

Bachelor's Thesis in Energy Systems Engineering

# Sustainable Development Goals Initiatives and the assessment of their outcome effectiveness in the field of CSR: the Perlen Packaging AG case study



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## Abstract

Stakeholders' sensitiveness towards sustainability issues has resulted in increasing their expectations towards corporate social responsibility (CSR). Indeed, it has been acknowledged that companies play a key role in promoting a model of development that is sustainable for both the environment and the people living in it.

The pharmaceutical industry is a sector of the economy characterized by numerous concerns with regards to sustainability. One of them is the packaging of medicinal products. In this regards, this research project evaluates the sustainability strategy of Perlen Packaging AG, a provider of packaging films within the pharmaceutical industry.

The purpose of this thesis is therefore to assess the sustainability strategy of Perlen Packaging AG as well as to understand which CSR program should be followed in order to obtain financial, social and environmental benefits aligned with the overall vision and strategy of the company.

After carrying out a qualitative analysis based on primary and secondary data, the research highlighted that the focus topics at the core of Perlen's Packaging CSR strategy are human and labour rights, environmental protection and responsible sourcing. On the other hand, the major expectation identified by stakeholders is for the company to develop a long-term social and environmental sustainability strategy that may satisfy clients, suppliers and employees needs.

Recommendations were provided in terms of improving communication about the firm CSR strategy, particularly through a sustainability report based on the Global Reporting Initiative (GRI) standards as well as obtaining certifications from international standards organizations (e.g. ISO 14001, ISO 50001, ISO 45001).

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