

Company Profile

Headquarters: Wolfsburg, Germany
Major products: Vehicles
Further information: 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: Think Blue. Factory.

Volkswagen's path towards increased efficiency
in all brand factories around the world

The Issue

As Europe's largest car producer, Volkswagen has a particular responsibility for the environment. Using the "Think Blue." campaign, Volkswagen wishes to convey that car making and environmental interests are not mutually exclusive and in doing so, encourage a change in the attitudes and behaviour amongst consumers. The goal is to merge ecology and economy in a sensible manner. The "Think Blue. Factory." can provide an example of how this is to be done. The brand is setting an example for environmentally-friendly production using its sustainable factories. Continuously reducing impacts on the environment will ensure that efficient vehicles are produced in ecologically-efficient factories.

The Response

The "Think Blue. Factory." is a shared project developed together with Volkswagen's factories that is now being implemented at all Volkswagen sites around the world. The initiative combines all measures for increasing efficiency and for reducing emissions. It brings about more efficient use of energy, materials, water and reduced CO₂ emissions and pollutants. Its results speak for themselves: At the Emden plant, solar and wind energy plants produce electricity from natural resources; a biomass combined heat and power system produces heat and at the same time an insulating system ensures that the heat is used efficiently. While an existing factory in Germany was converted

into a beacon of resource efficiency, a new factory was constructed in Chattanooga, USA using Volkswagen's knowledge and experience. Owing to its use of energy-saving LED bulbs, rainwater supply, and a paint shop which saves approximately 190 million litres of water over a period of ten years, the "Think Blue. Factory." was the first automobile factory to receive platinum certification with the prestigious LEED® seal of quality from the US Green Building Council. In keeping with the "Think Blue." theme, the "Think Blue. Factory." thrives on communication and open dialogue. Development will be sped up because the factories can implement their own ideas and measures. In addition, systems development and process improvements create new knowledge that is always flowing into production technology through the catalogue of measures.

The Results

The point is to significantly reduce the impact of Volkswagen's factories on the environment. In this way, Volkswagen wishes to reduce energy and water needs, the amount of waste generated, the amount of solvent emissions and the amount of CO₂ emissions based on 2010 values by the year 2018. Experiences in the factories to date show that this is achievable. Climate change is one of the main drivers of biodiversity loss. Therefore, the reduction of CO₂ emissions contributes to biodiversity conservation.

The "Think Blue. Factory." is bringing Volkswagen closer to reaching its goal of becoming the leader of economy and efficiency in the automobile industry by 2018.