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
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
How the Greenfilter-System Works

1. accumulate dirty sewage

2. floating plants filter water with their roots

3. clean water flows into lake/ river
## Central/ South America:
- Colombia (5)
- Mexico (3)
- Nicaragua (1)
- Paraquay (3)

## Asia:
- Philippines (2)

## Africa:
- South Africa (1)

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

### Planned for 2019

## Asia:
- Jordan (1)

*Carolin Häfner - Corporate Citizenship Specialist | GNF and Kärcher: The "Clean Water for the World" Initiative | 2019-05-07*
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!