

SUSTAINABILITY VIDEO: INSIGHTS INTO HUMAN RESOURCES



Sustainability does not just mean ecological or economic responsibility - it also starts with the people in the company. In human resources, we implement targeted measures that promote the well-being, safety and development of our employees. Find out more about how we live sustainability in the company in the new video with Training Coordinator Jaqueline Hold. Find out more..

Sustainability in human resources means organising decisions and processes in such a way that they have a **positive impact** on employees **in the long term**. Every step, from recruitment and **training to safety and health measures**, is part of a holistic approach. In this way, HR helps to ensure that deuka Tiernahrung Cremer is perceived as a responsible employer and that employees are **actively involved in sustainable behaviour**.

Social responsibility in everyday life

Our HR department makes a decisive contribution to social sustainability. This includes **fair working conditions, targeted training and qualification programmes, health promotion and the promotion of an inclusive and respectful corporate culture**.

Our understanding of sustainability

This video is part of a series in which employees of deuka Tiernahrung Cremer provide personal insights into their day-to-day work and show how sustainability is put into practice in different areas - from small measures in daily activities to structural processes. **We all bear responsibility for living it in our day-to-day work - each and every one of us in our very own way.**

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