



Foto: Hotel Luise

# Case Study

## Creativhotel Luise

### Company & Country

Creativhotel Luise, Erlangen, Germany

### Start Up/SME, Employees

SME with 35 employees

### Category of Industry

Climate-positive hotel in Erlangen

### Website Address

<https://www.hotel-luise.de/>

### [CSR Strategy](#)



Foto: Hotel Luise



*Hotel Luise is an environmentally conscious business and city hotel committed to more sustainability in the hotel industry and setting a good example as the first climate-friendly hotel in Germany. For the room design, the hotel uses raw materials that are 100% biodegradable or recyclable. Climate and environmental protection have been an integral part of the company's concept for over 30 years - with continuous optimization and lots of creativity!*

### Benefits of CSR

- Regular environmental awards since 1991
- Approx. 50% fewer CO<sub>2</sub> emissions than a comparable 3-star hotel
- Positive climate balance
- Short-term and long-term marketing and competitive advantages as a climate-positive hotel
- Increased employee satisfaction and long-term employee loyalty to the company





Foto: Hotel Luise



"People need to do more for this planet. It starts with riding a bike and doesn't end with a visit to the hotel."  
- Ben Förtsch, CEO Creativhotel Luise -



## Description and Implementation of Key CSR Initiatives

For the Creativhotel Luise, climate protection is a top priority. Thus, the rooms were designed using environmentally friendly and biodegradable raw materials: In the [renewable hotel rooms](#), for example, metal was avoided as far as possible; instead, the hotel uses renewable raw materials such as wood and natural fibres or recycled materials such as fishing nets.

The company uses green electricity. In addition, guests with electric cars can refuel at the [hotel's charging station](#) or use the [car-sharing](#) service right outside the front door.

Compared to other 3-star hotels, the climate measures release more than 50% fewer CO<sub>2</sub> emissions. The hotel offsets the rest with the help of a reforestation project in Panama (with more than 15,000 trees already planted). By adding 20 per cent to the calculation of CO<sub>2</sub> emissions, the Creativhotel Luise has a climate-positive balance - [guests thus bind more CO<sub>2</sub> with an overnight stay than they cause](#).

The [company supports](#) the [Diversity Charter](#), an initiative of the German government that promotes diversity and openness in the workplace. The hotel attaches importance to pay in line with collective agreements and employs permanent staff trained in sustainability issues. In addition, the Creativhotel also offers regular training and further education as well as family-friendly part-time models.





## 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>



## CSR Ready

green, fair & competitive businesses

Florida Eis is the first CO<sub>2</sub>-neutral ice cream manufacturer in Germany. The company can look back on an impressive history - ice cream has been produced here since 1927, completely CO<sub>2</sub>-neutral since 2013. Fresh ingredients and the absence of artificial flavorings are a matter of course in artisanal production.

### Benefits of CSR

- CO<sub>2</sub>-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 CO<sub>2</sub>-neutral ice-cream producer – combines climate protection, handcraft and quality
- Turnover quintupled since conversion to CO<sub>2</sub>-neutral production



Image source: Florida Eismanufaktur GmbH



*We also have visions and want to turn the first CO<sub>2</sub>-neutral production into the first CO<sub>2</sub>-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, [CO<sub>2</sub>-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 CO<sub>2</sub>-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).







Foto: Thierry Caron

## Case Study

### Märkisches Landbrot

#### 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



"There is always a beginning for the better."

- Guiding principle Märkisches Landbrot -

Source: 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 CO<sub>2</sub>-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 CO<sub>2</sub> leftover from external delivery logistics through reforestation projects, which means that Märkisches Landbrot [produces and delivers in a CO<sub>2</sub>-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.







Foto: Neumarkter Lammsbräu

## Case Study

### Neumarkter Lammsbräu

#### Company & Country

Neumarkter Lammsbräu, Neumarkt, Germany

#### Start Up/SME, Employees

SME with 160 employees

#### Category of Industry

Beverage producers incl. brewery, malt house

#### Website Address

<https://www.lammsbraeu.de/>

#### CSR Strategy

- [Überzeugung | Neumarkter Lammsbräu](#)
- [Nachhaltigkeitspreis | Neumarkter Lammsbräu](#)
- [Nachhaltigkeitsbericht | Neumarkter Lammsbräu](#)



Foto: Neumarkter Lammsbräu

Neumarkter Lammsbräu Gebr. Ehrnsperger KG is an organic beverage producer with its own organic brewery and organic malt house from Neumarkt. 100% organic - 0% compromise: Under this motto, the organic pioneer is already pursuing ambitious sustainability goals in its 7th generation.

#### Benefits of CSR

- Market leader in the organic beer sector and second largest producer of organic lemonades in Germany
- Cost saving through
  - Efficient use of resources, water management and avoidance of waste and debris
  - Reduction of sick leave and staff turnover
- Widespread recognition (three awards in 2020 alone)
- Media attention through the awarding of the Neumarkter Lammsbräu Prize for Sustainability to individuals who promote the culture of sustainability through their commitment
- High customer and stakeholder satisfaction through participation





Foto: Neumarkter  
Lammsbräu



*"Our vision of  
a world fit for  
grandchildren with 100%  
organic."*

*- Corporate mission Neumarkter  
Lammsbräu -*



## Description and Implementation of Key CSR Initiatives

The corporate mission statement comprehensively shows which values guide the company's actions. Neumarkter Lammsbräu pursues numerous efforts in the area of CSR. In order to systematize these and define key points, a materiality analysis was carried out over three years. 15 essential topics were identified through repeated surveys and consultations with those involved in the process and end consumers.

In line with 5 of the 17 Sustainable Development Goals (SDGs) of the United Nations, the company defines essential [core issues](#) for strategic action. Some of these are listed below as examples:

- Water conservation & availability: through resource conservation and smart water management
- Saving energy and fuel by sourcing regional raw materials
- Electricity consumption of the brewery comes from 100 % renewable sources
- Preservation of biodiversity & soil fertility: promotion of biodiversity at the company site (planting of native species, nesting aids on the premises)
- Employee satisfaction through participation and communication: regular surveys and strategic solution finding for "hot spot" issues associated with dissatisfaction; employee magazine "Lamms-Welt"; workshops for efficient organization of meetings for managers; action days such as "Chameleon Day", where employees can get an insight into other company departments
- Conversion of the vehicle fleet to 100% natural gas-powered trucks and expansion of electromobility
- Increasing product transparency through "mapping" and country-risk analyses along the supply networks of selected organic lemonade raw materials
- Company-wide CO2 avoidance and reduction in accordance with a near-zero strategy; support of compensation projects for unavoidable residual emissions (e.g., Clean Drinking Water Project in Cambodia, regional reforestation projects in Bavaria)





Foto: Scheplast

# Case Study

## Scheplast

### Company & Country

*Scheplast GmbH, Schwendi, Germany*

### Start Up/SME, Employees

*SME with 50 employees*

### Category of Industry

*Plastics industry*

### Website Address

<https://scheplast.de/>

### CSR Strategy

<https://scheplast.de/nachhaltigkeit/>  
<https://scheplast.de/produkte/>  
<https://scheplast.de/news/>



Foto: Scheplast

## CSR Ready

green, fair & competitive businesses

Scheplast is a visionary in matters of recycled and bio-based plastics. The family business with 40 years of company history is already managed by the second generation.

### Benefits of CSR

- Increased attention through various awards and coverage in local and social media (RegioTV, Umweltpreis Baden-Württemberg 2018)
- Strengthening of reputation in the region through campaigns such as joint waste collection with kinder garden kids
- Long-term employee loyalty through staff-centric policies (high importance of corporate values, employee co-determination and performance-related pay)
- Cost savings through efficient use of energy and resources
- Averting shortage of skilled workers through efforts to recruit suitable young employees



***Our vision is:  
Love your planet  
and protect the next  
generation***



## Description and Implementation of Key CSR Initiatives

Act innovatively and in an environmentally conscious way simultaneously: the focus of Scheplast's business activities is the production of plastics made from up to 100% renewable, natural raw materials. These are obtained from vegetable oils and sugar cane, among other things. The plastics manufacturer's goal is to establish a completely [closed cycle of agriculture](#); refinery, plastics processing and biogas plants. In addition, the microplastic load on the environment is to be reduced by using biodegradable materials. The production of reusable packaging from recycled plastic is also based on the principle of resource conservation.

Not only raw materials are to be saved, but also the use of energy during production is made as efficient as possible. This is achieved, among other things, by using energy-saving machines that require up to 50% less electricity. By using waste heat and a [photovoltaic system](#) on the roofs of the company buildings, energy management is also geared towards sustainability.

The planning of individual customer requirements can be completely covered by digital solutions, thus saving costs of all kinds.

["Our employees are our most valuable asset!"](#) - as stated on the company website. They benefit from a comprehensive right of voice, which is realized through so-called "strategy days" and an improvement and suggestion system. Free fruit, the opportunity to borrow an (e-)bike or the payment of a health premium are further attractive benefits for employees. The company grounds are also in harmony with nature: in addition to ducks and chickens, there is also a bee colony whose honey serves as a special visitor gift for guests.

Locally, the company is involved in joint [waste collection campaigns](#) with kinder gardens to sensitize even the very youngest to the topic of environmental protection and, quite incidentally, to make the homeland a little more beautiful.