

# CORPORATE SUSTAINABILITY REPORT 2022

**bms** marketing research + strategy

**bms- Gesellschaft für Internationale  
Industriemarktforschung, Beratung  
und Schulung mbH**

18.03.2023 | v1



# Scope



bms is a specialized marketing research agency with an office in Munich, Germany.

With a team of 10 skilled full employed researchers our main activity is to design, conduct and analyze market surveys on behalf of industrial clients.

The following Sustainability Report was inspired by the UN Sustainable Development Goals, ISO 26000 and the United Nations Global Compact.

Our policies, actions and results are in view to the most relevant topics based on materiality assessment for our operation:

1. Energy Consumption and GHG Emissions
2. Materials, Chemicals, Waste
3. Labor Practices and Human Rights
4. Ethics & Information Security



# Mission & Policies



- ✓ We are committed to permanently improve our environmental performance
- ✓ We want to eliminate any CO2 emission caused by our operation until 2030
- ✓ We want to provide a positive and inclusive corporate culture with a positive work-life balance for all employees being able to live a fulfilled life committed to family and society
- ✓ We want to be best practice regarding Labor Practices and Human rights.
- ✓ Our business ethics policy is in line with to UNGC Chapter 10
- ✓ Until 2025 we want to join the UN Global Compact initiative
- ✓ Until 2029 we want to link our reporting to the Global Reporting Initiative (GRI)



# 1 - Energy Consumption and GHG Emissions



## Policy

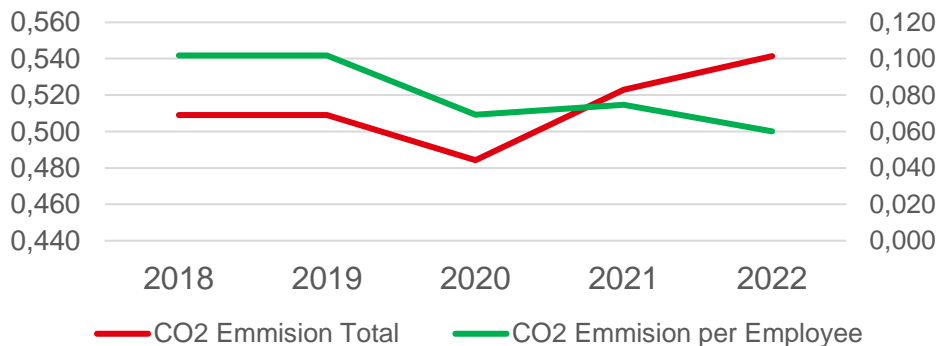
1. Save the environment and Planet by 100% CO2 Neutrality until 2030
2. Furthermore help to reduce Global Green House Gas Emissions

## Action

1. Reduce electricity consumption through savings (e.g. power saving equipment), solar energy and increased employee awareness
2. Reduce GHG emissions by purchase of green energy, solar, electrical cars, neutral cloud servers and reduced travel
3. Reduce GHG emissions by monitoring and improving sustainability performance of the supply side

## Result

**Yearly CO2 Emissions in Tons**  
(based on office electricity consumption)



### Further Targets until 2030:

- 100% CO2 neutral operation
- 100% CO2 neutral sourcing
- 100% Corporate cars electrical
- 100% Reduced business travel
- 100% Power saving building tech



## 2 - Materials, Chemicals, Waste



<b>Policy</b>	<ol style="list-style-type: none"> <li>1. Reduce waste of resources</li> <li>2. Reduce amount and ecological damage of produced waste</li> </ol>
<b>Action</b>	<ol style="list-style-type: none"> <li>1. Ensure paperless office (minimum printed pages)</li> <li>2. Increase share of reusable packaging</li> <li>3. Recycle outdated office equipment and IT</li> </ol>

<b>Result</b>	<b>KPI</b>	<b>2021</b>	<b>2022</b>	<b>2030 Target</b>
	<b><u>Paperless Office</u></b>			
	Average number of pages printed per month	288	95	<10
	<b><u>Waste Reduction</u></b>			
	Share of PET bottles in %	15%	85%	100%
	<b><u>Recycling of Equipment</u></b>			
	Share of retired office equipment and IT turned to recycling	100%	100%	100%
	<b><u>Waste Separation</u></b>			
	Waste separation according to mandatory local regulations	100%	100%	100%

Further Targets until 2030:

- Develop ways to promote sustainable use of resources to suppliers and customers



# 3 - Labor Practices and Human Rights



## Policy

1. Provide a positive work-life balance enabling employees to engage their life with sufficient time for personal hobbies, family and social engagement
2. Create, nurture and sustain a global, inclusive corporate culture, where differences drive our success
3. Ensure and maintain health and safety for all employees
4. Support training and skill development for all members of our team

## Action

1. Change working hours to improve work life balance
2. Monitor and support diversity
3. Support employees with healthy work environment (e.g.: ergonomic furniture and devices)
4. Improve training and skill development processes

## Result

Focus Area	KPI	2021	2022	2030 Target
<b>Work Life Balance</b>	Allowance for mobile work / home office	100%	100%	100%
	4 working days per week with full salary	0%	100%	100%
	30 days vacation per year	20%	30%	100%
<b>Diversity &amp; Inclusion</b>	% female employees	29%	11%	50%
	% female employees among senior positions	20%	17%	50%
	% employees > 55 years	14%	22%	25%
	% employees disabled	0%	0%	15%
<b>Health &amp; Safety</b>	Lost working days due to illness in %	2,0%	1,6%	< 3,5%
	Number of Muskuloskelettal Injuries	0	0	0

Further Targets until 2030:

- Introduce and include training and skill development processes for 100% of employees



# 4 - Ethics & Information Security



## Policy

1. Conduct our business ethically and responsibly, with the highest regard for human rights, environmental sustainability, and anti-corruption practices
2. Align our Ethics Policy with the United Nations Global Compact (UNGC) Principle 10
3. Ensure highest priority in regard to Data Protection and Data Safety in accordance with General Data Protection Regulation (DSGVO) and other relevant data protection laws and regulations has

## Action

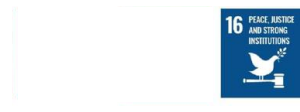
1. Require all employees to read and approve the respective codes of conduct
2. Implement employee trainings
3. Assign direct responsibility to team members

## Result

Focus Area	KPI	2021	2022	2030 Target
Anti Corruption & Anti-competitive practices	<b>Ethics Code of Conduct</b> % of employees signed corporate Ethics Code of Conduct (Since 2022)	--	100%	100%
	<b>Training</b> % of employees trained about aspects of Anti Corruption (UNGC online training starting 2023)	--	--	100%
Data Protection and Safety	<b>Data Safety and Protection Code of Conduct</b> % of employees signed corporate Data Safety and Protection Code of Conduct (Since 2022)	--	100%	100%
	<b>Training</b> % of employees trained about data security (Start 2023)	--	--	100%
	Number of employees with certified DSGVO Training (Start 2023)	--	--	3
	<b>Monitoring</b> Number of DSGVO Red Flags	0	0	0

### Targets until 2030:

- 100% of employees trained about aspects of Anti Corruption (UNGC online training)
- 100% of employees trained about data security



# Endorsement & Contact



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