

*OVERVIEW
INSIGHT
VISION*

SUSTAINABILITY REPORT



SWAROVSKI
OPTIK

SUSTAINABLE
MANAGEMENT
*FOR THE BENEFIT
OF ALL*



Sustainable management means: anyone who wants fruit from a tree should not cut it down, but only pick the fruit from it. This is because a sustainable economy is an economy geared up for the future. However, this can only be achieved if a company also enjoys financial success. One striking observation during the current financial crisis has been that companies operating on sustainable principles have performed significantly better. Expansion per se is not dangerous, but the rate at which it is carried out can lead to mistakes. The notion of maximizing profits in the short term was the approach in the past. Nowadays, it's about us leaving future generations a social and economic fabric that is also ecologically intact. This is ultimately for the benefit of us all.

*SEEING AND
PRESERVING*
PRECIOUS
MOMENTS



All life comes from nature. It provides us with what we need to exist. If we want to conserve nature, which is our source of life, we must use the natural resources of soil, air, and water in a sustainable manner and preserve the diversity of species. Even the loss of just a single species can have an impact on the entire ecosystem. If nature is destroyed, we lose part of our home, identity, beauty, and culture. On the other hand, an undamaged environment provides a source of new joy, inspiration, and energy every day. This is precisely why our aim is to help people to love nature and encourage them to treat it with care and respect as a guest.

IT IS PEOPLE
WHO ARE *AT*
THE HEART OF
OUR BUSINESS



We operate in an inclusive, holistic manner in our dealings with society just as we do with our employees, customers, owners, suppliers, and partner companies, as well as with anyone else who comes into contact with us. We foster a culture of trust, respect, support, and tolerance. We create positive, motivating, and healthy working and learning conditions, and offer a fair, living wage. After all, work should ideally provide a source of health and enjoyment of life. We establish sound partnerships and endeavor to be good neighbors.