



Environmental protection out of conviction: EMAS at Lebensbaum (Pure Taste Group GmbH & Co. KG)

If you sell organic, you have to be organic! Ulrich Walter, founder of the "Lebensbaum" brand from Diepholz in Lower Saxony, is convinced of this. Since 1979, Lebensbaum has been producing tea, coffee and spices from organic cultivation and selling them with growing success. Founded as a village shop, the company has since developed into a leading company in the organic sector in Germany and turned over 62 million euros in 2017.

Lebensbaum pursues environmental management not for image purposes, but out of conviction: Only as much should be taken from nature as is given back to it.

Challenges in environmental management Of course, the production of goods always has an impact on the environment. Lebensbaum shows that this can not only be kept as low as possible, but can even contribute positively to ecological development in some areas. New technologies, such as the use of waste heat to preheat green coffee during roasting, help to save energy and reduce

^{CO2 emissions*}
Sensible environmental protection
For Lebensbaum, however, this begins even before production. Even when purchasing raw materials, the motto is: "As close as possible, as far away as necessary". While Estra-gon grows virtually around the corner in Hesse, it has to be e.g. Lemon Myrtle



sourced from Australia. But wherever the raw materials come from: Active cooperation with cultivation partners who work to improve soil fertility and promote biodiversity, for example, supports the sustainable development of the environment and ecosystems in many places. And since everything that has a beginning also has an end, Lebensbaum not only uses renewable and compostable raw materials for its tea bags, but also for the aroma protection film around the tea boxes. Visually indistinguishable from conventional plastic, it is made from ^{CO2-neutral} wood fibres. Lebensbaum has decided to continue the company's The company's environmental protection strategy is based on cost-intensive measures, such as its own photovoltaic system, and on ^{regio} environmental considerations into everyday processes.



The high motivation of the employees plays a decisive role in this. Thus e.g. journeys between the logistics centre and production are completed by company bicycle. This is just as fast as using a car, protects the environment - and is healthy.

Demonstrable success

Those who use environmental protection merely for marketing purposes often flounders when it comes to the "bare figures". Not so at Lebensbaum: the independent GUTcert environmental auditor confirms a continuous improvement in the key figures every year:

- ▶ The new coffee roaster's energy consumption is 28% lower than its predecessor thanks to the investment in waste heat recovery. In conjunction with investments in more efficient compressors, the Gronau site is even saving up to 40% in energy and emissions compared to 2012.
- ▶ Emissions for product manufacturing and company-owned vehicles were reduced from 2014 to 2013. reduced by more than 200 t ^{CO2-e} in 2016. Through natural electricity and compensation measures, since completely climate-neutral production in 2015.
- ▶ The share of packaging made from renewable raw materials has been increased in recent years and was 86.4% in 2016.
- ▶ A large part of the energy required is generated decentrally: for example, the air conditioning of the entire production in Diepholz is CO2-free with geothermal energy, the in-house photovoltaic system generates 8.1% of the required electricity itself, while the rest is purchased as natural electricity. In addition, a solar collector system supports the heating of the logistics building.

Save and get validated

Anyone who does a lot for the environment should also have this recognised and communicated - and thus set a good example. Validation in accordance with EMAS and ISO 14001 supports Lebensbaum in its efforts to sustainably protect the environment.



Tree of life - Facts

Industry	Food industry (EAC 03)	
Locations	Diepholz (tea & spice production & logistics centre), Gronau (coffee roasting plant)	
Number of employees	Over 200	
Project duration	Since 2001	
Motivation	Tea, coffee and spices in the finest organic quality: enjoyment consistently without flavourings, flavour enhancers and additives, grown and produced in harmony with nature and people within the framework of long-term partnerships.	
Environmental indicators	Total energy consumption: 4.95 GWh, total emissions: 1,934 t _{CO2-e}	Water consumption: 2,090 m ³ Amount of waste: 330.4 t



and act responsibly. Environmentally relevant processes in the handling of scarce resources, are carefully controlled in this system and economic growth is ensured "along the way". For Lebensbaum, too, it goes without saying that only those who are in the black can also invest in environmental protection.

The cooperation with the certifier

The EMAS environmental management system introduced in 1997 has been audited annually by GUTcert since 2001. After this long time, the cooperation is based on partnership and mutual trust: Together we are on the path to greater environmental awareness. This also includes continuously uncovering potential - which is a real challenge at Lebensbaum.

Did you know that ...
 ... an EMAS implementation of nationwide and country-specific bodies is promoted?
 GUTcert will be happy to provide comprehensive information on this.

Lebensbaum's great commitment to sustainable development is presented in a comprehensive sustainability report with well-founded content and a visually appealing design - and audited by GUTcert according to the criteria of the Global Reporting Initiative (GRI G4).

For Lebensbaum, environmental protection does not stop at the boundaries of the company, but is also required of partners: This also includes GUTcert, which minimises its environmental impact, for example by compensating 100% of the unavoidable emissions caused by the travel of its auditors.

Why GUTcert as ISO 14001 certifier?

Since 1997, one of GUTcert's core businesses has been the independent certification of environmental management systems. Today, GUTcert is the largest environmental verifier organisation in Germany and an active member of the Environmental Committee, the Environmental Verifier Committee and the Committee of Experts for Sustainability Management. In this way, the company plays a significant role in the design of standards and regulations.

GUTcert audits also include more than just the "managed stamp" - they aim to ensure that the customer learns many things about their company en passant and thus

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can become better and more efficient every day. And through the cooperation with the French AFNOR group, large, international audits can also be served without any problems.

"Sustainable development needs companies that strive to make a positive difference in the world. Simply minimising negative impacts is not enough. That is why we at Lebensbaum want to lead the way not only in the quality of our products, but also in ecological and social respects. Long-term partnerships with reliable and competent partners such as GUTcert are indispensable on this path".

Henning Osmers-Rentzsch

Head of Sustainability and Environmental
Management