



DEUTSCHE
AMPHIBOLIN-WERKE
VON ROBERT MURJAHN

Sustainability
adds value

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Cover image: Our DAW corporate headquarters, completed in 2017, is a successful example of sustainability and high ecological standards. The new DAW headquarters building was awarded two prizes by the German Sustainable Building Council (DGNB): the DGNB Gold Certificate for sustainable buildings and the DGNB Diamond for outstanding design and building culture quality.

Foreword

DEAR SIR OR MADAM,

DAW has been operating a successful, comprehensive sustainability management system for more than 10 years. During this period, both our company and the topic of sustainability have developed significantly. With our new claim, the vision and the orientation towards our four customer benefits, we have added important building blocks to our corporate orientation, which are also of great importance for our sustainability strategy.

As a signatory to the UN Global Compact, we are expressly committed to its 10 principles and we consider sustainability to be an integral part of our corporate and business philosophy. Looking to the future, we want to align ourselves with a strong focus on the 2030 Agenda for Sustainable Development and have further evolved our sustainability strategy in light of this. Thus, our highly efficient products have a positive effect on health and well-being and contribute to resource and climate conservation as well as to the creation of sustainable and inclusive living spaces in cities and communities. This brochure shows how we realise this added value along our value chain.

I invite you to learn more about our services and our commitment to sustainability and hope you enjoy reading it.

Yours faithfully,



Dr Ralf Murjahn
Managing Director (CEO), DAW SE





About DAW

THE DAW GROUP IS A DRIVER OF INNOVATION AND SUSTAINABILITY FOR BUILDING PAINTS AND THERMAL INSULATION, AND IS A RELIABLE PARTNER TO ITS CUSTOMERS AND SUPPLIERS.

OUR VISION To enable people to live and work in healthy, well-designed, efficient and sustainable spaces.

OUR CLAIM Better Building Performance. Better Life. Since 1895.

OVER **30**
PRODUCTION LOCATIONS WORLDWIDE

Family business in its fifth generation

DAW SE is based in the town of Ober-Ramstadt in southern Hesse. It develops, produces and sells innovative coating systems for building envelopes, interiors and industrial spaces. Deutsche Amphibolin-Werke von Robert Murjahn was founded in 1895. Family owned for five generations, we are now the largest private

company in our industry in Europe and enjoy strong market positions in many countries. The basis for our strategy and success is a shared vision and the values of our family business: fairness, the power of innovation and a sustainable business product philosophy.

CUSTOMER BENEFIT

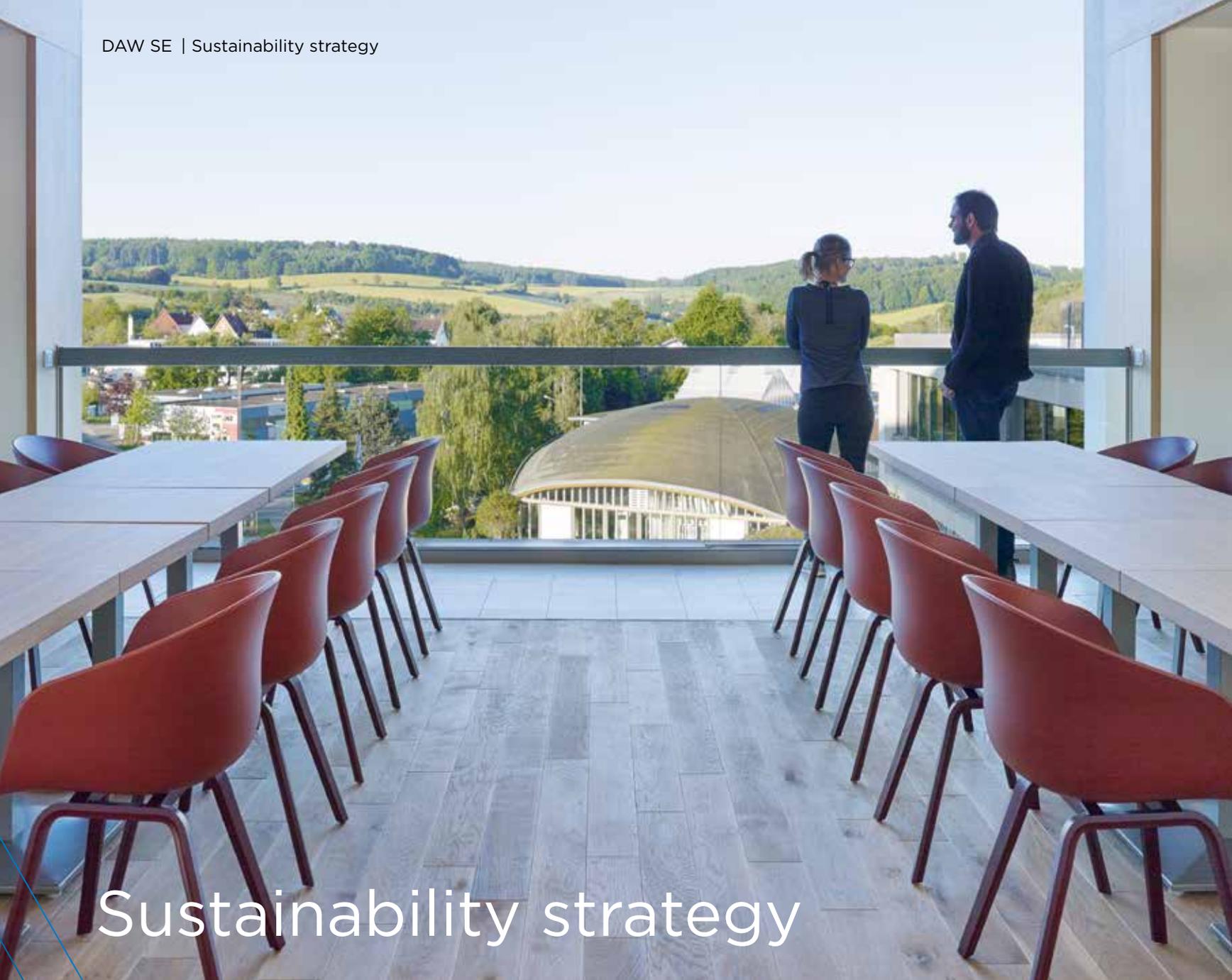
Health, design, efficiency and sustainability, the key needs of our customers, are at the heart of our corporate and product direction.



OUR BRAND COMPANIES

- **Caparol** is the leading supplier of professional building coatings with a wide range of products and comprehensive services.
- **Alpina** is the best-known paint brand in Germany with tailor-made products for private customers
- **alsecco** is the façade and ETICS specialist in the property business where consultancy is demanding.
- **ALLIGATOR** is the professional brand with a focused range of products and services geared towards the requirements of small and medium-sized workshops for skilled trades and crafts.
- **DISBON** is the brand for professional floor coating and concrete repair product systems.
- **KRAUTOL** is the professional brand for building materials suppliers with a practical product range.





Sustainability strategy

DAW HAS BEEN A PIONEER IN THE FIELD OF SUSTAINABILITY FOR MANY YEARS. THE FRAMEWORK FOR OUR SUSTAINABILITY STRATEGY IS PROVIDED BY THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) OF THE UNITED NATIONS.

The Sustainable Development Goals as a guiding principle

In 2015, the global community adopted the 2030 Agenda, a plan for the future with the aim of creating a better and more sustainable future for all. This includes economic, ecological and social development aspects. Everyone is called upon to align their actions accordingly, and the business community must also play an important role in this.

As a signatory to the UN Global Compact, we actively support the United Nations' 2030 Agenda with its 17 Sustainable Development Goals. The overview on the next page shows which of these goals are particularly relevant for DAW and how they form the framework for our sustainability strategy.

PIONEER IN THE INDUSTRY

Sustainability is firmly anchored in DAW as a company and integrated into our corporate strategy. DAW has been one of the environmental pioneers in the industry for many decades. We invest intensively in innovation and are, among other things, a pioneer for emission-free and solvent-free interior paints as well as for products made from renewable raw materials. Whether it involves new buildings or buildings being renovated and refurbished, the objective of our work is to make buildings more sustainable and to contribute to the long-term preservation of the value of properties and the building culture.

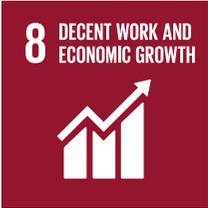
We are the only company in the industry to have an **external Sustainability Advisory Board**, which we established in 2010. Board members include architects, painters and researchers. It supports DAW in the further development of its strategy and drives forward a transfer of knowledge on the topics of innovation and sustainability.



The DAW sustainability strategy

As part of an analysis, we have aligned and prioritised the 17 Sustainable Development Goals of the 2030 Agenda (SDGs) and their targets with our business operations and sustainability activities. As a result, seven prioritised SDGs are primarily relevant for DAW, to each of which essential targets are assigned. These form the framework for our strategy along the entire value chain.

We consider partnerships as essential for achieving the goals (SDG 17). With a view to value creation and a socially just and climate-friendly economy, we pay particular attention to goals 8, 9, 12 and 13. We primarily have an impact on SDGs 3 and 11 with our products.

	BASIS OF OUR VALUE CREATION	
		
Targets	17.16, 17.17	8.5, 8.7, 8.8
UN Goal	Strengthen the global partnership for sustainable development	Promote sustainable economic growth and decent work for all
Relevance for DAW	Being a cooperative partner and regularly seeking dialogue with our stakeholders is the basis of all of DAW's activities	DAW invests in its locations and respects human rights

SUSTAINABILITY ALONG THE VALUE CHAIN



9.5, 9.b

Build resilient infrastructure, promote sustainable industrialization and foster innovation

Innovations, research and development for sustainability are an integral part of our product philosophy



12.2, 12.4

Ensure responsible consumption and production patterns

We pursue energy-efficient and resource-saving optimisation of our product portfolio and our production locations



13.2

Take action to combat climate change

DAW takes responsibility for climate protection with its climate strategy, holistic mobility management and climate-neutral production sites

IMPACT OF VALUE CREATION



3.9

Good health and well-being

With our activities, we make a contribution to the good health and well-being of people



11.3, 11.6

Sustainable cities and communities

With our product solutions, we actively shape inclusive, resilient and sustainable living spaces in cities and communities

DEUTSCHER
NACHHALTIGKEITSTAG

#DNP12

Partnership

REGULAR DIALOGUES WITH OUR STAKEHOLDERS AND COOPERATIVE PARTNERSHIPS ARE THE FOUNDATION OF ALL OUR SUSTAINABILITY ACTIVITIES. IN ADDITION, DAW IS ALSO COMMITTED TO CHARITABLE CAUSES.



17.16, 17.17

Protecting biodiversity through benefits: this was the motto under which DAW, as a partner of the German Sustainability Award 2020, presented its project 'Wood varnishes based on camelina'

In dialogue with our stakeholders

DAW tackles important topics and develops strategic approaches in dialogue with its stakeholders. We have been organising regular **Stakeholder Dialogues** in Ober-Ramstadt for many years. Whether the topic is

'Healthy living and working' or 'Circular economy', participants from a wide range of fields such as architecture, crafts, business, politics and science discuss different perspectives.

Memberships and commitment

CULTIVATING PARTNERSHIPS

DAW also assumes its responsibility when it comes to networks. For example, we are a signatory to the **United Nations Global Compact** and report annually on our progress in the field of sustainability. We are a founding member of the **German Sustainable Building Council (DGNB)** and are actively involved, for example, in **Chemie³**, the sustainability initiative of the German chemical industry, as well as the **Federal Association for Energy-Efficient Building Envelopes**. Moreover, we are a partner of the initiative **Carbon-neutral state administration** of the Hesse Sustainability Strategy. We maintain cooperative partnerships for more sustainability in our **Network of innovation partners**, especially with our suppliers.

SUPPORTING CHILDREN AND CRAFTS

DAW is committed to promoting charitable causes. We pay special attention to projects that improve opportunities for children. For example, we support the children's and youth organisation Die ARCHE e.V. in many ways.

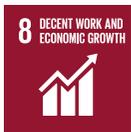
With the **Dr Murjahn Förderpreis award**, DAW also recognises special talents who provide ground-breaking impulses for the painting trade. The aim is to highlight the innovative strength and competence of the German painting and varnishing trade.

A close-up photograph of a person's hand holding a wooden-handled brush, applying a dark brown stain or paint to a wooden board. The person is wearing a dark blue long-sleeved shirt. In the background, several other people are visible, some looking towards the camera and others working. The setting appears to be a workshop or a training facility. The image is framed with white geometric lines on the left and right sides.

Value creation

ALONG ITS VALUE CHAIN, DAW PAYS PARTICULAR ATTENTION TO FOUR SUSTAINABLE DEVELOPMENT GOALS AND THE ISSUES BEHIND THEM: DECENT WORK AND GROWTH, RESEARCH AND INNOVATION FOR SUSTAINABILITY, RESPONSIBLE CONSUMPTION AND PRODUCTION PATTERNS, AS WELL AS CLIMATE PROTECTION MEASURES.

Decent work and economic growth



8.5, 8.7, 8.8

INVESTING IN LOCATIONS

In order to remain viable for the future, DAW is investing in its locations. One ground-breaking project is the construction of a state-of-the-art **logistics centre** at our company headquarters in Ober-Ramstadt, which is scheduled to go into operation in 2022. It will include an automated high-bay warehouse. Previously separate warehouses will be united under one roof, thus optimising the entire supply chain processes. This will allow us to save a large number of trips and further reduce our CO₂ emissions. The automated processes mean a considerable reduction in workload for the logistics employees.

DEVELOPING EMPLOYEES

Staying viable for the future also means investing in our employees because our success depends on their commitment and knowledge. With a wide range of events, initiatives and training formats, we want to promote skills and career opportunities as well as the interaction of our approximately 5,600 employees. DAW provides occupational training in 13 professions. Our **apprenticeship ratio** of 4.5% is above the industry average.

Our company **health management** is an essential part of DAW's corporate culture and offers a wide range of activities, from exercise and relaxation courses to keynotes. We see cultural diversity and tolerance as key strengths that we must support and safeguard. We reaffirm this by having signed the German **Diversity Charter**.

RESPECTING HUMAN RIGHTS

Our **Supplier Code** obliges our suppliers to comply with the laws that apply to them and the principles of the Global Compact. These include observing human rights, fighting against forced and child labour, taking steps towards environmental protection and adopting measures against corruption and bribery. DAW supports the German government's **National Action Plan on Business and Human Rights (NAP)** and has carried out a comprehensive analysis of its business activities on human rights due diligence in this context and examined the supply chain for potential risks.

WE PROVIDE OCCUPATIONAL TRAINING IN **13**
PROFESSIONS THAT REQUIRE AN APPRENTICESHIP

Research and innovation for sustainability



9.5, 9.b

CULTURE OF INNOVATION

Whether façade coatings or interior paints: DAW makes a considerable contribution to enable people to live and work in healthy, well-designed, efficient and sustainable spaces. This is the focus of our research and development. Ever since it was founded, DAW has been regarded as an innovative provider of environmentally friendly and healthy products and services. Generating innovations is one of our core values. We have also received various **awards** for our innovation performance in recent years. For example, we won the DGNB's Sustainability Challenge in the 'Innovation' category in 2019 for our sustainable wood finishing products based on camelina, which contribute to biodiversity and resource conservation (see p. 21).

Our innovation management is closely linked to sustainability management. We perceive ourselves as a pioneer for sustainable solutions from production and logistics to building certification. To ensure that this remains the case in the future, we have implemented a systematic innovation management in which we work, among other things, according to the established **Stage Gate**[®] process, a multi-stage procedure for testing the market readiness of product innovations. A **foresight manager** deals with the early identification of market and technology trends. Employees can present and discuss innovative ideas on the so-called **Ideation Platform**.

Our employees can also submit ideas and suggestions for improvement as part of our **CapaGrips** improvement process. The best ones are rewarded with attractive prizes.

We promote a lively culture of innovation through various formats and events, including the following:

Innovation Camp

- Our Innovation Camp is an event lasting several days in which employees and external experts work intensively in interdisciplinary teams on a topic that is strategically important for DAW.

Innovation Talks

- In this format, external experts share their expertise on innovation-relevant topics with employees from future technologies to innovation drivers.

Innovation Symposium

- Once a year, we organise this in-house fair for innovations, where prototypes are presented.

RESEARCH PROJECTS

The **Dr Robert Murjahn Institute** is also actively involved in innovation activities. For example, the research institute conducts research projects on the properties of coating materials and façade systems, their durability, sustainability and environmental relevance. For example, the 'Sprinkled façades' project is investigating the release behaviour of substances from façade coatings.





Responsible production



12.2, 12.4

Whether at our sites or along the supply chain: DAW ensures responsible production in all areas and thus contributes to SDG 12. Examples of this are our **Supplier Code of Conduct** (see p. 13) or our **climate-neutral production activities** in Germany (see right side). In order to implement our sustainability goals in our daily work, we work with management systems, employee training and performance indicators. The largest

part of our business operation responsibility is covered by our **integrated management system (IMS)**, which is regularly audited by external experts. This pools together quality management systems in conformity with ISO 9001, environmental protection in conformity with ISO 14001, occupational health and safety in conformity with ISO 45001 and energy in conformity with ISO 50001.

Climate protection



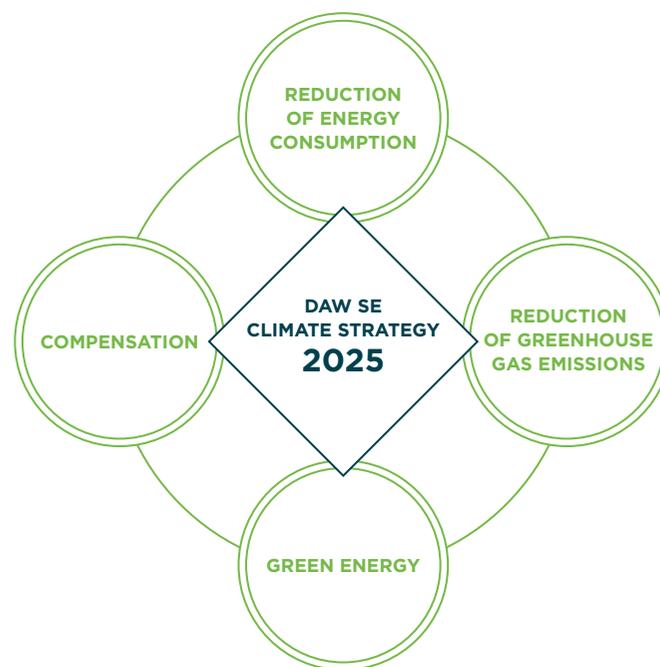
13.2

Global warming is one of the greatest challenges of our time, which is why DAW is pursuing its commitment to climate protection within its own company with ambitious targets. Our Climate Strategy 2025 is guided by the science-based target of limiting global warming to well below two degrees. DAW's production processes and administration at German sites have already been climate-neutral since 2017. We publish a greenhouse gas balance in our annual progress report.

The **Climate Strategy 2025** is implemented by means of four building blocks:

1. We aim to reduce total energy consumption at our German locations by 15% by 2025.
2. Greenhouse gas emissions at these locations and in the vehicle fleet are to be reduced by 67% overall (scopes 1 and 2). The base year is 2015 in each case.
3. We will continue to cover 100% of our electricity consumption with green electricity.
4. The remaining emissions from the heat supply will be offset through the purchase of carbon credits.

Modules of the Climate Strategy 2025 at DAW SE



100%

CLIMATE-NEUTRAL PRODUCTION IN GERMANY

Sustainable products



12.2, 12.4

We also contribute to Sustainable Development Goal (SDG) 12 'Responsible consumption and production patterns' with our products. Sustainably designed buildings make an important contribution to climate protection, conserve resources and promote the good health and well-being of their occupants. Furthermore, we contribute with our products to maintaining the value of real estate.

SUSTAINABLE BUILDING ENVELOPES

In the case of the building envelope and the façade, it is primarily a question of value retention and energy factors in addition to the design. The products of the DAW brands cover a wide range of customer needs, ranging from cost-efficient **external thermal insulation composite systems (ETICS)** and **glass façades that generate electricity to natural materials** such as wood or air-filtering **moss cultures**. All of these products are proven to optimise energy efficiency and increase the sustainability of buildings. Investors, architects, building designers and private homeowners can make a tangible contribution to protecting the environment while also helping to preserve the value of their properties.



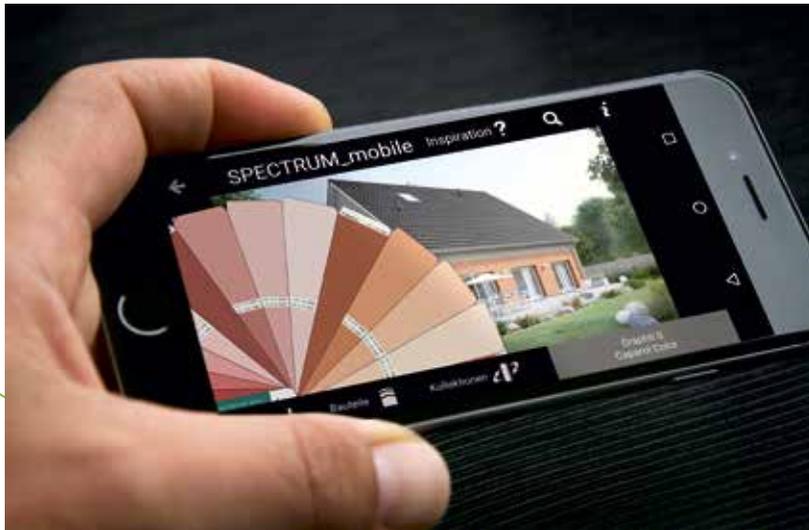
Photovoltaic façade: Smart building envelope with multiple benefits



NATURE & HIGH-TECH

AeroCare by alsecco is the world's first moss-based bio-tech façade. The modular system, which was developed together with the start-up company Green City Solutions, has many positive features: special moss cultures filter pollutants from the air. Moreover, the green façade also absorbs sound and acts as an air humidifier. It not only supports thermal insulation, but also offers significant cooling in summer and opens up new, aesthetic design options for architects.





HEALTHY PAINTS FOR THE HOME

Sustainable coating materials and paints have a long tradition at DAW and its brand companies.

In 1985, the company launched the first emission-minimised and solvent-free interior paint (E.L.F.) on the market. Today, **E.L.F.** and (additionally preservative-free) **E.L.F. plus** products represent an important market segment with a wide range of applications, such as primers, fillers and interior and façade paints. In indoor spaces, these products ensure a healthy atmosphere. Many bear the Blue Angel ecolabel and test mark for interior paints tested for harmful substances, have won environmental awards and are particularly suitable for people with allergies.

DIGITAL EXPERIENCES

We offer our customers a complete package of quality goods, consulting and digital services.

With specially developed **colour design tools** for mobile devices, customers can individually combine colour shades and surfaces, wall techniques and floor coverings, fabrics and profiles. The digital experience promotes the sustainable use of materials.

FOR CERTIFIED BUILDINGS

DAW products contribute to the sustainability and health of buildings. Properties such as energy efficiency, the quality of indoor air or durability are important components in the certification of buildings according to sustainability standards, for example from the German Sustainable Building Council (DGNB). The importance of **sustainable building certification** is growing steadily, leading to a great demand for suitable products and information. In 2012, we presented the **Sustainability Data Sheet (SuDS)**, a document that has become the industry standard. It provides product-specific information required for the best-known certification systems DGNB, LEED, BNB and BREEAM.

35%

**CO₂-SAVINGS THROUGH
BIOGENIC MATERIALS IN THE
CAPAGEO LINE**

WITH RENEWABLE RAW MATERIALS

With Caparol's CapaGeo range, DAW has taken an important step towards producing paints, varnishes and glazes in an even more resource- and climate-friendly way. In these products, we are gradually replacing fossil raw materials such as crude oil or natural gas with **renewable raw materials**, while maintaining the same quality. In this way, we reduce CO₂ emissions and strengthen biodiversity. The binder of UniversallasurGeo is based on the ancient, cultivated plant camelina. Camelina is environmentally very advantageous because it can be cultivated together with pea plants and its flowers are a source of food for endangered insects. The interior paint, PlantaGeo, on the other hand, contains modified potato starch, which is obtained in a new process during potato processing.

The **packaging** of the CapaGeo line is also particularly environmentally friendly: both the metal and plastic containers are made of recycled material.



Ecological wood coating: The binder for UniversallasurGeo is based on the ancient, cultivated plant camelina.



Impact

WE CONTRIBUTE WITH OUR PRODUCTS TO IMPROVING PEOPLE'S QUALITY OF LIFE AND TO MORE SUSTAINABILITY IN SOCIETY - FROM HEALTHY INTERIORS AND DURABLE BUILDINGS TO SUSTAINABLE CITIES AND COMMUNITIES.

Alnatura's administration building sets new standards in sustainability. The interior was painted with Caparol paints based on renewable raw materials.

Good health and well-being



3.9

Whether in leisure time or at work, well-designed spaces that ensure a healthy living environment are essential for people's health. We thus contribute to Sustainable Development Goal 3, 'Good health and well-being', with our activities and products. Here are two exemplary projects where our products and services were used:

WORKING SUSTAINABLY

The headquarters of the organic food retailer Alnatura in Darmstadt is an ecological role model and shows that comfort and aesthetics can be combined well with climate protection. The IndekoGeo interior paint from Caparol used also sets standards in terms of sustainability: the products in the **CapaGeo range** are based on renewable or recycled raw materials, reducing petroleum use and CO₂ emissions. As an emission-minimised as well as solvent- and preservative-free E.L.F. plus paint, the interior paint also ensures a healthy indoor climate.

0%

PRESERVATIVES IN OUR E.L.F. PLUS PAINTS

COLOURS FOR WELL-BEING

The 'Haus der Begegnung' in Kirchanschöring is an innovative housing project: it combines 9 flats for independent living in old age, 10 care flats and communal areas under one roof. In addition, there is a public part of the building with a community room for readings and community college courses. A **colour concept** from the DAW FarbDesignStudio graces both the interior and exterior. Here, functionality goes hand in hand with the building's residential character and the atmosphere of the village. The distinctive colour scheme makes it easier for older residents to find their way around with the help of contrasts. The FarbDesignStudio worked with the specially developed 'Living Spaces' concept, which includes six different colour worlds especially for senior citizens.



Sustainable cities and communities



11.3, 11.6

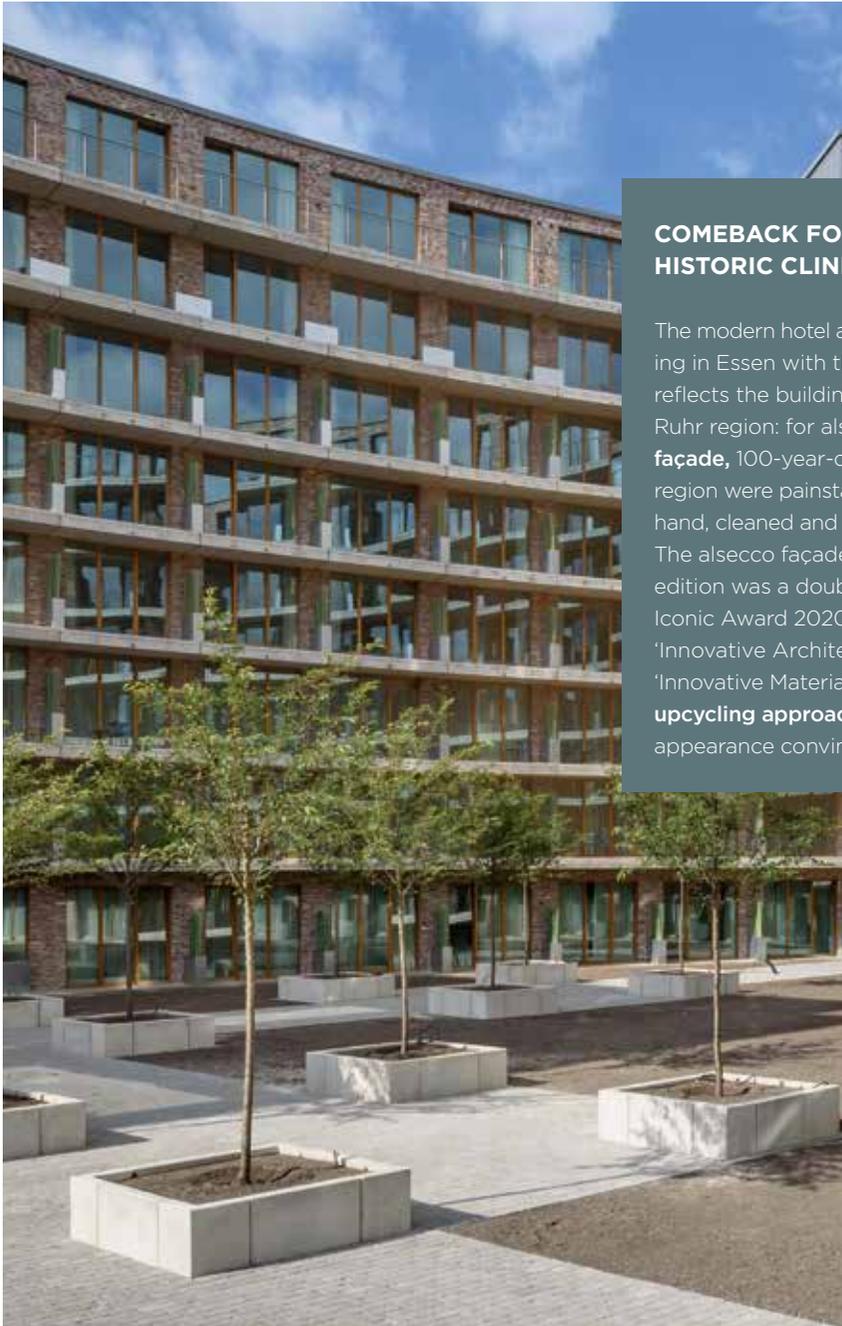
With our product solutions, we actively shape inclusive, resilient and sustainable living spaces in cities and communities. Whether it is new residential neighbourhoods, the renovation of old buildings, social facilities or schools, we contribute to sustainable cities and communities with numerous projects.

FUTURE-ORIENTED LIVING FOR YOUNG AND OLD

The 'Neues Wohnen Sündersbühl' neighbourhood in Nuremberg unites different generations. The barrier-free flats, some of which are wheelchair-accessible,

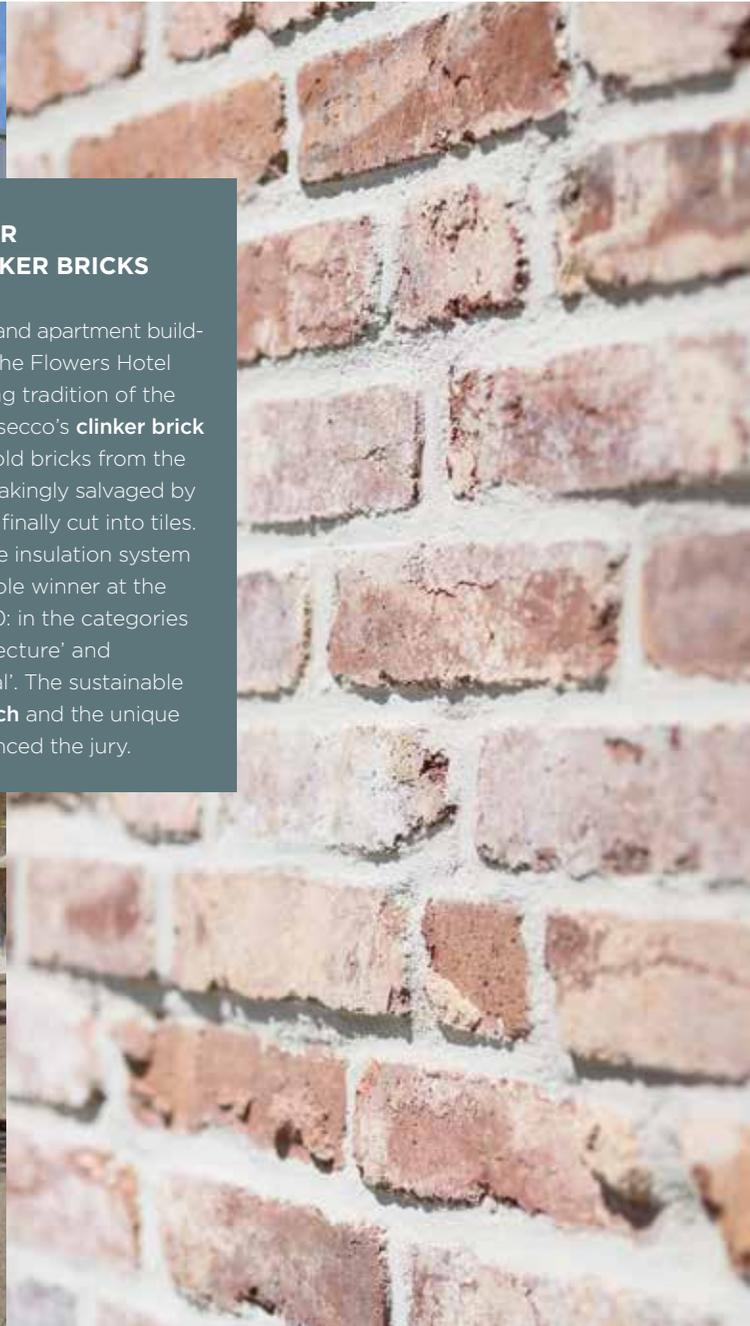
have balconies or terraces at ground level. Important supply and communication facilities are located on the ground floor, including a neighbourhood meeting place. The energy concept is also sustainable with district heating, air-water heat pumps and photovoltaics. Sustainability is enhanced by the fact that all buildings are entirely clad with a **Capatect external thermal insulation composite system**, together with striking timber elements. Thermosan façade render and façade paint from Caparol provide long-lasting protection against algae and fungal attack.





COMEBACK FOR HISTORIC CLINKER BRICKS

The modern hotel and apartment building in Essen with the Flowers Hotel reflects the building tradition of the Ruhr region: for alsecco's **clinker brick façade**, 100-year-old bricks from the region were painstakingly salvaged by hand, cleaned and finally cut into tiles. The alsecco façade insulation system edition was a double winner at the Iconic Award 2020: in the categories 'Innovative Architecture' and 'Innovative Material'. The sustainable **upcycling approach** and the unique appearance convinced the jury.





Awards and prizes

AS A PIONEER IN THE FIELD OF SUSTAINABILITY, WE HAVE BEEN REGULARLY RECOGNISED FOR OUR COMMITMENT FOR MANY YEARS AND HAVE WON NUMEROUS AWARDS, SUCH AS FOR OUR ECOLOGICAL PRODUCTS, OUR SUPPLIER CODE OF CONDUCT AND OUR INNOVATION PERFORMANCE. HERE IS A SMALL SELECTION OF THE AWARDS:

2021

- Following a successful application, DAW was selected as one of the companies permitted to present their work at the **Week of the Environment** at the official residence of the **Federal President**, Bellevue Palace.

2020

- DAW won the **My Good Example 2020** competition in the 'Large Companies' category. With this award, the Bertelsmann Foundation honours exemplary companies for their practised responsibility.
- In addition, we were one of the winners of the **Sustainability Project**. The Regional Network Offices for Sustainability Strategies and the German Council for Sustainable Development thus attested to our 'outstanding and effective commitment to a future fit for grandchildren'.

2019

- We won the 'Innovation' category award at the **Sustainability Challenge** organised by the German Sustainable Building Council (DGNB) for our glazes and wood oils made from camelina.



- In 2019, we received an award from the Verband der Chemischen Industrie e. V. (VCI) for our Supplier Code of Conduct: we reached third place in the nationwide **Responsible Care Competition**.

2018

- We won the **GreenTec Awards** in the 'Building & Living' category for our products based on camelina.
- The Sustainability Data Sheet was bestowed the **Responsible Care Award** of the Hesse branch of the VCI.
- We were awarded the oldest German inventor prize, the **Diesel Medal**, with our Caparol brand for our sustainable innovation performance.

2017

- As one of four finalists of the German Sustainability Award in the **Medium-Sized Companies** category, DAW impressed the high-calibre jury.

PUBLICATION DETAILS

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More on sustainability at DAW

UN Global Compact – Annual Communication on Progress
www.daw.de/verantwortung



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