

Sustainability in Lely



innovators in agriculture



Sustainability

innovators in agriculture

- **Sustainability** at a company level is optimizing environmental, social and economic aspects (people, planet, profit) of products and activities in the company, for the short and the **long term**.
- Term used for addressing sustainability in companies can be corporate social responsibility CSR.





innovators in agriculture

Motivation

- **Shared Value Principle:** In order to develop CSR it is important to understand the intrinsic relation between companies and society and make sure this relation makes part of the **company's strategy**.
- For a company to succeed, it needs to be based on a healthy society. Health care, education and equal opportunity improve workers productivity. Safe products and operations appeal to costumers and prevent costs of accidents. An efficient use of natural resources improves the productivity of the company.



innovators in agriculture

Motivation

- Clear and strong regulations and policies protect companies and consumers rights, and in the same time create a proper space for innovation and efficiency in the company's operations and transactions. A healthy society allows the expansion of the **demand for business**; when more human needs are met aspirations grow. If a company operates at the expense of society any perceived success will be momentary and irrelevant in the long term.



innovators in agriculture

Motivation

- A healthy society is in need of successful companies. The business sector is the most effective sector for jobs creation, innovation and wealth; key aspects for improving living standards and social conditions. If civil society does not allow businesses to operate productively all of these benefits will not be generated, finally leading to a decrease of the living standards and prosperity of society.
- Once this relation is acknowledged a shared valued principle should govern any policy or action that involves business and society. If an action benefits one over the other the **long term** effect will affect negatively both parts.



innovators in agriculture

Approach

- **Mission:**

A sustainable, profitable and enjoyable future in farming.

- **Vision:**

We inspire people to create innovative solutions that help our customers excel in sustainable milk production, forage harvesting and energy sourcing.





innovators in agriculture

Approach

- **Core Values**
- **Innovation**

We think out-of-the box and seek opportunities for innovation, aiming for a positive change to shape a better future for man and animal.

- **Passion**

We are passionate about what we do, committed to the future of the agricultural sector in heart and mind.



innovators in agriculture

Approach

- **Progress**

We realize that our business can only grow if our people grow; we encourage our people to go that extra mile supporting them with professional and personal development.

- **Respect**

Wellbeing of man and animal as well as the environment are at the heart of our company. We are constantly seeking more sustainable alternatives.

- **Honesty**

We endeavor to live up to our promises; say what we do, do what we say.



innovators in agriculture

Approach

- Sustainability has been incorporated to the core activities of the company, it is not treated separately.
- It is an ongoing process with continuous improvement.
- Innovative approaches are considered and assessed continuously as part of the process.
- Aim net positive impact.



innovators in agriculture

Projects

- **Taurus**
- Reconditioning and upgrade of milking robots.
- Expand lifetime of robots and provide more affordable solutions to customer.
- At the moment significant environmental impacts are reduced (mainly at extraction and disposal). The program is growing to produce net positive impacts.
- Growth example with electronics of the robot: Critical materials, modular design, etc.





innovators in agriculture

Projects

- **Lely Center facilities**
- Personalized customer support. It is the local point of contact with the final customer. There are regional centers in all the countries where the product is distributed.
- Close relation to relevant stakeholders brings the shared value principle into practice. The most significant impacts are identified and addressed in this manner.



innovators in agriculture

Projects

- **Sustainable Building**
- Lely is constructing the most sustainable building in continental Europe for its corporate offices.
- BREAM-NL Certification:
 - ‘Outstanding’ (the maximum of 5 stars). For a building with an industrial function, this is a unique achievement for the European mainland.
 - ‘Excellent’ (4 stars) was granted to the office section of the new corporate premises.



innovators in agriculture

Projects

- Categories: management, health, energy, transport, water, materials, waste, land use & ecology and pollution.
- 343 tons of CO₂ per year.
- One of the design premises was to provide an environment where the wellbeing of the workers is a priority.





innovators in agriculture

Renewable Energy

- Commitment to reducing our impact and the impact of our stakeholders on Green House Gases and Energy.
- Climate Positive farming solutions by 2020
- Complete business concepts that ensure energy-neutral operations in the farming sector.





innovators in agriculture

Renewable Energy

- Sister company Aircon – Small scale windmills, suitable for farms.
- Refining and Digesting – Bioenergy and mineral extraction – AgriModem.
- Promote decentralized energy production.





innovators in agriculture

Innovation

- As one of the core values of the company, it is intrinsic in the company's operation.
- Lely has been ranked as the 3rd most innovative company in NL.
- Hand in hand with sustainability development in the company.
- Lely Vector has won the 2012 Bronze Sickle – Innovation award.



innovators in agriculture

Sustainability in Lely

- Ongoing process, continuous improvement.
- The area's reach is aim not only to the direct company's operations, but to the company's stakeholders.
- Sustainability has been incorporated on the strategy and the day to day operations of the company.
- Commitment to have a positive sustainability impact for the short and the long term in society.