

# Würth Group

Providing integrated support in introducing a compliance management system



## Deliverables at-a-glance

- » Provision of compliance advice, communication and training from one, reputable source
- » Client: Adolf Würth GmbH & Co. KG
- » Target group: Compliance officers, managers, employees worldwide, for individual topics based on risk exposure

The Würth Group is a global market leader in trading assembly and fastening materials. It consists of more than 400 companies in over 80 countries, has over 74,000 employees on its payroll (as of 31 December 2017) and generated sales of €12.7 billion in the 2017 fiscal year.

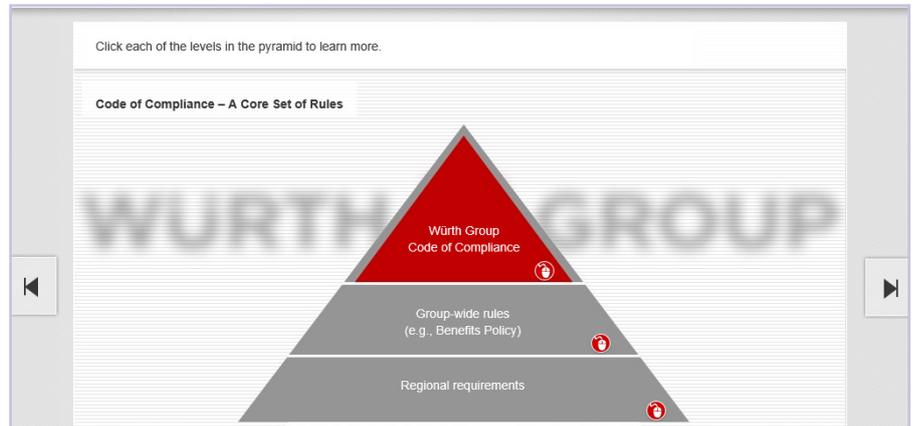
## Compliance as guarantor for preserving common values

The medium-sized family business has a special corporate philosophy, the values of which must be upheld. Mutual trust, dependability, honesty and directness – both inside and out – are basic principles deeply enshrined in the Würth Group. This not only involves compliance with all applicable regulations and laws, but also a suitable company attitude on the part of its employees, all of who are crucial to the sustainable corporate success of the Group.

In light of the increasing challenges of organisational compliance, Würth decided to restructure the already-existing compliance building blocks into a group-wide compliance management system (CMS) which met the demands of modern corporate governance and reflected the company culture. Such basic conditions meant that the CMS needed to be adjusted in an appropriate company and industry-specific manner that would also conserve resources, while being compatible with standard ISO 19600 for compliance management systems.

## Using previous experience to inform an organisation-wide model

For one business area of the Würth Group, Idox Compliance had already provided support in setting up a CMS. Building on its positive experiences and outcomes, Würth turned to Idox Compliance again for comprehensive support in introducing a CMS throughout the Group, from the initial risk analysis to the implementation of training and communication measures.



*“Idox Compliance has managed to provide Würth with optimal support in introducing compliance within a short project term, while taking our value-oriented company culture into account appropriately and addressing the individual risks. The holistic approach and hands-on mentality of Idox Compliance also corresponded with our understanding of successful cooperation.”*

**Klaus Roth**  
In-house Lawyer and  
Group Compliance Officer

## ISO 19600 at a glance

Due to Würth’s need for a CMS compatible with ISO 19600, Idox Compliance came up with a set of measures based on the Plan, Do, Check, Act (PDCA) cycle of the standard.

## Risk analysis

An initial risk analysis ensured that the compliance measures would address the actual risks at Würth. After experienced Idox Compliance consultants had examined the specific legal and business environment, the heads of high-risk business areas were surveyed. That was followed by a half-day on-site workshop with experts and decision makers from corporate management. The findings resulted in a risk report, with the risks identified and prioritised. They also formed the basis for selecting the appropriate content of the compliance training.

## Fundamentals of the compliance policy

The fundamental orientation, objectives and scope of the Würth CMS were fixed in its compliance policy and a roadmap was outlined. Closely connected with that was the description of the basic structure of the organisational

compliance, the responsibilities and the reporting obligations and methods of those involved. Moreover, suggestions for reporting templates were provided and a guideline for corporate gifts and gratuities developed.

## Communication and training

Idox Compliance developed a corresponding concept for basic compliance training and a presentation with a trainer guide for future internal training.

A ‘compliance day’ was held for the managers involved and the compliance officers in the different business areas as a kick-off event. There, the training materials, CMS and “Tone from the Top” were among the topics presented to the multipliers.

A versatile animated video clip in smart lesson format also serves to raise awareness and motivation. Specifically adapting it to Würth brings about a high degree of identification among the employees.



## Compliance e-learning

To roll out consistent, high-quality compliance throughout the decentralised company structure, standard training programmes from the Idox Compliance portfolio were used. Based on the identified risks, the appropriate content was selected and adapted as required, with unnecessary lessons omitted.

Moreover, the individual lesson “Compliance@Würth” was prepared in cooperation with Würth. Based on the value-oriented corporate culture (including the Tone from the Top video with Prof. Reinhold Würth), users are given an overview of the Würth Code of Compliance, the compliance organisation and ways of reporting violations.

This way, a training campaign tailored to Würth’s specific risk exposure could be implemented with little effort. The following topics were addressed in eight languages:

- » Basics of compliance (including the individual lesson “Compliance@Würth”)
- » Protection against corruption
- » Fair competition (Competition Law)
- » Information security

The SCORM-compatible training programmes were rolled out in stages for different parts of the Group via a learning management system purchased by Würth separately.