

Brose honored for management of sustainable innovations



Brose was recognized as a successful company in the management of sustainable innovations. From left: Christina Ruschitzka, Project Manager Complexity Management Academy, Prof. Dr. Günther Schuh, Chair of Production Systems at RWTH Aachen, Dr. Alexander Löhner, Chief Corporate Responsibility Officer Brose, Dr. Christina Hack, Director Technology and Innovation Brose and Sven Schümmelfeder, member of the Complexity Management Academy project team.

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Brose was presented with the "Successful Practices" award at the final conference of the international comparative study "Managing Sustainable Innovations" on January 18, 2024. The jury recognized the automotive supplier for its outstanding achievements in the systematic development and implementation of sustainable innovations. The study was conducted by RWTH Aachen University in cooperation with the Complexity Management Academy and a top-class industry consortium.

"We are delighted to have been recognized as a successful practice company. It confirms that we are on the right track to continue offering innovative and sustainable solutions that meet the requirements of our customers and society", says Dr. Christina Hack, Director Technology and Innovation at Brose.

The aim of the comparative study was to identify success factors for innovation management in the context of the sustainability transformation. The areas of strategy, product, process and organization were examined under the reference of sustainability goals. 128 companies from various sectors took part, many of them from the automotive industry. The five most successful companies were presented with the "Successful Practices" award.

Product development as the strongest lever

Brose impressed with its holistic approach. Sustainability is firmly anchored in the corporate strategy and results in clear goals and concrete measures. Product development is the strongest lever here. Brose has been recording and evaluating sustainability aspects of

products over their entire life cycle for over 25 years in order to continuously improve their ecological footprint.

"Sustainability is not a nice-to-have for us, but a key factor in securing the future of our family-owned company. Sustainable innovations not only make a positive contribution to the environment but also represent a competitive advantage for Brose" , emphasizes Dr. Alexander Löhner, Chief Corporate Responsibility Officer at Brose, adding: "We want to help shape the future and are therefore pursuing ambitious goals. For example, we are working to reduce the carbon footprint of our products by at least 30 percent by 2030."