is a socially engaged Company. Can you present examples of CSR activities run by FAKRO?

We achieve social responsibility on many levels. We are known for promoting a healthy lifestyle, sports activities and involvement in educational activities. Since 2012 we are the official partner of the Polish national football team. One of our top projects is Kilometres of Hope with FAKRO. It involves our employees whose task is to collect kilometres through various activities such as running or cycling, later on exchanged to money for needy children of their workmates. Our plan is to continue this project internationally, all the more so as cycling is a popular form of activity among other foreign partners. The current geopolitical situation has also mobilised us to help those most in need. In cooperation with the Think About the Future Foundation, founded by Ryszard Florek – co-owner and CEO of FAKRO, we organised 10 charity convoys to Ukraine

and provided shelter for over 100 people fleeing the war. FAKRO also has a support program for employees and their families as part of the Employee Benefit Fund. Employees can take advantage of different forms of subsidies, eg., for holidays, school books, nurseries and kindergartens. They have access to sports and cultural events as well as engage with their kids in environmental competitions.

What measures does FAKRO take and will take to meet the requirements of EN ISO 14001:2015 standard?

The main objective is to prevent negative impacts on the environment of the organisation in all environmental policy processes. This is especially about reduc-

What are the assumptions of the "Green FAKRO" project?

The global climate breakdown, a pandemic that disturbed traditional consumer habits, supply chain disruptions and raw material fluctuating prices are just some of many factors that prompted FAKRO to assess the risk and quickly adapt to change. This is how the concept of the "Green FAKRO" was born, which brought together issues such as the environment, community and corporate governance.

What is the outcome of these analyses?

One of the results shows that FAKRO has always offered environmentally friendly and energy-efficient products. Moreover, the green colour present in the FAKRO logo is with us since the very beginning of the Company, while ecology associated with it is an aspect that permeates all stages of our development.



ing the amount of waste generated and limiting water and energy consumption throughout the Company's entire chain of operations. These operations include reducing the emission of pollutants to air and water caused by technological processes and transport, investing in modern technologies and renewable energy sources, introducing environmentally friendly vehicle fleet that meets the standards of EU directives, replacing business trips with online meetings and machinery with more energy-efficient solutions.

What do we have to achieve as a Company?

In 2015, it was decided to limit global warming as part of the Paris Climate Agreement. The European Union has issued guidelines for state authorities, entrepreneurs and other organisations. According to them, CO2 emissions must be reduced by 55% by 2030, while the Company will have to achieve climate neutrality by 2050.

Who is involved in the "Green FAKRO" project – what departments, areas, people?

The "Green FAKRO" project includes the entire FAKRO community. It assumes that all ESG-related processes involve every employee, from the newcomer to the Management Board as well as our families and business partners. I was appointed Project Leader, but I work at different levels with a number of people. The whole process is overseen by the Management Board, then the steering committee with an advisory role and individual working groups: FAKRO GO GREEN,



CSR – Responsible Business – Good Practices, Environmental Policy, Sustainable Purchases, "Zero Waste" Circular Economy, Renewable Energy Sources Management and Energy Efficiency, Carbon Footprint Management. Each of us should strive for climate-friendly behaviour in line with the principles of sustainable economy.

GO GREEN is a project that involves the entire FAKRO community. How will it be implemented in Poland and abroad? How to find common denominators with countries of different traditions and cultures?

Quality standards have always been the starting point for FAKRO's cooperation with customers. This is evidenced by the fact that the Company during 31 years of its operations has earned an honourable second place on the global market. We owe this to the hard work of the entire international team. This multicultural staff forming the FAKRO global community is the recipient of the "Green FAKRO" project.

Our foreign partners find sustainable economy as an important issue for a number of years now. In their daily work, they carry out operations within the framework of sustainable development. Countries are geographically and climatically diverse, while varying standards effective there need to be adapted to the ESG. Our biggest challenge is to implement the GO GREEN philosophy together and take specific actions to achieve a common goal. This goal can even be compared to



a mission. As a global company, we have to ask ourselves what we as FAKRO have done to ensure a better tomorrow to future generations? It is essential to cooperate and listen to the voice of our partners, follow foreign trends and practices. We can develop a coherent strategy within FAKRO GO GREEN only by transferring knowledge and experience.

What are the biggest challenges from the point of view of the Project Leader?

The project applies to the entire FAKRO Group, but in fact its foundation is to build awareness and change mentality – to understand how important environmental protection is, not only for the organisation here and now, but also for future generations in all areas of their lives. We have to say openly that the construction market generates more than 30% of all waste, while Polish law is currently inadequate to effectively achieve the objectives of sustainable economy. This is a huge challenge for entrepreneurs. I find the implementation of such a large, diverse and international project as an opportunity to get to know FAKRO anew. Major changes related to the care for the environment and society are imminent and actually affect all areas of our operations. We work out decisions and suggestions for improvements in working groups. In addition to conceptual and operational work, I can notice the added value in the form of effective interdepartmental and international cooperation. Each new standard and process is developed according to existing guidelines. Our activities are also educational as we stress why it is crucial to change

our thinking to environmentally friendly and take sustainable actions. It's a transformation process. We will keep you informed of the progress of work in near future. Thank you to everyone for your commitment and willingness to help in the implementation of the "Green FAKRO" project. We can do more together!

Interview by: Joanna Rumin

