



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

German Association of Environmental Management e.V.

**committed – professional – experienced**

# Partners in the Network

Taking chances, lowering costs, avoiding risks, improving efficiency, upgrading reputation, managing sustainably, assuming corporate responsibility



## Your membership benefits:

- ✓ **Information** – comprehensive and up-to-date
- ✓ **Contacts** – personal and useful
- ✓ **Communication** – transparent and credible
- ✓ **Support** – competent and fast
- ✓ **Co-operations** and Projects – successful and efficient
- ✓ **Events** – professional and high profile

## Engaged to society

B.A.U.M. supports its member companies in developing and implementing an environment oriented corporate culture and operating sustainably. We aim at sensitizing the economy, politics and society for provident environmental protection and sustainable development.

Being Europe's largest environmental initiative with more than 500 member companies from different areas of business and of all sizes, B.A.U.M.'s work also has an important sociopolitical function. B.A.U.M. brings in its competence into the political discussion and is particularly dedicated to its members' concerns. B.A.U.M. was the first environmental business association to be decorated by the UNEP and to be recorded to the "Global 500 Roll of Honor".

## Reputation and Credibility

Excellent positioning in the ranking „Deutsche Standards“ (German Standards) and numerous national and international awards are proof for the high reputation and credibility of B.A.U.M. e.V.

## Know-how-Transfer

### ■ Political talks

B.A.U.M. represents its members' interests in an open minded, critical and constructive way. We offer first hand information and numerous opportunities to get in touch with local, state and European politicians in scope with all kinds of B.A.U.M. events.



B.A.U.M.'s Members of the Board in discussion with former German Federal President Horst Köhler (l.a.), the Executive Director of the UN-Environment Program Achim Steiner (r.a.), the current Environment Minister Dr. Norbert Röttgen (l. b.) and former Environment Minister Sigmar Gabriel (r. b.), who is now the chairman of the German Social Democrats

■ Congresses, Expert Conferences, Workshops, Panels

B.A.U.M. organizes different events in order to guarantee a qualified exchange between Practitioners:

- Congresses
- Expert Conferences
- Workshops
- Exchange of Experiences
- Seminars

Participation is free of charge or heavily discounted for B.A.U.M. members



Expert panel „Innovative Environmental Technology“ at the „Environmental Week“



Event at the fair „Paperworld“

Internal trainings can also be booked at favorable conditions.

Possible Topics:

- Energy Efficiency and Climate Protection
- Environmentally friendly mobility concepts in companies
- Biodiversity and Economy
- How to motivate staff – how to inform staff
- Ecology in the Office
- CSR: Sustainability Strategies and Dialogue



Member of the Board Martin Oldeland hosts Sustainability Leadership Forum



Prof. Dr. Maximilian Gege gives a presentation to company representatives



Meeting of the B.A.U.M.-Advisory Board



Prof. Dr. Gege at the 2009 United Nations Climate Change Conference

■ Further websites for information about B.A.U.M.

[www.zukunftsanleihe.de](http://www.zukunftsanleihe.de)

*Website for the publication „En route towards an ecological economic miracle“*

[www.effizienzmanager.de](http://www.effizienzmanager.de)

*Project Website: company energy efficiency program*

[www.forum-csr.net](http://www.forum-csr.net)

*Internet platform about sustainability issues*

[www.buero-und-umwelt.de](http://www.buero-und-umwelt.de)

*Project website: the most environmentally friendly offices in Germany*

[www.fahrrad-fi t.de](http://www.fahrrad-fi t.de)

*Project website: in-plant bicycle fleet management*

[www.mobiwo.de](http://www.mobiwo.de)

*Project website: mobility action weeks in companies*

[www.mimona.de](http://www.mimona.de)

*Project website: staff motivation for sustainability*

[www.klimawettbewerb.net](http://www.klimawettbewerb.net)

*Project website: Climate Contest Hamburg 2008*



The core team of the B.A.U.M. network

## Co-operations and Projects

- Initiation and execution of cooperations and research projects (energy efficiency, incentive contracting, staff motivation, mobility management)
- procurement of reasonably priced environmentally friendly and sustainable products and services (e.g. CO<sub>2</sub>-compensation, renewable energies, energy efficient building and restoration)
- contests and communication campaigns such as „Büro & Umwelt“ (office & environment, climate contest Hamburg 2008, „Umwelt gewinnt“, „Solar – na klar“, MIMONA)



A Chinese delegation researches together with Prof. Dr. Gege strategies of Sustainable Management

## Environmental Award

Every year B.A.U.M. honors outstanding individuals from economics, science, media and institutions for their personal dedication to environmental management and sustainability with the B.A.U.M. environmental award. The B.A.U.M. special award has been given to celebrities who have been using their popularity for environmental protection or social issues since 2004.



Prof. Dr. Maximilian Gege holds a laudation for the laureates



International B.A.U.M.-Special Award for Dr. Michael Otto, 2005



International B.A.U.M.-Special Award for HSH The Prince of Monaco Albert II., 2009



Presidential Reception for the B.A.U.M. laureates 2007 at Castle Bellevue



International B.A.U.M.-Special Award for Reinhold Messner and Prof. Dr. Klaus Töpfer

A list of all laureates can be found at [www.baumev.de/umweltpreis](http://www.baumev.de/umweltpreis).

## Communication

### ■ Yearbook

The B.A.U.M. Yearbook offers insights into current B.A.U.M. activities and allows a unique overview of the environmental performance of companies in Germany. Beyond being mentioned in the list of B.A.U.M. members, companies have the opportunity to point out their sustainability activities in a portrait.

### ■ Public relations

Communicate your exemplary entrepreneurial environmental and sustainable activities with the help of B.A.U.M., e.g. in the form of lectures, special presentations, media coverage, at exhibitions, events etc.

### ■ Membership certificate and Logo

B.A.U.M.-member companies can utilize their membership certificates and the B.A.U.M. Logo for their public relations campaigns free of charge

### ■ forum Nachhaltig Wirtschaften

B.A.U.M. publishes the magazine forum Nachhaltig Wirtschaften in co-operation with ALTOP Publishing House. The quarterly publication focuses on varying topics dealing with sustainability and CSR (print run: 30.000 copies). B.A.U.M.-members can present their activities, projects and achievements to a broad interested audience in a cost-effective company portrait.

## Networking

- Contacts to competent experts from economics, politics, science, research institutes, NGOs, association and media outlets specialized on environmental management and sustainable development.
- The International Network for Environmental Management INEM was cofounded by B.A.U.M. and is now comprised of 30 similar organizations which are active in 25 countries. More information at [www.inem.org](http://www.inem.org).
- Promotion of business contacts and exchange with practitioners from national and international companies and organizations

## Contribution to boards

B.A.U.M. has participated in numerous national and international committees and juries such as

- in the jury for the Deutscher Nachhaltigkeitspreis (German Sustainability Award)
- in the jury für den Nachhaltigkeitspreis der Neumarkter Lammsbräu
- in the jury for the International Siemens Environment Award
- on the board of the climate counsel of the Bundesland Schleswig-Holstein
- in the advisory committee of the Elb-Campus
- on the Board of Advisors of the World Future Council
- in the Peer Review Team advising the dutch government regarding the implementation of a sustainability strategy
- in the task force „Development of the Chinese environmental protection industry“ in the project CCICD

## Statements from politics, economics and science



*With its different activities and projects, B.A.U.M. contributes heavily to strengthen the idea of sustainability in economics. I warmly thank all members for their exemplary and altruistic commitment.*

**Dr. Angela Merkel, Chancellor of the Federal Republic of Germany**

*Business and Society are currently facing the biggest economic and ecologic challenges: Climate Change and an increasing shortage of natural resources will influence our life and our economic activities massively. The question today is not how the above mentioned developments will affect our economy and society – but when, and how they will look in detail. Yet, these risks can also be seen as chances for companies as new ideas might not only be thought but also realized. Companies will then not only encounter economic changes, they can also act as problem solvers for society. Companies which organize their business operations sustainably and offer technical innovations, environmentally friendly products and services can raise their ability to compete and become drivers of societal progress themselves. B.A.U.M. contributes to this process essentially with its multifaceted activities.*



**Dr. Norbert Röttgen, Federal Minister for Environment, Nature Conservation and Reactor Safety**



*A sustainable Europe cannot be achieved without building a knowledge-based, green and resource efficient economy. Making a green, environmental friendly economy means increased investments in green sectors, but also raising eco-awareness among producers and consumers. I recognise the added value of B.A.U.M.'s projects which contribute through dialogue between economic, political and social actors to a growing common sense of responsibility for the environment.*

**Janez Potočnik, EU commissioner for environment**

*Especially the member companies of B.A.U.M. belong to the pioneer and have taken over a model role for other companies on their way to a sustainable subsistence strategy. B.A.U.M. supports these companies as a network for innovative sustainability concepts.*

**Dr. Fritz Brickwedde, General Secretary, Deutsche Bundesstiftung Umwelt (DBU)**



*I consider B.A.U.M. a model of sustainable thinking. B.A.U.M. has linked the economic and the environmental scene ever since its foundation. In doing so, B.A.U.M. has made history.*

**Hubert Weinzierl, President Deutscher Naturschutzring (DNR)**

*Experience has shown that sustainability originates nothing but winners: the sustainably operating entrepreneurs, their clients and the environment. This is why it is so important to propagate sustainable ideas. It is more than welcome that B.A.U.M. has dedicated itself to this concern. If this organization didn't already exist, it would have to be founded immediately.*

**Dr. Wolfgang Bloch, head of division for environment and technical safety, Siemens AG**





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*B.A.U.M. does not only help companies and communities on their way to sustainability and a practical approach to Agenda-21 processes. B.A.U.M. also contributes to making sustainability popular among broad parts of society by means of public relations etc.*  
**Prof. Dr. Claus Hipp, Managing Partner, Hipp Werk Georg Hipp OHG**

*B.A.U.M. has become one of the most important networks for environmentally conscious entrepreneurs. The association offers us an ideal forum for direct exchange of experiences regarding the advantages, solutions and success of a sustainable subsistence strategy. The hands on support and the broad services for members, such as workshops, informational events, expert panels and research distribution are just as important.*

**Jürgen Schmidt, founder and chief executive, memo AG**



*B.A.U.M. is a unique initiative and the link between economy, science and politics, not only in Germany. B.A.U.M. functions as a platform for mutual learning and support. Motivated by this initiative my company implemented an environmental management system two years after we joined B.A.U.M. e.V. Our first Corporate Social Responsibility Report would not have been possible without a vivid exchange with B.A.U.M.'s experts.*

**Ulrich Walter, CEO Ulrich Walter GmbH/Lebensbaum**

*The inflationary use of the term "sustainability" often obstructs the view of the essential. B.A.U.M. has helped us set the right priorities, learn from other companies' experience and point out to our customers, employees and stake holders that sustainable business development is more that politically correct behavior for IKEA.*

**Mareke Wieben, responsible for environment and quality, IKEA Deutschland GmbH & Co KG**



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### Membership

Benefit from the proficiency and experience as well as the high reputation and credibility of B.A.U.M. e.V. – become a partner of our network and join the circle of B.A.U.M. supporters. Foster B.A.U.M.'s activities with an annual subsidy or donate. We are happy to advise you personally.

### Contact

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