

Company Profile

Headquarters: Cologne, Germany
Major products: Retail and tourism
Further information: www.rewe-group.com/en

The cooperative REWE Group is one of the leading trade and tourism groups in Germany and Europe. In 2011, the company generated a total external turnover in excess of € 48 billion. The REWE Group, founded in 1927, operates around 15,700 stores with 323,000 employees in 13 European countries. In 2011, around 222,000 employees generated a turnover totalling € 35 billion in over 11,000 stores in Germany.

Challenges and How the REWE Group Takes Responsibility

Acting responsibly, in line with the interests of the community, is an integral part of the corporate culture of the REWE Group. Within the framework of its Sustainability Strategy, four topics have been given top priority: a sustainable product range policy; resource and climate protection; satisfaction and involvement of employees plus social responsibility. In this context, addressing the issue of biodiversity is vital for the REWE Group.

The REWE Group is convinced that quality goes further than the primary properties of the products and also encompasses ecological and social aspects. Conserving biological diversity is an essential component of the ecological quality of products. Tourism is another field where biodiversity plays a central role, because only a sound environment can lead to sustainable tourism in the long term.



Fields of Action

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

Best Practice: PRO PLANET Apple Project

The Issue

Apple trees in modern orchards grow in orderly rows. Today, wild flowers and other flowering plants, as can be found in traditional fruit orchards, are virtually absent. However, these plants are an essential food source for insects. Although apple trees provide insects sufficient food in spring, the insects suffer from a lack of food during the flowerless



season between June and September. The situation for insects that visit flowering plants, especially honeybees and wild bees, is steadily worsening as the supply of nectar and pollen has consistently decreased over the last years.

The Response

As initiated by the REWE Group through its PRO PLANET label, fruit farmers between Friedrichshafen on Lake Constance and Hamburg have been looking for ways to provide new habitats for insects and create sufficient food supplies for them during the summer months. To do this, they plant flowering hedgerows and provide flowery meadows, as well as nesting aids for wild bees. Not only insects but also fruit farmers benefit from these initiatives: as honeybees fly from blossom to blossom, they pollinate the apple trees.

The Results

The REWE Group cooperates in this project with the Lake Constance Foundation, the Nature and Biodiversity Conservation Union (NABU), Birdlife Austria and the apple producers. Following a pilot phase with ten fruit farmers in the Lake Constance region in the spring of 2010, producers from all growing areas are now taking part in the project. The farmers regularly test various methods to maintain biological diversity in their respective regions as well as additional actions to make fruit farming more nature and environmentally friendly.

