



Progress Report from the Werner & Mertz Group – 2013/2014 on the Leadership Declaration of the Biodiversity in Good Company Initiative

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Leadership Declaration

The signatory companies acknowledge 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 utilization of genetic resources

and commit themselves to

1. Analyzing corporate activities with regard to their impact on biological diversity
2. Including the protection of biological diversity within their environmental management system
3. Appointing a responsible individual within the company to steer all activities in the biodiversity sector and report to the Management Board
4. Defining realistic, measurable objectives that are monitored and adjusted every two to three years
5. Publishing activities and achievements in the biodiversity sector in the company's annual, environmental, and/or corporate social responsibility report;
6. Informing suppliers about the company's biodiversity objectives and integrating suppliers accordingly and step by step;
7. Exploring the potential for cooperation with scientific institutions, non-governmental organizations (NGOs) and/or governmental institutions with the aim of deepening dialogue and continuously improving the management system.

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



Introduction

The stated objective of the Frosch Initiative is to share our sustainable solutions with the public. Founded in 2012, the initiative is one of the many activities which prove that Werner & Mertz is an ecologically oriented and socially responsible sustainable business way beyond its factory gates. For many years decisions at Werner & Mertz have been made in the interest of protecting our environment and our resources. Our commitment to practice sustainability and promote biodiversity is part of a rigorously upheld company tradition.

It is only logical that we pursue our goals in association with other companies. That's why Werner & Mertz co-founded the Biodiversity in Good Company Initiative and helps to shape it as a member of the board.

This report explains how we perceive our self-imposed tasks, promote sustainability and work continuously for greater biodiversity.



From Environmental Management to Sustainability Management

In 2002 Werner & Mertz implemented an EMAS-validated environmental management system. Five years later, it was developed into a sustainability management system to reflect the company commitment to sustainability and was expanded to take into account ecological impact and economic foresight along with social responsibility. Corporate activities are closely examined and assessed along these lines.

Biodiversity is an important component in the company's ecological pillar along with resource and climate protection, which have long been concerns at Werner & Mertz. These elements are completely interdependent. For wherever raw materials are extracted, biodiversity has to be considered. Climate change, in turn, alters the range of species and symbiosis and affects biological diversity in the process.





Environmental Activists since 1986

Many people remember 1986 for several reasons, including the April 26 incident at the Chernobyl atomic reactor that radically changed the lives of millions in Russia and Europe. The reaction in Germany followed quickly on June 6 with the establishment of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety.

The time was right for greater environmental protection and many people felt the need to become personally involved in the efforts. Concurrent with this development, Werner & Mertz launched its Frosch brand. The successful line of environmentally friendly household cleaners with natural ingredients established in 1986 has had a formative influence on our company since then.

Frosch has an environmental impact that extends beyond its wide variety of products. The successful brand also lends its strength to the Frosch Initiative, which Werner & Mertz brought to life in 2012 with the goal of making a breakthrough with new sustainable solutions. With the Frosch Initiative we provide new stimulation for environmental and resource protection beyond the detergent and cleaning products industry and promote biodiversity at the same time.

At Werner & Mertz we are committed to the preservation of biological diversity. We lend our support directly in projects to protect nature and biotopes and indirectly in our careful handling of resources.

Milestones in Environmental Protection

Several milestones in environmental protection mark the company's path toward sustainable management in the years since 1986.

- 1995 Relocation of business partner to the Werner & Mertz premises to put packaging manufacturing close to the production line. The move eliminates about 1,500 truck trips and approximately 900,000 kilometers, which correspond to savings of about 570 tons of carbon dioxide per year and 220,000 liters of diesel fuel.
- 2001 Involvement in ÖKOPROFIT project initiated by the City of Mainz and the first of regular distinctions as a Mainz ÖKOPROFIT business.
- 2002 Introduction of environmental management system with the goal of achieving DIN EN ISO 14001 and EMAS certification for Werner & Mertz GmbH in Mainz. Set up of energy management system in Mainz.





- 2003 Publication of the first Environmental Statement by Werner & Mertz GmbH for Mainz site.
- 2004 Introduction of environmental management system for the three Werner & Mertz Group companies at the Hallein site and successful EMAS and DIN EN ISO 14001 certification audits.
- 2005 Implementation of sustainability guidelines and participation in the A.I.S.E. Charter for Sustainable Cleaning for the European soaps, detergents and maintenance products industry.
- 2007 Top management orders the further development of the environmental management system into a sustainability system for the Werner & Mertz group, including the Hallein site.
- 2008 First Sustainability Report issued by Werner & Mertz Group.
- 2009 Werner & Mertz wins the German Sustainability Award for its umbrella brand Frosch.
- 2010 The new Werner & Mertz headquarters building receives the Environmental Award from the federal state Rhineland-Palatinate. It is the first office building in Germany which generates more energy than required for heating and cooling by means of wind turbines and photovoltaic cells on the roof combined with a geothermal system.
- 2011 **Mainz:** Werner & Mertz develops its own assessment system for raw materials, substances and packaging with the goal of designing even more sustainable components. All production buildings and warehouses are now heated via district heating; process steam is produced economically by high-speed steam generators. CO₂ emissions decline by about 1000 tons per year, compared to 2004.
- As of 2011, separate areas in the new water center treat wastewater and produce deionized water for chemical production. The previously used ion exchange facilities, which required approximately 100 tons of hydrochloric acid and about 35 tons of sodium hydroxide per year, were replaced with the eco-friendly reverse osmosis system.
- Hallein:** A filling line for “Frosch-Oase” is equipped with an energy-optimized LED system which adjusts to daylight conditions.
- 2012 The new headquarters receives the LEED Platinum certificate, the highest international rating for sustainable construction. Werner & Mertz kicks off the Frosch Initiative, whose first activity is the Recyclate Initiative, followed by the research project “Surfactants Based on European Plants”.
- 2013 ISO 50001 certification of the energy management system in use at Mainz and Hallein sites.
- 2014 For the first time Werner & Mertz earns certification by meeting the international IFS HPC and IFS Broker standards. The certification is proof of the safety of our products and the continuous improvement of our production processes.



1. Impact of Corporate Activities

A business interested in doing more for the protection of biological diversity and conservation of the biosphere should be aware of the impact of its corporate activities. A close analysis provides the basis for targeted improvements. Werner & Mertz continues to follow the course laid down in the last Progress Report 2011/2012,

http://www.business-and-biodiversity.de/fileadmin/user_upload/documents/Die_Initiative/Fortschrittsbericht/Werner_Mertz_Progress_Report_2012_EN.pdf

works with the EMAS environmental management system and uses the Cradle to Cradle® approach as an integrated certification process.



EMAS – Ambitious Environmental Management since 2002

The analytical foundation was established with the introduction of the DIN EN ISO 14001 and EMAS-compliant environmental management system in Mainz 2002 and in Hallein in 2004. EMAS (Eco-Management Audit Scheme of the European Union) is considered the most demanding environmental management system on the market. Independent auditors regularly check key indicators as part of the validation process.

We publish the results in our Environmental Statement for the two sites in Germany and Austria. Our series of analyses over the years document our achievements in resource protection and reveal areas where we can continue our work. EMAS therefore serves as a confirmation of efforts to date and stimulus for our planned activities.

NOTE: The current Environmental Statements for the Werner & Mertz sites in Mainz and Hallein are in the Sustainability Report 2013/2014 at:

<http://werner-mertz.de/files/epaper/nhb-en/>



Exacting assessment of raw materials, formulas and packaging components

While EMAS analyzes the impact of production and our corporate activities, our in-house assessment system focuses on products. At Werner & Mertz the raw materials and formulas used are assessed with regard to their origin (preferably from renewable sources), their properties during use (minimization of potential hazards) and their fate after use (degradability).

The raw material and formula assessment system applies to the entire product range. Since 2011 we have also used an internal system to assess packaging components with the objective of improving packaging.



In accordance with our integral approach to sustainability, Werner & Mertz launched the Frosch Initiative in 2012. Named for our successful Frosch brand, the initiative paves the way for forward-thinking and sustainable solutions and gives the industry new ideas for environmental and resource protection.

The Frosch Initiative concentrates on targeted activities such as the Recyclate Initiative, which promotes high-quality re-use of PET plastic waste. By contributing to the conservation of resources (crude oil) and climate protection, the Recyclate Initiative indirectly supports the preservation of biological diversity.

Today the transparent bottles of Frosch products contain up to 100 % PET recyclates. In extensive experiments we were able to replace one-fifth of the recycled material with PET recovered from the Yellow Bag. With the Frosch Recyclate Initiative, Werner & Mertz and partner companies have tapped the enormous pool of secondary raw materials from the Yellow Bag collection system. With this initiative, we support high-quality re-use of PET in place of the usual downcycling or incineration of the reusable material.

More information:

<http://integrally-sustainable.com/Intelligent-Packaging/Recyclate-Initiative/>

The second project in the Frosch Initiative – Surfactants based on European vegetable oils – has a direct impact on biological diversity.



Surfactants based on European plant oils



Surfactants are wash-active substances used to make laundry detergents and household cleaners effective. During the wash cycle for clothes or dishes, surfactants act to suspend grease and other non-water-soluble substances in the water so that they can be rinsed away.

Companies that want to forego use of petrochemical surfactants, as Werner & Mertz does in its Frosch and green-care products, currently cannot avoid reliance on palm kernel or coconut oil. As a member of RSPO (Roundtable on Sustainable Palm Oil), we are very much aware of the controversy surrounding the use of tropical vegetable oils. Our product development is therefore working on the feasibility of using surfactants based on native plants in our products.

The composition of native (European) vegetable oils differs greatly from that of palm kernel and coconut oils. As a foodstuff, European oil is a good substitute for tropical oils. In cleaning products, however, surfactants based on native plants pose many challenges because their chemical properties are different and the oils require other production processes. Finally, the finished products have to retain the positive characteristics familiar to the end user.

Since 2013 Werner & Mertz has converted 20 formulas for Frosch cleaning and care products, which now contain between 10 % and 100 % surfactants made from European vegetable oils. In 2014, we used 220 tons of surfactants made from European plants.

Native cultivation preferred

Besides surfactants, other ingredients from plant sources are found in the products from Werner & Mertz. Here too we prefer plant-based active substances from domestic production and from European partners. Many advantages come with the use of surfactants made from plants cultivated in Europe, including:

- Precluding the use of cultivated areas in the tropics for this purpose and reducing the associated risks, such as destruction of the rainforest and competition with food production
- No monocultures
- Short transportation routes
- Use of rapidly renewable materials based European vegetable oils
- Promotion of traditional crop cultivation
- No dependence on surfactants from tropical cultivation
- Preservation and promotion of biodiversity

Werner & Mertz relies on the oils from native European crops such as rapeseed, linseed and olives. We make sure that only industrial-grade (e.g., from a third pressing) or industrially utilisable oils are used in order to avoid any competition with food products.



Biodiversity and renewable raw materials go hand in hand

The use of surfactants and other substances that come from European cultivation deliver tremendous ecological advantages. In this case too Werner & Mertz cooperates with NABU on the protection of biodiversity.

This task is required of Werner & Mertz and other companies that rely on renewable raw materials. We see in the Biodiversity in Good Company initiative a dedicated discussion platform where solutions can be found for these environmental and nature conservation issues.



Cradle to Cradle®

The Cradle to Cradle®* principle was invented by Prof. Dr. Michael Braungart and further developed by the Environmental Protection Encouragement Agency (EPEA) of Hamburg.

At the end of 2012 Werner & Mertz had selected products certified according to this integrated procedure. The Cradle to Cradle® Design encompasses a detailed evaluation key to assess the materials used, their recyclability, use of energy and water and the social impact of product cycles and methods of production.

Werner & Mertz successfully completed this rigorous certification procedure. At the end of 2013, the tana Chemie GmbH, a wholly-owned subsidiary in the Werner & Mertz Group, celebrated a world premiere. For the first time in the history of Cradle to Cradle® certification, an entire professional cleaning and care product line – the green care PROFESSIONAL series of eight eco-effective products – received the top award known as Cradle to Cradle Certified™ Gold.**

In June 2013 Frosch Citrus Shower & Bath Cleaner became the first product in the cleaning industry in Europe to win the same award. In September 2014 Frosch Lavendel Hygiene-Reiniger (lavender hygiene cleaner) and Frosch Spiritus Glas-Reiniger (bio-spirit glass cleaner) also earned Cradle to Cradle Certified™ Gold certification.

Conclusion: EMAS, the in-house assessment systems and Cradle to Cradle® contribute greatly to reducing environmental impact and conserving resources – important prerequisites for preservation of biological diversity.

* Cradle to Cradle® is a registered trademark of McDonough Braungart Design Chemistry LLC

** Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.



2. Implementation of the Environmental Management System

At the direction of top management, Werner & Mertz developed its Environmental Management System from the year 2007 into a Sustainability Management System for the company's sites in Mainz and Hallein. The protection and sustainable use of biological diversity, which are included as Key Performance Indicators in EMAS regulations and described in the Progress Report 2011/2012, have been integrated in the Environmental Management system. The focus was expanded deliberately to give social responsibility and financial foresight a place next to ecological objectives. Now when the company faces investment decisions, for example, Sustainability Management is consulted.

All the responsible corporate areas such as Marketing, Product Development and Corporate Communication are represented at the Sustainability Team's quarterly meetings. Broad participation ensures a continuous flow of information within the company and to the outside. Concrete nature protection projects on biodiversity are likewise communicated by team members. The Director of Sustainability Management is a member of the board of Biodiversity in Good Company.

***Conclusion:** The topic of sustainability has been ideally implemented at Werner & Mertz in Sustainability Management along with internal and external communication. The specific cooperative conservation projects in the immediate area make biodiversity visible and real for the public and for employees.*

3. Responsible Parties in the Group

As previously noted in the Progress Report 2011/2012, the staff position Sustainability Management was created in 2007. The Director of Sustainability Management regularly reports to top management at Werner & Mertz. Reinhard Schneider, CEO of the family-owned business, has great personal interest in sustainability activities. He was the catalyst behind the Frosch Initiative and the Recyclate Initiatives.

In addition, Sustainability Management and Corporate Communication are responsible for collecting and dispersing employee feedback and news of employee activities, such as the internal assessment systems (see Section 1 Impact of Corporate Activities).

***Conclusion:** Conservation of biological diversity is a part of sustainability activities at Werner & Mertz and an integral component in sustainability management.*



4. Measurable Objectives

In keeping with our sustainability approach, we set concrete objectives for resource conservation in our environmental program. The following apply to the Werner & Mertz site in Mainz:

4.1 Environmental Program for the Mainz Site (Examples)

Objective	Measures	Responsible	Status
To achieve savings in travel time and reduce emissions	Voluntary commitment to replace business trips with video conferences	All departments	Video conferences held: 50 in 2012; 65 in 2013; and 85 in 2014. As a result, more than 3,000 working hours for business trips were saved in 2014.
Improvement to manufacturing technology, shortening of cleaning cycles and better cleaning options for machinery	Replacement of production facilities for liquid detergent, including replacement of the buffer tank and modernization of the electrical steering system	Production	Objective was achieved. The new production facilities were put into operation in December 2013.
Recycling of PET waste collected by consumers in the Yellow Bag system	Expedite use of a new type of sorting technology with which single-variety, colorless PET can be recovered from the Yellow Bag for the manufacture of new PET bottles with a recycle share of close to 100 %. Frosch Recyclate Initiative	Erdal-Rex and packaging development	Field tests were completed successfully in 2013. The first 100,000 rPET bottles were delivered to the market in 2012.
25% reduction in energy needs for lighting	Replacement of lighting in Logistics Centers 1 and 2 with modern fluorescent lamps or LEDs	Operations Management Werner & Mertz Service & Logistics	Realized in 2013. Savings of about 61,000 kWh in 2013 and approx. 147,000 kWh in 2014, compared to 2012.
Elimination of CO ₂ emissions by means of electricity generation	Conversion of power supply for entire Mainz site to certified green electricity	Facility Management	As of Jan. 2014, use of green electricity.

The preceding table is an excerpt from the current Environmental Program Mainz. The complete program for the Mainz and Hallein sites is contained in the Sustainability Report 2013/2014 at:

<http://werner-mertz.de/files/epaper/nhb-en/>



4.2. Development Goals for Nature Conservation Projects

The highly varied conservation projects in which Werner & Mertz participates as a partner pursue individual conservation development goals. We do not exercise any influence, but rather rely on the know-how of our cooperation partner. Over the years this type of task distribution has proven effective and highly suitable for our activities in preserving biodiversity where we live and work (see Section 8 Projects).

5. Publication in Sustainability Report

The results of the EMAS validation in the form of environmental statements make up the central component of our Sustainability Report, which we have published since 2008. The current report 2013/2014 contains the developments of individual parameters of EMAS key performance indicators from 2009 to 2012 and outlines our in-house assessment system.

Our cooperative projects in environmental protection are covered in the reports as one aspect of the sustainability activities carried out by Werner & Mertz.

The current Sustainability Report 2013/2014 can be read on the Internet site at:

<http://werner-mertz.de/files/epaper/nhb-en/>

The Sustainability Report 2015 will be published in Q4 2015.

Conclusion: *Do good and talk about it! Werner & Mertz has long pursued the goal of integrating a sustainable lifestyle in the everyday life of the company and product users.*

6. Supplier Involvement

Werner & Mertz involves its suppliers in the company's environmental and biodiversity goals. Reports submitted in previous years provided details about the ongoing process; another report is therefore not required.

Sustainability does not end at the factory gates of Werner & Mertz. We have formulated purchasing guidelines that take into account sustainability, biodiversity, environmental and work and health issues and cover the delivery of packaging, raw materials, technical equipment, etc.

Our guidelines and processes show our suppliers our serious commitment to sustainability. We also conduct regular surveys of our suppliers or request from them information about their environmental and sustainability management, social responsibility and their activities in the conservation of biological diversity.



We greatly relieved the strain on our environment in 1995 when we relocated a business partner to the Werner & Mertz site, where packaging manufacturing is close to the production line. The move eliminates 1500 truck trips per year (about 900,000 truck kilometers), for a reduction in environmental pollution equal to 570 tons of CO₂/a per year and savings of 220,000 liters of diesel fuel. Based on our own positive experience with the Project ÖKOPROFIT of the City of Mainz, we were able to convince our supplier to participate in the project. With use of a compressed air recycling plant, the company will save energy and about 50 tons of CO₂ annually.

Conclusion: *Werner & Mertz also looks to its suppliers' resource protection policies and activities as an essential prerequisite for the conservation of biodiversity.*

7. Cooperation

In matters involving sustainability, Werner & Mertz cooperates with many different organizations and associations (see Section 8 for more information).



EMAS Club Europe

Practical application of real-life experience is the central idea behind the EMAS Club Europe. Grouped according to regions, members from EMAS-certified companies and organizations share a pan-European orientation. The EMAS Club Europe supports EMAS and works to expand public awareness in efforts to increase the number of registered sites inside and outside the European Union.

In committees at country and EU levels, club members work at promoting and developing EMAS as an important instrument in sustainable production and a sustainable economy. Werner & Mertz has been a member of the EMAS Club Europe since early 2013.



ÖKOPROFIT Mainz

Werner & Mertz has participated for more than 14 years in the ÖKOPROFIT project, which the City of Mainz initiated in cooperation with the Rhine-Hesse Chamber of Commerce & Industry, the Rhine-Hesse Chamber of Trades and others.





A.I.S.E.

Since 2005, Werner & Mertz has been involved in the A.I.S.E. Charter for Sustainable Cleaning, a voluntary initiative for the European soaps, detergents and maintenance products industry. Member firms commit to using sustainability procedures in resource procurement, manufacturing and product usage and to submitting the results as Key Performance Indicators in an annual report to A.I.S.E.



Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.)

B.A.U.M. has long worked toward raising awareness of environmental protection and a sustainable economy among companies, institutions and political organizations. In cooperation with other B.A.U.M. members, Werner & Mertz promotes the spread of integrated systems for sustainable business management.

***Conclusion:** So that others can learn from the corporate environmental and sustainability management systems that we have used for years, we share knowledge and information with our partners and with members of the initiative Biodiversity in Good Company e.V.*

8. Projects

Resource conservation, emissions reduction and recycling all help to improve the general conditions for the preservation of biological diversity. For many years Werner & Mertz has worked with the German Nature and Biodiversity Conservation Union (NABU), WWF and other organizations on nature conservation projects. Our partnerships and cooperative efforts are concentrated on projects to preserve or revitalize wetlands, rivers and riverscapes on the Rhine, in the March-Thaya wetlands in Austria, in France and elsewhere.

Trainees for Sustainability collect cellphones for the Havel

At Werner & Mertz the "Trainees for Sustainability" have given their support to the NABU campaign "Cell phones for the Havel". Private phones are collected and disposed of ecologically and the rare elements they contain are recovered and reused. For every cell phone collected, a cooperation partner gives NABU € 2.10. Proceeds go toward to the renaturalization of the Havel.

The lower Havel Lowlands are part of the most important wetlands in western Central Europe. They are home to more than 1,100 species of flora and fauna which are seriously endangered and threatened by extinction. The trainees collected 170 phones at the Mainz site in 2013/2014.





Frosch protects frogs in Germany

Water is the elixir of life for the frog, our company logo for more than 100 years. For the well-being of our amphibian, we have been working with NABU in Rhineland-Palatinate on the “Frosch protects frogs” project since 1998. Nature conservation is fundamentally important in the Rhine-Main region and in the Rhine wetlands, where many uses are concentrated in a small area. Here NABU develops concepts and projects to promote the co-existence of man and nature.

Excerpts from NABU annual report 2014 on the project Frosch protects frogs



For more than 15 years the NABU nature conservation center Rheinauen has worked intensely to improve the Rhine wetlands between Mainz and Bingen as a habitat for the tree frog. As a result, NABU has been able to secure the future of the remaining specimens of this rare species of frog.

Detailed mapping in 2011/2012 showed just how important the Rhine wetlands are for the tree frog and other amphibians. In the meantime the population has recovered, thanks to the extensive work on improving the biotope.

Concerns arose in early June 2013, however, when heavy rains caused flooding in the wetland areas near Bingen. At that time large stocks of tree frog larvae or tadpoles were observed in many small bodies of water. It was later determined that the flood in June had no negative effect on the tree frog population.

In addition to more work in environmental training and public relations, activities in 2014 were concentrated on drafting implementation plans for the Upper Rhine Lifeline project.
(...)



Public relations

Our public relations work is an important part of the cooperation “Frosch protects frogs” in which publicizing the protection of amphibians plays a central role. At the same time NABU uses many opportunities to promote the cooperation “Frosch protects frogs”.

The interactive exhibition Wunderwelt am Teich (A World of Wonders at the Pond) was developed at the beginning of 2014 to raise awareness of the importance of small bodies of water. The exhibition is made up of different stations at which visitors both young and old can join in. They include:

- Models and sounds of selected amphibians
- Station: reeds (measure height and build a hiding place for animals that nest in reeds)
- Arts & crafts station: croaking frog
- Research station: water fleas
- Research station for water plants
- Arts & crafts station: water lily
- Experiment station: surface tension of the water
- Quiz station: water plants



The exhibition was a success at the Rhineland-Palatinate exhibition from 22 to 30 March 2014, when it attracted some 600 children. In addition, many school classes and kindergarten groups visited the exhibition in connection with the German Nature Conservation Day in Mainz.

Visits and Delegations

In 2014 we again received a delegation from Japan whose members were particularly interested in the initiative “Frosch protects frogs”. The brand recognition of Frosch is tremendous and the cooperation exemplary. There is a great deal of interest in a similar sponsoring project in Japan.

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Lowland forest on the Harter Aue

Lowland forests in floodplains are among the most biologically diverse natural habitats in Germany. The flooding of bordering rivers ensures constantly altering conditions in habitat; temporal and spatial circumstances change frequently.

The Harter Aue is a peninsula in the nature reserve Fulder Aue-Ilmen Aue near Ingelheim am Rhein. For several decades the land was farmed, but now much of it lies fallow. Some parcels were purchased and woods typical of lowland forests were planted. The new plantings weathered their first tough test when the Rhine flooded in June 2013.

The rapidly growing trees serve as CO₂ sinks. Data on CO₂ depletion and a study by the Technical University Munich report that five tons of CO₂ are removed from the atmosphere and taken up by plants for every hectare reforested with English oak and Aue wild bushes.

That makes projects like the new lowland forest near Ingelheim so important for both biological diversity and climate protection – and good reason for Werner & Mertz support of this NABU project.

Bog Conservation at the Mürmes



Species conservation and environmental protection benefit from another NABU project for the renaturation of bogs along the Mürmes. Since 2010 Werner & Mertz has provided financial support for this project as compensation for its own CO₂ emissions. Although we use regenerative energy sources for 100% of our electricity at our sites in Mainz and Hallein, our activities still emit CO₂ and affect the environment.

Bogs are enormous CO₂ sinks and also habitats for many rare plants and animals. So our cooperation with NABU Rhineland-Palatinate delivers double benefits. At the Mürmes about five tons of greenhouse gas are stored long term in the biomass.

Damming raises the level of the water gradually to promote growth of the bog. The water level is now an average of 30 centimeters higher than it was prior to the restoration of the weir in 2011. Plans call for the water level to be raised another 20 to 30 centimeters. Some small positive effects can already be seen in plant growth.

Decaying alders and bushes make it difficult for the uninformed visitor to see that a nature conservation project is in the making. But once you know that birches, alders and high bushes extract water from the bog through transpiration and evaporation and cast shade with their leaves, then you can understand how they damage the growth of mosses, grasses and flowering plants typical of a bog. So when trees and bushes die off, the living conditions improve for the bog's low-lying plants.



The standing water in a bog has low nutrient value because most of it comes from precipitation. At the Mürmes, however, runoff from neighboring farms brought nutrients from agricultural fertilizer into the bog. To improve this situation, the project will install drainage ponds in the second half of 2015. Water from the cultivated land will be collected there for a few days to allow a portion of the water's nitrogen to degrade naturally. Then the nutrient-depleted water can go into the bog. The bog conservation project at the Mürmes will be completed at the end of 2015 and its work continued in a new project in the Rhineland-Palatinate national park Hunsrück-Hochwald.



Frosch protects frogs in Austria

The Austrian subsidiary of Werner & Mertz cares about the March-Thaya wetlands. In cooperation with WWF we are working to conserve this oasis of animal diversity. Located in border areas from Lower Austria to the Czech Republic and Slovakia that have been untouched for decades, the wetlands make up the most important riverscape in Austria. Some 500 endangered species find there hidden nesting areas and rich feeding grounds.

But only some parts of the 15,000-hectare wetlands are adequately protected. Industrial parks, housing developments and intensive farming are pushing out fascinating species such as the white-tailed

eagle, black stork, beaver and otter and are threatening the green wetland wilderness.

Moor frogs, fairy shrimp and magnificent dragonflies also need intact wetlands. A national park would be the best solution for the permanent protection of this diversity, but it may take some time for that to happen. Until then, it is all the more important to support concrete nature conservation activities in the March-Thaya wetlands, as the Werner & Mertz subsidiary in Austria has done since 2009.



Frosch meets storks in Poland

In their natural habitat, frogs dive deep underwater when they detect storks nearby. Everything is different at Werner & Mertz, where our Frosch brand tries to get close to the big birds. In 2014 the Polish "Storch" association and the local distributor of the Frosch brand (Werner & Mertz Delta Polska) banded together to participate in the international stork counting, which has taken place in Europe since 1934. Werner & Mertz Delta Polska employees and the Advisory Board Chairman Karl-Heinz Seibert from the Mainz headquarters took part in the stork counting action near the city of Plock. The stork counters visited all the local villages, where they searched for nests and collected data on the position and status of the nests, the mating pairs and the number of young birds.



Kings of the Water – Cooperation with WWF in France

The cooperation with WWF in France “Les Héros de l'Eau” described in the Progress Report 2011/2012 expired at the end of 2014. A follow-up project for the protection of wetlands in France is outlined in the next chapter.



Sponsor of the rainforests in Indonesia

Since 2012 Werner & Mertz has been a World Wide Fund for Nature (WWF) sponsor and supporter of the organization's work in protecting the rainforests in Indonesia. With partners and local employees, WWF promotes understanding for sustainable development through many different activities. The non-governmental organization initiates projects for sustainable tourism, builds small, decentralized hydroelectric power plants to provide villages with eco-friendly electricity, recruits and trains local people for regional development projects and gives them a say in decisions that affect them.

WWF concurrently develops and implements competitive business models for small-scale farmers and fisheries that consider both their livelihoods and conservation issues.

WWF project manager Susanne Gotthardt offered the rainforests as a vivid example of what prompts and determines the business activities of Werner & Mertz. Corporate responsibility demands a holistic point of view and way of life that is integrally sustainable.

Conclusion: *Werner & Mertz works toward the protection, preservation and promotion of biological diversity at several different levels – in general through its resource and climate protection activities and specifically through local cooperation with environmental organizations on species conservation and biotope protection.*

9. Outlook

The long-term activities of Werner & Mertz to protect and promote biodiversity, like the above mentioned projects, run on a double track. On one we continue our sustainability program on resource conservation within the company, which includes our engagement in the Frosch Initiative. On the other we take concrete steps to conserve species on the corporate grounds in Mainz and beyond the factory gates.



Frosch Recyclate Initiative is pursuing new goals

Encouraged by the success of large-scale tests, the Recyclate Initiative is striving to further increase the portion PET recyclates recovered from the Yellow Bag. In addition, the green cap on our product bottles should be made more environmentally friendly. To that end, organic halogen compounds in the caps will be replaced by chlorine-free substances. Preliminary tests have been successful. We are confident that this optimization will increase the recyclability of our products and allow us to avoid use of controversial substances in our packaging and further relieve the stress and strain on the environment.



Biodiversity on Mainz site



In cooperation with NABU we have looked for ways to do even more for species protection on our company premises in Mainz. For the sake of biological diversity, insect hotels will be installed and the grass will be mown just once a year.

We obtained valuable recommendations for these activities right at our front door to the factory gates from the information module 2 (Enhancement to ecological value of company grounds) in the Biodiversity in Good Company initiative. We pride ourselves on being an international company whose sustainability initiatives extend beyond our industry. And yet the information module opened our eyes to the good that we can do so close to home.

Promotion of biological diversity in the Greater Mainz area and Mainz-Bingen region

Further measures to promote biological diversity in the Mainz area and Mainz-Bingen region are on the joint program of NABU and Werner & Mertz as of January 2015. The key topic of the new cooperation is biodiversity with the objective of making measures visible to the public within the five-year contract period.



The current project planning status involves the purchase of a large piece of property which was previously used as a military compound. It would be a great place to use for conservation of biodiversity. At the time we went to press, sales negotiations were still being held.

Bog and mires conservation in Hunsrück-Hochwald national park

When the bog conservation on the Mürmes project expires at the end of 2015, Werner & Mertz will become involved in the Hunsrück-Hochwald national park in Rhineland-Palatinate, which was created in 2015. The goal of the renewed cooperation with NABU is the regeneration and protection of the bog habitat within the EU LIFE+ project "Restoration and conservation of sloping and transition mires in low mountain range Hunsrück (area Hochwald)".

Partnership for wetlands in France

In France our Rainett brand entered into a sponsorship in 2015 with the Fédération des Conservatoires d'Espaces Naturels for the protection of endangered wetlands. Two-thirds of the wetlands in France have disappeared since the beginning of the 20th century. According to estimates, the wetland area is still being reduced every year by about 10,000 hectares and thus the unusual habitats for endangered plants and animals are also lost. Werner & Mertz lends its support to these initiatives because we realize how important it is to protect and conserve existing natural habitats and to create new ones.

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