

# goTOzero RETAIL

Details

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# The goTOzero RETAIL certification at a glance



- ✓ The certification contributes to the implementation of the Volkswagen Group's environmental strategy at dealer level.
- ✓ The certification measures about 70 criteria related to the environment, which cover the fields of activity of a car dealership.
- ✓ Four levels of certification can be achieved: Bronze, Silver, Gold, and Platinum.

- ✓ The certification is intended to motivate the Volkswagen Group's dealerships and service partners worldwide to measure, improve and reduce their environmental impact in the long term.
- ✓ The certification criteria are based on the four commitments of Volkswagen's environmental strategy: climate protection, resource conservation, preservation of ecosystems and environmental regulations.
- ✓ In addition to the positive impact on the environment, there are also advantages for the retailer's business success and attractiveness as an employer.
- ✓ Among other things, customers benefit from additional transparency about their retailer's environmental performance.



- ✓ The dealer goes through a multi-stage process for the certification, which also includes an on-site inspection.
- ✓ The audits are carried out by trained auditors.
- ✓ The certificate is valid for 3 years. After that, a recheck must be carried out.

# 1. Certification

## What are the objectives of the certification?

The goTOzero RETAIL certification was developed by the Volkswagen Group for the entire dealer network as part of the goTOzero environmental mission statement. The certification is used to measure and manage the implementation of the Group's environmental strategy at dealer level. Participating retailers will receive a tool to record their current environmental performance and receive information on how they can further improve their environmental performance.

## Why has the Volkswagen Group developed its own certification system?

No existing certification methodology has completely covered all relevant aspects of a car dealership's core business. For this reason, a proprietary approach has been developed for the goTOzero RETAIL certification, which is specifically tailored to the various environmental aspects of car dealerships. In doing so, relevant elements were adopted from established guidelines – such as aspects of building energy efficiency from building certifications as well as classic management factors such as organizational structures, guidelines, goals and implementation measures from environmental management systems such as ISO 14001. These were supplemented by dealership-specific evaluation indicators, for example with regard to workshop operation, customer interactions and environmental aspects of the vehicles sold.

## What criteria are checked?

In the goTOzero certification process, only environmental criterias that can directly be influenced by the retailers are examined. There are about 70 of these criteria, each following one of goTOzero's four main themes: climate change, resources, ecosystems, and environmental compliance. This ensures that it is compatible with the Volkswagen Group's strategy. These criteria are specifically tailored to the various fields of activity of a car dealership. Examples of topics from the respective areas are:

- **General environmental management:** existence of an environmental policy, management structures and further training of employees, targets for reducing resource consumption and emissions, action plans to reduce the ecological footprint, use or production of renewable energies
- **Buildings, business operations and properties:** condition of the buildings and equipment to reduce energy consumption, measures to reduce water consumption, standards and processes in waste management, design of the outdoor facilities of the dealership (influence on biodiversity)

- **Sales and interaction with customers:** Average CO<sub>2</sub> rating of vehicles sold, customer interactions on environmental issues related to the vehicle models offered or the dealer's general environmental measures

## What certification levels can be achieved?

The certification system is divided into four levels: Bronze, Silver, Gold and Platinum. To reach the first level of Bronze, a dealer must achieve at least 35 points out of a total of 100 points. At 50 points, the Silver level is reached, at 65 points the Gold level and at 80 points the Platinum level. Each stage also requires a CO<sub>2</sub> reduction target. For the highest level, this target must be in line with the 1.5 degree target set out in the Paris Agreement. If a retailer does not reach the 35 points, he will not receive a certificate, but can try again at any time.

Below are the badges for the four levels of certification.



## How was the certification program developed?

The Volkswagen Group developed the certification program in close cooperation with the participating Group brands and with the support of external consultants and experts. The certification focuses exclusively on environmental issues. An expansion in the sense of a holistic sustainability (ESG) approach is planned for the next few years.

## 2. The Impact

### What impact should the certification have on the environment?

The goTOzero RETAIL certification aims to reach more than 17,000 retail and service locations in around 150 markets. These sites have an impact on the environment through resource consumption, CO<sub>2</sub> emissions and land sealing. The aim of the certification is to create incentives for the continuous reduction of these impacts until the Group's goal of CO<sub>2</sub> neutrality is achieved. Retailers are encouraged to implement measures to increase energy efficiency, reduce emissions and develop green spaces/increase biodiversity.

### What contribution does the certification make to Volkswagen's "goTOzero" environmental strategy?

The certification contributes to the successful implementation of Volkswagen's "goTOzero" environmental strategy throughout the entire value chain. It follows the four voluntary commitments of the goTOzero environmental mission statement, which forms the basis for the environmental activities of the Group and its dealers. Retailers are encouraged by the certification to implement measures for *climate protection*, *resource conservation*, the *preservation of ecosystems* and *environmental regulations*. Each certification indicator is assigned to one of the four voluntary commitments. As more dealers achieve a demanding level of certification, their contribution to the overall strategy of the Volkswagen Group increases.

### What are the advantages for the retailer?

The certification has a positive impact on the environment and society: it directly reduces the retailer's ecological footprint and supports customers in reducing their own footprint in terms of mobility and consumer behavior. In addition, it brings numerous benefits to the dealers for their business success. This includes differentiating themselves in the market through strong environmental performance, meeting (building) regulations and customer expectations, reducing costs through the economical use of resources, and preparing for capital market and regulatory requirements at an early stage. It also makes retailers more attractive as employers, as sustainability issues are becoming increasingly important to many employees.

### To what extent do customers benefit from a certified retailer?

When buying a car from a goTOzero RETAIL-certified dealer, customers get additional peace of mind. Companies that deal with environmental issues at an early stage and optimize their operations accordingly are more future-proof and competitive. This means more security for customers. The certification also provides transparent information

about the retailer's environmental footprint, thus promoting a more comprehensive advisory service.

## 3. The Process

### What steps does a retail partner need to go through to get certified?

When retail partners want to get certified, they go through a multi-step process. Data must be provided that auditors need to verify environmental performance. The actual verification of this information then takes place during an on-site appointment. The auditors evaluate the information collected, and the resulting point value decides on the award of the certificate and the certificate level achieved.

### Who conducts the audits for certification and how are these individuals selected and trained?

The on-site audits are carried out by qualified auditors. As a rule, these have training based on the environmental or quality management systems ISO14001 and ISO9001. In addition, a training course must be completed that specifically prepares them for the contents of the goTOzero RETAIL certification.

### How long is the certificate valid?

The certificate is valid for three years. After that, re-certification is required. If necessary, for example, if a retail partner wants to achieve a higher level of certification before the end of the 3-year period, he can apply for re-certification.