

PRESS RELEASE

**Eckes-Granini becomes climate-neutral**

Effective measures in support of sustainable business operations

Nieder-Olm / Bröl / Bad Fallingbostel, 25 September 2019. Eckes-Granini has firmly embedded the issue of sustainability in the roots of its Group-wide business strategy. Environmental and social aspects are the central pillars of sustainable policy and the family-owned enterprise is intent upon improving continuously in both areas – and has achieved laudable success. In addition to promoting various initiatives and projects along the entire value chain, Eckes-Granini has achieved an important objective this year: Effective immediately, Eckes-Granini Deutschland is operating as a climate-neutral business enterprise – a fully year earlier than was originally planned.

**Group-wide climate goals**

Firmly embedded in Agenda 2022 is the goal of positioning all corporate locations in keeping with the Group's climate goals. "The climate neutrality achieved by Eckes-Granini Deutschland serves as a model for further relevant measures to be implemented within the entire Group," says Dr Karl Neuhäuser, Director, Quality and Sustainability, who supervises planning and implementation within the context of the project and is responsible for all international sustainability measures. "The positive example set in Germany encourages us in our efforts to establish CO<sub>2</sub> neutrality at other international corporate locations."

**Climate-neutral already**

As a member of the "Zentrum für Nachhaltige Unternehmensführung" (Centre for Sustainable corporate management, ZNU), Eckes-Granini Deutschland is now participating in the "ZNU goes Zero" initiative – through which all member organizations hope to establish climate-neutral business operations

no later than 2022. Eckes-Granini undertook the obligation to achieve the relevant goals by 2020, and has now accomplished that objective a full year ahead of schedule. “Thanks to the strong commitment of everyone involved, we have succeeded in meeting all requirements in a timely manner. Following the initial assessment of our greenhouse-gas emissions, we identified the points at which we can reduce and even eliminate the emissions in question”, explains Reiner Pfuhl, Supply Chain Director and CSR Commissioner at Eckes-Granini Deutschland. “We have initiated various measures for that purpose – from heightening employee awareness to optimizing various processes to introducing new and more efficient equipment systems at our plants. We have been using electricity from 100%-renewable energy sources for years, which accounts for a significant reduction in CO<sub>2</sub> emissions.” Organizations that wish to reach “net zero” within the framework of “ZNU goes Zero” are required to identify all emissions that fall within Scope 1 and 2. This means that all direct emissions resulting from stationary or mobile combustion processes or from the evaporation of substances that impact on the climate must be reported. Indirect emissions released upstream due to purchases of energy from other sources must also be identified and documented.

### **Cooperation with Plant-for-the-Planet**

When all potential means of achieving energy efficiency have been exhausted, the impact of unavoidable greenhouse gas emissions will be offset through compensation projects. Eckes-Granini decided to support the Planet-for-the-Planet Foundation, a children’s and youth initiative. The organization is dedicated to protecting forests and planting new trees as an effective means of absorbing and storing greenhouse gas. One trillion trees are to be planted world-wide in order to absorb CO<sub>2</sub> and encourage people to do their part for climate protection. With the support prominent patrons, over 13.6 billion trees have been planted in 193 countries thus far and 81,000 children and adolescents from 73 countries have been trained as Youth Climate Am-

bassadors. Eckes-Granini also advocates the development of global awareness and supports this project and related cooperative efforts.

### **The first “tree of cooperation” on the grounds of Eckes-Granini headquarters**

Eckes-Granini welcomed Camilla Kranzusch’s visit to corporate headquarters in Nieder-Olm on 25 September as the starting signal for its climate-neutrality campaign. The goal of the “Go for Climate” campaign (an initiative launched by the Plant-for-the-Planet Foundation) from Berlin to Morocco is to call attention to the climate crisis and encourage the people of Europe to get involved. On her 6,500-km journey to the largest solar park in the world in Ouarzazate she is visiting organizations that are already committed to protecting the climate. In Nieder-Olm she joined Dr Kay Fischer (General Manager of Eckes-Granini Deutschland) Reiner Pfuhl (Director, Supply-Chain at Eckes-Granini Deutschland) and Frithjof Finkbeiner (Honorary Director of the Plant-for-the-Planet Foundation) in a round of discussions with Eckes-Granini employees on issues related to climate protection. The first “tree of cooperation” with Plant-for-the-Planet was then planted on the grounds at corporate headquarters: a plum tree from the region.

**About Eckes-Granini:** Eckes-Granini, a leading producer of branded fruit beverages, and its top brands – hohes C, granini and Die Limo – stand for quality, enjoyment and good health in equal measure. With roughly 550 employees at production facilities in Bröl (North Rhine-Westphalia) and Bad Fallingbostal (Lower Saxony) and corporate headquarters in Nieder-Olm (Rhineland-Palatinate), Eckes-Granini is a modern family-owned enterprise that is dedicated to traditional values with a strong focus on sustainability and environmental protection. Its extensive product portfolio is complemented by the FruchTiger children’s brand, YO Syrup and other brands.

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