Foto: Thierry Caron

Case Study

Märkisches Landbrot

CSR Ready
green, fair & competitive businesses

Company & Country

Märkisches Landbrot, Berlin, Germany

Start Up/SME, Employees

SME with 60 employees (approx. 330 outlets)

Category of Industry

Delivery bakery in Demeter quality

Website Address

https://www.landbrot.de/

CSR Strategy

- CSR Strategy
- Ecology
- Economics
- Social

Foto: Franz Michael Rohm

Märkisches Landbrot is a traditional country bread bakery, baking bread in Berlin-Neukölln since 1930. In the early 80s, the economist and passionate baker Joachim Weckmann took it over, and from then on, they produced organically and since 1992 in Demeter quality. Under the management of Christoph Deinert, the company building, all production processes, and machines were optimized step by step in the direction of sustainability. Märkisches Landbrot stands for healthy, wholesome food, for high product and production quality, and for a company that keeps nature and people in focus.

Benefits of CSR

- Increase in employee satisfaction and higher productivity
- Reduction of CO2 emissions and energy savings of over 60 per cent
- Positive impact at a local and regional level; great social added value also at national and international level
- Short-term and long-term marketing benefits (increased brand awareness) and increased consumer confidence
- Numerous awards regarding CSR and environmental activities

Source: Märkisches Landbrot

"There is always a beginning for the better."

- Guiding principle Märkisches Landbrot -

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Märkisches Landbrot strives to improve its working conditions continuously. It is reflected, among other things, in the company's working hours, remuneration, co-determination opportunities, and health management.

In addition to full-time employment (38 hours, 5-day week), there are part-time options to help employees reconcile their lives with their jobs. Moreover, the company compensates for additional breaks and a vacation entitlement of 30 days for employees who have been with the company for more than two years. Remuneration is above average, and employees also receive a 13th month's salary and performance-related bonuses. In addition to the free offer of healthy meals (including fruit, bread, soups, and coffee in organic quality), employees can also use a fitness room on the company premises. Flat hierarchies and a diverse workforce are emphasized. The company ensures that all employees have a say through a works council, regular employee surveys, and discussion rounds.

The company focuses on consistent social and ecological company goals. In addition to promoting regional land management, the bakery favours biodiversity and organic farming. The company focuses on long-term supply contracts, regionality, high and ecological quality standards along the entire value chain, and transparent price and product information.

By using raw materials from the region, the company keeps transport distances short. Renewable energies and relieving technology ensure a reduction in waste and emissions. For example, the company uses rainwater for WC flushing, a photovoltaic system, green electricity, and CO2-compensated natural gas for energy supply in its production (bakery and own mill). Moreover, it keeps energy requirements low with the help of heat recovery systems. The company offsets any CO2 leftover from external delivery logistics through reforestation projects, which means that Märkisches Landbrot produces and delivers in a CO2-neutral manner.

Outside its core business, the company is committed to sustainable and social projects at local, regional, national, and international levels. It uses at least 10 percent of net sales for urban agriculture, local soup kitchens, reforestation and school projects, and worldwide projects in economically disadvantaged countries.

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