

Strategy for Social Engagement and Project Funding

Objective

We invest 5% of our group profit in targeted sporting, social and environmental projects in order to actively help shape a fair and sustainable future. Our actions are guided by the Sustainable Development Goals (SDGs):



Approach

We review every request on an individual basis and support projects that could not be realised without our contribution (subsidiary funding). Sponsorship for advertising or promotional purposes is generally excluded. Funding is only granted where the project is in line with our corporate objectives.

Funding Criteria

- National and supra-regional projects**
 We deliberately support a small number of carefully selected large-scale projects that deliver significant social value, have a clear link to sport and create a lasting impact. Our focus lies on projects run by our cooperation partners and environmental projects – particularly those related to climate protection and biodiversity. In addition, we support inclusive initiatives such as disabled sports.
- Regional projects**
 We are committed to supporting projects and institutions in the immediate vicinity of our locations in Grasleben and Haldensleben. This includes emergency assistance for local clubs, clubs in which Sport-Thieme employees are actively involved on a voluntary basis (for example, in a leadership role), initiatives to enhance the region's attractiveness as an employer, career orientation programmes (such as "Boheme"), as well as support for the local volunteer fire brigades in the Grasleben joint municipality.

What we do not support

We do not support projects that run counter to our principles or are not relevant to our target groups. Nationwide or supra-regional social projects without a link to sport are excluded – except in cases of acute disaster relief (for example, in response to flooding in the Ahr valley or the war in Ukraine).

Advertising activities such as perimeter board advertising or the funding of sports kit are not eligible for support.