

## Event review:

# ACstyria Mobilitätscluster - Decarbonized Value Chain – 5 steps to sustainability in the company

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The economy of the future must be sustainable. All speakers at the ACstyria Business Lounge on 2 February agreed on this. Under the title "Decarbonised Value Chain - In 5 Steps to Corporate Sustainability", the participating companies got an impression of how the 17 UN Sustainable Development Goals (SDGs) help Magna Steyr and Metalpine to operate more sustainably..

## **Funded SDG workshop series: Businesses and the 17 SDGs by [Pro Sustainability](#)**

Magna Steyr and Metalpine participated as SDG pioneers in the first series of workshops organised by Ana Moreno of Pro Sustainability on the 17 Goals 2020. In her presentation, Ms. Moreno emphasised the need for the mobility sector to make sustainable changes. For the development of new strategies and environmentally sustainable innovations, the SDGs with their 169 sub-goals are the ideal international basis for a new orientation. It is about clean energy, circular economy, sustainable mobility, restoration of biodiversity, but also about issues such as more peace, less poverty and justice.

With many helpful best practice examples, Moreno worked with the workshop participants on the implementation of the SDGs along the value chain and with the involvement of all stakeholders. The aim is to identify future business opportunities and increase corporate sustainability. At the same time,

participating companies strengthen their stakeholder relationships, prepare for future legal requirements and communicate their activities to the outside world via an SDG report. Companies that would also like to become SDG pioneers can register for the next SDG workshop series in March until mid-February. Styrian companies will receive a grant of EUR 1,000. Registration:: [https://www.prosustainability.com/Anmeldung\\_SDG\\_Kurs.html](https://www.prosustainability.com/Anmeldung_SDG_Kurs.html)

## **Sustainability in metal powder production: Best Practice** **Metalpine GmbH**

Gerald Pöllmann from Metalpine GmbH in Graz has also recognised that the time has come for a fundamental sustainable orientation. As a young company with 12 employees, the company produces high-quality metal powder that is used, for example, for additive manufacturing and 3D printing in the medical, toolmaking, automotive, aerospace and aviation sectors.

In the course of the workshop series, Metalpine was able to identify five SDGs as priorities and derived concrete goals and measures for each. For example, for SDG 1 (No Poverty), it wants to improve the social and environmental situation in the countries of origin of the raw material. Possible measures include setting minimum standards and replacing problem metals with technically equivalent ones. Other measures taken by the company are CO2 reduction, co-product reduction, powder recycling, shifting freight from air to train and ship, the development of reusable containers and increased partnerships with stakeholders and in networks - measures that can be assigned to SDGs 9 (Industry, innovation and infrastructure), SDG 13 (Measures to protect the climate), SDG 14 (Life under water) and SDG 17 (Partnerships to achieve the goals).

## **Responsibility at the automotive supplier: Best practice** **Magna Steyr**

As a Canadian company with over 120 years of experience, Magna Steyr develops and produces vehicles in the sense of a "one-stop shop". Christoph Schuster and Sebastian Freiberger from Magna Steyr Graz made it clear in their presentations that the company is serious about sustainability. They implement the 17 SDGs in four steps: 1) define priority SDGs incl. analysis of the value chain, 2) set targets, 3) integrate incl. identify indicators and measure progress, 4) SDG reporting and communication.

Along the value chain, Magna was able to assign a number of SDGs to the areas of product development, procurement, production and transport. The priority SDGs identified were SDG 3 (health and well-being), SDG 7 (affordable and clean energy), SDG 8 (decent work and economic growth), SDG 9 (industry, innovation and infrastructure), SDG 12 (sustainable consumption and production), SDG 13 (climate action) and SDG 16 (peace, justice and strong institutions). For SDG 12, for example, the company has set itself the goal of reducing water consumption by 15 % by 2030, and for SDG 13, to produce in a CO2-neutral way by 2022.

Schuster and Freiburger recommend that companies consider all SDGs, but prioritise those where the greatest contribution can be made. Anchoring the goals in the sustainability strategy is particularly important and the SDGs are wonderfully suited for this. Moreover, they are a more all-encompassing approach than pure environmental management systems that only address the environmental dimension of sustainability.

## Sustainability in the **ACStyria** mobility cluster

Under the topic Decarbonised Value Chain (in the industry also LCA - Life Cycle Assessment), sustainability is treated at ACStyria as a holistic approach for sustainable mobility with low CO2 emissions. This topic is increasingly coming to the fore, both on the part of customers and on the part of OEMs and politicians. The entire life cycle of a product is considered, starting with the extraction of raw materials, through the production of its individual parts, to recycling.

It is foreseeable that a lower CO2 footprint of a supplier will represent a competitive advantage. As ACStyria, we therefore choose a holistic approach and consider the topic of sustainability throughout the entire life cycle of a product.

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## Become SDG pioneers now!

The next SDG workshop series will start soon! Companies that, like the two best-practice companies, would like to seize the opportunity and integrate the SDGs into their activities now can contact Ana Moreno from Pro Sustainability.

**Contact and info:**  
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