



# Let's move forward together

*Our Social Impact Strategy*





## The starting point

Our sustainability strategy 'Let's Build Beyond' looks ahead to 2030 and aims to tackle the crises of climate change, biodiversity loss and resource scarcity by pushing beyond what we currently know – and how we presently operate – to deliver a truly sustainable built environment.



We have a responsibility as a leading provider of building solutions to create value for our communities and play an active role in the areas in which we operate. Our Social Impact Strategy is just the beginning of our commitment that will deliver ambitious, positive and long-lasting impacts for our people, our partners and our communities.



**Simon Nevitt**  
Chief Manufacturing Officer





# Let's move forward *together*

This Social Impact Strategy is our route map to Wienerberger becoming a net-zero, nature-positive, equitable company, in partnership with **our people**, **our partners** and **our communities**.

These next steps will guide us on our journey toward real, positive change. As we progress, we will adjust course as needed to focus our efforts where we can have the greatest impact.

We will never reach a place where we can stop and rest. We are excited to see just how far we can go and how much we can achieve together.

At its heart our social impact strategy aims to generate long-term positive impacts for people and communities.

We aim to do this in a holistic way; directly through our operations and the products and services we provide, and indirectly through community partnerships that increase the breadth and depth of our positive social impact.

# Our *purpose*

Wienerberger's mission is **to improve people's quality of life by providing outstanding, sustainable building material and infrastructure solutions.**

The reason we exist, beyond the things that we do and make, is to provide shelter. This purpose extends far beyond the building products, services and systems we provide. Our purpose is fulfilled in the thousands of homes built with Wienerberger products and solutions to provide durable, safe spaces that improve – and sometimes even transform – lives.

Our social impact agenda brings together our mission and our purpose **to improve people's quality of life by providing shelter.**

Access to shelter is a basic need that everyone deserves. Stable, high quality shelter also provides the foundation for an equitable society.

Therefore, we will take meaningful action to help prevent homelessness; support those at risk of homelessness, such as care leavers, veterans and ex-offenders, and help those who experience homelessness in getting back on their feet.

Our social impact agenda focuses on:



Helping to **prevent** homelessness



Supporting those **at risk of** homelessness



Helping those who **have experienced** homelessness

Over  
1 million

households are waiting  
for social homes

The housing and homeless charity Shelter estimates that over one million households are waiting for social homes. However, social housing is at its lowest rate in decades.

Since 1991, there has been an average **net loss of 24,000 social homes** and housebuilding overall has almost halved in 50 years.

1 in 208  
people

in the UK are  
without a home

There is no official figure for how many people are homeless in the UK and many people experiencing homelessness do not show up in official statistics at all.

Research from Shelter shows at least **271,000 people are recorded as homeless** in England, including 123,000 children. One in 208 people in England are without a home.

There's been a  
33% rise

in the number of young  
care leavers experiencing  
homelessness

Homelessness disproportionately affects people leaving prison, care or the army as they often have no home to go to.

Since 2018-19, there has been a 33% rise in the number of care leaver households aged 18-20 assessed as homeless or threatened with homelessness.

This is **compared to an 11% rise** across the general population.



# Moving forward with our people

Providing our colleagues with a safe, healthy and inclusive working environment, with opportunities for lifelong learning to develop their knowledge and skills. We demonstrate our commitment to ethical and environmentally responsible business practice in our daily actions.

## Why is this important?

We must provide a working environment to help our colleagues realise their potential, because our success is made possible by our people.

## Our ambition for 2030:

We will support the health and wellbeing of our colleagues and attract a diverse workforce.

## Making this happen

- We will continue to enhance our employees' quality of life at work by providing a holistic wellbeing programme, which supports mental and physical health and safety.
- We will publish an inclusion and diversity action plan, outlining priorities for our future work.
- Through our work experience, skills development and recruitment activity, we will proactively target groups adversely affected by homelessness.
- We will continue to develop Wienerberger Together, our employee network.
- We will empower our employees to undertake volunteering opportunities.



# Moving forward with our partners

Collaborating with our customers, peers and supply chain partners for improved social and environmental outcomes.

## **Why is this important?**

By working with like-minded partners, we will discover, test and implement solutions faster and more effectively than acting alone.

## **Our ambition for 2030:**

We will have curated a network of trusted partners to tackle the global crises of climate change, biodiversity loss and resource scarcity as well as addressing inequalities, with a focus on homelessness.

## **Making this happen**

- We will continue to amplify social impact through ethical supply chain decisions and social procurement.
- We will work with our customers to generate better outcomes for communities.
- We will collaborate with a wide network of partners involved in tackling homelessness.



# Moving forward with our communities

Supporting community assets that facilitate social cohesion and resilience in communities.

## **Why is this important?**

Community connections are essential for creating a strong, stable society where individuals feel secure and supported.

## **Our ambition for 2030:**

We will positively contribute to the social, environmental and economic well-being of the local areas within which we operate.

## **Making this happen**

- We will continue to collaborate with community groups and schools.
- We will support local good causes through cash giving.
- We will support organisations addressing homelessness with product donations.
- We will empower staff to fundraise for causes close to their hearts.



# Let's move forward together

## *Our Social Impact Strategy*

Within our social impact programme we will capture the wider social and environmental impacts delivered with our people, with our partners and for communities.

We will measure our social benefits and produce bi-annual reports on our progress, as well as publishing case studies and sharing stories. Through these communications we will illustrate the role that Wienerberger can play in driving positive change, and encourage other organisations to join us in addressing homelessness in the UK & Ireland.



If you are interested in collaborating with us, please get in touch.

### **For further information**

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Wienerberger UK supports and enables the construction industry to create a better future for the built environment. We do this by providing outstanding, sustainable building solutions, long-lasting partnerships and exceptional, enduring careers.

Together we are future-building.

