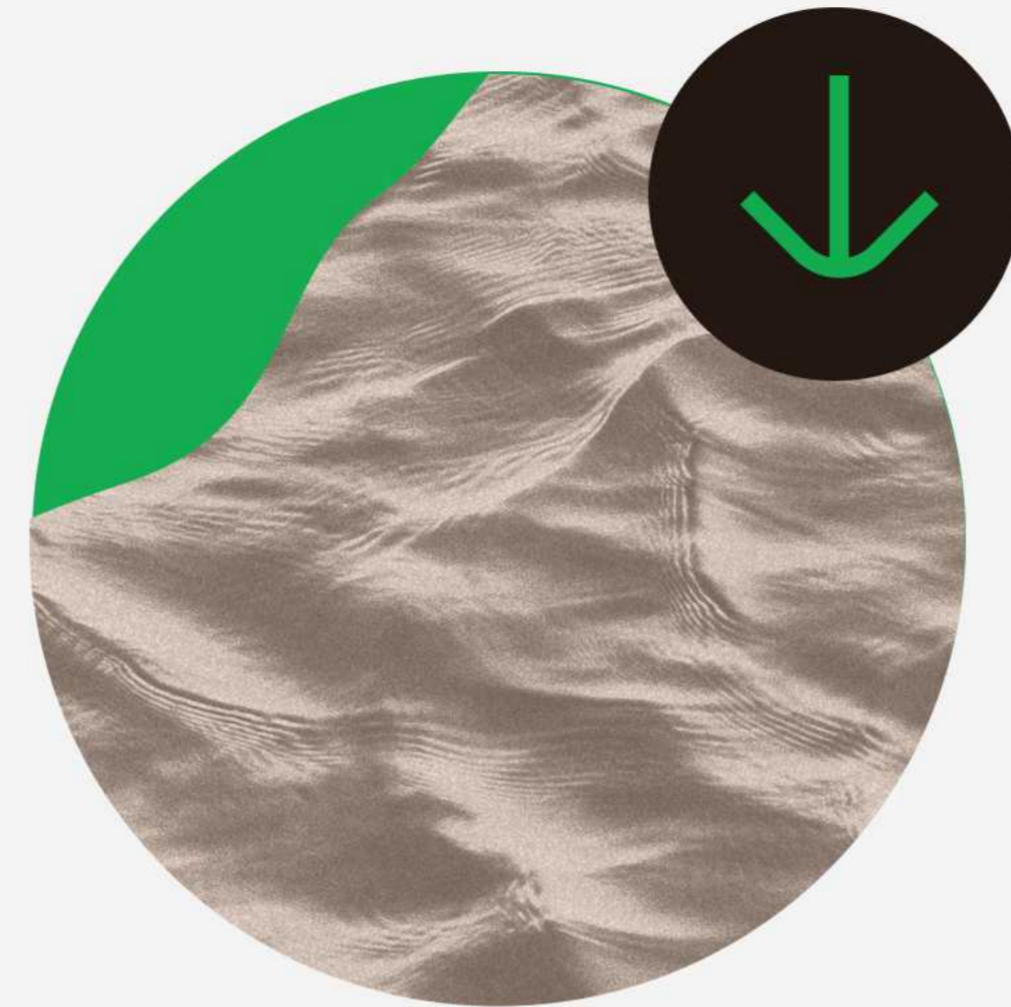


# Case study: Hanzestrohm



# The Challenge

Hanzestrohm lacked insight into their current sustainability performance and therefore also their potential opportunities for improvement.

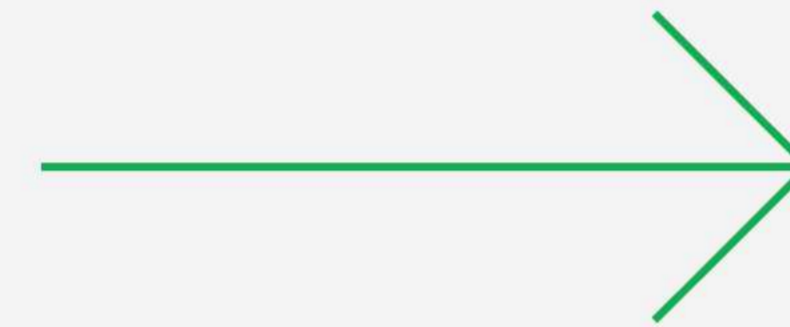


# The Solution

Identification of gaps between the aspirations of the company and current performance.

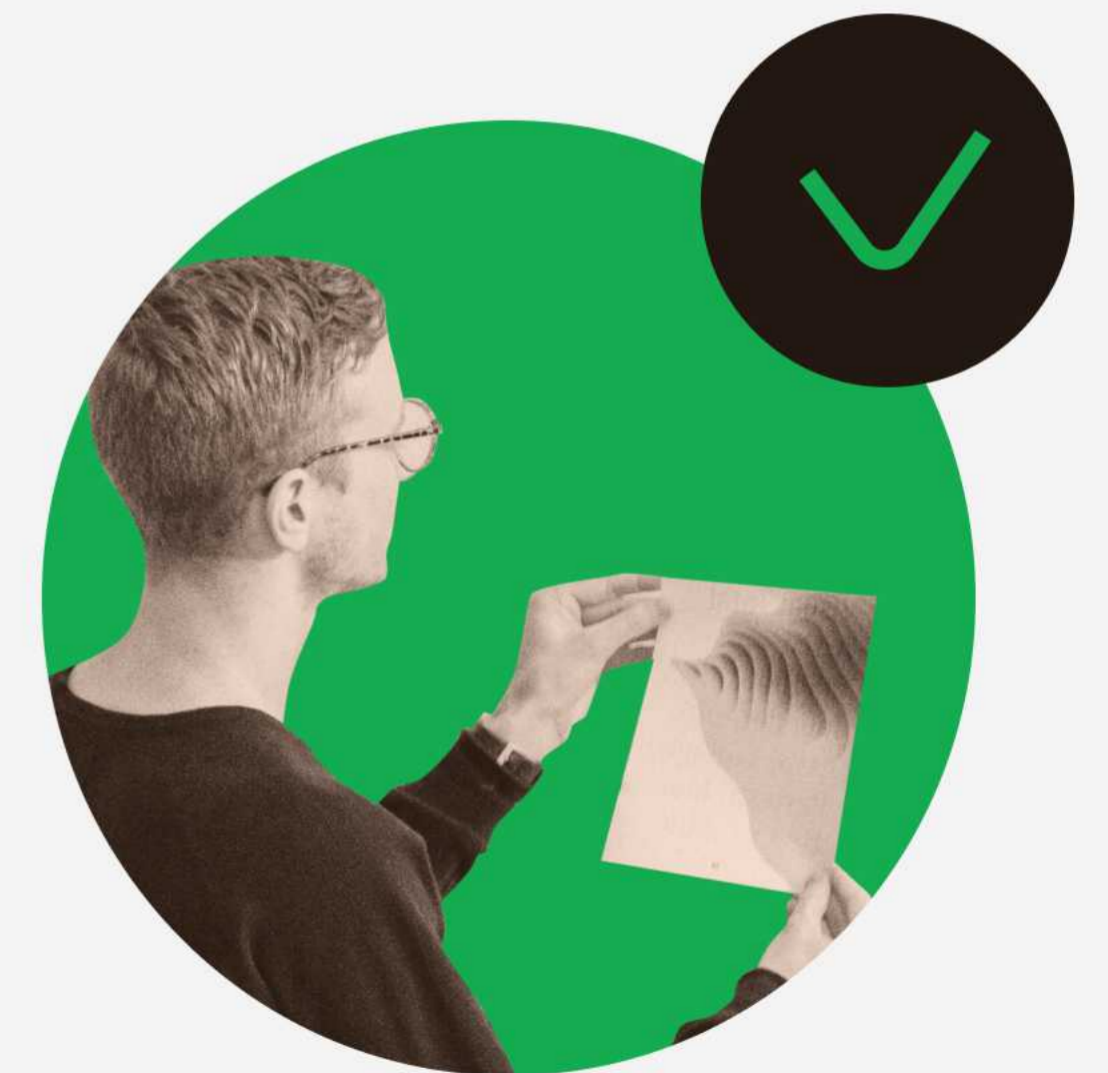
A strategy was formulated to address material topics.

Use of the EcoVadis platform for outside verification.



# The outcome

Sustainability efforts have been formalised and the company achieved the Bronze medal.



# Company Facts

€ <100 million in revenue

135 employees

3 locations

EcoVadis Bronze current

## The context

- Hanzestrohm is aware that electronic waste is the fastest growing waste stream globally, with only 20% being recycled;
- On top of that, extensive use of scarce materials and conflict minerals lead to a negative environmental and social impact;
- The company wanted to act on this knowledge and apply circularity where possible.

## Project Objectives

- To gain insight into the present sustainability management system and its performance;
- Actively engage employees in the rebranding and create an inclusive transformation agenda;
- To translate a long-term vision and mission into day-to-day operations so sustainability becomes part of the company DNA.

## Key Outcomes

- Hanzestrohm achieved the EcoVadis Bronze medal through the initial formalization of its sustainability efforts, initiatives and performance;
- A short and long-term action plan to strengthen the Sustainability Management System and roll out the further strategy.

## Nexio Projects' Solution

- Thorough industry research to determine material issues and benchmark Hanzestrohm against their industry through use of the EcoVadis platform;
- Identification of gaps between aspirations and performance;
- A future-proof roadmap focused on closing those gaps;
- Strong policies and employee awareness trainings to ensure alignment and transparency;
- A strategy for other material issues such as emissions and circularity.

**“As a family-owned firm, sustainability and care for society around us is part of our DNA. Structuring and defining our efforts is a key challenge. That’s why we asked Nexio Projects to help us create an action plan and support us to incorporate sustainability into our vision and mission.”**

**Gijs Hemmink,  
Sustainability Manager,  
Hanzestrohm**

