

With reference to the Leadership Declaration for the 'Biodiversity in Good Company' initiative

The Leadership Declaration:

The signatories recognise and support the three objectives of the international 'Convention on Biological Diversity':

- Conservation of biological diversity
- Sustainable use of its components
- Fair and equitable sharing of the benefits arising out of the utilisation of genetic resources

and commit to:

- 1. analysing the impact of corporate activities on biological diversity as well as any industrial reliance on biological diversity;
- 2. including the protection of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of such use the three objectives of the Convention on Biological Diversity (CBD) in the company sustainability management system;
- 3. appointing an individual to firmly establish awareness of the issue within the company;
- defining verifiable and realistic objectives for increasing protection for biological diversity and its sustainable use that are reviewed and adjusted every two to three years, as well as identifying any challenges;
- 5. publishing activities and achievements in the biodiversity sector in the company's annual, environmental or sustainability report;
- 6. informing suppliers about the company's biodiversity objectives and gradually involving them;
- 7. exploring the potential for cooperation with partners such as nature protection organisations and scientific or governmental institutions with the aim of deepening specialist knowledge through dialogue and continuously improving the management system.

To demonstrate their ongoing commitment, member companies will provide the initiative with a progress report every two years.



Alfred Ritter GmbH & Co.KG in Waldenbuch near Stuttgart has a workforce of approx. 1600 employees and generated sales of around EUR 490 million in 2019.

The well-known square chocolate mould, still in use today, was developed by Clara Ritter in 1932. It was only in autumn 2020 that the distinctive shape of the chocolate bar was ruled to be Ritter Sport's unique selling point by the German Federal Court of Justice. In excess of 3 million chocolate bars in colourful packaging leave the Waldenbuch factory in southern Germany every day, and are exported to more than 100 countries around the world. With its Ritter Sport brand, Alfred Ritter GmbH & Co. KG is currently one of the most successful German chocolate bar manufacturers. The Ritter Sport brand is well liked and trusted by consumers. As the 'chocolate concept with a difference', Ritter Sport differentiates itself from market competitors with its clear brand profile. The company uses high-grade ingredients to consistently ensure that top-quality products.

Alfred T. Ritter, his sister Marli Hoppe-Ritter, and their respective children – who represent the fourth generation – are closely involved in the company as shareholders and members of the advisory board that determines the course of action for all strategic issues. In spite of the successful growth over the past few years, the company has retained its family feel, something that is also sensed by the approx. 1000 employees at the Waldenbuch production site. The company considers the protection of the natural environment to be one of the most important priorities of our time.

"Our actions are influenced by respect and appreciation for mankind and the environment," says Alfred T. Ritter, describing Alfred Ritter GmbH & Co.KG's corporate philosophy.

The company's mission is therefore to produce delicious chocolate that makes the world a slightly better place. For the Ritter Sport brand, this means making high-quality, top-class, sustainable and affordable chocolate.



1. Analysis of the impact of corporate activities on biological diversity as well as any industrial reliance on biological diversity

The use of natural resources forms the basis for all business activities. Human behaviour often results in a loss of diversity within animal and plant species. As a manufacturer of high-quality chocolate, Alfred Ritter GmbH & Co. KG is committed to ensuring that the environment remains intact and therefore to utilising resources in a responsible manner.

No internal company sustainability road map for 2019 was finalised at the end of 2018. All Alfred Ritter GmbH projects are now managed in the new "project flow management", which is also based on the strategic corporate goals of the "Schokolade 2025" project. All projects that contribute to sustainability are stored there. By specifying ambitious but realistic objectives, Alfred Ritter GmbH & Co. KG has made it its aim to contribute to reconciling environmental and economic concerns, while also adopting a socially responsible stance.

With regard to its contribution to biodiversity, in 2015, the company set itself the objective of analysing all its corporate activities in terms of their impact on biodiversity and determining potential measures that could be taken. The next stage is to specify clear objectives that will foster continuous progress in this area. Alfred Ritter GmbH & Co. KG will use the 'Biodiversity in Good Company e.V.' handbook as the basis for recommendations and measures.

By further expanding the previous hotspot analysis (for more information, see the 2020 Sustainability Report) to a target system created by interdisciplinary groups for the main raw materials, such as cocoa, oils and fats, nuts, milk and packaging materials, the sustainability aspects – which include biodiversity – have been integrated in even more detail and milestones have been identified.

This provides a more in-depth look than before at the ecological, social and economic impact of raw material procurement.

The target system is a qualitative evaluation tool that analyses critical elements in complex value creation chains with a particular focus on sustainability, in a quick and



life-cycle specific manner. This is achieved, for example, by observing land consumption and land use, the balance of natural ecosystems and ascertaining the presence of monocultures. This applies to 55 % of purchased raw materials. The previous hotspot analysis is being continued for a further 43 % of the raw materials.

This analysis is used to identify critical aspects and relevant measures aimed at environmental and social improvements within the value creation chain.

In 2019, the hotspot analysis was revised in collaboration with the German Association for International Cooperation (GIZ) and the Center for Sustainable Leadership (ZNU). The ensuing checklist for purchasing raw materials will be tested in 2021 and a decision will be made on whether to improve and continue using it. The purchasing department also uses the CSR database to perform risk assessments (https://www.mvorisicochecker.nl/de/csr-risiko-check). Through this, Alfred Ritter GmbH is expecting to gain even better and greater in-depth knowledge while creating more transparency around this issue.

For Alfred Ritter GmbH & Co. KG, the critical analysis of its raw material procurement process is not the only important contribution to conserving biodiversity; it also focuses on the environmentally-friendly disposal of product packaging. This is why Ritter collaborated with the EPEA (Environmental Protection Encouragement Agency) to assess the ecotoxicological and toxicological effects of the primary foils (for the 100g varieties) on humans and the environment, which were all Cradle-to-Cradle certified by the end of 2020.

Alfred Ritter GmbH & Co. KG has also set itself clear objectives for developing packaging. The company intends to produce its packaging using sustainable raw materials that are in harmony with humankind and nature and that can be recycled – this is the future of chocolate. The company's main objective over the long term is to replace the fully recyclable polypropylene foil used today, which is produced from fossil raw materials, with packaging made from sustainable raw materials. Combined with the demand to keep packaging in circulation as recyclable materials, the focus of development is on paper. Overcoming the challenge of balancing maximum product protection and safety with the demand for sustainable packaging that conveys the



image of a high-quality product is no easy task. Packaging foods such as chocolate that contain fat in paper and protecting them from external influences presents new challenges. The first success came when the "in paper" prototype was tested in Germany in January 2020. In addition to developing primary packaging, paper-based secondary packaging is also being introduced. The company aims to produce 70 % of all Ritter Sport packaging using sustainable raw materials by the end of 2027. This means that raw materials can be procured in such a way as to strengthen biodiversity instead of reducing it.

To analyse how the corporate actions of Alfred Ritter GmbH & Co. KG impact the environment, a study was carried out as early as 2009 in cooperation with the company Soil & More International to investigate the potential generation of CO₂ certificates for the company's own cocoa plantation, El Cacao. With regard to the medium and long-term monitoring of biodiversity development, Alfred Ritter GmbH & Co. KG has been working with an institute that has provided the company with high-resolution satellite images.





2. Inclusion of the protection of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of such use – the three objectives of the Convention on Biological Diversity (CBD) – in the company sustainability management system

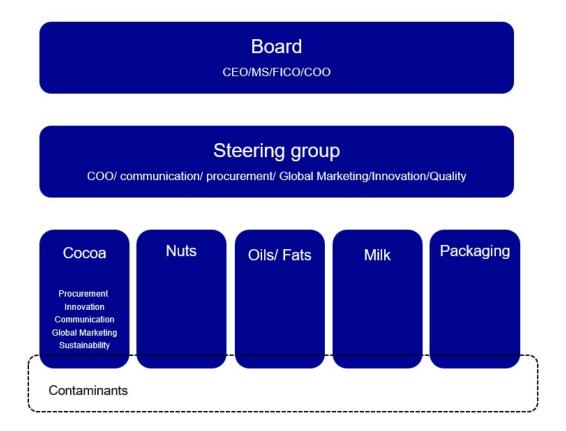
In order to ensure that the conservation of biodiversity is guaranteed not only within the company, but also by business partners, the protection of biodiversity is an integral part of Alfred Ritter GmbH & Co. KG's Code of Conduct (http://www.rittersport.de/export/sites/default/de/familienunternehmen/nachhaltigkeit/ Ritter Sport Lieferanten Code of Conduct.pdf).

Using the handbook for biodiversity mentioned above, various areas of the company have been analysed to determine their impact on biodiversity.

For example, internal analyses were carried out. Specifically, various areas of the company, such as staff, the supply chain, production as well as transport and logistics were assessed using the checklists provided by the organisation 'Biodiversity in Good Company' (https://www.business-and-biodiversity.de/). These were used as a basis to propose measures for reducing the negative impact on biodiversity. Training sessions were needed and held in the purchasing division and for the staff in Nicaragua.

The target system mentioned under point 1 is being continuously developed and updated in the interdisciplinary groups (see image below).





The hotspot analysis mentioned under point 1 is recorded in a handbook for all areas of raw material procurement. This handbook aims to quickly assess the sustainability of raw materials that have been newly procured or have not yet been analysed, and to recognise hotspots in order to provide employees with a basis for management decisions.

The method for evaluating new raw materials to be tested in development by the innovation department is currently being decided and will be presented in the next progress report.

Cocoa cultivation on El Cacao is carried out in a diversified agroforestry system with integrated compost cultivation. Planting cocoa alongside indigenous tree species, compost production to reduce the use of fertiliser and CO₂ storage in the ground and plants have successfully generated emission-reducing effects and allowed CO₂ to be bound over the long term.



This system of CO₂ binding was verified and validated in 2016 in cooperation with the Gold Standard. The Gold Standard (https://www.goldstandard.org/) is used to accelerate the achievement of the goals of the Paris Agreement and to implement the SDGs. The project has been officially recognised by the Gold Standard since 2020 and can therefore contribute to generating CO2 certificates by removing CO2 from the atmosphere.

It offers the company a wide range of projects and programmes to quantify, certify and maximise their effects. Thanks in particular to compost cultivation, the CO₂-binding system also forms a basis for optimal water and nutrient management. The abundance of trace elements and nutrients, as well as a high degree of biological activity, promote good soil health and the natural suppression of disease.

The decomposition of the continually accruing organic material from the cocoa tree and other species of trees creates a particularly nutrient-rich humus. Regular checks are carried out and recorded in order to track and measure the positive effects on the ecosystem and biodiversity. To this end, a first seminal inventory of the biodiversity of the flora and fauna on the El Cacao plantation was undertaken in July 2014 in cooperation with the National Agrarian University of Nicaragua, as described in the last progress report.

This also established that there is a wide variety of native plants and animals in the forests and wetlands. This initial position will allow follow-up studies on biodiversity to be carried out in future and also enable the observation of project-related developments.

Furthermore, saving resources was one of the highest priorities during the construction of the now completed new company building. Instead of increasing usable space, the focus here was on consolidating space that is already used. Details on this can be found in chapter 8.

Since 2009, the company has obtained satellite images of the El Cacao plantation in Nicaragua every one to two years in order to document progress. The latest images were obtained at the start of 2020.



The high-resolution images should make it possible to differentiate subplots visually and determine the degree to which biodiversity has been maintained or increased in these areas. Soil studies can then ascertain whether there is a correlation between site use and location with actual biodiversity.

These images also have a monitoring and control function with regard to the areas and their quality. They show the replanting of former pastures with cocoa and a large number of local shade trees as well as forest areas that have been retained.

The Code of Conduct requires business partners to make a contribution to conserving the natural variety of animal and plant species in their sphere of activity. To this end, the Code of Conduct was presented to all business partners in the spring of 2013 and was expanded in 2016 to include animal welfare. Audits are carried out at least once every four years, more often for suppliers from critical regions. Find out more about the implementation of the Code of Conduct under point 6.

The 'Biodiversity in Good Company' handbook was used to identify the need for training sessions in the purchasing division and for the staff at the company's own cocoa plantation in Nicaragua. The training sessions were held in 2019.

In addition to the hotspot analysis for raw materials, a similar analysis is currently being developed for promotional items. While the range of products is comparatively small, the production of large quantities of these products has a significant impact on the environment and therefore on biodiversity. This was first conducted for clothing. With the assistance of a partner, the entire value chain was examined, including all aspects of sustainability.

Another topic impacting biodiversity is packaging. Alfred Ritter GmbH's main concern is developing sustainable packaging solutions and making them transparent throughout the entire procurement and manufacturing process. The origin, components and the reuse of materials play a key role in this.

Thus, since the start of 2018, the company has only bought FSC-certified products for fibre-based packaging such as carton or corrugated cardboard. This allows the



company to ensure that the materials come from responsible and verified forest management.

For the foil packaging, the company uses the Cradle to Cradle® concept, which works in cycles: Which raw materials are needed to make the foil and what is the best way to recycle them afterwards.

More detailed information can be found at: https://www.c2ccertified.org/products/mhcertificate/rittersport-chocolate-wrapping

Furthermore, we support the sustainable cultivation of palm oil through our memberships of the Roundtable on Sustainable Palm Oil (RSPO) and the Forum for Sustainable Palm Oil "FONAP", as well as successively pursuing the switch from "book and claim" to "mass balance". We have also held full "Segregation" status in raw material procurement since 2020.

3. Appointing an individual to firmly establish awareness of the issue within the company

Reconciling economics, environment and corporate social responsibility is enshrined in the Alfred Ritter GmbH & Co. KG mission statement.

Mr Georg Hoffmann has officially been the company's sustainability manager since 2011. He coordinates all ecological and environmental protection projects, brings together ideas and launches new projects. The sustainability manager also delivers reports directly to the management. The sustainability manager is supported in the initiation and implementation of projects by a team of sustainability officers from the different departments. This also includes the steering committee and the management committee for sustainable packaging and raw materials.

The sustainability team discusses Alfred Ritter GmbH & Co.KG's current sustainability activities as well as environmental, economic and social developments relevant to the company. Another task of the sustainability officers is to disseminate information about the company's new sustainability activities to the individual departments. In order to



continually optimise sustainability management, the Ritter mission statement has been used as the basis for the sustainability road map since 2015; this is now complemented by the new project flow management and the organigram.

This means that sustainability objectives, individuals responsible for specific issues and patrons can be assigned to one of the four cornerstones of the company mission statement. This improves the management, implementation and communication of the projects. The company has thus developed its own approach, moving away from the three-pillar model of sustainability to a sustainability structure of its own, without neglecting the inherent requirements of the three-pillar model.

It has successfully achieved its goal of integrating the sustainability roadmap in the process flow management. All of the company's projects will thus be coordinated by one system. The advantage is that sustainability is now part of the daily work of every employee.

4. Stating and defining verifiable and realistic objectives for increasing protection for biological diversity and its sustainable use that are reviewed and adjusted every two to three years, as well as identifying any challenges

On the basis of the study conducted in 2009 by Soil & More, the company set itself the aim of achieving carbon neutrality at the Waldenbuch site, as much as possible by its own means, by establishing projects to reduce emissions within its value creation chain on El Cacao.

The climate neutrality strategy has been discussed and adopted by the company's Advisory Board. It aims to achieve full climate neutrality by 2025.



Aim for 100% Climate neutrality in Scope 3 by 2025

KPI Titel	description	value
CO2 neutrality	100% climate-neutral in Scope 3 based on the defined stage model from the company's own supply chain	

year	2018	2019	2020	2021	2022	2023	2024	2025
Scope ½*	20%	100%	100%	100%	100%	100%	100%	100%
Scope 3e**	0%	0%	100%	100%	100%	100%	100%	100%
Scope 3f***	0%	0%	0%	10%	20%	50%	75%	100%
communication		Climate-neutral production	Climate-neutr Company	al				

^{*}Scope 1/2: From our own supply chain and certificates



In 2019, scope 1 and 2 emissions were offset (climate-neutral production). In 2020, scope 1, 2 and the parts of scope 3 emissions that the company can influence have been offset (climate-neutral company) in order to gradually offset all scope 3 emissions by 2025 in collaboration with strategic partners.

Since 2020, all packaging foil for the chocolate bars has been certified according to the Cradle to Cradle® concept, which ensures transparency about the foil components and their recyclability.

Packaging objectives

- By 2027, 70 % of our packaging will be made using renewable raw materials.
- By 2025, ALL Ritter Sport packaging will be fully recyclable.
- Our plastic wrapping as well as almost all the pouch packaging are already fully recyclable.
- The paper and cardboard materials we use are fully recyclable.
- Since 2018, we have purchased exclusively FSC-certified fibres to make our packaging, and thus made a positive contribution to the protection of forests.

^{**}Scope 3e: Own Scope 3 emissions and supplier emissions that do not belong to the strategic suppliers

^{***}Scope 3f: Procurement of strategic suppliers who deliver CO_{*} neutral themselves



- By the end of 2020, all of our chocolate wrappers (primary packaging) will be certified according to Cradle to Cradle.
- We are working on new packaging concepts in development partnerships with long-term suppliers.



5. Publishing all its activities and achievements in the biodiversity sector in the company's annual, environmental or sustainability report

At the start of 2021, Alfred Ritter GmbH & Co. KG will publish its fourth sustainability report. The sustainability report gives an overview of the environmental, economic and socially responsible activities carried out by the company and also gives readers information about future objectives, measures and projects.

Alfred Ritter GmbH & Co. KG's fifth sustainability report is set to be published at the start of 2023.

The sustainability report is available to download from the company website and is freely accessible to all.

6. Informing suppliers about and gradually involving them in Alfred Ritter GmbH & Co. KG's biodiversity objectives

Biodiversity is an integral part of Alfred Ritter GmbH & Co. KG's Code of Conduct. Business partners are made aware of the importance ascribed by the company to the conservation of species and ecosystem diversity. By implementing the Code of Conduct successfully, business partners agree to make a contribution in this respect. Regular audits help the company ascertain to what extent business partners are adhering to their agreed responsibilities.

Activities that promote the conservation of biodiversity are an important component of the audit and form the basis for good and trusting cooperation with suppliers. For example, the application and correct usage of pesticides is monitored and evaluated.

7. Exploring the potential for cooperation with partners, such as nature protection organisations and scientific or governmental institutions, with the aim of deepening specialist knowledge through dialogue cooperation and further developing the corporate management system

Constantly developing internal knowledge about sustainability and environmental protection in cooperation with external expert partners and integrating this knowledge



into the company's own processes is an important principle for Alfred Ritter GmbH & Co. KG.

As an active member of the Centre for Sustainable Company Management (ZNU; http://mehrwert-nachhaltigkeit.de/home.html), the company regularly takes part in working group meetings that focus on various issues. Within this framework, the company promotes critical dialogue in collaboration with other representatives from the food industry on the issue of sustainability in raw material procurement, logistics, climate/energy and other areas.

In 2013, the company successfully obtained 'ZNU More Sustainable Business Food' standard certification. The second re-audit in 2019 went positively and there were no deviations from the standard.

A new, revised standard was published in 2018. The internal audit forms have been amended to comply with the standard. In future, internal audits and re-audits will be conducted based on the new standard. In addition to sustainable company management and economic and social aspects, the company also needs to meet requirements in terms of environmental sustainability. In the biodiversity field of activity, effects on biodiversity and the objectives and measures aimed at promoting it are explicitly observed.

In July 2020, Alfred Ritter GmbH & Co. KG became a member of the Forum for Sustainable Palm Oil (FONAP). The company hopes that this membership will allow it to have an even greater influence on the sustainable procurement of palm oil. This forum was initiated by the German Association for International Cooperation (GIZ), the REWE Group, Henkel and WWF Germany and is increasingly gaining influence on the further development of the RSPO Standard.

As part of its membership, Alfred Ritter GmbH & Co. KG is focusing on overcoming environmental, social and development policy challenges related to the huge potential of vegetable raw materials in production countries.

Membership of the Forum nachhaltiger Kakao e. V. (Forum for Sustainable Cocoa) also helps the company to pass on and increase its internal knowledge regarding





current developments in the field of sustainable cocoa cultivation, and to adopt any resulting measures that may be needed.

8. Examples of projects and activities carried out by Ritter Sport

The sustainable cultivation of cocoa has been a focal point of Ritter Sport's involvement in Nicaragua for many years. The company has supported small-scale farmers as part of the "CACAO-NICA project" since 1990. The initial support has developed into a mutual cooperation that now comprises around 20 farmer cooperatives and the company's own purchasing and drying station. Modern agroforestry cultivation methods help to protect the environment, particularly the rainforest, thus conserving biodiversity.

The agroforestry concept and the planting of various crop plants that are suited to the location, such as bananas, cocoa, corn and beans guarantee a multi-level ground cover that helps reduce the risk of erosion and also protects the soil from drying out and losing nutrients. The acreage on the El Cacao plantation has also been used in this way since 2013. The cultivation method should also have positive effects on the ecosystem here and thus also on biodiversity (see 1. Analysis of corporate activities with regard to their impact on biological diversity).

The idea of Felix Finkbeiner to get children in every country across the world to plant a million trees and thus balance out CO₂ is something that the company considered to be so exemplary that it is supporting the organisation "Plant for the Planet" on an ongoing basis as part of a collaboration to plant new trees. Alfred Ritter GmbH & Co. KG had planted a total of 274,456 trees by the end of 2020.

At the PlantAhead Conference in 2018, Alfred T. Ritter, the owner of Alfred Ritter GmbH & Co. KG, assured the organisation that one million trees would be planted by 2028. The majority of these trees will be planted in collaboration with cocoa cooperatives in Nicaragua and West Africa, in addition to the 1.5 million cocoa trees that grow on the company's own plantation, El Cacao.



Protecting biological diversity at Waldenbuch

Protecting biological diversity is a matter of course for Alfred Ritter GmbH & Co. KG at the Waldenbuch production site. Over the course of the year, a number of measures were agreed that contribute to conserving biological diversity.

One of these measures concerns the predominant use of cleaning materials from the Green Care range by Tana Professional at the production site in Waldenbuch, as these are particularly biodegradable and thus have a lesser impact on the environment.

The gradual switch of all office materials to sustainable products has been continually rolled out since 2009 and has now been fully implemented. The company will continue to monitor the market for new technical developments and more environmentally friendly materials, as well as check for alternatives and integrate them where relevant.

In the now completed construction of the new company building and the new site matrix construction, which started operations in 2017, new surface sealing was avoided as far as possible. The focus was generally on consolidating usable space rather than increasing it, for example by adding a floor onto the building complex.

Green space was only required for the extension to the existing car park. A species conservation investigation was carried out by a landscape planning consultant in order to check for any negative impact on the existing range of animal species. This measure was required by the authorities, however, its scope exceeded the prescribed requirements.

The main focus here was to protect the existing animal species as much as possible and mitigate the disturbance caused. In accordance with the conditions, construction hours were limited to periods outside breeding times and activity hours, and breeding and nesting boxes were set up in the local environment. Frogs were also rehomed from a pond.

The new administration building at the Waldenbuch site was built with a focus on sustainability, from the outer façade to the floor tiles. It was constructed in collaboration with partners Drees & Sommer for energy design and building certification and the



German Sustainable Building Council (DGNB) and its building requirements for environmental, economic and sociocultural factors. The DGNB offers a unique certification system that evaluates the quality of the building, not only during construction, but also over the life cycle. Successful certification requires compliance with 47 criteria. The in-depth quality standard of the Cradle to Cradle® concept was also used for selected components and structures. This guarantees that components and materials can be recycled if the building is ever converted or demolished. Sustainability aspects were already taken into account in the planning phase. The wooden construction also means that a considerable amount of grey energy was saved during production. The interior was also designed sustainably, from the floor to the ceiling. This is reflected in the use of materials that are exclusively long-lasting, healthy and recyclable. The material health of each product was checked before it was used so as to guarantee the best indoor air quality. The efficient energy concept also creates a comfortable atmosphere through a system of thermally activated components. This innovative heating and cooling system sets the base temperature using pipes in the ceiling to carry water (it requires less energy than the KfW 55 standard). The building also features a green roof, a photovoltaic system, a façade created mainly with wood as well as a sophisticated design with layers and materials that can be recycled due to the use of separable connections, such as screws (these can also be separated and recycled).

These aspects, as well as climate and resource conservation, together with creating habitats for insects, contribute to strengthening and preserving biodiversity.

The maximum practical use of renewable energies and thus the highest possible level of resource conservation was a matter of course for Alfred Ritter GmbH & Co. KG, both in the construction of the new company building and for the operation of the company site as a whole. This is also supported by the construction of a new company combined heat and power unit (CHP), which was commissioned in December 2015.

As a measure to support regional food production, the company's catering requirements for the new company canteen have been covered exclusively by regional food suppliers since the start of 2014. The focus here is particularly on procuring



regional and seasonal organic fruit and vegetables. The change in breakfast and dinner catering took place in spring 2013. In order to contribute to retaining equilibrium in the world's seas, only MSC-certified organic fish is procured for canteen catering, thus taking into account the recommendations made in the Greenpeace fish guide.

In 2017, a biodiversity campaign week was introduced in the canteen. Dishes with various old and traditional varieties such as parsley roots and parsnips were offered. Flyers and information cards were given to employees to teach them about the importance of biodiversity. This was repeated in CW 40 in 2020.



In 2019, a further campaign week was held in the canteen with the motto "Vielfalt statt Einfalt 2.0" ["Diversity not single-mindedness 2.0"] and focused on herbs and their contribution to conserving biodiversity. This project was supported by several campaigns, including handing out flower seeds (in collaboration with "Deutschland blüht auf") to the employees, who were asked to plant a flower meadow at home and calculate the square footage. A total of 210 square metres of flower meadow was planted on private grounds. This year, too, employees were given information cards for the herbs used. The campaign was supported by the touring exhibition "Schmetterlinge" of the BUND association as well as with information cards from Ritter about biodiversity activities at El Cacao and a poster created with Insect Respect and Netto ("Was bleibt im Markt wenn Insekten fehlen?"; a campaign in a retail shop in Hamburg). 10 copies of the book "Jede Fliege zählt" by Dr Reckaus were raffled off



among all employees who took part. In order to firmly establish awareness of this topic in society, all managers in the town of Waldenbuch and the nearby communities, the emergency services, directors of day care centres, schools and nursing homes as well as the boards of associations from the surrounding area were invited to take part in the campaign. This also included the visit to the trainees' project described below, the touring exhibition and a joint lunch with a final call to integrate the issue within the organisations. The campaign took place between 11 a.m. and 1 p.m. over a week in May 2019. 54 managers took part.



















Schafgarbe

Der botanische Name der Schafgarbe "Achillea" ist auf Achilles zurückzuführen, der der Legende nach seine Wunden mit der Heilpflanze versorgte. Neben der heilenden Wirkung duftet die Schafgarbe herb-würzig und schmeckt als junge Pflanze würzig, als ältere Pflanze etwas bitter. So eignet sich das würzige Aroma perfekt zum Würzen von Salaten oder Quark. Lecker ist sie auch als Bestandteil von Kräuterlikören und Aperitifs.



Probiere neue Kräuter für dich aus!

Samen der Scharfgarbe kann man im Internet bestellen, bekommt sie aber auch in den meisten Gärtnereien. Aus der Natur sollte man nur kleine Mengen entnehmen. Bei einem Spaziergang einfach mal die Augen offen halten, vor allem im Hochsommer entdeckt man die Scharfgarbe oft am Wegrand.

In 2006, a large-scale flower meadow was planted directly behind the Ritter Museum Café to serve as a habitat for birds, bees, butterflies and organisms that live in the soil, thus fostering greater biological diversity on the company's grounds. A biotope erected within the Alfred Ritter GmbH & Co. KG company grounds also serves as a retreat for amphibians and aquatic insects, plants and microorganisms, thus helping to preserve biological equilibrium.

In order to raise awareness of the importance of biodiversity conservation among younger employees, trainees and students, the first environmental project was realised in spring 2018. The concept was developed in cooperation with the Naturschutzbund



(NABU - Nature And Biodiversity Conservation Union) and a biologist from the Insect Respect Initiative.

Insect Respect is committed to protecting insects by setting up so-called insect-friendly compensation areas, e.g. on company roofs. Over two days, our trainees and students created such an area behind the museum in order to promote biodiversity. The wetlands were enhanced by planting various shrubs and woody plants, and setting up a large pile of deadwood and a variety of nesting boxes.

The highlight of the project is the 'living square', comprising approx. 70 pallets, 12,000 nesting tubes and dozens of bricks, bamboo tubes, straw and pine cones as well as a variety of other materials. Measuring over 2 metres in length, there is plenty of space for an abundance of living creatures.

Ritter's own gardeners care for this area to ensure that biodiversity is maintained.

The environmental project planned with the trainees for 2019 has been postponed to 2021 due to the COVID-19 pandemic.

The new construction of the administration building with an integrated canteen was planned as a zero-energy building and has been implemented as such since 2015, rendering it climate-neutral. The green roof creates an additional habitat for animals. Both measures contribute to the conservation of biodiversity in the area.

Over the past few months, an area that was given to the company by the Ritter family has been transformed into a beautiful nature park on the initiative and under the management of Mrs Hoppe-Ritter in collaboration with the landscape architects Hans Specht and Ritter Sport employees.

After the biotope at the Ritter Museum, the Schelmenbiegel nature park is the second biodiversity project at the company headquarters in Waldenbuch. Only it's much bigger: 600 metres of pathway, benches to relax and enjoy nature – the newly designed nature park is a real bonus for employees who want a breath of fresh air during their lunch break.



Many trees and bushes were planted, nesting boxes offer a home to local varieties of birds and a newly planted meadow with wild herbs and flowers will spread and grow over time. This complex project was preceded by comprehensive assessments conducted by the town of Waldenbuch, the forestry office, the conservation authority and the water management authority. The water management authority also ensured that the three retention basins were renovated to protect the nearby village from flooding in the event of heavy rain.

The company's strategy to achieve CO₂ neutrality is supported by two public projects. The first is participating in the project ZNU Goes Zero, in which Alfred Ritter GmbH & Co. KG has committed to being climate neutral for scope 1 and 2 emissions by 2022, incl. continuing to reduce the emissions produced at the site (www.znu-goes-zero.de) as well as signing the Klimabündnis (Climate Alliance) Baden-Württemberg, in which Alfred Ritter GmbH & Co. has publicly committed to pursuing and successfully documenting it implementing this strategy and in reports (/www.nachhaltigkeitsstrategie.de/wirtschaft/klimaschutz/klimabuendnisunternehmen).

Signature of the research proposal on biodiversity with the ZNU as part of the BMBF tender "appreciation and conservation of biodiversity in politics, business and society". By actively supporting the research project "BioVal – Biodiversity Valuing & Valuation", Ritter is helping to define measures on how biodiversity can be integrated in company management processes and corporate communication so that this can contribute to increasing the appreciation of biodiversity throughout the whole product life cycle – from the suppliers and the company itself to retail and ultimately the final consumers. In phase I of the project, Ritter will help to define the research issue and take part in a survey on biodiversity in management. This will form the basis for phase II, in which Ritter will take part in case studies (supply chain, own company, tests at the point of sale). Ritter's involvement in the research project therefore contributes to ensuring that biodiversity can be integrated in the management of the company in future in a more effective and targeted manner, with the clear objective of promoting biodiversity along the value chain and preventing the loss of biodiversity.