



# Module 8 - 9

## Adaptability & Change Management To Technology & Circular Economies

### German SME(s) CSR Examples

*The Creativhotel Luise is a climate-positive city and business hotel that has already received several awards for its climate and environmental protection measures.*



#### Resource management: Start small, make a big impact

The Creativhotel Luise thinks outside the box when it comes to climate protection. The hotel furnishings emphasize renewable furniture, biodegradable and raw materials. The [rooms](#) are designed with durable wooden furniture, natural textiles, and green plants; the carpets are made of recycled fishing nets.

Here, change begins in small ways: The key cards of all rooms are made of wood; the hotel uses environmentally friendly cleaning products and mineral wall paints - even the glue used is an environmentally friendly alternative. But old materials also find their place through creative upcycling: for example, the hotel converted its inner courtyard, the so-called "recycling yard" into [a creative green oasis of well-being](#) for hotel guests with the help of recycled roof beams, old steel girders, and former boilers. Candle glasses are made from old wine bottles, and old doors and wine barrels are used as decorative elements.

The culinary offer also focuses on the environment: guests are offered regional, fair-trade and certified organic products, and vegan and gluten-free alternatives are also available. The regional fruit comes from the [hotel's orchard](#), and honey can also be obtained from the hotel's beehive. More than half of the hotel complex is green - including the roofs.

Thanks to new environmental technologies, hotel guests can [charge their e-cars directly in the hotel with environmentally-friendly electricity](#) from renewable sources or save up to 90 per cent water and 80 per cent energy by using the space showers in some rooms. But investments in solar energy, thermal insulation, and the use of rainwater also contribute to the hotel's positive climate balance.

The Creativhotel uses its knowledge and many years of experience to [support other companies implementing sustainability and climate measures](#). Entrepreneurs can be inspired by the blog articles on the company website or contact the hotel directly.





# Module 8-9

## External Environment

### Adaptation to Circular Innovation and Digital Technologies

#### German SME(s) CSR Examples

*Märkisches Landbrot, regional delivery bakery in Berlin*  
<https://www.landbrot.de/ueber-uns/selbstdarstellung.html>

#### Concept of Circular Economy, Circular Economy Principles and Strategies that Foster Innovation and Creativity.

*(Where CSR Solutions meet societal, environmental challenges/problems)*



In the wake of the climate crisis and the challenge of sustainable environmental protection and nature conservation, Märkisches Landbrot has had its company work consistently and actively on innovative approaches to solutions.

#### CSR Positive Change Makers 'doing good' or 'giving back'

*Raising awareness to circular economy innovation through production, conscious consumption, development, recycling, investment/giving back*



The company has been producing in an emissions-neutral manner since 2010; they provide a [Product Carbon Footprint \(PCF\)](#) for each of the baked goods they offer. This is not only used to analyze the company's internal emission sources: Customers can use it to calculate their carbon footprint and are thus made aware of the issues of consumer behaviour and climate protection. The commissioning of an [energy-efficient baking oven](#), the use of green electricity, a heat recovery unit and the installation of [a solar filling station](#) are just a few examples of the company's commitment to sustainability. In the spirit of the circular economy, the company uses rainwater and generates electricity from photovoltaic systems. In addition, the company supports [numerous](#) social initiatives such as reforestation projects in the global south.





Produkte: Märkisches  
Landbrot



*Biodynamic, regional, delicious  
and digestible*

## Circular Innovation Designs and Models

*(Identifying problems, opportunities and solutions (local) with a Social/Fair, Competitive, Green/Environment, Employee/Employment and Market Focus)*



Through consistent organic production with biodynamic Demeter raw materials, attention is paid to the preservation of soil quality. The company participates in the reclamation of old cereal varieties, which ensures high nutritional quality and also contributes to the preservation of biodiversity. For this purpose, the company supports various [actions](#) and [initiatives](#). The company produces exclusively spring water from its well. The promotion of organic agriculture that is free of genetic modification aims to strengthen management according to circular principles.

### This is done through:

- Wide crop rotations
- Humus management (through organic green manuring)
- Weed control without chemicals
- Animal husbandry appropriate to the species and nature

Regular reports and audits are carried out and published transparently. The supplier bakery relies on open communication of all environmental protection initiatives to inspire others and encourage them to follow suit.