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
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 eco!ogic
• 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

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)
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!