



Rubena

THE POWER OF FLEXIBILITY

BUILDING A
SUSTAINABLE
BUSINESS

SUSTAINABILITY IN RUBENA

Rubena is committed to sustainable development that protects ecosystems and preserves biodiversity for future generations. This development is based on social, economic and environmental pillars, including a social responsibility strategy, an environmental strategy and principles of ethical behaviour.



CONTENT



ENVIRONMENT



SOCIAL RESPONSIBILITY



GOVERNANCE



ENVIRONMENT

- **Climate change**

We are committed to the Paris Climate Agreement and want to become a carbon neutral company.

- **Resources**

We want to promote a circular economy and minimize the negative impacts of production (CO₂, energy, water, waste, volatile organic substances) when using resources.

- **Environmental regulations**

We want to be a modern and transparent company that promotes integrity through effective management schemes that include environmental impact evaluation at all stages of the product life cycle.



ENVIRONMENT

- **Reducing waste production**
 - Suitable technological optimizations
 - Installation of sodabars in operations and administration (PET bottle reduction)
- **Waste recycling**
 - Active sourcing of suitable companies for collection and recycling of materials
 - Consistent waste recycling
- **Reducing energy consumption**
 - New machines with low power consumption
 - Lighting - replacement of outdated luminaires with LED lights
 - Reducing the energy consumption of buildings (insulation, replacement of windows, ...)



ENVIRONMENT

- **Air quality**

- We try to reduce the local air quality pollution through appropriate measures.
 - Replacement of gas boiler in Velké Poříčí (reduction of gas consumption)
 - Replacement of organic solvents with eco-friendly ones (rope cementation)
 - Reduction in the use of company cars (online customer meetings, training).

- **Reducing hazardous substances in our products**

- We comply with REACH legislation - Regulation (EC) No 1907/2006 of the European Parliament and of the Council, SVHC.



SOCIAL RESPONSIBILITY

The concept of corporate social responsibility has always played a key role among Rubena's interests. The company has a strong bond not only with its employees and their families, but also with the people living around its production facilities. Our main focus is on sports clubs/talents, cultural and social events, mobility of the population, care for employees and good relations with the surrounding area.



SOCIAL RESPONSIBILITY

- **Support of sports activities**

- In addition to supporting high-level sports clubs, we also support small sports clubs, including those that provide sports activities for the little ones.
- Our hockey pucks are widely used for playing and promotional purposes throughout hockey Europe, the USA and Canada.

- **Culture**

- We regularly support cultural and social events in the region.

- **Population's mobility**

- By producing and distributing bicycle tyres we support the population's mobility in all categories.
- We provide mobility for people with disabilities, improving their quality of life.



HELPING WHERE IT'S NEEDED

We are part of the Bikes for Africa project, which sends bikes to The Gambia every year to help young students commute to school.





GOVERNANCE

Rubena's corporate culture and policies apply the principles contained in the Code of Ethics, which is based on generally accepted social values. The Company regularly reviews and evaluates the satisfaction of its employees and takes appropriate measures for improvement, including the provision of benefits.

GOVERNANCE

- **Integrity**

- We believe that only honest and reliable conduct in accordance with the principles of integrity will enable us to gain and strengthen the trust of our employees, customers, business partners and the general public.

- **We follow the regulations**

- We are committed to legal and ethical compliance, including competition, financial and tax, environmental and employee relations, including equal opportunities.

- **Code of Ethics**

- The Code of Ethics summarizes the basic principles of employee conduct and is used as a guide to help manage legal and ethical challenges that affect the company's reputation and includes principles of conduct that are an integral part of the company's culture.



RISK MANAGEMENT

Identifying, anticipating and managing the risks and opportunities associated with Rubena's activities is critical to its success. The risk management system aims to quickly identify potential risks, take appropriate action, minimise damage and eliminate existentially threatening risks. However, the best system cannot anticipate all risks, and an internal control system cannot prevent unforeseen events. Changes in the economic and legal environment may also create new opportunities that the Company exploits to strengthen its competitive position and improve performance.





TOGETHER FOR THE FUTURE



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