

AUTOMOTIVE

## Porsche joins UN Global Compact in nod to sustainability

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*German luxury vehicle manufacturer Porsche joined the United Nations' UN Global Compact. Image credit: Porsche*

By LUXURY DAILY NEWS SERVICE

German luxury vehicle manufacturer Porsche joined the sustainability movement alongside the United Nations, with its participation in the U.N. Global Compact.

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The move signals the commitments that the brand made to uphold environmentally sound practices, as outlined by the United Nations with its compact. Since its inception in 2000, the compact is the planet's biggest sustainability platform of this nature, providing an outline for its more than 20,000 signees from 179 nations to take action.

"We are implementing our sustainability strategy throughout our company and together with our partners," said Barbara Frenkel, member of the executive board for procurement at Porsche AG, in a statement.

"Porsche has the ambition to make its value chain net carbon-neutral in 2030 including a net carbon-neutral use phase for future BEV models," she said.

"The participation in UN Global Compact clearly underlines our aspiration to reconcile business activity with ecological considerations and fair working conditions."

The U.N. Global Compact names 10 concepts that are widely proven to improve the social and environmental standing of businesses, through responsible ecological practices and honoring human rights, including having fair working conditions and anti-corruption measures.

Transparency will be key for **Porsche**, as it will be candid with its efforts made in these areas both to citizens and to leaders at the organization.

Wheels turn

The **U.N. Global Compact** is an intersectional approach on the part of the U.N., urging industry leaders to operate by these ideals and what is outlined in the organization's **17 Sustainable Development Goals**.

The goals include achieving humanitarian accomplishments, such as eliminating hunger and poverty, improving education and reducing gender inequalities. The list also includes green goals such as clean energy and

sustainable consumption.

Unsustainable consumption makes up most of corporate carbon footprints, with the production and operations of companies causing issues such as pollution and habitat destruction. This is where initiatives including circular programs and plastic bans come in.

The European Union has especially been interested in reducing plastic usage, issuing restrictions on plastic packaging. A circular economy is going to be adopted, with the hopes to lower waste from the industry by 15 percent by 2040.

"We've all ordered something online and it comes in this massive box that is half empty and contains multiple, unnecessary layers of packaging," said Frans Timmermans, vice president of the European Union, in a statement.

"Such over-packaging is a nuisance and increasingly damaging to the environment," he said.

Packaging at all will soon be limited, and any packaging present in 2030 will need to be recyclable. Otherwise, refillable and compostable options will be used.

The plastic bans from the E.U. and environmental business campaigns from the U.N. are not alone, with sustainability initiatives sweeping across continents.

Large companies such as Porsche can either join the movement now, or wait until it is required for all due to new legislation.

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