Image source: Florida Eismanufaktur GmbH

Case Study

Florida Eis

Company & Country

Florida Eis, Berlin, Germany

Start Up/SME, Employees

SMU with 140 employees

Category of Industry

Ice Cream Manufacture

Website Address

https://www.floridaeis.de/

CSR Strategy

https://www.floridaeis.de/ueber-uns/klimaschutz
https://www.floridaeis.de/ueber-uns/engagement
https://www.floridaeis.de/ueber-uns/umgang-mit-kunststoff

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CSR Ready
green, fair & competitive businesses

Florida Eis is the first CO2-neutral ice cream manufacturer in Germany. The company can look back on an impressive history - ice cream has been produced here since 1927, completely CO2-neutral since 2013. Fresh ingredients and the absence of artificial flavorings are a matter of course in artisanal production.

Benefits of CSR

- CO2-neutral production: massive cost savings through energy saving with the help of innovative technologies (e.g., eutectic cooling (storage cooling), electrically operated car and transport fleet, own photovoltaic and solar thermal systems, artificial permafrost made from recycled glass in the refrigeration hall, etc.)
- Short- and long-term marketing benefits due to unique selling proposition: Germany's only CO2-neutral ice-cream producer – combines climate protection, handcraft and quality
- Turnover quintupled since conversion to CO2-neutral production

Image source: Florida Eismanufaktur GmbH

We also have visions and want to turn the first CO2-neutral production into the first CO2-free ice cream production worldwide.

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

How do you manage to make the production of ice cream, which is particularly energy-intensive due to the cooling process, CO2-neutral? Entrepreneur and pioneer Olaf Höhn, founder of Florida Eis, shows how it's done: by converting the production facility and switching to new cooling and packaging processes, the ice cream has been CO2-neutral since 2013. Innovative energy-efficient technologies run through all areas of the company - from its own energy generation with photovoltaics and solar thermal energy, to an innovative permafrost floor made of insulated recycled glass, to environmentally friendly cooling technologies for the electrically powered transport vehicles. Environmental awareness and climate protection, combined with the highest product quality, are a matter of course for the long-established Berlin company.

The company's climate protection efforts made it a model company for the German government. Thus, several thousand interested people from all over the world visited the innovative production facility to see the environmentally friendly technologies. In 2015, the ice cream factory received an award from the Federal Ministry for the Environment for its commitment to climate protection. The company shows that climate protection is not only an ethical obligation but also an economic advantage, the minister at the time said, explaining the award.

Florida Eis has been able to increase its sales fivefold since 2013. Olaf Höhn also reports a strong increase in demand during the Corona crisis. The pandemic has changed consumers' awareness, they place more value on sustainability and are willing to spend more money for good quality.

The focus of sustainability efforts is not only on modern technologies but also on a commitment to society (charitable projects ranging from children's festivals to hospices), animals (e.g., bee sponsorships) and plants (tree planting).

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