



Social and Societal Commitment

Principles

Wienerberger views the economy as an integral part of society that has the obligation to serve people and create value for all. Wienerberger takes its role as a responsible member of society very seriously. For us, this responsibility encompasses the observance of ethical principles in all our actions, honest communication, active involvement in the creation of a transparent economic environment, personal accountability for what we do, and acting as a reliable and useful member of society.

Results of our 2014 Materiality Analysis

In the course of a differentiated analysis of the impact of our various fields of production on society, business ethics and compliance were identified as aspects of material importance that are equally relevant to all operating segments. Details relating to these issues are contained in the chapter “Management Approach”, which also outlines our quantitative targets and the corresponding measures.

Social Commitment and Donation Activities

As a supplier of building material and infrastructure solutions, we want to use our products and our know-how to the greatest possible benefit of society. We continuously support a large number of social projects and organizations in almost all the countries we operate in. In accordance with the Wienerberger donations guideline, we support people in need in a targeted manner through product donations. We are convinced that we can help best in our fields of core competence, i.e. through the provision of solutions in the fields of building materials and infrastructure and the transfer of sustainable building know-how.

Wienerberger has organized and financed the Wienerberger Sustainable Building Academy (WISBA) since 2013, the objective of the program being to support students of architecture and construction engineering through practice-related training in sustainable building. This international training program expired in 2015. Currently, a revised version of the Wienerberger donations guideline is being elaborated, in which the issue of training will continue to play a central role.

We regard affordable housing as a fundamental human right. In 2012, Wienerberger therefore began to cooperate with Habitat for Humanity, an international non-profit organization (NPO) focusing on the provision of housing for people in need. Up to and including 2016, we built homes for almost 170 families unable to afford decent housing and contributed toward improving living conditions for another 1,400 people (e.g. through the construction of schools or social centers). Based on a new cooperation agreement concluded between Wienerberger and Habitat for Humanity in 2015, our cooperation will be prolonged until 2018. The scope of our cooperation has been extended in both geographic and material terms, with our activities now covering five countries (Romania, Bulgaria, Hungary, Poland and the USA).

Besides product donations for lighthouse projects, such as tornado-proof homes in the USA, joint events were organized with Habitat for Humanity. The objective was to make politicians as well as public authorities aware of the importance of social housing (through the organization of “housing forums”). Moreover, another cooperative volunteering campaign was organized, with Wienerberger employees helping on site and providing hands-on assistance in the construction of houses. This form of cooperation is to be continued in the future.

Wienerberger also renders instant and non-bureaucratic assistance in the event of natural disasters, for instance after the catastrophic floods that devastated large parts of South-Eastern Europe in 2014. In cooperation with Caritas Switzerland, a humanitarian organization with many years of experience in the construction of homes for victims of the civil war in the region, Wienerberger erected about 30 houses in Bosnia-Herzegovina and donated clay blocks, roof tiles and installation pipes for this project. In addition, Wienerberger supported a number of other reconstruction projects. Altogether, the Wienerberger Group donated water and sewage pipes for 40 houses, clay blocks for 45 houses and roof tiles for 89 houses.

Our commitment to social causes will remain strong in the years to come, and we will be making every effort to live up to our claim to be a valuable member of society and to create value for all.