



## EMAS AND BIODIVERSITY – POSITIVE EXAMPLE OF BIODIVERSITY MANAGEMENT

### The company: HIPP Werk OHG, Germany

As a leading baby food company, HiPP manufactures products in top quality and in harmony with nature. The managing partners of the family-owned company are Prof. Dr Claus Hipp, Paulus Hipp, Sebastian Hipp and Stefan Hipp. The production sites are situated in Germany, Austria, Croatia, Hungary, Russia, Switzerland and the Ukraine. With approximately 2,000 employees, the company achieved group sales of €850 m in 2015.

The name HiPP has stood for ecological agriculture and sustainable values for over 60 years. The company works closely with environmental and ecological organisations to protect biodiversity. HiPP introduced an EMAS-based environmental management system as early as 1995, continuously improving its eco-balance since then.

HiPP has sought out allies to support it in this commitment, which necessarily extends far beyond the bounds of the company itself. The baby food manufacturer is a member of the international corporate initiative 'Biodiversity in Good Company', dedicated to preserving the diversity of species, and has worked together with the Association of Ecological Food Producers (AöL).

Aspects of biodiversity of special importance for the company

Biodiversity is enormously significant – also from an economic perspective, affecting the availability of raw materials for food production. It is biodiversity that supplies us directly with raw materials for food or wood to provide us with energy. As a producer of baby food, HiPP relies on the availability of especially high-quality raw materials from intact ecosystems.

In Germany, agriculture accounts for around 50% of the total land area. HiPP relies on ecological farming, which protects the environment by using natural, pesticide-free methods and enhances soil quality by means of crop rotation and humus creation. For this and other reasons, the company has elevated the protection of biodiversity to a top priority. In recent years, numerous measures have been implemented to contribute towards biodiversity.

### Concrete (measurable) aims regarding biodiversity

HiPP has defined clear goals for implementing continuous improvement in protecting and fostering biodiversity. HiPP's sustainability management includes biodiversity as a separate corporate department. There is therefore a person responsible for biodiversity, and the protection of biodiversity has been defined as a specific key objective.

As there are no standardised methods or binding indicators for evaluating biodiversity, HiPP's sustainability team tackled the challenge of developing and testing their own practice-based system and approach. HiPP based its analysis on the Biodiversity Management Manual, the GRI Standards and the impact factors developed in collaboration with NGOs (LBV Bavaria /NABU, Bioland, University of Hanover, TU Munich) in practical projects.

Based on a questionnaire addressed to producers and suppliers, the status quo was determined and targeted audit topics were generated and incorporated in a specific management software tool, making possible the linkage between information on sustainability and master data, as well as quality and release data.

Hence, it is a long-term objective to develop a defined set of indicators allowing the evaluation of the activities and efforts of HiPP's contractual partners and, furthermore, to integrate those parameters as binding within the HiPP management system.

HiPP's commitment to the protection and promotion of biodiversity can be seen in numerous activities by the company. One long-term goal is to develop key performance indicators, which will recognise products from 'biodiversity-friendly' production operations. HiPP's sustainability management system has incorporated biodiversity into the company's operations as a dedicated department. Biodiversity management schemes are initiated by the biodiversity officer in coordination with the sustainability team.

## Realised and planned measures

### Protecting natural resources and the environment

By producing and processing organically farmed raw materials, HiPP protects the air, water and soil from synthetic and chemical fertilisers and pesticides. Systematic environmental management in line with EMAS and ISO 14001 improves HiPP's environmental performance at all levels throughout the company, from the procurement of raw materials to waste recycling. In 2015 HiPP celebrated its 20th anniversary as one of the first ten companies to adopt the EMAS scheme.

The baby food manufacturer has established carbon-neutral production operations at its Pfaffenhofen location by using energy from renewable sources and supporting an international climate protection project. To protect the forests, all office stationery and cardboard packaging is produced from 100% environmentally friendly recycled and FSC paper. To protect the oceans from overfishing, production operations and staff cafeterias use only organic or MSC-certified fish.

### Climate-neutral production

To protect the climate, HiPP makes use of the sun, water and biomass as renewable energy sources and recycles 99.8% of all waste. Specific energy consumption has fallen continuously over the past two decades; HiPP's production operations in Germany, Austria and Hungary are carbon-neutral, partly through the company's support for international climate protection. In 2011, HiPP was honoured with the German Solar Prize for its extensive use of renewable energies.

### HiPP's model farm for biodiversity: Ehrensberger Hof

Since 2009 the company works with scientists and conservation associations on trialling methods of integrating sustainability and preserving biodiversity in routine agricultural operations over the long term. Its goal is to develop a practice-based model that can be used for the producer's operations.

HiPP started to offer tours of the model farm for students and school classes in 2012; these tours allow the next generation to gain hands-on experience of the theme of biodiversity. Nearly two hundred groups had gained an insight into the topic by the end of 2015.

The HiPP model farm project also inspired the project 'Firmen fördern Vielfalt' (Companies Call for Diversity) project in collaboration with AÖL (Association of Ecological Food Producers), other organic food producers and scientists. Like HiPP's own project, the aim is to develop practical and low-cost methods of increasing biodiversity in agriculture. The project has been expanded to include farmed fruit, vegetables and grain. The project receives financial support from the DBU (German Federal Environmental Foundation). The first results will be published in 2017.

### Bananas from the Costa Rica rain forest

Over twenty years ago, HiPP launched a banana project in Costa Rica to determine mechanisms of organic farming and protecting biodiversity overseas. In the years since then, a solid relationship of mutual trust has grown between HiPP and the farming families. A HiPP staff member works locally to oversee the project. The bananas are cultivated by smallholders who are guaranteed a livelihood by HiPP's long-term contracts. By engaging in organic farming methods, HiPP is conserving the natural habitats of flora

and fauna and protecting biodiversity. Unlike in plantations, the banana plants stand individually and widely spaced, enabling any spread of disease or fungal infection to be quickly contained by simply removing any plants affected. In contrast to conventional plantation farming, no pesticides or herbicides are used. This maintains the quality of the fruit and conserves the environment as a habitat for a wealth of flora and fauna.

### Involvement of suppliers and producers

Together with the University of Hanover, HiPP conducted a scientific study surveying the biodiversity activities of HiPP suppliers and producers. On this basis, questions on biodiversity have been added to supplier audits and to the digital vendor management.

Under the EMAS-certified environmental management systems, HiPP has defined clear goals for implementing continuous improvement in its environmental performance. All corporate agreements and contracts include an environmental, social and ethical code, with the aim that suppliers and business partners comply with them. For HiPP, continuous long-term and trust-based business relationships not only ensure the quality and availability of raw materials, but also foster the protection of the environment and biodiversity.

### Results and experiences

Measures to improve biodiversity in agricultural production have already shown positive effects on biodiversity at the HiPP model farm. Repro (TU Munich) and MANUELA (University of Hanover) systems as well as the 'Kulturlandplan' agricultural consultancy project (Bioland) were the scientific cornerstones for this project. The outcomes are presented to farmers and suppliers as well as other stakeholders by offering tours at the model farm. Fifty-six group tours were conducted between January and October 2016.

HiPP is committed to protesting against genetic modification as a technology involving unforeseeable consequences for nature and people, which endangers biodiversity by focusing on monocultures. The company provided funding to distribute the documentary 'Leben außer Kontrolle' (Life running out of control) to schools, and supports a seed bank for the cultivation of heirloom plant varieties.

Annual staff training courses explore the importance of biodiversity to HiPP staff and allow them to learn more about its background. Environmental Days are held at which all members of staff, particularly trainees, plant trees, dig ponds for amphibious animals or create habitats for endangered species of birds. Furthermore, the staff are informed about HiPP biodiversity projects on the Intranet and via other forms of media.

### Further information

HiPP continuously publishes information on its biodiversity activities on the Intranet and Internet, in appropriate media sources and in its advertising. Further information can be found in the sustainability report: [http://www.hipp.com/fileadmin/redakteure/dot-com/pdf/HiPP\\_SustainabilityReport\\_2015.pdf](http://www.hipp.com/fileadmin/redakteure/dot-com/pdf/HiPP_SustainabilityReport_2015.pdf)

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