

# Target concept WIN-Charta

As part of “Wirtschaftsinitiative Nachhaltigkeit Baden-Württemberg (WIN)”, sustainability business initiative of Baden-Württemberg

[www.owis.eu](http://www.owis.eu)



 NACHHALTIGES  
WIRTSCHAFTEN

**WIN!**  
CHARTA

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# *1. About OWIS*

# Components & solutions

OWIS was founded in 1980 in Staufen in Breisgau, Germany. Our broad product portfolio of beam handling systems, opto-mechanical components and manual and motorized positioners offers the perfect modular system to realize applications or laboratory setups in photonics. Due to the proximity to market and application, we are the perfect development partner for individual solutions, including for specific requirements in clean rooms and vacuum.



Modular system with more than 1.200 products



Partner for individual adaptations, system setups and product developments



Customizing for applications in vacuum and cleanrooms



Precision, functionality and reliability

## Location & setup

Around 50 highly qualified employees work under one roof at the only location in Staufen - our products are developed, manufactured and assembled here. They are characterized by precision and reliability. With 21 representatives worldwide, OWIS has competent contact persons for its products. In addition, OWIS develops competent and experienced solutions to individual challenges and can therefore respond to specific requirements with a high level of vertical integration and quality.




Developed and  
manufactured in  
Staufen im Breisgau,  
Germany



Well-established and  
highly qualified team



21 representatives  
worldwide



*Together we make  
groundbreaking ideas  
a reality.*

**Rüdiger Ruh**  
**Managing Partner**

## *Vision & strategy*

“Together we make groundbreaking ideas a reality.” This is our vision, which guides us in our daily work on the product, but also shapes our actions beyond that. That is why we invest in renewable energies and have joined the "Zielgerade 2030" alliance to become a climate-neutral company.

As a training company, we also accompany young talents on their way into professional life and qualify prospective technicians for their respective specialist areas.

We want to think about tomorrow today. That is why we are delighted to be a WIN-Charta company and accept the challenge of achieving the goals we have set ourselves.

## *2. The WIN-Charta*



# *The WIN-Charta*

## **Commitment to sustainability and the region**

By signing the WIN-Charta, we are acknowledging our economic, ecological and social responsibility. We also identify with the region in which we operate.

**The following 12 guiding principles describe our understanding of sustainability.**

### **Committed companies from Baden-Württemberg:**

Detailed information on the WIN-Charta and other signatories of the WIN-Charta can be found at [www.nachhaltigkeitsstrategie.de/wirtschaft-handelt-nachhaltig](http://www.nachhaltigkeitsstrategie.de/wirtschaft-handelt-nachhaltig)

# *The WIN-Charta*

## Human rights, social interests & employee interests

### **Guiding principle 01 - human rights and rights of employees:**

"We respect and protect human rights and the rights of employees, ensure and promote equal opportunities and prevent any form of discrimination and exploitation in all our business processes."

### **Guiding principle 02 - employee well-being:**

"We respect, protect and promote the well-being and interests of our employees."

### **Guiding principle 03 - stakeholders:**

"We consider and take into account all stakeholder groups and their interests in our processes."

# *The WIN-Charta*

## Environmental interests

### **Guiding principle 04 - resources:**

"We are increasing resource efficiency, boosting raw material productivity and reducing the use of natural resources."

### **Guiding principle 05 - energy and emissions:**

"We use renewable energies, increase energy efficiency and reduce greenhouse gas emissions in line with targets or offset them in a climate-neutral way."

### **Guiding principle 06 - product responsibility:**

"We take responsibility for our services and products by examining the sustainability of the value creation process and the product cycle and creating transparency in this regard."

# *The WIN-Charta*

## Economic added value

### **Guiding principle 07 - successful business and jobs:**

"We ensure the long-term success of the company and offer jobs in the region."

### **Guiding principle 08 - sustainable innovations:**

"We promote innovations for products and services that increase sustainability and underline the innovative potential of Baden-Württemberg's economy."

# *The WIN-Charta*

## Sustainable and fair finances, anti-corruption

### **Guiding principle 09 - finance decisions:**

"We act in the spirit of sustainability, especially in the context of finance decisions."

### **Guiding principle 10 - anti-corruption:**

"We prevent corruption, uncover it and sanction it."

# *The WIN-Charta*

## Regional added value

### **Guiding principle 11 - regional added value:**

"We generate added value for the region in which we operate."

### **Guiding principle 12 - incentives for rethinking:**

"We provide incentives for rethinking and act at all levels of the company and involve both our employees and all other stakeholder groups in an ongoing process to increase corporate sustainability."

# *3. Our key topics*

## *Our key topics*

In the coming year, we will focus on the following guiding principles of the WIN-Charta:

### **Guiding principle 02 - employee well-being:**

"We respect, protect and promote the well-being and interests of our employees."

### **Guiding principle 05 - energy and emissions:**

"We use renewable energies, increase energy efficiency and reduce greenhouse gas emissions in line with targets or offset them in a climate-neutral way."



## *Our key topics*

### **Why these key topics are particularly important to us:**

With these two guiding principles, we want to consistently continue and further expand the commitment that we have already begun in the first steps.

The goal of becoming a sustainable company is firmly anchored in our corporate strategy and is to be pursued continuously. As an industrial company, we see it as our duty to reduce greenhouse gas emissions and use renewable energy sources.

Even though we have taken a big step with our photovoltaic system and the purchase of 100% green electricity, we would like to take further measures to achieve this goal.

# *4. Objectives for our key topics*

# *Guiding principles 02 - employee well-being*

## **Where are we now?**

With the change of ownership, employee satisfaction became more of a focus. We are implementing the following measures:

- Individual working time models:  
Compatibility of family and career
- Shortening of the shifts: Maximum working time ends at 7:30 pm
- Employee health: Bicycle leasing via Jobbike and integration of sport in everyday life with Hansefit
- Company pension plan for all employees
- Information for all employees: Annual review and outlook on the economic situation of the company

# Guiding principle 02 - employee well-being

## How we want to make change happen:

In order to further increase employee satisfaction, we at OWIS would like to achieve the following goals:

- Regular and transparent communication, with the right tool for communication
- Create pleasant recreational opportunities in addition to the existing recreation room, such as make the garden area more attractive



## *Guiding principle 02 - employee well-being*

**We want to benchmark ourselves by this:**

- Keep fluctuation rate low
- Reduce sickness rate
- Recommendation rate
- employee satisfaction through regular surveys



*Together with our employees,  
we want to continue  
developing OWIS.*

**Annette Ruh**  
**Head of human resources**



# *Guiding principle 05 - energy and emissions*

## **Where are we now?**

Measures introduced in the last two years are already leading to a significant reduction in greenhouse gas emissions on a daily basis.

- Installation of a PV system on all company roofs has led to significant savings in electricity costs since 2022
- The PV system will supply 30% of our electricity requirements as early as 2023. 70% comes exclusively from renewable energies
- Six company-owned charging stations supply 100% green electricity
- Average distance traveled to work per employee per day is 22 km
- Around a quarter of employees use their own Jobbike in warmer months
- Conversion to LED lighting and use of motion detectors
- Recovery of process waste heat: This is fed into the heating system via a heat pump
- Creation of a measuring concept with energy consumption by division to determine electricity consumption

# *Guiding principle 05 - energy and emissions*

**How we want to make change happen:**

**Saving energy for electricity and heat:**

- Automating and modernizing our machinery gives us more flexibility and allows us to make optimum use of the electricity provided by our PV system
- Overall concept for our compressed air system
- Optimization of the heating system





# *Guiding principle 05 - energy and emissions*

**We want to benchmark ourselves by this:**

- **Energy intensity:**  
The ratio of energy consumed to sales
- **Machine running times:**  
Increase machine running times at the weekend to make better use of the self-generated electricity from the PV system



# *5. Further activities*

# *Human rights, social interests & employee interests*

## **Guiding principle 01 - human rights and rights of employees**

### **Goals and planned activities:**

- Respect for human and employee rights is a matter of fact for us
- Respectful, appreciative and social interaction, regardless of age, gender, religion, sexual orientation, origin and education, is essential for us
- We reject any form of discrimination
- Every employee is supported and encouraged in his or her abilities
- Working together as equals in a spirit of trust is very important to us and essential for achieving our strategic goals

# *Human rights, social interests & employee interests*

## **Guiding principle 03 - stakeholders**

### **Goals and planned activities:**

- Suppliers, customers and employees are our stakeholders
- However, we also want to make people in the region aware of us and raise our profile
- One of the aims is to provide young people with the opportunity of vocational training - in both technical and business skills



# *Environmental interests*

## **Guiding principle 04 - resources**

### **Goals and planned activities:**

- Digitize paper-intensive processes to conserve resources
- A drinking water fountain and glass bottles have already been provided for our employees
- To reduce packaging waste, we are planning to use returnable packaging with our main suppliers
- Ongoing sensitization of staff to the energy-efficient use of heating, ventilation and lighting
- Optimization of the use of raw materials, taking into account energy consumption, material and handling costs
- We will define further measures to conserve resources as part of the “Zielgerade 2030“

# *Environmental interests*

## **Guiding principle 06 - product responsibility**

### **Goals and planned activities:**

- We want to optimize our production processes by defining responsibilities for product families among production and assembly employees
- This sharpens the sense of responsibility of each individual and enables us to maintain our very high quality standards in the long-term and avoid returns



# *Economic added value*

## **Guiding principle 07 - successful business and jobs**

### **Goals and planned activities:**

- Our ambition is to maintain and expand jobs in the region
- It is important to us to get young people interested in technical professions and to attract them to us
- We strive to use the company's success for innovations and investments that contribute to the company's continued success

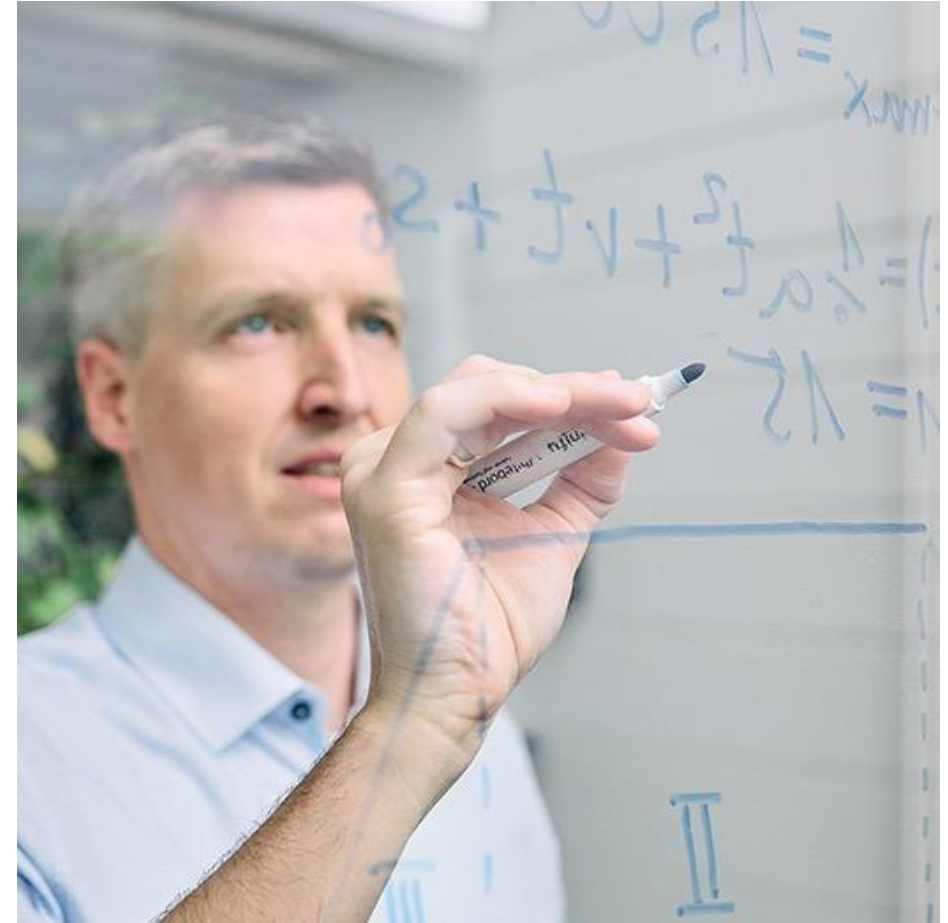


# *Economic added value*

## **Guiding principle 08 - sustainable innovations**

### **Goals and planned activities:**

- We make groundbreaking ideas a reality and master the technology. In this way, we want to support our customers in realizing innovations





# *Sustainable and fair finances, anti-corruption*

## **Guiding principle 09 - finance decisions**

### **Goals and planned activities:**

- All financial decisions serve the long-term success of the company and are therefore subject to the concept of sustainability
- We consistently pursue our strategic goals and carefully weigh all financial decisions against the achievement of these goals
- We cooperate exclusively with banks from our region



# *Sustainable and fair finances, anti-corruption*

## **Guiding principle 10 - anti-corruption**

### **Goals and planned activities:**

- We speak out clearly against corruption and any form of corrupt behavior
- Full compliance with all laws is a matter of fact for us and is practiced in our daily work



# *Regional added value*

## **Guiding principle 11 - regional added value**

### **Goals and planned activities:**

- When selecting suppliers and service providers, we give preference to companies based in the region, as long as relevant criteria are met
- We seek educational partnerships in the region



# *Regional added value*

## **Guiding principle 12 - incentives for rethinking**

### **Goals and planned activities:**

- We want to avoid any kind of waste. That is why we have introduced a lean management system that we are constantly improving
- Around a quarter of our employees currently use the Jobbike program. Our aim is to get even more employees interested and increase this proportion



# *6. Our WIN!-Project*

## 6. *Our WIN!-Project: Support for young talent*

We want to arouse the interest of girls and boys in technical professions and for our company at an early stage by introducing them to careers in precision mechanics, optics and laser technology in a practical way.

To achieve this, we want to carry out internships, test sessions and events such as "Girls Days" and train young people to become specialists.

### **Goals and planned activities:**

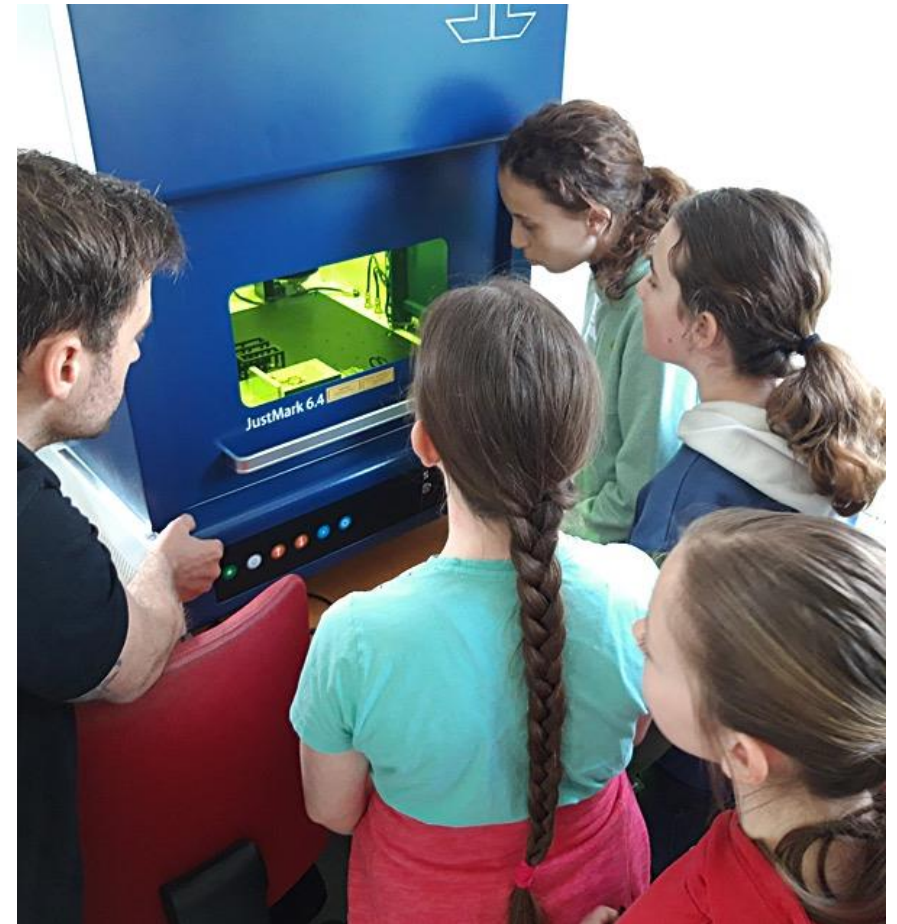
- Attracting well-trained employees
- Counteracting the lack of skilled workers



## 6. Our WIN!-Project: Support for young talent

### Cooperation with schools in the region

- Regular workshops, internships or work experiences for students from the cooperating schools
- Supporting socially disadvantaged young people by sponsoring or financing private coaching
- It is also an option for our employees to give presentations in schools about their tasks and specialist topics at OWIS
- Providing laser technology modules for lessons to demonstrate the practical use of lasers



# *7. Contact & editor*



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