



Module 6-7

Risk and Impact Management

German SME(s) CSR Examples

[Florida Eis](#) is Germany's first carbon-neutral producing ice cream manufacturer-



Commitments that Impact the Community and Customers

For an ice cream producer, the biggest CSR impact area is without question the saving of the energy used - after all, ice cream production usually requires a lot of energy: first, it is cooked, then cooled and frozen. The company Florida Eis has managed to convert its production so that it has been [CO₂-neutral](#) since 2013. Innovative technologies were brought together and resulted in optimal energy savings and the biggest possible environmental protection. The focus on environmental protection was also incorporated into the brand message: "Be delicious. Be climate-friendly." The awareness of consumers has changed in recent years so that the ice cream manufacturer can look forward to increasing demand.



Actions Taken to Result in both Long- and Short-Term Impact(s)

The [conversion of the production facility in 2013](#) made CO₂-neutral production possible: for example, an artificial permafrost floor was created from waste glass, which eliminates the need for concrete floor heating in the freezer. There is an in-house solar thermal and photovoltaic system that provides electricity for production as well as charging the company's own electric cars and the eutectic plate cooling system for the freezer trucks. This makes a significant contribution to climate protection.

To reduce plastic consumption, ice cream manufacturer is increasingly relying on natural paper. In the long term, plastic is to be banned from the premises and the packaging is to be switched to compostable natural paper cups.

In addition to the technological aids for environmental and climate protection, Florida Eis is also [committed](#) to society and supports charitable projects ranging from children's parties to a hospice. The company philosophy also includes a commitment to the plant and animal world (e.g. bee sponsorship, and support for tree planting). Founder Olaf Höhn shares his knowledge throughout Germany in lectures on climate protection, electromobility and efficiency in logistics inspires with his pioneering thinking and thus makes an important contribution to society. As part of the nomination as a [model company of the German government](#), many interested people visited the production site to get ideas for sustainable, environmentally friendly 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.

Measure Reputation and Impact



The conversion of the production hall increased the area from 600 to 4000 square meters - but the energy consumption remained almost the same. To date, more than [4000 tonnes of CO₂ have been saved](#).

Consumers are increasingly concerned about climate protection. The brand message, and the accompanying constant emphasis on carbon-neutral production and its contribution to climate protection, further sensitise consumers. The message is taken to society in order to raise awareness for climate-friendly production and sustainable enjoyment.

CSR as a Strategic Investment Incorporated into the SME Strategy



Florida Eis was able to position itself as Germany's first CO₂-neutral ice cream production with a strong unique selling proposition: one hundred per cent handcrafted production combined with CO₂-neutral production. On the one hand, this unique selling proposition is conveyed to society as a brand message, and on the other hand, it is firmly anchored in the company's philosophy. The employees are aware of their responsibility to combine quality with innovative technologies. The team is continuously working on the implementation of new technologies to further optimise the overall result of CO₂ savings. Florida Eis is not only a climate protection company, but also wants to remain one. Through its efforts, it has managed to increase its turnover fivefold since 2013. Consumers appreciate the combination of quality, handcraft and climate protection.

The success is reflected in various [awards](#). To name just a few: Climate Protection Partner of the Year 2014 (awarded by the Berlin Chamber of Industry and Commerce), TOP-INNOVATOR 2015 and Innovator Brand One of the Month January 2017.