

KÄRCHER

makes a difference



GNF AND KÄRCHER: THE “CLEAN WATER FOR THE WORLD” INITIATIVE

Living Lakes 2019 – 15th International Conference on Lakes and Wetlands, Valencia, Spain

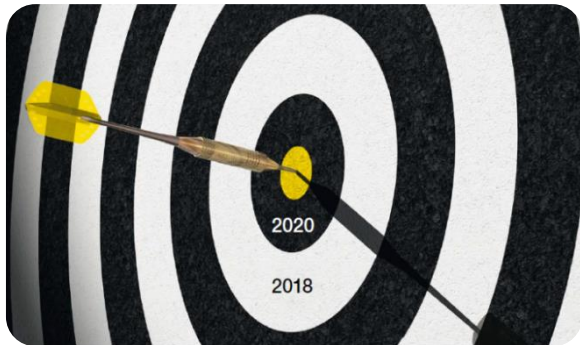
AGENDA

- SUSTAINABILITY AND CORPORATE CITIZENSHIP AT KÄRCHER
- THE “CLEAN WATER FOR THE WORLD“ INITIATIVE
- OUR COOPERATION: FACTORS OF SUCCESS

OUR UNDERSTANDING OF SUSTAINABILITY

VISION FOR SUSTAINABILITY 2020

Kärcher is a benchmark in the cleaning business in terms of sustainability, with the highest level of customer awareness and satisfaction.



WHAT THIS MEANS FOR US

Responsibility for **nature, culture and society.**

Responsibility for **products and supply chain.**

Responsibility for the **employees.**

OUR CORPORATE CITIZENSHIP ACTIVITIES

Donations and Sponsorships

- support of about 750 charitable organisations, associations, social services providers each year
- cultural sponsoring: cleaning of monuments

Cooperations

- SOS Children's Villages
- Global Nature Fund
- Several German organisations

Corporate Volunteering

- Kärcher-Trainees in South Africa
- collection of mobile phones to protect mountain gorillas
- Kärcher and NABU Germany maintain a nature reserve to protect the yellow-bellied toad

Alfred Kärcher foundation

- supports research on cleaning issues
- promotion of young scientists and engineers

COOPERATION WITH GLOBAL NATURE FUND: THE „CLEAN WATER FOR THE WORLD“ INITIATIVE

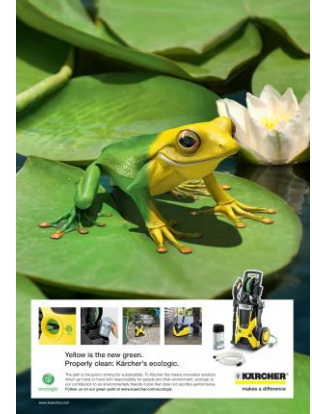
2013: Launch of the New Initiative “Clean Water for the World“

Goals:

- offer cost-effective and innovative possibilities to increase water and living conditions in rural regions of developing and newly industrializing countries by building greenfilter sites
- contributing to and supporting of the aims of “Living Lakes“

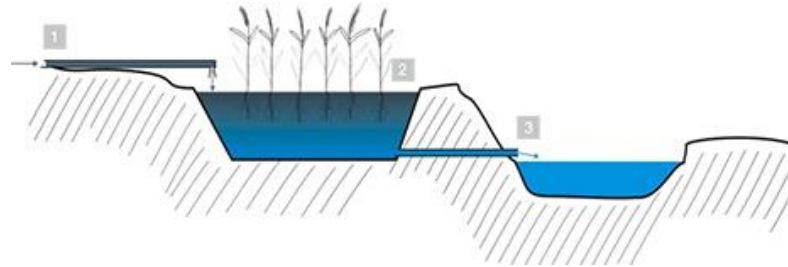
Financial support by Kärcher:

- product campaign ecologic
- fixed annual funding amount



COOPERATION WITH GLOBAL NATURE FUND: THE „CLEAN WATER FOR THE WORLD“ INITIATIVE

How the Greenfilter-System Works



1. accumulate dirty sewage

2. floating plants filter water with their roots

3. clean water flows into lake/ river

COOPERATION WITH GLOBAL NATURE FUND: THE „CLEAN WATER FOR THE WORLD“ INITIATIVE

**Fifteen Greenfilter Projects were
completed between 2013 and 2018**

Central/ South America:

- Colombia (5)
- Mexico (3)
- Nicaragua (1)
- Paraguay (3)

Asia:

- Philippines (2)

Africa:

- South Africa (1)

Planned for 2019

Asia:

- Jordan (1)



COOPERATION WITH GLOBAL NATURE FUND: THE „CLEAN WATER FOR THE WORLD“ INITIATIVE



OUR COOPERATION: FACTORS OF SUCCESS

- Before the initiative has started, GNF and Kärcher had worked together in smaller projects
 - We knew each other: People, Working Style, Values
 - A good bond of trust already existed
- Realistic and reachable goals
- Reliability on the know-how and the local networks of GNF
- Communication
 - Open-minded/ honest
 - Continuous

MAKE A DIFFERENCE
MANY THANKS!