



# Progress report 2018-2019

Reckhaus GmbH & Co. KG for the 'Biodiversity in Good Company' Initiative

By signing the leadership commitment of the 'Biodiversity in Good Company' initiative, Reckhaus has agreed to the three goals of the international convention on biodiversity:

- 1) The conservation of biodiversity,
  - 2) The sustainable use of its components and
  - 3) To acknowledge and support a fair distribution of the benefits of using genetic resources.
- The company has also committed to providing the initiative with a progress report every two years as proof of its continued commitment.

## 1. Effects of corporate activities on biodiversity

### The effects of corporate activities on biodiversity and any existing operational dependencies on biodiversity

- Company references to biodiversity
- Influence of Reckhaus on biodiversity
- Why the topic of biodiversity is important for the company.

### The Reckhaus company analyzes the effects of corporate activities on biodiversity.

Insects are completely underestimated - but they are of great benefit to society, like in food production and in the decomposition of organic material. But at the same time they can also be harmful. How can you control insects but still support these animals? Reckhaus is the only company in the biocide industry to face this contradiction, to shed light on its effects on biodiversity and, with Insect Respect, to develop the first quality label for insect control with ecological added value.

Because insects are highly beneficial for society, Reckhaus is guided by the principles:

1. Avoidance and reduction
2. Greening
3. Compensation for insect control.

### The art of combining respect and business

As a manufacturer of indoor biocides for over 50 years, the family business Reckhaus had never considered the effects of its own business activities on biodiversity. But the topic of biological diversity grew to great importance at Reckhaus after concept artists Frank and Patrik Riklin from the Studio for Special Tasks questioned its business model in 2012 and asked: What is the value of an insect? They refused the contract to develop a fly trap and challenged Dr. Hans-Dietrich Reckhaus to illuminate the relationship between humans and insects. This led to the campaign [Saving Flies in Deppendorf](#). The focus was no longer on insect control, but on the counter-movement initiated by art and the transformation of the company.



Meanwhile, the campaign caused a far-reaching rethink and change of heart for Dr. H.-D. Reckhaus: For the first time in the biocide industry – in collaboration with the biologists at the [ARNAL - Office for Nature and Landscape AG](#) – detailed calculations were made as to how pesticides affect the insect population. The biologists then devised a model to offset their influence using compensation areas. This compensation model serves as the basis for INSECT RESPECT®, the world's first seal of quality for insect repellents with compensation areas.

Since Insect Respect was initiated in 2012, Reckhaus's influence on biodiversity has changed. For example, Dr. Reckhaus launched the first control-neutral product line, whilst streamlining the previous range of Reckhaus insecticides. It also expanded its positive influence by establishing insect-friendly compensation and partner areas as well as cooperations (see the following points).

## 2. Biodiversity in operational management

The protection of biological diversity, its sustainable use as well as the fair distribution of the advantages resulting from the use - the three core objectives of the Convention on Biological Diversity (CBD) - should be included in the company's sustainability management.

- How the company specifically addresses the topic of biodiversity
- Targeted measures in the value chain
- Concrete projects that contribute to the protection and sustainable use of biological diversity.

**The Reckhaus company includes the core objectives of the Convention on Biological Diversity (CBD) in its management guidelines.**

Reckhaus contributes to the protection of biological diversity directly as well as indirectly.

**Insect-friendly habitats:** One of the most direct measures is the creation of new insect-friendly habitats. Reckhaus not only uses company-owned areas, but also creates optimally designed habitats for insects as part of the Insect Respect compensation areas, as well as additional so-called partner areas on the grounds of other companies. Different substrate types and layer heights create different habitats. Areas with clay and sand provide insects many opportunities to dig nesting caves or to collect material for nests. Structural elements such as waste wood (e.g. logs) offer the insects space to hide and cellulose for building. Participating companies provide flat roofs or other parts of their company premises for the Insect Respect areas. As these are usually in developed regions, areas that have been sealed become ecologically beneficial again.

**Research:** The research work of Insect Respect showed how many and which insects find a habitat within the compensation areas. A research project also looked at how many insects die on car windscreens. Insect Respect then developed a vignette that compensates for the loss of insects on the road by creating insect-friendly areas.

**Networking:** indirect measures to protect biodiversity include the formation of a "lobby for insects" (#insect lobby). This aims to expand the scope for a change in awareness of the value and the threat to insects - far beyond the sphere of activity of a small family business. Insect Respect is working on this through lectures, exhibitions, exhibition stands and publications (such as the book "Why Every Fly Counts"). However, the focus of the activities



for social awareness of biodiversity is the Insect Day (#TagderInsekten), which takes place regularly. With this event, Insect Respect and cooperating partners bring together stakeholders from different areas of society to jointly recognise the threats to insects and to seek structural, political and practical solutions. Representatives from politics, business, science, NGOs and civil society also have the opportunity to network. With Insect Respect, Reckhaus would like to specifically promote interdisciplinary and transdisciplinary collaborations, which can often result in good projects. Reckhaus also shares the results of the conference to the broader community via social media, videos and multimedia conference documentation.

**Information:** Reckhaus pursues further activities that promote social awareness of the value of and threats to insects, calling for their protection. Insect Respect provides various tools – such as fact sheets on certain types of insects – that increase understanding of the animals and offer tips for preventing insect infestation in the home.

### 3. Responsible for biodiversity

**Anchor the topic at a responsible position in the company.**

There must be a specific contact person in the company responsible for the topic as part of its tasks.

**The topic is anchored to a responsible position in the Reckhaus company.**

The long-term goal of the Reckhaus company is the transformation from manufacturer of chemical products to provider of ecological services. Since biodiversity plays a central role in this transformation, the topic is positioned directly within management (Dr. Hans-Dietrich Reckhaus). Dr. Hans-Dietrich Reckhaus is managing partner of Reckhaus and initiator of Insect Respect. Because insect control is the company's core business, the main focus of sustainability management is on insect protection, especially since the founding of Insect Respect. Ideas for new measures also come from the team and are integrated through events like the Day of Insects.

### 4. Verifiable goals

**Verifiable and realistic goals for improved protection of biodiversity and its sustainable use are to be set, which are reviewed and adjusted every two to three years. Any challenges should be identified.**

Verifiable and realistic goals are to be named, enabling it to document progress and difficulties in the company's commitment to the topic.

**The Reckhaus company sets verifiable and realistic goals for the improved protection of biological diversity and its sustainable use, which are reviewed and adapted every two to three years and identify any challenges.**

With Insect Respect, Reckhaus has set itself the goal of sustainably transforming the biocide industry and promoting social awareness of the value of biodiversity and insects.

**Market:** In recent years, Reckhaus has been able to inspire several large retail chains to integrate the Insect Respect philosophy into their own-brand products or their range. Its commercial partners include: the drugstore chain dm, ALDI Süd, Rossmann, tegut and Manufactum. Their products promote a reduction in insect control ("The aim is that fewer insects will be combated in the future") and give useful tips to effectively prevent insect



infestation. The products with the Insect Respect seal of quality also guarantee compensation for the loss of insects and display the area created for them. Reckhaus' goal is to acquire a further commercial partner for Insect Respect each year.

**Reduction of insect control:** In 2019 Reckhaus began using the warning "Product kills valuable insects" on its own brands recozit and Dr. Reckhaus. The aim is to convince other partners of this approach, even though this step works against its own market and represents a major challenge for many industry players.

**Research:** Reckhaus conducts a monitoring project on Insect Respect areas at least every two years.

**Awareness Shift:** Insect Day is an important format that has been used to reach over 2,000 participants and the general public through media coverage. The interdisciplinary approach created new sectors. With the aid of new alliances, awareness campaigns and opportunities to participate in specific projects should help to reach significantly more people in the coming years. There is to be at least one annual conference. New target groups are to be tapped into (e.g. through partners in the culture scene).

**Further communication:** Reckhaus has traditionally communicated through publications such as books, websites, media releases and a YouTube channel. Insect Respect also launched its social media profiles on Twitter and Instagram in mid-2019. The goal is to expand these channels, expand the network and double the number of followers in the next two years. In addition, the goal is to provide interested people with tips on how they can work privately for insects.

## 5. Publication of activities

**Publish biodiversity activities and achievements in annual, environmental or sustainability reports.**

So far, Reckhaus has published two Insect Respect activity reports (2016/17 and 2018). The report on 2019 will be published in spring 2020. The book "Insect Respect Documentation" has now been published in its 9th edition and reports extensively on the topics: Why Reckhaus is embarking on a business model transformation with a focus on biodiversity and which measures have been taken so far.

Current activities are regularly published on the websites [www.reckhaus.com](http://www.reckhaus.com) and [www.insect-respect.org](http://www.insect-respect.org). The company's social media channels on Twitter, Instagram and Youtube only deal with topics related to biodiversity and insects.

## 6. Information and involvement of suppliers

**Inform suppliers about their biodiversity goals and gradually involve them.**

- Multiplier function
- Importance of the design of supply chains for the protection and sustainable use of biodiversity includes informing the relevant suppliers of the company about the company's biodiversity goals and including them in their implementation.

The Reckhaus company regularly informs its suppliers specifically about the topic of biodiversity with the quarterly Insect Respect Newsletter. Suppliers and business partners are also invited to the events organized by Reckhaus (Insect Day, Insect Value Conference) and

actively take advantage of this opportunity. Through establishing new contacts and supply relationships, the commitment of suppliers to sustainability and biodiversity has grown in importance.

## 7. Cooperation with partners

**Seeking potential partners such as nature conservation organizations, scientific or government institutions in order to deepen specialist knowledge through dialogue and to further develop the management system.**

- Cooperation with nature conservation organizations, universities and other research institutions as well as authorities contribute indirectly and directly to protecting and using biological diversity sustainably. This can take place via concrete projects on site, but also within the framework of research projects in which, for example, instruments or indicators are developed. If cooperations of this type exist, they should be reported on.

**The Reckhaus company cooperates with partners such as nature conservation organizations and scientific institutions in order to deepen specialist knowledge, promote biodiversity and initiate new projects.**

Reckhaus regularly organizes conferences with partners (Insect Day) for this purpose. Between 2017-2019 museums (Naturkunde-Museum Bielefeld, Museum für Naturkunde Berlin) as well as nature conservation organizations (Global Nature Fund) were involved in the Day of the Insects. The Day of Insects Switzerland was held in 2018 and 2019 under the auspices of Insect Respect and BirdLife Switzerland. In 2017, Reckhaus organized the conference "The Value of Insects" together with the Bertelsmann Foundation. The speakers included representatives from various fields, such as NGOs, authorities, science, government, companies and journalism: Prof. Dr. Klaus Töpfer (retired Federal Environment Minister), Swiss Federal Office for the Environment (FOEN), Nina Ruge (Ambassador for the UN Decade for Biodiversity), REWE Group (Retail), Prof. Dr. Josef H. Reichholf (butterfly expert), Prof. Dave Goulson (insect researcher), HiPP (food industry), Dr. Jane Goodall (DBE, researcher), BMW (automotive industry).

The Bielefeld Natural History Museum and Insect Respect jointly published a series of posters in Bielefeld that drew attention to the value of insects with impressive pictures and slogans. In the joint article series "Insect of the Month" in the Westfalenblatt, the broader public was made aware of fascinating insect facts.

The research group "Urban Ecology" of the Institute for Environment and Natural Resources of the Zurich University of Applied Sciences ZHAW advised Insect Respect on the development of the compensation model and on technical questions related to green roofs. The monitoring of the Insect Respect compensation areas was supported by the Working Group of Westphalian Entomologists and the research group "Functional Morphology and Biomechanics" at the Zoological Institute of the University of Kiel supported Insect Respect with feedback on scientific publications.

In addition to the partners mentioned, Reckhaus also maintains good relationships with other commercial companies as part of Insect Respect. Through lectures, the Insect Respect team inspires, for example, ÖKOPROFIT clubs such as those in East Westphalia-Lippe to work for biodiversity. This resulted in insect-friendly partner areas, like at RITTER SPORT and Herrmann Kräuter. Insect Respect also took advantage of the opportunity to create compensation areas for the seal of quality on the company premises of Halfar, Prokopp and ALUKON.