



## NABU in dialogue with businesses, politics and the public

### For the private sector

*Sociopolitical change can only be reached through a concerted effort and involvement of us all – citizens, politics, businesses and organisations. Businesses, in particular, play a role as important actors and intermediaries in the quest for an ecologically sustainable society. We therefore see great potential in a fair cooperation and constructive dialogue between businesses and environmentalists to face these challenges together and achieve our environment and conservation-political goals.*

If you would like to join us on this path for the purpose of a critical dialogue, we can offer you a number of ways to do so, from donations to project sponsoring, all the way to long-term partnerships with constructive consulting towards the achievement of our common goals.

## Become a cooperation partner

Are you striving for greater sustainability and looking for a capable and strong partner at your side? We will gladly assist you in an advisory capacity, and can also offer you the chance to support environmental protection simply and in the long term through our NABU projects.

To achieve demanding, high-quality goals in this respect, we place particular emphasis on long-term partnerships. Constant exchange with the public, politics, business and other organisations is very important for NABU's work, because we want to approach societal challenges through constructive dialogue. This means that conservation and environmental protection, economic productivity and social equality need to be continually addressed, discussed and balanced. For the very reason that businesses are often part of the problem, they should recognise their potential and dedicate themselves to sustainable solutions.

NABU has already been working together with partners from the private sector for a number of years. Through this dialogue, a mutual understanding for both partners' motives and constraints of action is promoted. If this partnership is able to bundle competencies from both sides, it can be the basis for a positive development benefiting environmental protection.



### Contact

#### NABU Corporate Relations

Karin Flohr  
Head of Corporate Relations

Phone +49 (30) 28 49 84 1571  
Fax +49 (03) 28 49 84 20 00  
[karin.flohr@NABU.de](mailto:karin.flohr@NABU.de)

We review our cooperation partners regarding their responsibility and commitment according to different criteria – for example their consideration of environmental and social standards, a sustainable corporate culture, transparency and openness of information, as well as concrete environmental measures at their company locations.

NABU sees a chance in the cooperation with businesses to achieve environment and conservation-political goals. The future of sustainable business and corporate responsibility towards society should be shaped together, in an open and critical dialogue – with each other and with politics and society.

## Partnership models of business cooperation

There are different models for our cooperation with businesses. These are:

### Consulting

The consulting contracts focus on the advancement of company-specific issues of sustainability and a joint pursuit of conservation and environmental-political goals. NABU provides consulting services on different technical issues such as recycling, sustainable consumption and energy-related issues.

### Sponsoring

Sponsoring includes the support of NABU projects financially or with benefits in kind, as well as effective public communication of nature and conservation issues.

### Logo licence

Through licensing of the NABU logo, the organisation expresses its recommendation for selected sustainable products and projects.

## Our partners

### CEWE

NABU has already been cooperating with CEWE on a regional level for a number of years. The focus of the cooperation has been on the business headquarters in Oldenburg, with the local NABU group, but since 2016 has gone nation-wide with NABU's federal organisation. A joint photo competition aimed at raising awareness for the beauty of nature is the start of our long-term, supra-regional cooperation.

**Sector:** Photo technology / printing

**Employees:** 3,400

**Turnover:** 524 million €

### About the company

With twelve high-tech premises and approx. 3,400 employees in 24 European countries, CEWE is the technology and market leader. Founded in 1961 in Oldenburg, today CEWE is an innovative commercial online-print partner and one of the first businesses in the photo industry to introduce new digital technologies and products. Sustainability is the company's third supporting pillar, alongside the strong CEWE brand and innovative strength.

### DIEMEDIAFABRIK

The Berlin media agency DIEMEDIAFABRIK and NABU have been cooperating since 2009 to increase acceptance for the protection of wolves. The media agency uses educational work to try to boost wolves' image. The agency has proven their commitment to the issue with their regular company outings to Lusatia, habitat for an increasing number of returning wolves.

**Sector:** Consulting

**Employees:** 20

**About the company**

DIEMEDIAFABRIK plans and implements media strategies in print, TV, radio as well as outdoor and online advertising. The owner-managed agency has its headquarters in Berlin.

**dm Drogeriemarkt**

Together with dm-Drogeriemarkt and two further partners, NABU has launched the initiative “HelpersHearts - the dm prize for dedication”. The aim of the project is to raise awareness for volunteer effort in our society and strengthen it.

**Sector:** Drugstore sales and production  
**Employees:** 36,000  
**Turnover:** 6.4 billion €

**About the company**

dm Drogeriemarkt is a provider of drugstore goods in Germany and other countries. In the financial year of 2013/2014, the company generated a turnover of 6.4 billion euros. Approx. 36,216 employees currently work in over 1,600 dm-stores throughout the country.

**Telefónica Germany GmbH & Co. OHG**

Telefónica Germany GmbH & Co. OHG is a partner of the NABU initiative “Old mobiles for the Havel”. Proclaimed goal is to increase the recycling rate of disused mobile phones and to reprocess devices. NABU receives 1.60 € from Telefónica Germany for every old phone handed in. The proceeds from the recycling process go towards the river renaturation project “Lower Havel”.

**Sector:** Telecommunications  
**Employees:** 9,500  
**Turnover:** 7.8 billion €

**About the company**

With 47.7 million customer connections, Telefónica Germany GmbH & Co. OHG is one of the three leading integrated telecommunications providers in Germany. In the mobile sector, the company provides more than 42 million connections and is the German market leader.

**Erdal Rex GmbH – Frosch Reinigungsmittel**

NABU advises the company, member of the Werner and Mertz Group and manufacturer of the Frosch cleaning agents, regarding their “FROSCH recycle initiative”, which aims to increase the recycling rate of PET. Together, they advocate for more sustainability in the waste and recycling industry. Erdal Rex further supports the NABU conservation centre in the Rhein floodplains, as part of the initiative “Frosch protects frogs”.

**Sector:** Detergents and cleaning agents  
**Employees:** 920  
**Turnover:** 300 million €

**About the company**

With brands such as Erdal, Frosch or tana, Werner & Mertz provides household cleaning products for consumer and professional users. For over 140 years, the Werner & Mertz company and its FROSCH brand has been combining manual tradition and experience with creative innovation. The packaging of Frosch products is made of 100% recycled PET.

**IKEA Deutschland**

NABU and IKEA Deutschland have been dedicating themselves to conservation and environmental protection goals at IKEA sites since 2011. This includes measures in the sectors of energy, mobility and take-back systems. It further includes the redesign of existing furniture stores according to sustainable principles, prolongation of lifespans and improvement of materials cycles, as well as the promotion of biological diversity, creation of green spaces and parking space design.

**Sector:** Furniture and interior design  
**Employees:** 139,000  
**Turnover:** 32 billion €

### About the company

IKEA is the world's largest furniture retailer with 139,000 employees in 44 countries. Founded in Sweden in 1943, IKEA conquered the world with their concept of making furniture affordable for everybody. The concept of sustainability has become embedded in their corporate philosophy more and more over the past years, and will be strengthened even more in the future.

### KOSMOS Verlag

NABU and KOSMOS have been working together successfully for many years publishing nature field guides. Titles pertaining to nature and conservation are examined by NABU. Special publications recommended by NABU carry the NABU seal on their book covers. Furthermore, KOSMOS supports a number of NABU initiatives, such as the "hour of garden birds".

**Sector:** Publishing house

**Employees:** 140

**Turnover:** 60 million €

### About the company

The KOSMOS publishing house, based in Stuttgart, is one of the leading publishers of non-fiction, self-help literature and games. The diverse publishing programme of this long-established publishing house comprises successful nature guides such as "Was blüht denn da?" (What's blossoming there?) and world-renowned brands such as "The Three Investigators". In their product development, KOSMOS sets great store by high quality of features and design, as well as subject-matter expertise and sustainability.

### Krombacher Brauerei

With their Krombacher species protection project, Krombacher brewery supports six conservation projects of NABU, WWF and DUH. Important flagship species such as the Lesser Spotted Eagle, Black Stork, Eurasian otter and Eurasian Lynx are protected through three NABU projects in the Ueckermünde Heath, the Lapidz-Gevezin forest landscape and the Palatinate Forest.

**Sector:** Brewery

**Employees:** 950

**Turnover:** 750 million €

### About the company

Krombacher Brauerei Bernhard Schadeberg GmbH & Co has a long tradition of conservation and environmental protection. The products of the Krombacher brewery are natural products made from natural resources. Environmentally friendly production, orientation towards returnable packaging as well as constant adaptation to the newest environmentally friendly technologies and recycling options are all important cornerstones of Krombacher's sustainability strategy.

### Neudorff

Neudorff and NABU see their cooperation as an active contribution to the protection of peatlands. The NABU seal indicates 100% peat-free NeudoHum soils by Neudorff and makes it easier for consumers to buy environmentally friendly and climate-compatible potting soils. Furthermore, Neudorff contributes to the German peatland protection fund, established by NABU in 2011. This fund is used to finance measures to rewet peatlands in Germany that have fallen dry.

**Sector:** Plant protection products

**Employees:** 150

**Turnover:** 100 million €

### About the company

Neudorff develops and sells plant protection products for homes and gardens containing natural and regenerative resources wherever possible. The aim is to interfere as little as possible with the natural ecosystem and to thereby enable customers to make a contribution to sustainable use in front of their own doorsteps.

## REMONDIS

NABU and REMONDIS agree that products and commodities manufactured by our society must be reuseable and recyclable. Protection of resources and the climate are declared goals of REMONDIS. NABU advises REMONDIS on issues of resource conservation and use of secondary raw materials to approach this common goal.

**Sector:** Waste management

**Employees:** 32,000

**Turnover:** 6 billion €

### About the company

REMONDIS is one of the world's largest private recycling, service and water businesses and provides services to more than 30 million people.

## REWE-Group

After years of cooperation, NABU and the REWE group entered into a long-term strategic partnership in the summer of 2015. The objective of the partnership is to generate stimuli for more sustainable economic activity in trade and for more sustainable consumption in Germany, and to further improve environmental and resource protection in the value chain. The end of plastic bags in all REWE supermarkets in 2015 was the first milestone of the partnership. It is followed by further measures aimed at reducing the amount of packaging material in supermarkets and avoiding food waste.

**Sector:** Trade and tourism

**Employees:** 330,000

**Turnover:** 52 billion €

### About the company

The cooperatively structured REWE group is one of the leading trade and tourism groups in Germany and Europe.

## Scandlines

Ships are generally seen as ecologically efficient means of transport, but dirty fuels and a lack of exhaust technology lead to a high amount of air pollutants. NABU's consulting, therefore, largely focusses on reducing shipping emissions – in other words, avoiding exhaust emissions, noise and waste.

**Sector:** Shipping

**Employees:** 1,500

**Turnover:** 460 million €

### About the company

In 2013 and 2014, the ferry operator Scandlines introduced a hybrid propulsion system on all regular ferries on the Puttgarden-Rødby route, thus increasing the motors' efficiency. Combined with a compact, closed flue gas scrubber, the ferries now comply with the sulphur emission requirements in place since 1 January 2015.

## Veolia Deutschland GmbH

In 2016, Veolia Deutschland and NABU renewed their cooperation which started in 2010. Veolia and NABU will focus their future cooperation on the projects "Oceans without plastic" and the river renaturation project "Lower Havel", as well as on the issue of innovation.

**Sector:** Water/Waste water, Waste disposal, Energy services

**Employees:** 174,000

**Turnover:** 25 billion €

### About the company

Veolia looks back on over 160 years of experience in the water, waste disposal and energy sectors. Veolia uses their innovative capacity for progress, the good of humanity and the productivity of businesses and regions.

## Our licensees

Within our licensing partnerships, NABU provides the NABU logo for certain initiatives and products. You find more information on our website.

## The NABU Business Initiative

### Working together to protect nature and the environment

We offer small and medium-sized businesses across all sectors the chance to support nature conservation and environmental protection nationally and internationally. Together, we aim to discuss and shape the future of sustainable business and corporate responsibility toward society.

Beside its collaborations with individual businesses, NABU founded the Business Initiative in 2007. This platform was a reaction of NABU to the increasing interest of small and medium-sized business to act responsibly and to dedicate themselves to nature conservation and environmental protection. The aim of the Business Initiative is an exchange of ideas, expansion of competency and development of common positions. Together, we wish to drive conservation projects forward and promote public awareness for ecological sustainability.

Member businesses support NABU's international species conservation projects, for example establishing a team of NABU wildlife rangers in Kyrgyzstan to protect snow leopards, or protecting the Arabuko-Sokoke forest in Kenya, one of the last intact coastal forests in East Africa.

### NABU offers:

- Networking with actors in politics, business and social affairs
- International networking through partnerships with renowned organizations
- Participation in NABU events
- Annual dialogue meetings
- Consulting on sustainability as a strategic competitive factor
- Stimuli for processes of understanding, searching and learning
- Trips to international and national project areas, alternating annually
- Regular information letters and newsletters on NABU's international work

### Participating businesses

#### Auro Pflanzenchemie AG

Sector: Natural paints, wood treatment and cleaning products  
Employees: 43  
Turnover: 5.5 million €

#### Brands Fashion GmbH

Sector: Textile production  
Employees: 70  
Turnover: 30 million €

#### Energieinsel GmbH

Sector: Solar power  
Employees: 19  
Turnover: 4.1 million €

#### Franckh-Kosmos-Verlags-GmbH & Co. KG

Sector: Publishing house  
Employees: 140  
Turnover: 60 million €

#### Original Food GmbH

Sector: Coffee production  
Employees: 12  
Turnover: 2.5 million €

#### Saferay Holding GmbH

Sector: Solar technology  
Employees: 1  
Turnover: 700,000 €

#### TeeGschwendner GmbH

Sector: Tea  
Employees: 140  
Turnover: 65 million €

#### Trust Versicherungsmakler GmbH

Sector: Insurance  
Employees: 30  
Turnover: 1 million €

#### CJ Wildbird Foods Limited (Vivara)

Sector: Animal supplies  
Employees: 200  
Turnover: 30 million €

#### Wesser GmbH

Sector: Advertising & promotion  
Employees: 1,000 (mini-jobs)  
Turnover: Not specified

## Donations from businesses

### There are many different ways to support nature

Would you like to donate to support NABU's nature conservation and environmental protection work and projects?

We often take intact natural landscapes for granted. But they are disappearing ever more quickly. You can prevent this! Choose to support a NABU project. Make a one-time donation or give regularly. For the protection of our landscapes and native plants and animals.

**Donate the cents on your salary statement ("spare cents" initiative)** – Small cent amounts for you and your employees, an important contribution to protecting nature for us. Donate the cents behind the decimal point on your salary statements. This is a minimal sum for each individual, but a lot can be achieved with the overall amount.

**Count on your employees with matching gifts** – Count on your employees! Double each donation your employees give to NABU. This boosts your employees' dedication and strengthens the sense of community in your business. We will gladly organise a visit to the supported project.

**Employee initiatives** – Your business is a NABU cooperation partner? Then come and experience NABU's projects up close. Our over 60 NABU centres and protected areas are always worth a visit. Show your employees your business' involvement and strengthen their sense of community during an excursion to one of the NABU projects.

Please note: a donation does not grant right of use of the NABU logo. This requires a license agreement.

#### Donations account

Bank für Sozialwirtschaft Köln

Account number: 805 1 805

Bank code: 370 205 00

IBAN: DE65 3702 0500 0008 0518 05

BIC-Code: BFSWDE33XXX

#### Privacy policy

NABU stores and processes your data solely for the purposes of the organisation, to send fundraising material and further information about NABU. Your data will not be passed on to third parties. You can object to the use of your data at any time, e.g. through an informal email to [spenden@nabu.de](mailto:spenden@nabu.de).