



DVSI POSITION PAPER ON SUSTAINABILITY

*TAKE RESPONSIBILITY. ACT SUSTAINABLY. INVEST IN
SUSTAINABILITY. TOGETHER FOR A BETTER FUTURE.*

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COMMITMENT TO SUSTAINABILITY

The toy industry is unique in its diversity, both in terms of products and in terms of company structures and sizes. The corporate structure of members of the German Toy Manufacturers' Association (DVSI) is just as varied.

Here at the DVSI, we recognize both the diversity and the equality of our members. We are all united by our commitment to a sustainable economy, a value-orientated society and a healthy world. This is an obligation that goes beyond our membership.

All aspects of sustainability are anchored in the fundamental decisions of each and every one of our member companies.

„Sustainability is about considering the outcome of everything you do.“

Eric Schweitzer

VALUE OF PLAY

We are committed to acting responsibly, transparently and in a forward-looking way.

We prove ourselves worthy of the trust placed in us by our customers, employees and by society.

We take social responsibility. Our products inspire and encourage children and turn them into strong, self-determined creators of the world of tomorrow.

WORKING TOGETHER TODAY FOR A BETTER TOMORROW

The key factor when it comes to achieving sustainable goals is people. Thinking and acting sustainably has to be a fundamental part of a company's objectives and the day-to-day work of each individual.

The same goes for our partners. Whether suppliers, retail partners or association representatives – they are all called upon to align their actions with sustainability criteria and support us in achieving our goals.

THE THREE PILLARS OF SUSTAINABILITY

Sustainable entrepreneurship is based upon three aspects of sustainability:

ECONOMY ECOLOGY AND SOCIAL AFFAIRS

These form the basis for implementing the 17 SDGs and all sustainable action.



ECONOMY

CORPORATE CULTURE

A sustainable corporate culture puts people at the heart of business. Each and every person should be able to fulfil their full potential and contribute in an innovative way. Socially sustainable behaviour has a direct economic and ecological impact.

SUSTAINABLE MANAGEMENT

Sustainability has to be profitable and make economic sense for companies. Sustainable behaviour in all areas should be rewarded with economic incentives such as low taxation.

PRODUCTION

Sustainable production protects natural resources. Therefore, the aim of sustainable production is to ensure that goods are manufactured in a way that conserves resources and preserves the environment's ability to regenerate. This safeguards natural resources for future generations. It is the responsibility of individual companies to shape the manufacture of their products accordingly through innovation and investment.

PRODUCTION

A new awareness of sustainable consumption has emerged among the general public.

It is not enough for a product to simply not be harmful to the environment. It is important that its production does not harm the

environment or exploit people. The cost of production should be proportionate to revenue.

When we talk about sustainable products, we may be referring to one of two types:



Products whose entire life cycle – from the extraction of raw materials to their production and recycling after use – is designed to be sustainable in the sense of a modern circular economy.



Products that enable a sustainable lifestyle, e.g. are particularly durable and repairable or whose function helps to create a sustainable lifestyle.

01



QUALITY AND CONFORMITY

A key feature of sustainable toys is high quality and conformity with current standards, regulations and laws.

Member companies guarantee the highest level of safety for their products through constant testing and further development in accordance with the applicable standards

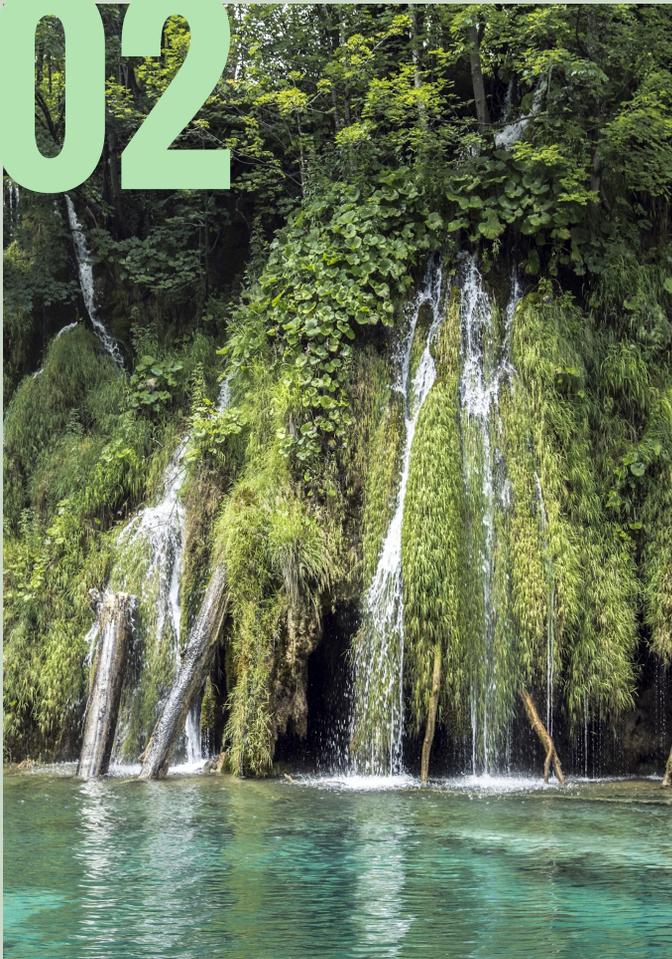
and other regulations, as well as a strong awareness of quality.

REGULATION AND LEGISLATION

The association and its members support sensible, targeted and harmonised regulation at EU level.



02



ECOLOGY

CIRCULAR ECONOMY

The toy industry is striving to achieve a circular economy for the materials used, with the goal of conserving resources and generating its own material flows and thus independence.

If reuse, repair and recycling are taken into account in the design and manufacturing process of products, this represents a key step towards a circular economy.

WASTE AND RESOURCE MANAGEMENT

A dedicated take-back system for toys is a measure being pursued by the DVSI and its members.

SOCIAL AFFAIRS

SOCIAL RESPONSIBILITY FOR EMPLOYEES AND SUPPLIERS

The toy industry recognizes its responsibility towards its employees. A socially and value-oriented approach and the corresponding organisation of working conditions are just as important as fulfilling due diligence obligations along the supply chain.

Companies in the toy industry participate in programmes or are members of organisations for the verification and improvement of compliance with social standards along the supply chain.



OUR COMMITMENT

We are committed to acting sustainably!

When making business decisions, we consider their short- and long-term impact upon stakeholders and on tangible and intangible resources.

In doing so, we focus upon the needs of today's generations as well as those of future generations.

DVSI CONTACT

We're here for you! If you have any questions or suggestions about sustainability, please do not hesitate to contact us:

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Together for a better future!