

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

The information and contact network for environmental management, sustainable development and a successful future

Who we are

The Bundesdeutsche Arbeitskreis für Umweltbewusstes Management e.V. (B.A.U.M. e.V. / German Environmental Management Association) was founded by a group of Hamburg-based entrepreneurs in 1984. Since then over 500 companies of all sizes and from all sectors have joined forces in B.A.U.M. Thanks to this, over the years B.A.U.M. has grown into the European business community's largest environmental initiative.

What we want

B.A.U.M.'s aim is to raise the level of awareness among companies, local government, private households and organizations with regard to environmental protection and sustainable development.

What we do

B.A.U.M. initiates practical projects, takes part in application-oriented research, conducts major media-oriented campaigns to promote sustainability, organizes events, provides platforms for networking and dialogue between the business community, scientists, politicians and non-profit organisations. This work is complemented by a wide range of information services and publications.

The work of B.A.U.M. – a few current examples

ECO +

ECO + is an inexpensive and speedy advisory service developed by B.A.U.M. for small, medium-sized and also major enterprises. It helps them to lower costs and to reduce environmental pollution.

The project has been carried out in the cities of Freiburg, Ulm and Mannheim in cooperation with the Chambers of Industry and Commerce, with the Chambers of Trade and with the Environment Ministry of Baden-Württemberg. In Diepholz the project partners were the Gesellschaft für Wirtschaftsförderung und Stadtmarketing (Association for Promotion of Trade and Industry and for City Marketing) and the District of Diepholz. To date some 250 companies have been successfully provided with advice and consultancy.

Ökoprofit

ÖKOPROFIT is Germany's most successful project for the introduction of environmental management structures in small and medium-sized enterprises. ÖKOPROFIT stands for "ÖKOlogisches PROJekt Für Integrierte UmweltTechnik" ("Ecological Project for Integrated Environmental Technology") and aims to promote the systematic implementation of cost-reducing environmental measures in companies.

ÖKOPROFIT is a cooperative project between local government, local business communities and further regional and national partners. To date more than 1200 enterprises throughout Germany have successfully implemented ÖKOPROFIT. Since the year 2000 B.A.U.M. has guided over 50 enterprises through ÖKOPROFIT projects, making it the national leader in implementation of this successful programme. ECO+ and ÖKOPROFIT also form the foundation of B.A.U.M.'s upcoming campaign in the German small firm sector; with its major benefits for climate protection, employment and cost savings through energy efficiency, energy saving and resource management etc., this model can also be applied by other countries to similar effect.



Sustainability Leadership Forum

The Sustainability Leadership Forum, initiated jointly by B.A.U.M. and the Centre for Sustainable Management (CSM) at the University of Lüneburg, is a working group and discussion round created by pioneers in the field of sustainable enterprise development. The aim of the forum is to consolidate and extend the leading position of the participant companies in this field. Prestigious members of the forum include HVB Group, TUI, Deutsche Post World Net, Deutsche Telekom, Schering, IKEA Deutschland, Münchener Rückversicherungs-Gesellschaft and Henkel. Further working groups now planned on the basis of this concept are "Sustainable Supply Chain Management", "Sustainability in Maritime Economy" and the "Small Enterprise Forum for Sustainability and Future" (MiNZ).

MIMONA

When it comes to putting sustainability into practice in companies, the employees form a major success factor. Part of the project "**Mitarbeiter-Motivation zu Nachhaltigkeit (MIMONA)**" ("Motivating Employees to Sustainability"), supported by the Deutsche Bundesstiftung Umwelt (German Environmental Foundation) and the Stiftung Arbeit und Umwelt (Labour and Environment Foundation) of the IGBCE (Mining, Chemical and Energy Industrial Union), involved the creation of a database with 500 measures that have been successfully implemented in practice. The compiled know-how is made available to enterprises through a series of events that includes transfer workshops, through the project website (www.mimona.de) and through an email-based information service. In 2005 **MIMONA** was officially recognized by the UN, being selected as an official project in the UN Decade of Education for Sustainable Development.



Solar – na klar!



With former Federal Chancellor Gerhard Schröder, Marie-Luise Marjan, Minister Wolfgang Clement and Dr Norbert Hüttenhölcher

B.A.U.M.'s largest campaign to date was "**Solar - na klar!**" ("Going solar – that's the way"). This project, running under the patronage of the former Federal Chancellor and the former Minister of the Environment, was Germany's largest ever communication campaign to promote the use of solar energy in industry, private households and public buildings. Funded chiefly by the Deutsche Bundesstiftung Umwelt, this campaign was supported by the Ministry of the Environment, the

Umweltbundesamt (German Federal Environmental

Agency) and by all 16 federal states. Other partners who supported the campaign were some 40 solar enterprises, the associations BDA, BSE, DSF, DGS, DNR, and the craft sector in the shape of the ZVSHK (German Sanitation,

Heating and Air Conditioning Association). Over 7500 craftsman's enterprises registered with the campaign.

"**Solar - na klar!**" made an important contribution to the growth of the solar energy market. This fact, together with the highly efficient realization, was certainly also one reason why the campaign was cited at the time by the European Commission as the Best National Campaign for Renewable Energy within the framework of its "Campaign for Take-Off" (CTO) for renewable energy sources.



With former Minister of the Environment Dr Angela Merkel, DBU General Secretary Dr Fritz Brickwedde

BAUM Exchange of Experience Rounds

One-day exchange-of-experience rounds provide the staff of member companies with comprehensive information on the day's selected theme. The framework is created by lectures given by people active in the business sector and by external experts; the participants themselves then add to the mix with an exchange of their own theme-specific experiences. Similar workshops are also being planned for countries in Central and Eastern Europe.

BAUM – Environmental Award

One event that always attracts considerable interest is the annual conferment of the **B.A.U.M. Environmental Award** and the **International B.A.U.M. Special Award** (www.baum-umweltpreis.de) to particularly dedicated and successful environmental officers in enterprises, to scientists, to journalists and to representatives of organizations.



With Ole von Beust, Jürgen Trittin, Peter Maffay, Hans Taubenberger and Dr Michael Otto

B.A.U.M. Benefit Gala

The funds generated by the annual benefit gala which takes place as part of the B.A.U.M. award ceremony are donated by B.A.U.M. to national and international children's aid projects.

Committee work

One of B.A.U.M.'s tasks is to work actively on committees and other bodies in various areas of society. B.A.U.M. represents the philosophy of environmental protection and sustainability on various supervisory boards, juries and advisory committees in the areas of politics, business, media and the church.

A few examples:

Supervisory board tasks:

- SEG AG, Salzkotten

Jury tasks (among others)

- WWF/CAPITAL "Ökomanager" ("Ecological Manager")
- Helmholtz-Gemeinschaft Deutscher Forschungszentren (Helmholtz Association of German Research Centres): Erwin Schrödinger Prize of the Stifterverbandes für die Deutsche Wissenschaft (Donor's Association for German Science)
- International Siemens AG Environmental Prize
- Lammsbräu Environmental Prize
- R.I.O. Innovation Prize of the Aachener Stiftung Kathy Beys (Aachen Kathy Beys Foundation)
- "ETHICS IN BUSINESS" German Prize for Ethics in Business
- T-Mobile Sustainability Prize

Advisory committee tasks (among others)

- International Environmental Advisory Committee of Bombardier Transportation
- "infernum" Interdisciplinary Correspondence Course in Environmental Sciences, FernUniversität in Hagen
- Member of the advisory committee of the "Sustainable Churches" project

Selected publications

The future bond



In the context of his current book "Die Zukunftsanleihe – Wie Deutschland ein Modell für Wachstum und weltweiten Wohlstand werden kann" ("The Future Bond – how Germany can become a model for growth and global prosperity"), the B.A.U.M. chairman Maximilian Gege has developed a "**Wachstums-, Innovations-, Bildungs- und Beschäftigungsoffensive (WIBBO)**" ("Growth, Innovation, Education and Employment Offensive") for Germany. This model is also applicable to other countries.

The future bond and the 10-year future programme together form a model which stimulates sustainable growth and prosperity. In a joint effort by civil society and the state, considerable impulses for growth can be created, billions of euros in energy costs can be saved, the dependence on fossil fuels can be reduced and a contribution can be made to climate protection.

B.A.U.M. Yearbook

Since 1995 the B.A.U.M. Yearbook has been the organization's main communication instrument. It has a targeted distribution to enterprises, experts, politicians and other persons in public life and also to organizations in the fields of business, politics and science – and it is used by these recipients.

B.A.U.M. Sustainable Business in Germany brochure and portal

In cooperation with the publishing houses Altop and "Das grüne Branchenbuch", B.A.U.M. has realized the "Nachhaltiges Wirtschaften in Deutschland – Unternehmen sichern Zukunft" ("Sustainable Business in Germany – enterprises secure their future") Internet portal and brochure. The website (www.nachhaltigeswirtschaften.de) presents best-practice examples from the Germany business community, the latest news items, surfing tips and a newsletter. The main focus here is on sustainability and corporate social responsibility. The brochure uses selected real-life examples to show how enterprises can put sustainability concepts into successful business practice (edition of 75,000 copies).

Energy saving made easy

A B.A.U.M. how-to booklet for everyone who wants to save energy and money. With useful advice for upcoming smaller and larger investments in energy-saving and efficient equipment, the presentation of test results for products and an overview of savings in euros and CO₂, this book is a practical and easy-to-use guide.

B.A.U.M. and the B.A.U.M. managing committee have received numerous awards for successful, practice-oriented projects

2005/2006 - Official recognition by the UN of the "MIMONA" (Mitarbeiter Motivation zu Nachhaltigkeit) and "Solar Spaß an Schulen" ("Solar Fun in Schools") projects by the German UNESCO Commission as official projects in the Decade of Education for Sustainable Development.

2003 - Award of the Change the World - Best Practice Award of the Club of Budapest to INEM with inclusion of B.A.U.M. and its international sister organizations.

2001 - Award of 1st prize to "Solar - na klar!" in the framework of the Campaign for Take-Off for Best Renewable Energy Partnership 2001 of the European Union.

2001 - 2001 Integration Prize of the Stiftung Apfelbaum (Apple-Tree Foundation) for Special Work Towards Integration (Prof. Dr Maximilian Gege, Dr Georg Winter)

2000 - Award of the Environmental Protection Prize of the Bundesverbandes der Deutschen Industrie (Federation of German Industries) to B.A.U.M., award of the BDI Special Prize in the category "Environmental Information for Enterprises" to the book "Kosten senken durch Umweltmanagement" ("Reducing Costs by Environmental Management") published by Dr Maximilian Gege.

1997 - Award of the Officer's Cross of the Order of Merit of the Federal Republic of Germany to Dr Maximilian Gege at the suggestion of the former Federal Chancellor Gerhard Schröder, acting on behalf of the former Federal President Roman Herzog

1995 - Award of the 1995 German Environmental Prize of the Deutsche Bundesstiftung Umwelt Osnabrück (German Environmental Foundation) to Dr Georg Winter with co-award to B.A.U.M.

1991 - Official recognition of B.A.U.M. by UNEP (United Nations Environment Programme) and inclusion in the Global 500 Roll of Honour by the King of Sweden and the Executive Director of the United Nations Environment Programme Dr Mostafa Tolba in Stockholm on the World Environment Day, 6 June 1991, for outstanding practical achievements

1989 - Award of the Environment Medal of the Bavarian Ministry of the Environment to Dr Maximilian Gege

1985 - IKEA Consumer Award for Dr Maximilian Gege

A selection of member companies



We will be delighted to assist you, too, on the path to a successful and sustainable future.
 Just contact us – we look forward to hearing from you!

Address and contact details:

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