



# SUSTAINABILITY REPORT

WE CREATE ADDED VALUE FOR PEOPLE AND THE ENVIRONMENT

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25

“Sustainable business practices are the foundation for a peaceful and prosperous future for us all.”

*Carsten Rahier*  
*President & Executive Chair of sera Group*



## DEAR READERS,

We live in a time in which the conditions for small and medium-sized enterprises are changing at an ever-increasing pace. Global crises, technological upheavals, and stricter regulatory requirements make our actions more complex, but also more urgent. To be successful in this environment, it takes more than adaptability — it takes foresight, resilience, and the courage to explore new paths.

For us, sustainability is not an isolated field of action, but a holistic approach that encompasses environmental, economic, and social aspects equally. Only by considering these dimensions together can we create true sustainability. That is why we reached a milestone in 2024: we published our first complete carbon footprint – covering all three scopes. For a medium-sized company, this is an extraordinary step that shows how seriously we take responsibility for our actions.

The challenges are manifold: rising energy prices, stricter reporting requirements, increasing international competition, and social pressure to drastically reduce CO2 emissions. But small and medium-sized enterprises also have a particular strength: proximity to employees and customers, and the ability to act flexibly and pragmatically. These qualities help us to view sustainability not only as an obligation, but also as an opportunity.

Our task is to look beyond today and develop solutions that are ecologically viable, economically sound, and socially just. The path is challenging, but we are convinced that only a sustainable middle class can be successful in the long term — for future generations as well as for the competitiveness of our business location.

*C. Rahier*







# sera goes green

Sustainability is an integral part of our corporate DNA. It shapes our daily actions, our strategic orientation, and our responsibility towards the environment, society, and the economy. With this sustainability report, we aim to provide transparent and comprehensible information about our activities, progress, and objectives, demonstrating the contribution we make as a company to sustainable development.

This report documents the key sustainability measures and developments at **sera** in the period from June 2024 to June 2025. In addition, relevant events up to the editorial deadline in July 2025 are included to ensure a current and comprehensive overview. Unless otherwise noted, the content presented refers to our main site in Immenhausen, Germany.

The structure of the report is based on our holistic understanding of sustainability, which encompasses the three pillars of the environment, society, and the economy. In the respective chapters, we highlight specific measures and developments through which we assume ecological responsibility, promote social values, and ensure long-term economic stability.

With the publication of this report, we aim not only to inform but also to strengthen dialogue — with our employees, customers, partners, and the public. After all, sustainable business can only succeed if we work together.

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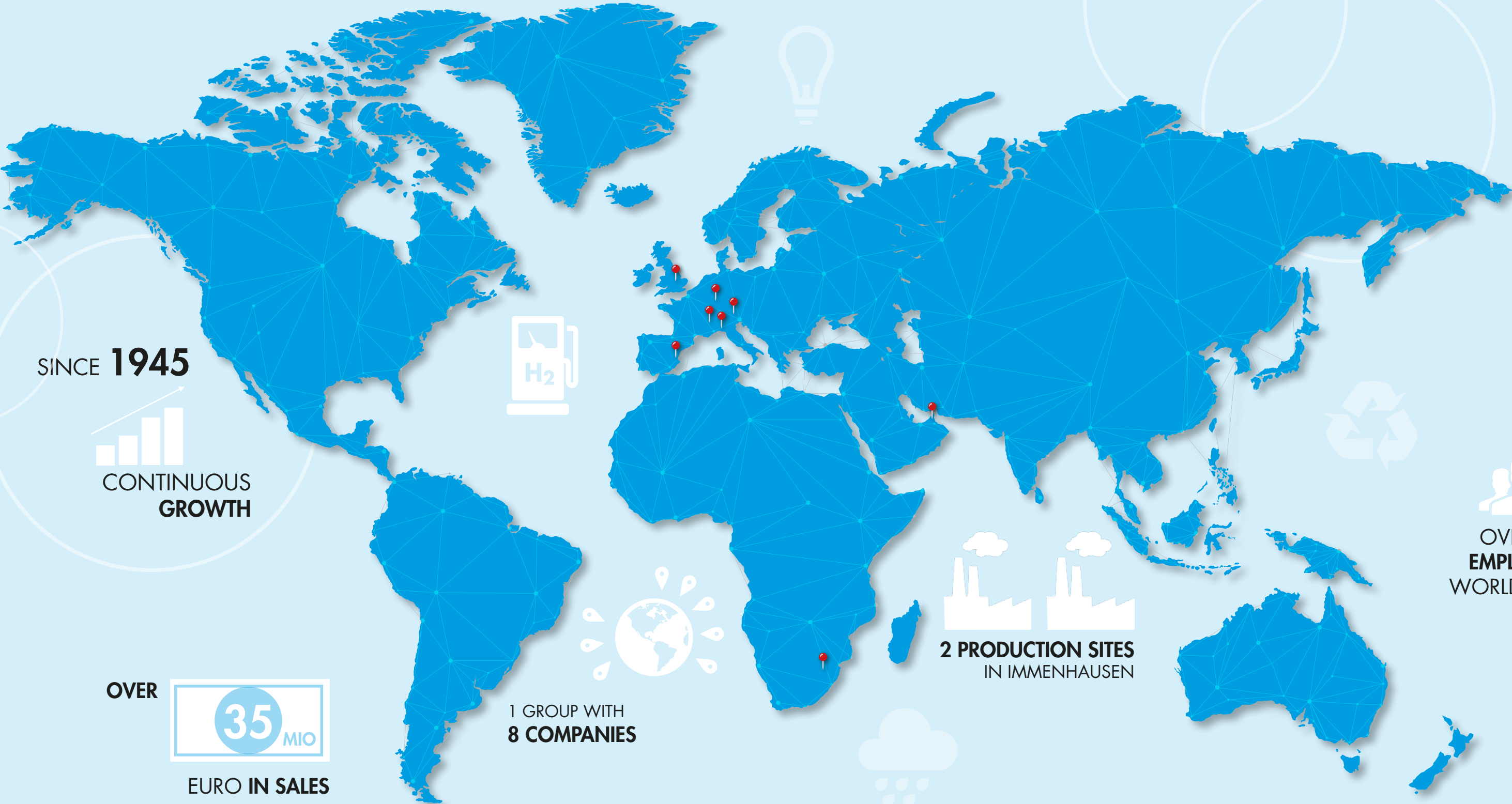


# GLOBAL COMMITMENT

## THE sera GROUP AT A GLANCE

The **sera** Group is a globally active family-owned company headquartered in Immenhausen near Kassel. **sera** stands for innovation, reliability, and flexibility and has, since its founding in 1945, been one of the world's leading German companies in two business areas: water treatment and dosing technology, as well as hydrogen technology and the compression of technical gases.

With over 300 employees across six locations and more than 30 partners, **sera** is represented in over 80 countries, ensuring optimal support, consulting, and service for customers worldwide.



SINCE **1945**  
CONTINUOUS  
GROWTH

OVER  
**35** MIO  
EURO IN SALES

1 GROUP WITH  
**8 COMPANIES**

**2 PRODUCTION SITES**  
IN IMMENHAUSEN

OVER **300**  
EMPLOYEES  
WORLDWIDE

OVER **17%**  
TRAINING RATE



# OUR VISION

“We are among the world’s leading manufacturers in our business fields, providing innovative environmental and fluid technologies to help preserve the vital resources of water, food, oxygen, and green energy.”

Every day, we see the effects of climate change on all our lives and are aware that everyone must contribute to counteracting it. The **sera Group** is facing up to its responsibility and is gearing its actions towards a livable and sustainable future. We will achieve ambitious goals, such as reducing CO2 emissions to a minimum by 2030, through adjustments in production, further conversions, and various other measures.

With our products, we place a strong focus on water: dosing systems and pumps are used in wastewater and process water treatment, making them an essential part of the water cycle. **sera** systems also efficiently clean and disinfect production facilities across various industries — collecting, treating, and preparing process water for reuse. In large-scale seawater desalination plants, **sera** technologies help transform seawater into drinking and industrial water, thereby making an active contribution to combating water scarcity.

Through the development of hydrogen technologies, we are also helping to shape a sustainable future by providing solutions for the use of alternative energies — for logistics, passenger transport, and autonomous energy supply for buildings.



Graphic: rawpixel.com / Freepik



## OUR MISSION STATEMENT

Nature is the foundation of life for humans and all living beings. To preserve and enhance it, we create added value for people and the environment every day.



## MISSIONS

Based on our vision, we have developed seven superior corporate missions that will have both short- and long-term effects. These form the roadmap for our company policy for the coming years.

### sera goes **customer excitement**

Our customers are always at the center of everything we do. We excite our customers and partners worldwide through our products, our actions, and our ideas.

### sera goes **innovative**

Only through constantly developing new ideas and solutions can we remain competitive in the long term. Innovation is our driving force for tomorrow's success. With our environmentally friendly and digital product solutions and services, we create added value for people and the environment.

### sera goes **green**

As an environmental technology company, we want our product solutions and services to make a significant contribution to preserving our environment. We operate sustainably and conserve resources.

### sera goes **international**

Internationalization is an expression of our global business activities: With our worldwide sales and service network, we ensure global support and supply for our customers. Being close to our customers means being internationally present.

### sera goes **digital**

The future of business processes and products is digital. We aim to move from being digital followers to becoming digital pace-setters. All employees are creating the conditions and competencies to achieve this.

### sera goes **eff²**

Continuous improvement is an essential building block for the company's future success. Only if we act effectively, efficiently, and economically can we achieve sustainable success.

### sera goes **smart**

Our working environment is complex and changing rapidly. In the future, we will need to respond even more quickly to constantly evolving market and customer requirements. At the same time, we must adapt to social changes and people's needs, as well as global trends and influences.





## sera goes green

**sera goes green** is one of our most important missions and underscores our guiding principle: „We create added value for people and the environment.“ In our daily activities, we implement many things that ensure a sustainable future — both on a small and large scale.



We practice waste separation, avoid wasting resources and support a sustainable circular economy.



We are committed to sustainability and take a holistic view of the issue.



We develop products and services for environmental processes.

## UNDERSTANDING OF SUSTAINABILITY AT sera:

For us at **sera**, sustainability means far more than just environmental protection, even though the term is often reduced to that.

We understand sustainability in its comprehensive sense: as a balanced interaction of environmental, social, and economic responsibility. These three pillars form the foundation for our long-term, future-oriented actions.

For us, **environment** means taking responsibility for preserving natural resources. As an environmental technology company, we see it as our duty to integrate ecological thinking into our processes and decisions.

Our goal is a resource-conserving and environmentally compatible way of doing business that not only meets legal requirements but also sets standards in the responsible use of energy, raw materials, and emissions.

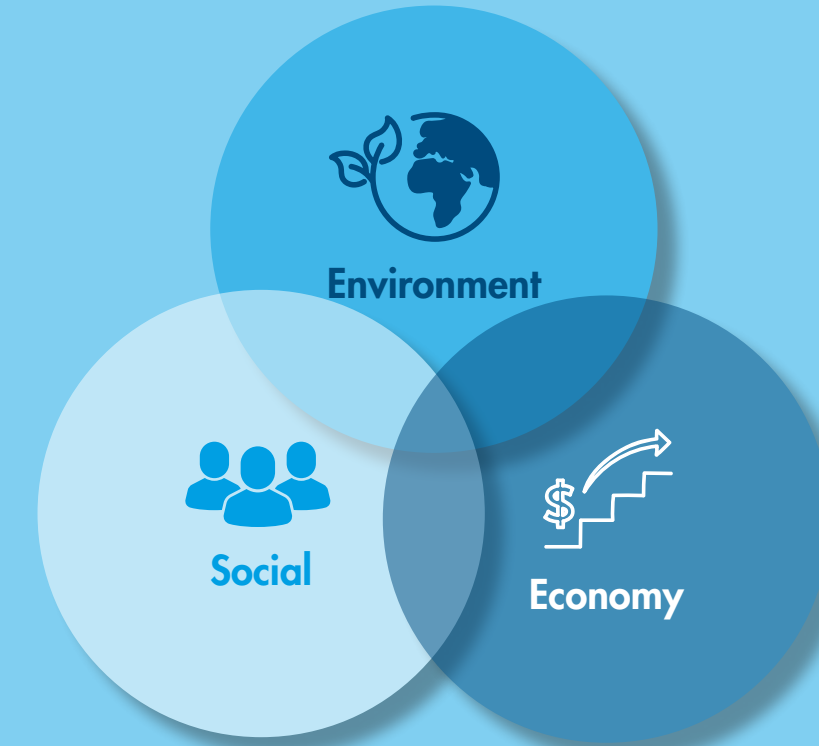
**Social responsibility**, for us, means treating our employees and the people in our social environment with respect, fairness, and partnership.

We support our employees individually and purposefully, because their satisfaction, motivation, and qualifications are crucial to our shared success. In addition, we are committed to the society in which we live and work, taking responsibility beyond the boundaries of our company.

**Economic responsibility**, to us, means building sustainable and resilient structures that align with ecological and social objectives. We act in a forward-looking and entrepreneurially responsible manner to ensure long-term growth based on transparency, integrity, and intergenerational thinking.

### Our commitment: Added value for people and the environment

As an environmental technology company focused on sustainable solutions, it is both our aspiration and our responsibility to embrace sustainability in a holistic way. We combine ecological, economic, and social aspects into a forward-looking corporate strategy — with a clear goal: to create sustainable added value for our customers, our employees, society, and the environment. In doing so, we contribute to a livable and sustainable future, for current and future generations alike.



# SUSTAINABLE DEVELOPMENT GOALS

## UN GLOBAL COMPACT

The UN Global Compact is a call to companies around the world to align their operations and strategies with ten universally accepted principles in the areas of human rights, labor standards, environmental protection, and anti-corruption. It also encourages businesses to act in support of the United Nations' goals and issues embodied in the 17 Sustainable Development Goals (SDGs).

Launched in 2000, the UN Global Compact is the world's largest sustainability initiative, with more than 15,000 companies and 3,000 other signatories across over 160 countries, as well as more than 70 local networks.

By signing in 2022, **sera** has made a clear commitment to the principles of the UN Global Compact and to supporting the global Sustainable Development Goals (SDGs).



## sera focuses on the following SDGs:

- SDG 3: Good health and well-being
- SDG 4: Quality education
- SDG 5: Gender equality
- SDG 12: Responsible consumption and production
- SDG 13: Climate action



# OUR HIGHLIGHTS





# ENVIRONMENT

Environment at **sera**

Climate

Production and factory halls

Digitalization

Activities





# ENVIRONMENT AT sera

For us, environment means taking responsibility for preserving natural resources. As an environmental technology company, we see it as our duty to conserve natural resources, prevent emissions, and consider environmental impacts throughout the entire product life cycle.

Our actions are guided by a long-term perspective: we understand environmental sustainability not as an isolated issue, but as a cross-cutting responsibility that affects all areas of our company — from development and production to logistics, as well as the use and recycling of our products. Our clear goal is to be economically successful without shifting ecological burdens or compromising the prospects of future generations.

A key tool for bringing our environmental commitment to life in daily operations are the so-called Gemba Walks. Managers and executives visit different work areas to observe processes on-site and identify potential improvements together with the teams. A central focus is also on understanding the environmental impacts of individual activities and exploring ways to further minimize them. In addition, we consciously address environmentally relevant issues in our daily operations and raise awareness among our employees about environmentally friendly practices and potential risks in their everyday work.



## SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

*„We want to ensure the responsible use of resources and manufacture products that are integrated into a circular material cycle over the long term.“*

With a focus on **SDG 12**, we are committed to the responsible use of resources. As a manufacturing company, it is our responsibility to regularly review all stages of production: Where do environmental impacts arise? How can materials be used more efficiently? Which processes can be designed to be more circular?

In line with our mission **“sera goes eff2,”** we continuously examine how we can make our processes more effective, efficient, and economical to use resources in a more targeted manner and minimize environmental impact. Through this systematic improvement, we not only promote sustainable production methods, but also increase our future viability.

At the same time, **“sera goes smart”** helps us proactively manage the increasing complexity and dynamism of our environment: through data-based approaches, digital connectivity, and intelligent solutions, we optimize our production processes and adapt them flexibly to new requirements. This enables us to use materials more efficiently and implement circular concepts effectively.

Our goal is to manufacture products that are durable, resource-efficient, and as fully recyclable as possible. This involves not just individual measures, but a systematic understanding of sustainable production — from material selection and packaging to product take-back systems.

Our focus:

- Continuous review of our recycling concept
- Waste reduction
- Return policy for old devices
- Switching to sustainable alternatives for packaging materials

## SDG 13: CLIMATE ACTION

*“With our products and expertise, we want to make a long-term contribution to conserving resources and preserving our environment.”*

**SDG 13** places climate protection at the center of our corporate responsibility. With our mission **“sera goes green,”** we have committed ourselves to actively combating climate change. For many years, we have been contributing to a sustainable future through a variety of measures. By 2030, we aim to significantly reduce our CO2 emissions and make our processes increasingly climate-friendly step by step.

Our focus:

- Hydrogen technologies to reduce CO2 emissions
- Dosing pumps for resource conservation
- Energy transformation at our headquarters
- Continuous reduction of our CO2 emissions





# CLIMATE

## INTRODUCTION

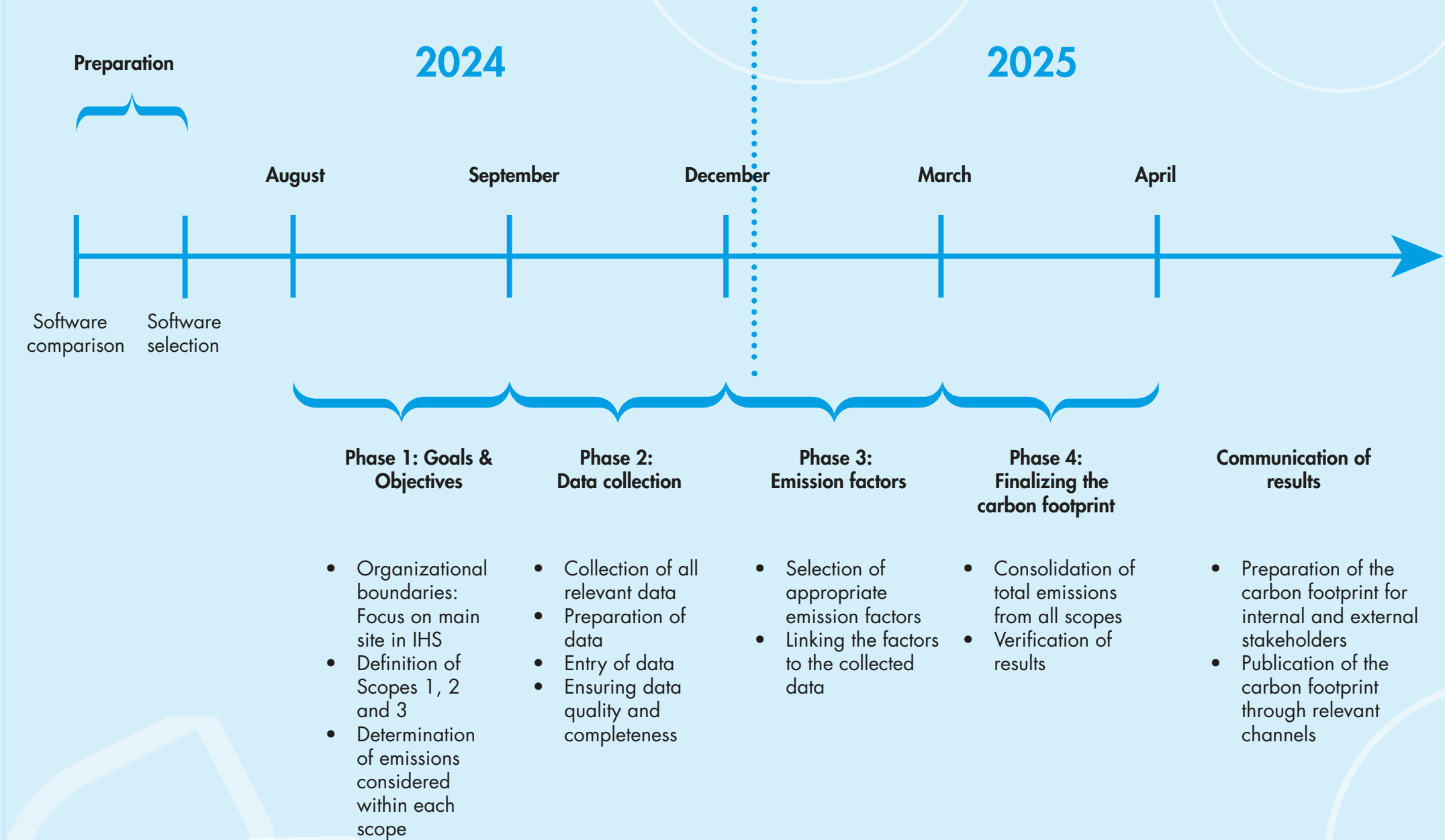
In the past year, we prepared our first comprehensive carbon footprint for the base year 2023. This covered all emissions at our headquarters in Immenhausen, including both of our plants (Plant 1 and Plant 2). Although the specific results fall outside the official reporting period for this sustainability report, we deliberately chose to include them. On one hand, the entire process was initiated and completed within the reporting period; on the other hand, the carbon footprint represents a true milestone for us. With this assessment, we have established a solid foundation for developing targeted measures to reduce our CO<sub>2</sub> footprint and to achieve measurable progress in the future.

The assessment was carried out in accordance with the internationally recognized Greenhouse Gas Protocol (GHG Protocol), which provides a comparable and reliable database for analyzing and communicating emissions. The GHG Protocol divides emissions into three categories: Scope 1 covers direct emissions from our own sources, such as energy use on-site. Scope 2 refers to indirect emissions from purchased energy, such as electricity or district heating. Scope 3 includes all other indirect emissions along the entire value chain, for example from purchased materials or the use of our products by customers.



## OUR FIRST COMPLETE CARBON FOOTPRINT

# OUR PATH TO A CARBON FOOTPRINT





# OUR PATH TO A CARBON FOOTPRINT

A key step on our path to establishing a carbon footprint was selecting a suitable software solution. Our goal was to find a comprehensive platform that not only allows for the creation of a carbon footprint analysis but also covers other sustainability topics.

Our process was structured into four consecutive phases — from defining system boundaries, through data collection and calculation, to the final evaluation and communication.

Data collection presented a particular challenge. Many of the required pieces of information were not centrally available, existed in different formats, or had to be manually compiled from various departments. Capturing Scope 3 emissions was especially complex, as it involved processing a large volume of detailed and multifaceted data.

Despite these challenges, we succeeded in creating a reliable data foundation. Through close collaboration, clear responsibilities, and external support, we were able to manage the process successfully. In doing so, we gained important insights that will support future carbon footprint assessments, such as optimized data flows, greater standardization, and more efficient processes.



## GENERAL INFORMATION

In 2023, we emitted a total of 3,282 tons of CO<sub>2</sub> at our Immenhausen site. The majority of our emissions were generated in Scope 3 (89 %), followed by Scope 1 (6 %) and Scope 2 (5 %). After the evaluation, we identified the main emission drivers in all three scopes and, based on this, developed targeted reduction measures and highlighted initial reduction potentials.

## SCOPE 1: DIRECT EMISSIONS

In Scope 1, the largest share of emissions is generated by gas consumption. To reduce these emissions, we are implementing an awareness campaign for our employees. Through our internal communication channels, we share practical tips on energy-saving behavior in everyday work. The goal is to raise awareness of everyone’s impact on gas consumption and to achieve long-term reductions through simple, actionable measures.

## SCOPE 2: INDIRECT EMISSIONS FROM PURCHASED ENERGY

In Scope 2, our emissions primarily result from electricity consumption. To reduce these, we are focusing on both technical measures and employee awareness. By converting to LED lighting and installing motion sensors in 2024, we expect a noticeable reduction in electricity consumption, which will be reflected in our next carbon footprint.

In addition, we plan to install a photovoltaic system on the roof of Plant 2 to cover a larger share of our electricity demand independently in the future.

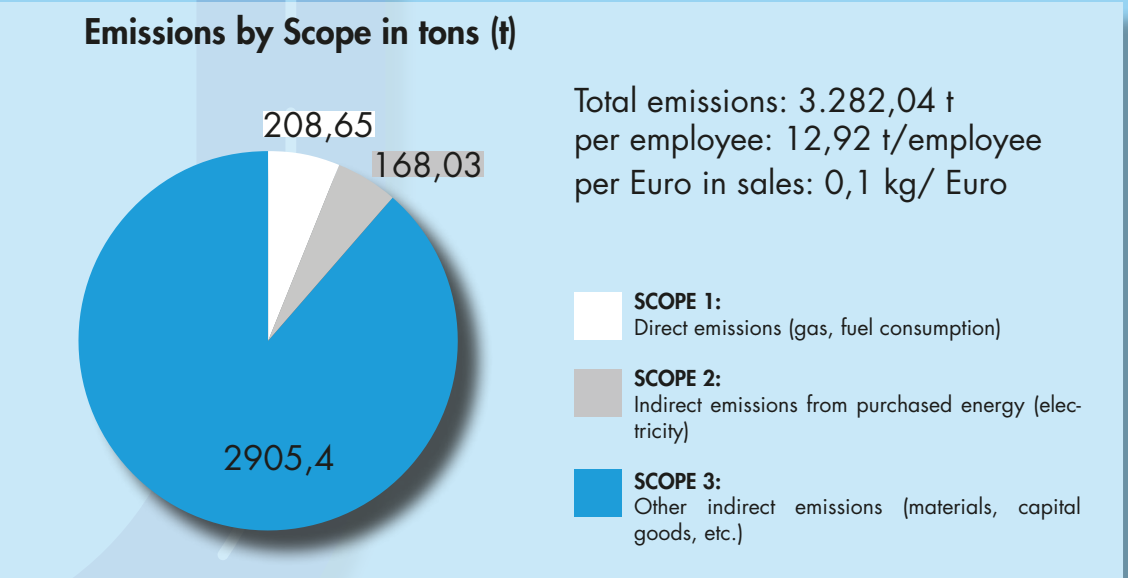
At the same time, we are promoting awareness around energy use: a complementary awareness program provides our employees with tips and recommendations on how to reduce energy consumption at their workstations and in shared areas.

## SCOPE 3: INDIRECT EMISSIONS ALONG THE VALUE CHAIN

Scope 3 accounts for the majority of our total emissions. We were able to identify two main emission drivers: the materials used and the daily commute of our employees. To manage these emissions more effectively, our current focus is on improving data quality.

In the area of materials, we plan to systematically record additional information — such as weights and material types — in our systems. The goal is to create a reliable basis for future decisions and to develop more targeted, low-emission procurement strategies.

Emissions from employee commutes have so far been calculated based on a voluntary survey. To improve data quality, we plan to conduct a new survey with enhanced communication through internal channels. At the same time, we are evaluating potential incentives to encourage our employees to use more environmentally friendly modes of transportation.





# PRODUCTION AND FACTORY HALLS

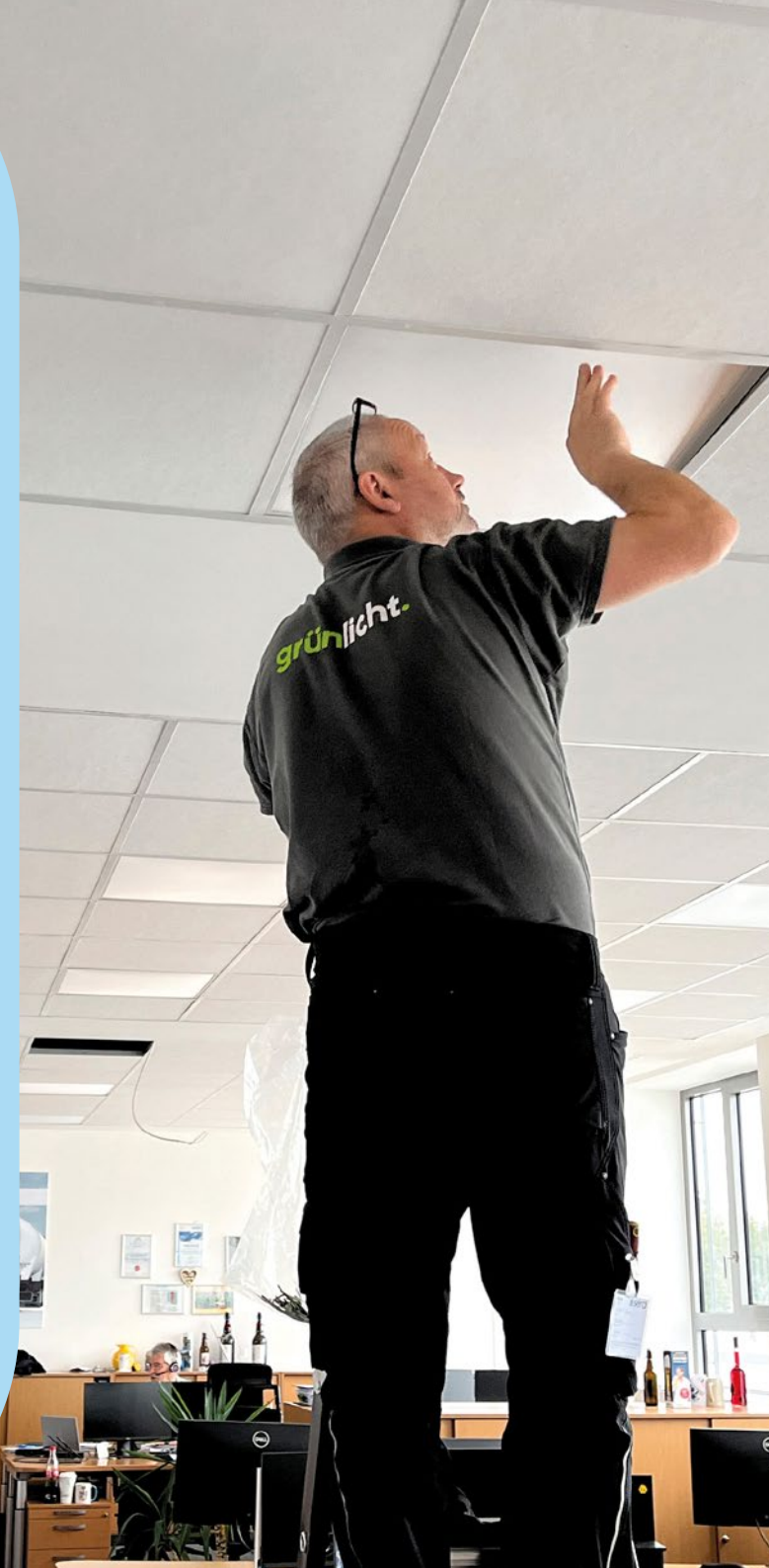
Our production processes are not only key to our economic success but also crucial to how sustainably we operate as a company. That is why we are committed to actively embedding sustainability not only in our products but also in our factory halls and operational processes. Through continuous modernization measures, systematic resource utilization, and the expansion of circular structures, we are constantly working to make our production sites even more environmentally friendly and efficient.

**sera** is certified according to the environmental standard DIN EN ISO 14001:2015. A key component of this environmental management system is the comprehensive consideration of the entire lifecycle of our products. We are committed to taking back all products and devices at the end of their useful life for thorough inspection. Depending on their condition, they are either reused or recycled. This process allows us to recover valuable materials and makes a significant contribution to resource conservation.

## MODERNIZATION OF OUR FACTORY HALLS

As part of our sustainability efforts, we have implemented extensive modernization measures in our factory halls as well as in our office building to significantly improve energy efficiency. A key component was the complete conversion of the lighting system to energy-efficient LED technology. This measure was complemented by the widespread integration of motion sensors, which control energy consumption according to actual demand and thus prevent unnecessary electricity use.

In addition, we have made targeted investments in the thermal insulation of the building envelope. This measure not only reduces heating requirements but also improves the indoor climate for our employees. This is complemented by an intelligent control system for heating and lighting, which adapts to actual usage times and external conditions. Overall, we expect these measures to result in energy savings of around 40 percent – a significant step toward resource-efficient production.



# INTERVIEW WITH BENJAMIN TROTTIER

HEAD OF OPERATIONS COMPONENT ASSEMBLY: Sustainability in practice

**In your view, which measure had the greatest impact on energy savings or sustainability?**

From a technical perspective, there are several measures that together make a significant contribution to energy efficiency. I would particularly like to highlight the energy-efficient renovation of the hall facades and the complete conversion to LED technology.

The exterior walls of halls G3 and G4 were extensively modernized. Old exposed aggregate concrete surfaces and outdated glass elements were replaced with modern, insulated facades with mineral wool insulation. This significantly improves thermal insulation and noticeably reduces heat loss.

At the same time, the lighting in all factory halls was converted to LED technology. The system is now controlled by a KNX-based system that adjusts lighting based on time and actual demand, further increasing energy savings.

These measures were complemented by the renewal of the compressed air lines. Our existing photovoltaic system, with a capacity of 303 kWp, continues to make an important contribution to energy efficiency at the site. In addition, the heating technology has been further developed, including the conversion of radiators to hot water surface collectors and an optimized control system.

Taken together, these improvements result in a significantly more efficient and sustainable use of our energy resources.



**What was the biggest challenge during implementation, and how was it resolved?**

The biggest challenge was the renovation of our infrastructure during ongoing operations. Many measures, such as the conversion of the transformer or the modernization of the heating system, could only be carried out outside regular production hours. In some cases, this required shutting down the power supply, which was only possible on weekends.

In addition, there were temporary restrictions for colleagues in operational areas. A great deal of coordination and willingness to compromise was needed to integrate the work as smoothly as possible into daily workflows. However, through close coordination with the affected teams and careful planning, we were able to keep disruptions to a minimum.

**Where are things headed, what are the next steps?**

We will continue to analyze our heating technology with a focus on sustainability and evaluate potential opportunities for optimization. Our goal is to continuously reduce energy consumption. To achieve this, we rely on both technical measures and an intelligent interplay of building management systems, user behavior, and digital control technologies. The results so far show that we are on the right track.



## RESOURCE MANAGEMENT CONCEPT

The continuous improvement of our company-wide resource management concept is a key element of our sustainability strategy. We are committed to making our processes for waste separation and recycling more efficient, resource-saving, and climate-friendly — both in production and in office areas. This can only be achieved through a holistic review and optimization of our material flows.

A central component of our resource management concept is our “Cleaning Station,” which ensures clean and systematic waste separation in the production area. In addition, a new baling press was recently installed in the goods receiving area, which is currently in its initial phase. This machine is intended to compact and prepare packaging materials such as cardboard and paper more efficiently for recycling in the future. The expected benefits are diverse: reduced disposal effort, noticeable space savings, significantly fewer transport trips, and a refund for recycled materials. A similar process is planned for plastic films. Overall, this measure strengthens our circular economy and contributes further to resource conservation and process efficiency.

We have also established a system for reusing spray cans: a “Refillomat” enables the refilling of empty cans with completely aromatic-free contents. This not only reduces waste from single-use packaging but also eliminates the use of harmful propellants commonly found in conventional aerosol cans.



## SUSTAINABLE PACKAGING MATERIALS

Another step on our path toward greater sustainability is the gradual shift to more environmentally friendly packaging materials. For example, we are already using paper-based packaging tape, thereby avoiding the use of conventional plastic products. Additional measures are being planned to incorporate recycled and recyclable materials, with the goal of making our packaging processes even more resource-efficient.





# DIGITALIZATION

With our mission “**sera goes digital**,” we aim, among other things, to closely link digitalization with sustainability. By using digital solutions, we not only reduce our paper consumption but also improve our communication processes and create more flexible, efficient workflows.

In the past year, our digitalization efforts enabled us to save more than half a million DIN A4 sheets of paper. Internally, we reduced our paper consumption by 17%, as our employees printed around 200,000 fewer pages (see graph on page 31). In addition, we have already switched a large part of our external communication to paperless formats.

A key milestone in this regard was the first fully digital edition of our sera-NEWS in 2024. This step alone saved over 300,000 sheets of paper.

The decision to distribute seraNEWS exclusively in digital form is rooted in our firm commitment to our mission “**sera goes green**.” The production of paper requires large amounts of water, energy, and wood, while printing inks generate chemical residues and global shipping leads to additional CO2 emissions. As a company actively engaged in sustainability, we consider it our responsibility to minimize these impacts.

Digital brochures also offer numerous benefits: they are accessible anytime and anywhere, can be updated in real time, and eliminate printing and shipping costs. This not only increases the reach of our communication but also ensures that our content is always up to date.

Through these measures, we were able to avoid approximately 2,500 kilograms of CO2 emissions, reduce water consumption by around 125,000 liters, and save nearly 30,000 kilowatt-hours of energy.



WAREHOUSING

LOGISTICS

INNOVATION

SALES

HR

PROCUREMENT & PURCHASING

SERVICE

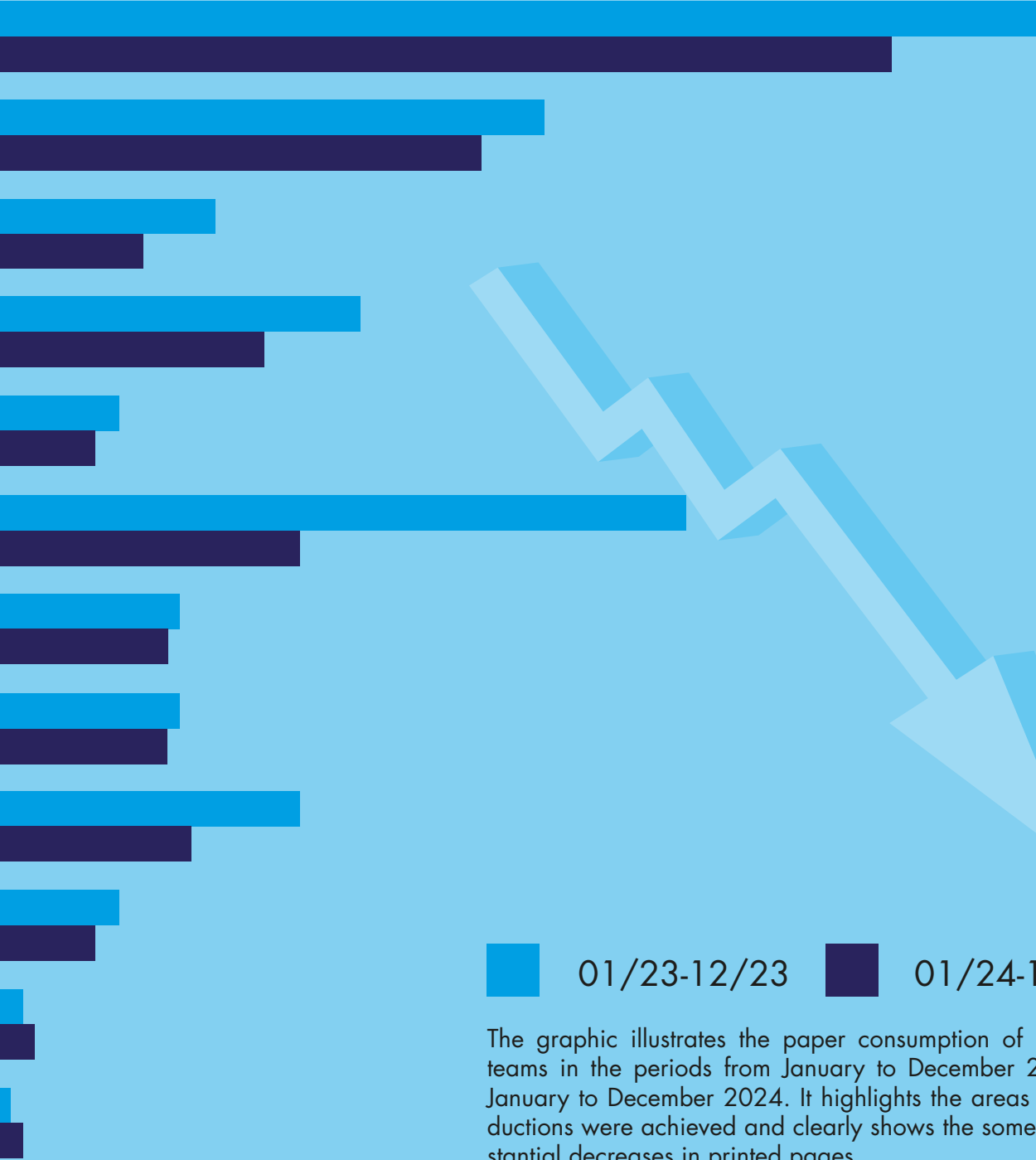
QUALITY MANAGEMENT

FINANCE

MARKETING

IT

P-OFFICE



01/23-12/23 01/24-12/24

The graphic illustrates the paper consumption of individual teams in the periods from January to December 2023 and January to December 2024. It highlights the areas where reductions were achieved and clearly shows the sometimes substantial decreases in printed pages.



# ACTIVITIES



## ENVIRONMENT DAY

The **sera Environment Day** has been a tradition for many years now. Once a year, we dedicate a full working day to environmental protection, demonstrating that our motto “We create added value for people and the environment” is actively lived in our company.

This year, we once again went out into the Reinhardswald forest, in cooperation with HessenForst, to focus on cultural preservation. Our employees worked hard to free young oak and beech trees from competing vegetation, thereby ensuring their healthy growth.



## sera ENVIRONMENTAL PRIZE

We promote the sustainable ideas of tomorrow. For almost ten years now, we have been awarding the **sera Environmental Prize** as part of the “promotion Nordhessen” start-up competition. The prize recognizes a start-up that impresses with an exceptionally sustainable business idea. With this award, we aim to encourage young companies to take responsibility and develop innovative solutions for environmental and climate protection.

As part of the “promotion Nordhessen” competition, Pflanzentheke GmbH was honored with the **sera Environmental Prize 2024**. The start-up impressed the jury with its innovative hydroponic system for resource-efficient vegetable production. This solution combines technical excellence with practical feasibility and demonstrates impressively how environmental and climate protection can go hand in hand with entrepreneurial thinking.

With its scalable and economically viable approach, Pflanzentheke makes a valuable contribution to the sustainable transformation of food production and the promotion of urban sustainability. The award emphasizes the importance of forward-looking ideas that have both ecological and societal impact.

## ENVIRONMENT DAY WITH OUR YOUNG TALENTS

This year, we organized our first Environment Day with our Young Talents. Our apprentices and students took the opportunity to implement environmental protection projects directly on our Immenhausen site. With great dedication, they planted new fruit trees, created a flowering meadow, and built a compost area. This initiative is in line with our mission “**sera goes green**” and demonstrates how sustainability is integrated into training at **sera**.

Sustainability has long been an integral part of our training program. The Environment Day makes this visible: our young professionals experience sustainable practices in their daily work and take active responsibility, while also developing an early awareness of environmental and climate protection.



## EXPERIMENTS ON CLIMATE CHANGE

With the LMU climate kit, we raise our apprentices’ and students’ awareness of environmental and climate issues in a practical way. Through twelve engaging experiments on climate change, they learn about the scientific fundamentals, take on coordination and presentation tasks, and reflect on the results in a corporate context. In this way, we promote sustainable thinking and responsibility in everyday working life.



## sera FOREST

In line with our mission “**sera goes green**” and our sustainability activities, we leased an area at the “Großer Loh” in Immenhausen to create the **sera Forest** on the occasion of our 80th company anniversary. For every year of our company’s existence, we aim to plant one tree. But it’s not just us: the citizens of the town are also invited to participate. Whether for a wedding or the birth of a child, everyone can take part. The **sera Forest** is another step toward actively contributing to regional biodiversity and creating long-term added value for people and the environment.





# SOCIAL

Social responsibility at sera

Health

Occupational safety

Education

Gender equality

Activities





# SOCIAL RESPONSIBILITY AT **sera**

## OUR UNDERSTANDING OF SOCIAL RESPONSIBILITY

As a family-owned company, values such as fairness, respect, and a cooperative spirit are particularly important to us. In addition to our economic and ecological responsibilities, we, as a medium-sized company, place great emphasis on our social and community engagement. It is of central importance to us that we not only live our values within the company but also actively take responsibility for society beyond our organization and help shape it.



### SDG 3: GOOD HEALTH AND WELL-BEING

*“We want to actively promote the health and well-being of all employees and beyond the boundaries of **sera**.”*

Health is the foundation for quality of life, motivation, and performance. That is why at **sera** we create a working environment that strengthens the physical and mental health of our employees.

Our focus:

- Occupational health management
- Support for sports activities for our employees
- Promotion of sports clubs
- Health activities at the company site

### SDG 4: QUALITY EDUCATION

*“We want to enable lifelong learning and provide the best possible training for our employees. Through the reconciliation of work and private life, we aim to offer equal opportunities to all employees.”*

Education opens up new perspectives and forms the basis for personal development. We support our employees in expanding their knowledge and applying their skills effectively.

Our focus:

- Flexible working arrangements
- In-house learning opportunities
- Support for further training
- Continuous improvement of training programs at **sera**

### SDG 5: GENDER EQUALITY

*“We want to ensure gender equality at all levels.”*

In an industry-driven environment, we aim to break down barriers and enable genuine equal opportunities. Our goal is to create equal possibilities for everyone — regardless of gender.

Our focus:

- Fair pay through fixed pay groups
- Balance of work and private life through various working-time models
- Support for initiatives such as Girl’s Day
- School visits and company tours to encourage girls to pursue technical careers

3GOOD HEALTH AND WELL-BEING

4QUALITY EDUCATION

5GENDER EQUALITY

# HEALTH

Health is an integral part of working life at **sera**. We create an environment that supports our employees in feeling well, staying active, and working healthily in the long term. Over the past year, we have implemented numerous measures to specifically strengthen physical and mental well-being.

We consciously promote movement during the workday. "Walking meetings" add engagement to discussions, and our Stand-Up rooms with height-adjustable desks encourage more activity while working. In addition, we support participation in a variety of sports activities, for example through discounted gym memberships or participation in regional events such as Stadtradeln, the Great Barrier Run, or the Kassel Marathon. Another offer to increase everyday movement is our Bike Leasing program. Employees can lease a high-quality bicycle or e-bike at favorable conditions, a healthy and environmentally friendly alternative for commuting and leisure.

On-site, we also provide targeted opportunities for physical activity. Our yoga and fitness room has been redesigned and expanded to allow better use and offer more options for active breaks.

We also promote sporting engagement beyond the company boundaries. Supporting both grassroots and competitive sports in the region is important to us because of their positive impact on society.

When it comes to nutrition, we focus on healthy variety. In addition to free fruit and water, we offer, together with our cafeteria team, a wider selection of vegetarian and vegan dishes. This allows for a balanced and sustainable diet during the workday.

A highlight this year was our Health Day at our Immenhausen site. In cooperation with the German health insurance "Techniker Krankenkasse", our employees were able to participate in various activities focused on movement, nutrition, and mental strength. These included heart age checks, active breaks, practical nutrition workshops, and complementary online formats on healthy daily habits and strengthening the immune system.

We also actively promote social interaction. Events such as the monthly **sera** barbecue, summer parties, or our year-end celebration provide opportunities to connect outside of work, experience community, and strengthen company cohesion. For us, a healthy work environment also means creating space for encounters and appreciation.



# OCCUPATIONAL SAFETY

Safety is an integral part of daily work life at **sera**. Every day, we strive to identify risks early, implement targeted preventive measures, and provide all employees with a safe and healthy working environment.

A strong sign of our commitment is the quality seal "Sicher mit System" by the "Berufsgenossenschaft Holz und Metall," which we first received in 2012 and again in March 2025. It confirms that we have a systematically developed, effectively implemented, and continuously practiced occupational safety management system and that we reliably meet the requirements of the National Guidelines for Occupational Safety Management Systems. The seal represents not only compliance with legal regulations but also quality, reliability, and a well-organized approach to occupational safety. It demonstrates that workplace safety is a top priority for us and that we take responsibility for our employees.

In addition, regular meetings of our internal Occupational Safety Committee provide structure and clarify responsibilities. In these meetings, potential measures to improve workplace safety are reviewed and decided upon. We also conduct detailed analyses of incident frequencies and systematically record near-misses to identify potential risks early and take targeted action.

During our so-called "Gemba Walks", responsible personnel and managers go directly into the work areas to observe processes and work with the teams to initiate targeted improvements. In addition, we regularly conduct noise measurements in production to ensure compliance with limits and provide additional hearing protection where needed.

We also rely on continuous briefings, hands-on training, and targeted awareness-raising. After all, only those who recognize and understand risks early can take responsibility and actively contribute. This way, we create an environment at **sera** where safety, attentiveness, and teamwork are second nature.





# EDUCATION

Especially in times of skilled labor shortages, we view well-trained employees as a key pillar of our company's success. That's why we invest in developing individual competencies and create structures that enable continuous learning.

One important element of this is our in-house coaching program, which is available to all employees. Experienced specialists and managers share their knowledge and help translate new ideas directly into practice. Of course, external training courses and seminars are also part of our educational programs.

For us, flexibility is an essential part of sustainable development. That is why we have been working with a trust-based working time model for many years. Individual working time solutions enable our employees to balance their professional responsibilities with their private lives. Depending on their role, many also have the option to work remotely.

# TRAINING AT sera

We are particularly proud of our high training rate and the continuous development of our training programs. Feedback is exchanged at eye level: apprentices not only receive feedback but also share their own perspectives with trainers and the company. To strengthen this culture of shared learning, we opened a new training facility in our Plant 2, offering an ideal environment for creative and future-oriented learning. We view the close connection between theory and practice as the key to building a strong professional identity and future-proof skills.

**Sustainability is firmly embedded in our training programs at sera.** We create a setting in which apprentices can not only experience sustainability firsthand but also help shape it. Over the past year, we further expanded the integration of sustainability topics and implemented a range of projects designed to strengthen environmental awareness and a sense of responsibility:

**Environment Day** (see page 33)

**Sustainability project for the 80th company anniversary:** As part of the celebrations, our young talents created a sustainability exhibition. With creative displays and interactive elements, they brought our sustainability initiatives to life, making them accessible and engaging for coworkers, visitors, and families alike.

**Experiments on climate change** (see page 33)

**sera Social Day:** As part of the **sera Social Day**, our apprentices and managers volunteer in social projects within the region. For example, they redesigned the outdoor area of a children's and youth center at Jumpers Kassel-Wesertor and built a bouldering wall at the Akku youth center in Immenhausen. Through this close collaboration, everyone involved gains valuable hands-on experience in teamwork and project management — while making a positive, tangible impact on the community.

**Support at school visits and career fairs:** Our apprentices represent **sera** at training fairs and during school visits, where they present our technologies, corporate values, and sustainability initiatives. In doing so, they help raise awareness among young people about environmental and future-oriented topics. As their experience grows, they take on the planning and execution of these visits independently, gaining valuable practical skills in communication and organization.

For us, sustainable training goes beyond technical knowledge: we introduce values, social and economic responsibility, and environmental awareness at an early stage, actively involving apprentices in **sera's** sustainability activities.

To mark our company's 80th anniversary, our apprentices and dual students created a special initiative for sustainability: they designed and curated an interactive sustainability exhibition — innovative, informative, and hands-on. The goal was to make sustainability within the company more visible and, above all, tangible.

Across four thematic stations, the next generation showcased key sustainability aspects of our company:

**DIGITALIZATION:** How our digital processes help reduce paper consumption in everyday operations and conserve resources.

**ENERGY USE:** A live comparison between LED lights and fluorescent tubes demonstrated energy savings and highlighted concrete potential for optimization.

**SOCIAL IMPACT:** A self-designed mural brought our diverse social initiatives into focus and encouraged active participation.

**WATER TREATMENT:** With real-world examples, the team illustrated how **sera** products improve water quality across the globe.

The project was a resounding success — not only as a highlight of our anniversary celebration but also as a testament to the sustainable mindset of our upcoming generation.





# GENDER EQUALITY

As a company rooted in environmental technology, **sera** has deep ties to the traditional industry. Even today, the production sector is still predominantly male. That's even more reason for us to actively promote gender equality and embed it structurally throughout the organization.

With clearly defined job profiles and a standardized pay scale, we ensure that all employees are compensated fairly — regardless of gender. This approach builds trust and forms the foundation for genuine equal opportunity.

We are particularly proud of the proportion of women at our headquarters in Immenhausen. At 25%, it exceeds the current industry average of 21% in the metal and electrical sectors. But we're not stopping there. We're taking targeted measures to spark interest in technical careers among women and to inspire them to join **sera**.

Through our social media channels, we share authentic insights into technical roles — whether it's assembling pumps or operating milling machines — showing that these tasks are equally well-suited for women and breaking down old stereotypes. Additionally, we introduce young people to technical careers early on through school visits, plant tours, internships, and job fairs. A highlight each year is the Girl's Day, when female students can get hands-on experience and discover their technical talents.

We believe that gender diversity not only strengthens our team but also fuels innovation across our company. That's why we're committed to creating an environment where people of all genders have the same opportunities to grow and succeed.

25%  
WOMEN'S QUOTA AT  
IMMENHAUSEN SITE



## GIRLS' DAY AT **sera** – Exploring technology up close

On this year's Girls' Day, students once again had the opportunity to immerse themselves in the world of technology at **sera** and create their very first technical project by hand. With curiosity and skill, they worked on pumps and valves, gaining hands-on experience in our training environment.

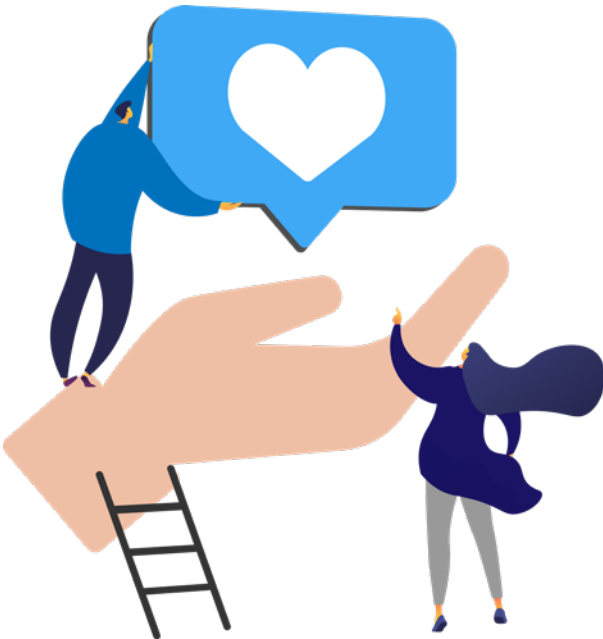
The varied program offered a mix of team-building activities, creative workshops, and fascinating insights into our vocational training areas. In small groups, the participants explored different components, tackled their first technical tasks, and learned where our products are used around the world. A guided tour of the company rounded off the day.

Even today, many girls are less likely to choose careers in science and technology, meaning valuable potential often goes untapped. With our involvement in Girls' Day, we aim to change that: we create hands-on experiences, break down barriers, and show that technical work is exciting, diverse, and achievable. For us, Girls' Day is a key initiative to inspire young talent for our industry and attract them in the long term.





# ACTIVITIES



## sera SOCIAL DAY

Once a year, the **sera Social Day** brings together our trainees and management to work side by side on social projects. The goal is twofold: to step into new roles and tasks while making a lasting contribution to society.

Following a pre-selection of potential projects that focus on supporting children, young people, or social institutions, the options are presented to the trainees. They then independently choose which initiative they would like to support.

On a Saturday, the trainees and managers carry out the selected project together – deliberately in their free time. The responsibility lies especially with the trainees: they handle both the planning and organization of the **sera Social Day**, as well as the coordination on the day of the event itself.



## OMARURU CHILDREN'S HAVEN

For many years, **sera** has been supporting Omaruru Children's Haven, a government-recognized children's home in Namibia. Up to 35 children and young people find a safe place to live here when their families are unable to care for them. In addition to shelter and food, they receive something even more important: stability, care, and new perspectives for their future. Through our support, we aim not only to provide for their daily needs but also to invest specifically in education, personal development, and a loving environment.



## PARTNERSHIP WITH MT MELSUNGEN

As a premium partner of MT Melsungen, our connection to the handball Bundesliga team goes far beyond a shared passion for the sport.

For over twelve years, we have been building a strong partnership based on shared values such as team spirit, responsibility, and a forward-looking mindset.

A special highlight of this collaboration is the **sera Handball Day**, now a long-standing tradition. Children aged 10 to 14 get to experience an unforgettable afternoon: training alongside professional players, practicing at different stations, getting real pro tips, and — above all — having a fantastic time. The focus isn't on performance, but on the joy of movement, community, and inspiration.

Taking things to the next level are the „Handball Camps powered by **sera**,“ tailored to young talents. For three full days, participants train in multiple sessions led by experienced MT youth coaches, supported by former national team player Finn Lemke — an inspiration to many.

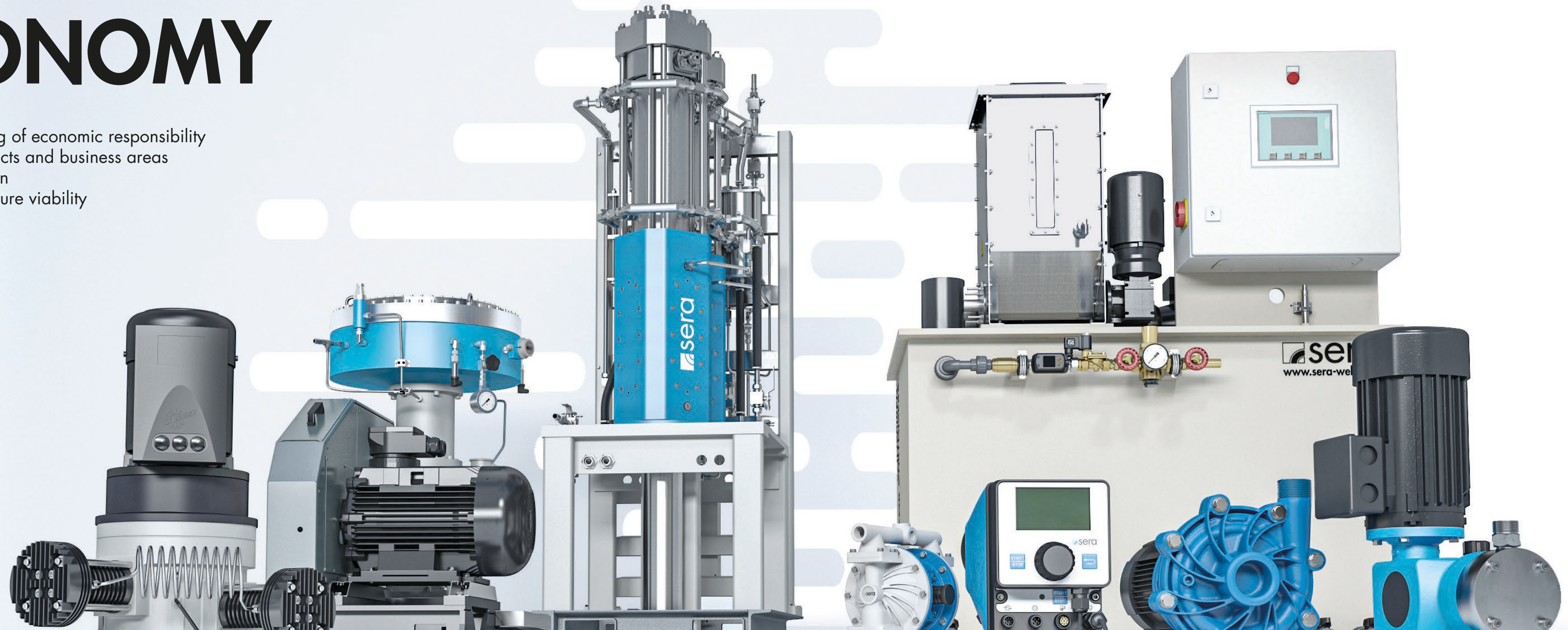
But our cooperation extends beyond the world of sports. With the “**sera Future Challenge**,“ we've jointly launched a project that combines creativity, environmental awareness, and future-oriented thinking. Children and teens aged 8 to 15 develop their own ideas, designs, or projects themed around sustainability. Along the way, we not only encourage creativity and a sense of responsibility but also offer participants the chance to win exciting prizes and make a real impact on the world of tomorrow.





# ECONOMY

Our understanding of economic responsibility  
Sustainable products and business areas  
Internationalization  
Innovation and future viability





# OUR UNDERSTANDING OF ECONOMIC RESPONSIBILITY

At **sera**, we understand economic sustainability as responsible, future-focused action. For us, sustainable economic success means creating stable, long-lasting structures by striving to balance economic growth with ecological and social requirements.

A key aspect of our understanding of economic sustainability is the focus on the future. We don't invest in short-term effects but in long-term structures that foster innovation, quality, and stability. This includes forward-looking technologies as well as the targeted development of skilled professionals, the building of international partnerships, and the continuous improvement of our processes.

Our goal is to shape economic performance in a way that does not come at the expense of natural resources or social standards. Instead, we rely on efficiency, transparency, and resilient business models that address current challenges sustainably. Expanding into new business areas like hydrogen technology, scaling our digital manufacturing, and internationalizing our market activities are examples of this commitment.

For us, business is not just about growth – it's also about responsibility. Responsibility toward the environment, toward the people we work with, and toward future generations.



# SUSTAINABLE PRODUCTS AND BUSINESS AREAS

As an environmental technology company, we develop products and solutions with and for our customers that actively contribute to protecting the environment and conserving resources. Sustainable products and business areas therefore form a key pillar of our economic philosophy. Our goal is to provide technologies that are not only high-performing but also future-proof. In doing so, we help address ecological challenges and take on social responsibility.

Even in our traditional core fields — dosing and pumping technology — sustainability is at the heart of our product development. Our systems are used worldwide in water treatment, wastewater management, the food industry, and the chemical sector. They enable precise, resource-efficient processes that optimize chemical usage, reduce emissions, and save energy. In drinking water treatment, our dosing systems ensure the exact delivery of disinfectants, helping to guarantee hygienic water quality. In wastewater management, our solutions support targeted pollutant treatment and enable clean water to be returned to natural cycles.

Another key example is our commitment to hydrogen technology. With the founding of **sera HYDROGEN GmbH**, we have established an independent business unit dedicated to developing innovative hydrogen applications. Our systems are used in emission-free mobility, energy storage solutions, and industrial applications, making a tangible contribution to reducing the reliance on fossil fuels and supporting energy transition.

We continuously invest in the further development of our technologies with a focus on resource conservation, energy efficiency, and environmental compatibility. In this way, we combine entrepreneurial growth with a clear commitment to sustainability. Our products stand for quality, reliability, and responsible business practices aimed at a sustainable future.





# INTERNATIONALIZATION

The increasing internationalization of our activities is a central component of the strategic direction of the **sera Group**. With our mission „**sera goes international**,“ we pursue the goal of making our products available worldwide, tapping into new markets, and establishing long-term stable partnerships. Our focus is not only on business success, but also on taking responsibility globally and actively helping to shape sustainable development.

We view internationalization as a strategic investment in the economic success of our company. A global presence increases our resilience to market fluctuations, promotes knowledge and technology transfer, and ensures economic stability through diversification. At the same time, it opens up new growth opportunities and strengthens our position in international competition.

With subsidiaries in the United Kingdom, South Africa, Spain, Austria, and Switzerland, as well as more than 30 partners in over 80 countries, we are broadly established on the international stage. This global presence enables us to support our customers locally with technological expertise, reliable service, and customized solutions. It also promotes direct exchange with regional markets and opens up new perspectives for innovative applications. Last year, we expanded our international operations with the addition of sales offices in Italy and the United Arab Emirates to serve these markets even more effectively in the future.

A key element of our international strategy is close and trusting collaboration with our partners. This cooperation is based on shared values such as reliability, quality, and technical standards. Many of these business relationships have existed for years and are characterized by continuity and mutual growth.

Our international activities go far beyond mere market presence. In numerous projects around the world, our systems contribute to improving water quality, optimizing industrial processes, and promoting sustainable energy applications. The knowledge gained from these international projects flows directly into the further development of our products and services.



OUR LOCATION IN  
SWITZERLAND

# INNOVATION AND FUTURE VIABILITY

Innovation is deeply embedded in our corporate culture and forms the foundation for long-term success. For us, innovation is not only about developing new products, but also about continuously advancing our processes, structures, and ways of thinking, with the goal of raising efficiency, quality, and sustainability to a new level.

A visible proof of this innovative strength is our recognition as a TOP 100 Innovator 2025. This award ranks us among the most innovative medium-sized companies in Germany and is based on measurable achievements in areas such as innovation climate, top management, processes, external orientation, and concrete innovation success.

We are proud that Carsten Rahier has been nominated for the Rudolf-Diesel-Medallie 2025. This honor acknowledges the social, economic, and ecological innovations of the **sera Group** and our commitment to a sustainable future. We look forward to the next steps in creating added value for people and the environment.

The Rudolf Diesel Medal, Germany's oldest innovation award, has been presented by the Deutsches Institut für Erfindungswesen (D.I.E. e.V.) since 1953. Awardees are selected by the Rudolf Diesel Board of Trustees, consisting of around 60 technology executives representing over half a million employees and 125 billion Euro in revenue.



## SMART FACTORY / DIGITAL MANUFACTURING

A central element of our innovation strategy is digital manufacturing. In the spirit of a “Smart Factory,” **sera** relies on connected machines, automated workflows, and intelligent data analysis. This approach not only makes our production more efficient but also more flexible and sustainable. By continuously monitoring real-time data, we can optimize production processes, identify bottlenecks early, and deploy resources with precision. We go far beyond traditional automation.

From an ecological perspective, digital manufacturing also makes a significant contribution. Smart systems improve energy efficiency, reduce waste, and ensure that materials are used as efficiently as possible. The near-paperless transition further saves resources and makes our production considerably more climate-friendly.

For us, digital manufacturing is not just a technological advancement — it is a clear commitment to responsible, modern, and sustainable industry.





# OUR PATH

## YESTERDAY - TODAY - TOMORROW

### Annual sera Environment Day

The **sera Environment Day** has been a valued tradition for many years. Once a year, we dedicate a full workday to environmental protection, demonstrating that our motto, “We create added value for people and the environment,” is something we actively put into practice.

### Annual sera Future Challenge

Together with MT Melsungen, we launched the **sera Future Challenge**. It encourages children and young people to develop projects that contribute to creating a sustainable future.



### Joining the UN Global Compact

The need for sustainable corporate development is indisputable. In 2022, **sera** signed the UN Global Compact and identified five relevant and actionable goals.

### Strengthening sustainability in training

Sustainability has been further integrated into our training programs and made tangible through hands-on projects that promote environmental awareness and a sense of responsibility.



### Installation of a baling press for packaging materials

A baling press was installed in the goods receiving area to recycle packaging materials more efficiently, significantly saving resources and reducing transportation effort.



### Annual Award of the sera Environmental Prize

Since 2015, **sera** has presented the **sera Environmental Prize** as part of the „promotion Nordhessen“ start-up competition, recognizing founding teams with sustainable ideas.



### Environmental Management

Achieving certification according to DIN ISO 14001 is a natural step for **sera**, reflecting our commitment to environmental protection and the effectiveness of our sustainability efforts.



### Installation of a photovoltaic system at Plant 1

As part of the modernization of our Plant 1, we installed a photovoltaic system that now enables us to generate a significant share of our own electricity consumption.



### Modernization of our headquarters

Modernization of our headquarters, including energy-efficient LED lighting, improved thermal insulation, and intelligent heating control.



### Development of our first comprehensive Carbon Footprint

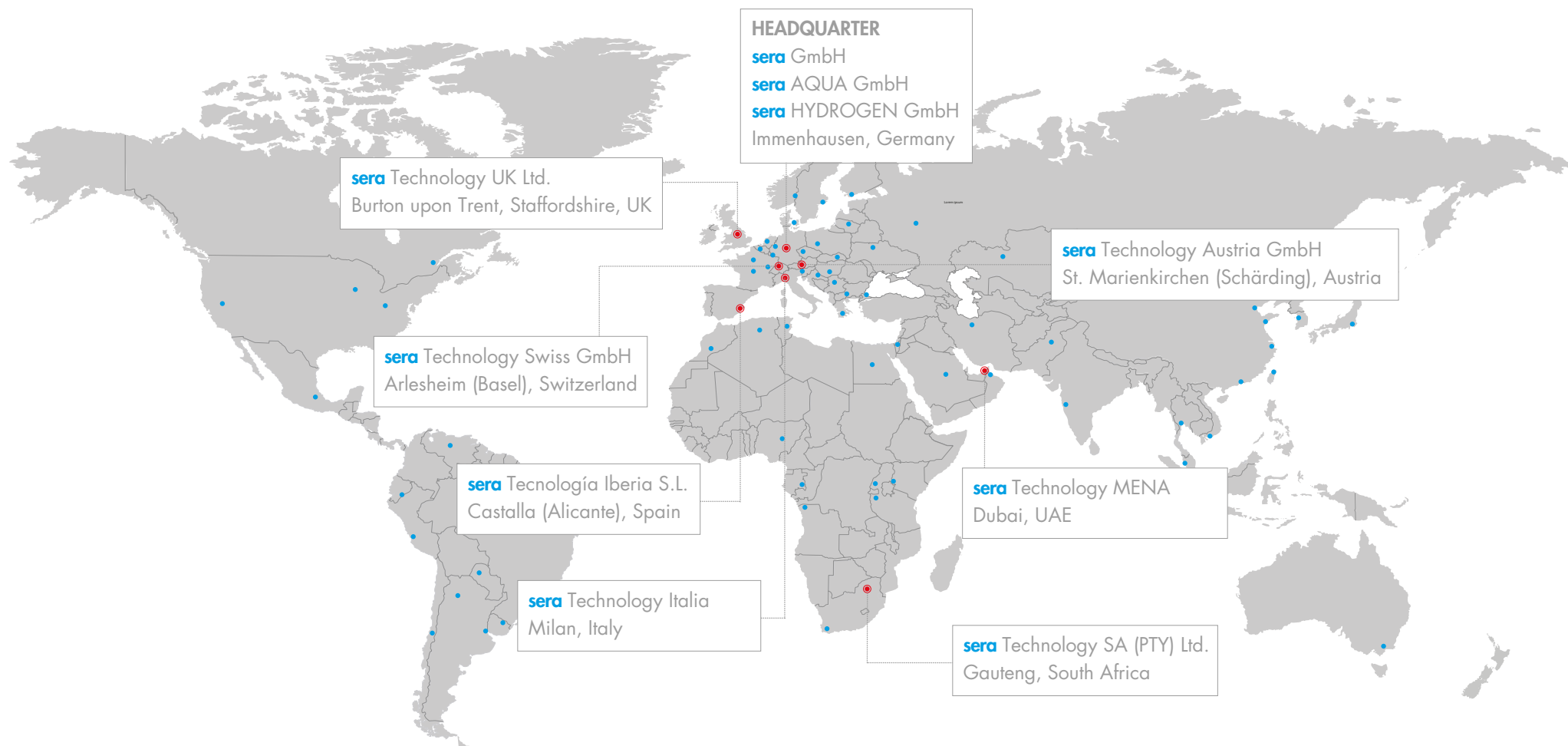
For the first time, we prepared a complete carbon footprint for our headquarters, creating the foundation for targeted CO2 reduction measures.



### Installation of a photovoltaic systems at Plant 2

In the future, we also plan to install a photovoltaic system at Plant 2 to enable self-sufficient energy supply.





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