

Sustainability that pays off.

Taking responsibility, preserving resources

KÄRCHER



Construction of a green filter plant in San Miguel De Sema, Colombia

Kärcher is intensifying its efforts in the sustainable use of resources and has anchored these in its Sustainability Strategy 2025. One of the initiatives focuses on the conservation of natural water resources. In cooperation with the Global Nature Fund, green filter plants are being built for this purpose in order to treat wastewater and drinking water using natural methods.

For several years now, Kärcher has been intensifying its efforts in the sustainable use of resources and has also anchored these in its Sustainability Strategy 2025. This strategy reflects the importance the family-owned company attaches to long-term improvement of its sustainability performance and determined action for high environmental and social standards. The initiatives („Reduce, Reuse, Recycle“, „Zero Emissions“ and „Social Hero“) in-

clude e.g. the sustainable optimization of all product packaging, an increase in the proportion of recycled plastic in high-pressure cleaners to up to 50 percent and cooperation with external partners. The social commitment focuses on the issue of conservation of value, which is why initiatives in the area of ecology and climate protection are an essential component.

Examples include the cooperation with One Earth One Ocean e. V. to reduce marine pollution through ocean plastic or the Global Nature Fund (GNF) for water treatment with natural methods in South America, Africa and Southeast Asia. Like all other initiatives and measures of Kärcher, these cooperations also support a goal of the United Nations for Sustainable Development, namely the initiative „Clean Water“.

Through the cooperation with the GNF, Kärcher promotes the construction of constructed wetlands - so-called

green filter plants - in developing and emerging countries in order to provide clean drinking water even in poorly developed regions. The plants enable the treatment of wastewater and drinking water with natural methods.

Kärcher's most important goal is to preserve natural water resources, especially in lakes, in order to stabilise ecosystems. Incentives are also to be created to bring the issue of sustainability and the responsible use of water resources into the focus of public attention. This should help people to help themselves in the medium term.

Facts:

- Increasing the proportion of recycled plastics in packaging to 50%
- Cooperation with One Earth One Ocean e.V. and the Global Nature Fund
- Supporting the objective of the transfer of „Clean Water“ by the United Nations

BLUECOMPETENCE

Alliance Member