

## Company Profile

Headquarters: Wolfsburg, Germany  
Major products: Vehicles  
Further information: [www.volkswagenag.com](http://www.volkswagenag.com)

The Volkswagen Group with its headquarters in Wolfsburg is one of the world's leading automobile manufacturers and the largest carmaker in Europe. In 2011, the Group increased the number of vehicles delivered to customers to 8.265 million, corresponding to a 12.3 percent share of the world passenger car market.

The Group is made up of ten brands: Volkswagen, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Volkswagen Commercial Vehicles, Scania and MAN and operates 94 production plants in 18 European countries and a further eight countries in the Americas, Asia and Africa. Each working day, 501,956 employees worldwide produce some 34,500 vehicles, are involved in vehicle-related services or work in the other fields of business. The Volkswagen Group sells its vehicles in 153 countries.

## Challenges and How Volkswagen Takes Responsibility

Protecting biodiversity is an issue for Volkswagen and follows 5 principles:

- The public expects a globally-acting company such as Volkswagen to be part of the solution for tackling global challenges, not part of the problem – the principle of responsibility.
- Services offered by nature, such as clean water and pure air, are also fundamental to Volkswagen's business area – the principle of acting in the business' interests.
- Volkswagen wishes to minimise the necessary consumption of natural resources and land by an industrial company – the principle of nature conservation.
- 500,000 Group employees, their friends and families need nature to enhance their lifestyle, health and relaxation – the principle of welfare.
- Without diversity in nature, there can be no diversity in business – the principle of logic.





## Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel

## Best Practice: Green Fleets

Volkswagen Leasing GmbH and the German Conservation Society methods – intelligent linking of climate and nature protection

### The Issue

The goal of the Volkswagen Leasing GmbH's environment programme is to encourage the development of CO<sub>2</sub>-friendly fleets and to support climate protection projects. Approximately 60 % of newly-registered cars in Germany are used for commercial purposes. This is an important market to introduce energy-efficient and climate-friendly passenger vehicles immediately.

### The Response

The Green Fleets programme links support from fleet managers in the implementation and operation of CO<sub>2</sub>-optimised vehicle fleets with Volkswagen's wide selection of vehicles. Fleet managers, who choose to lease environmentally-friendly vehicle with CO<sub>2</sub> emissions of 120g per km or less through Volkswagen Leasing GmbH, take part in an environmental programme by default. In this way, CO<sub>2</sub>-limits for the environment programme have been reduced on an annual basis and the company donates a contribution to the Nature and Biodiversity Conservation Union (NABU). This contribution is used for financing environment and climate protection projects such as the restoration of the moors "Theikenmeer" and "Großes Moor". Moors carry out an important climate and environment protection function, namely CO<sub>2</sub> reduction. Restoring moors helps develop the environment programme towards becoming a complete chain of efficiency.

The programme is rounded off by optional extras including customer support when implementing environmentally-friendly Car Policy, ECO driver training (potential to save 10-20 % on fuel) and extensive CO<sub>2</sub> reporting via the online system "Fleet cars". This allows reductions in CO<sub>2</sub> emissions to be measured.

## The Results

The first moor to be saved through Volkswagen's efforts was the Theikenmeer, a raised bog in the hills of the Hümmling at the edge of the Emstal. Even though the main area of the Theikenmeer has been under protection since 1936, the moor was considered to be dead. It was leached out through drainage and industrial peat extraction and polluted by over-fertilisation from surrounding farmlands. With Volkswagen's support, the 240-hectare Thiekenmeer is now a species-rich habitat. In the same manner, since 2011 the similarly ecologically poor "Große Moor" in southeastern Lower Saxony, with nearly 150 animal species and 40 vascular plants in danger and 11 dangerously close to completely disappearing, is being restored with financial support from Volkswagen's environment programme.



The Green Fleet Award

The company, together with NABU, grants the „DIE GRÜNE FLOTTE“ award (The Green Fleet Award) to recognise ecologically-responsible fleet management. The 2011 award in figures: 77 participating companies with 9,200 fleet vehicles have saved 630,000 litres of fuel and 1,650 tonnes of CO<sub>2</sub> emissions. These quantities would allow a 1.6 TDI BlueMotion Passat to travel around the earth 366 times. One hundred fifty hectares of forest would be necessary to absorb the tonnes of CO<sub>2</sub>, which were spared, a space corresponding to 300 football fields. A filler nozzle would have to run non-stop for 11 days at a filling station to administer the number of litres saved. The environment programme has proven successful. For this reason, Volkswagen is looking into the option of a roll-out in the United Kingdom, Poland and Russia. The environment programme was granted the ÖkoGlobe Award in Germany in 2010.