

# ECONOMY & NATURE

## MUCH HAS BEEN ACCOMPLISHED

The EU LIFE project illustrates how companies can easily and directly support biodiversity.



“Of course the future interests me - I’m going to spend the rest of my life there.”

- Mark Twain

LAYMAN’S REPORT: LIFE13 INF/AT/000143



Supported by the  
LIFE financing instrument  
of the European Union

# „What sustains life is DIVERSITY“

- RICHARD FREIHERR VON WEIZSÄCKER

Companies  
assume  
responsibility

ENERGIE-UND  
UMWELTAGENTUR  
NIEDERÖSTERREICH



## YOUR COMPANY CAN FOSTER DIVERSITY!

Earth's biodiversity is the bedrock of our health, our food production and all economic processes. Your company can also contribute to the preservation of biodiversity. We will show you how! [www.wirtschaft-natur-noe.at](http://www.wirtschaft-natur-noe.at)



## LIFE financing instrument of the European Union

As part of the **LIFE programme**, the **European Union** grants subsidies for environmental projects, conservation programmes and climate projects. LIFE intends to foster the implementation and development of environmental policy actions and to encourage sustainable development within the EU. For further information please go to [www.ec.europa.eu/environment/life/](http://www.ec.europa.eu/environment/life/)

For information on the LIFE project Economy & Nature Lower Austria, go to project number **LIFE13 IN/AT/000143**.

## Basic data about Economy & Nature Lower Austria

### COORDINATION

Energie- und Umweltagentur Niederösterreich - Agency for Energy & Environment Lower Austria ([www.enu.at](http://www.enu.at))

### PARTNERS FOR IMPLEMENTATION

Umweltdachverband - Environment Holding Organisation ([www.umweltdachverband.at](http://www.umweltdachverband.at))  
Biosphärenpark Wienerwald - Biosphere Reserve Wienerwald ([www.bppw.at](http://www.bppw.at))

### ADDITIONAL PARTNER

Wirtschaftskammer Niederösterreich - Federal Economic Chamber of Lower Austria ([www.wko.at/noe](http://www.wko.at/noe))

### CO-FINANCING

Province of Lower Austria ([www.noel.gv.at](http://www.noel.gv.at)): Department of Nature Preservation and Department of Economy, Tourism, and Technology

### DURATION OF PROJECT

Autumn 2014 to spring 2017

### PROJECT SIZE

422.198 € (50 % are funded by LIFE + European Union)



Economy & Nature Lower Austria - an initiative of the province of Lower Austria © NLK Reinberger

## Success stories also grow on trees.

Among the benefits of biodiversity preservation are the following:

- Unmistakable commitment to nature preservation and reinforcement of regional identity
- Role model effect, assuming responsibility for future generations
- Positive corporate image in the eyes of customers who care for sustainable development
- Increased well-being through close-to-nature company premises
- Promotion of values which foster staff loyalty
- Cost-reduction for maintaining green space
- Strengthening of the sustainability pillar "ecology", enhancement of your CSR profile

# Biodiversity - the diversity of life - makes our planet habitable and beautiful.

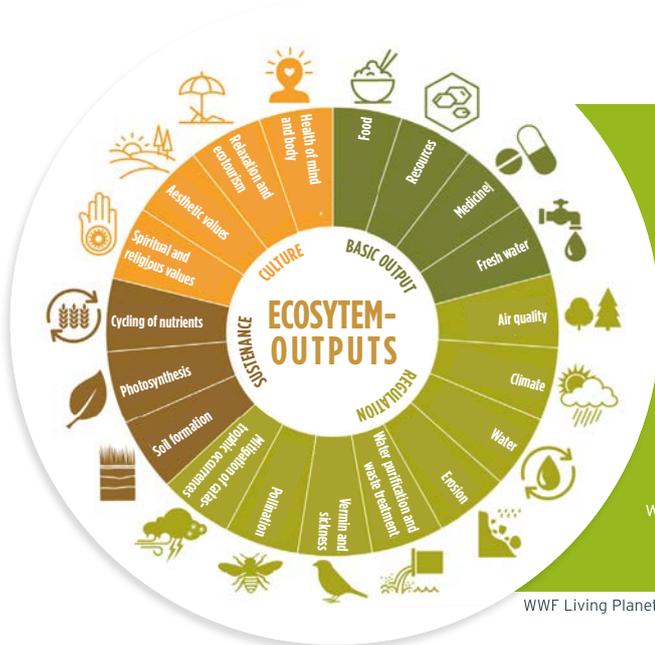
## THE CHALLENGE

We go outside to enjoy natural surroundings because these bestow on us a sense of well-being or because we seek recreation and spiritual stimulus. But we also depend on nature for food, medication, energy, resources, air and water, elements which make life - as we know it - possible. Companies likewise depend on natural resources and profit from them. Examples might be the provision of food or biomass for energy, flood prevention, water purification as well as recreational opportunities in nice surroundings.

Nature is invaluable! Oftentimes, however, we treat it and its resources as if they were endlessly available. An ever-increasing pressure is put on ecosystems by the destruction of habitats, pollution of air and water, soil sealing or overfishing. Such activities restrict nature's capacity to function adequately and bring nature to the brink of collapse.

WWF's Living Planet index of 2016 shows a decline in biodiversity of 52 percent for the period dating from 1970 to 2010. In other words: On the average, the number of species analyzed globally (mammals, birds, reptiles, amphibians, and fish) has, over the last forty years, been cut in half.

This loss of biodiversity has become a worldwide issue. As a result, civil societies, politics and also economies increasingly support causes designed to halt the loss of biodiversity. Each and every individual and every social group can and should become active in the preservation of biodiversity!



## BIODIVERSITY & ECOSYSTEM OUTPUTS

Biodiversity, also called biological variety, includes three major areas which are closely intertwined: the enormous variety of ecosystems (which include habitats such as forests, marshlands, pastures, and oceans); the enormous variety of species (flora, fauna, fungi, etc.) and also the enormous genetic variety within species. Biodiversity generates a myriad of outputs, the so-called functions of the ecosystem, on which we humans depend on a daily basis.

WWF Living Planet Report 2016

## THE GOAL

Target groups addressed by the project Economy & Nature Lower Austria were companies in Lower Austria. Various projects have been developed in unison with them and some have already been implemented in parts:

1. COMPANIES GO NATURE
2. COMPANY PREMISES IN CLOSE TOUCH WITH NATURE
3. BIODIVERSITY AS PART OF THE SUSTAINABILITY CONCEPT
4. SPONSORING

These concepts have been tried and tested and are now available to all companies. At the same time, the importance of global and local biodiversity preservation has been addressed via various communication channels: target groups were employees, employers, and the population in general. The involvement of individual companies was highlighted and publicized throughout efficient campaign measures. In this way, biodiversity was on everyone's lips!

# 1. COMPANIES GO NATURE!

Exchange your screen and phone for sickle and rake.

Come to us!



The aim lies in becoming familiar with the natural settings which surround the company site. This is made possible by active days in nature. This way you can familiarize yourselves with special habitats and species on site during maintenance work while experiencing nature preservation close up and getting to know your colleagues better. During a "species walk", you will be able to discover whatever creepy-crawly little beings inhabit the company site. Such an eye-opening experience will help the corporate management and the employees to perceive their working and living environment from a new angle.

## SUCCESS STORIES

Appealing offers for maintenance work and company outings have been made available. Experienced nature conservation organisations designed these projects especially with the needs of companies in mind. Upon request, a team coach will accompany and mentor you while doing your outdoor project. Thus it will be ensured that - apart from the advantages such outdoor activities have on company life - they will also have a positive impact on nature.

**Seven such maintenance projects have already been carried out in collaboration with companies.**

Members of the WKNÖ (Federal Economic Chamber of Lower Austria) doing maintenance work © Philipp Friedrich (BPWW)



"Species walk" at the Wopfinger Transportbeton company © J. Bachmann (eNu)



The EATON company at work © Sonja Eder

„By doing this maintenance work we want to raise ecological awareness and accept responsibility. For our employees at the EATON plant in Schrems, ecological activities, nature preservation and regional identity are paramount. This is why we gladly embraced the opportunity to do maintenance work in the hill moors.“

- Thomas Graf, EATON

## 2. COMPANY PREMISES IN CLOSE TOUCH WITH NATURE

Go green instead of grey!

Diverse fauna and flora are able to colonize company premises without getting into conflict with its commercial use. Planting indigenous trees and shrubbery or hedges which shelter manifold species or putting up nesting boxes or insect hotels for birds or insects add a natural touch to grey monotony. Projects regarding close-to-nature company premises improve the work environment, increase the environmental awareness of employees and can, in the long run, be amortised because they reduce maintenance cost of the premises.

### SUCCESS STORIES

Plans for designing close-to-nature company premises were drawn up. Consultants and planners were especially trained with this goal in mind. 5 pilot project plans and 28 project plans were carried out by the Federal Economic Chamber of Lower Austria.

Environmental commitment and biodiversity are important to **Janetschek printers**: After consulting with "grünplan" (an engineering office specializing in landscape architecture) they found out that, at the Heidenreichstein plant, façade greening or shadowing by trees could have a positive impact on the air conditioning situation within the building, thus leading to a reduction of the amount of energy needed for cooling. Redesigning the entrance led to a reduction of light pollution. Plants stemming from regional production also play a vital role and clearly demonstrate that our indigenous flora can also be used for representative purposes. The project was a success essentially due to the fact that employees, customers, and similar stakeholders were involved - in keeping with the slogan: "We have to live the change!"

KASTNER Gruppe © Doris Pfeiffer (eNu)



BILLA © Christian Dusek (BILLA AG)



SONNENTOR © Doris Pfeiffer (eNu)



„In cooperation with the Federal Economic Chamber of Lower Austria and the ecology circle Ökokreis we, as a company, consciously contribute our share to protect and conserve our environment and our regional flora. We have installed special signboards to convey such information. Through this project, our working environment has been made more interesting and less sterile. Incorporating nature into the company really pays off!"

- Christof Kastner, KASTNER Gruppe

### Take advantage of this new offer provided by the Federal Economic Chamber of Lower Austria and the Province of Lower Austria!

This project of the Federal Economic Chamber of Lower Austria has led to the creation of a new sponsoring path which promotes ideas for close-to-nature company premises:

#### BRIEF CONSULTATION

Max. 8 hours, package price € 720,- (excl. VAT) - 100 % funding

#### CONSULTING WITH A SPECIFIC FOCUS IN MIND

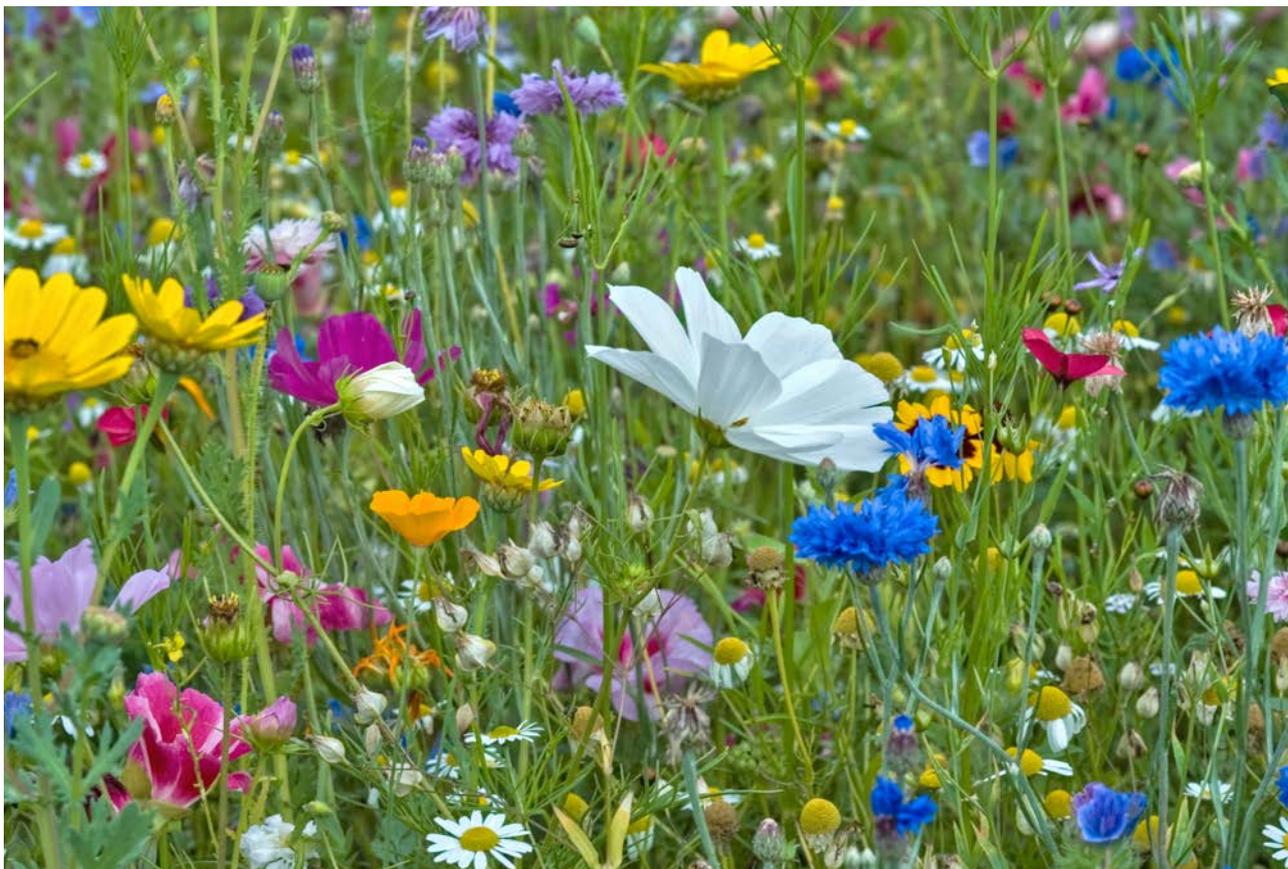
Max. 40 hours, max. € 60,-/hour (excl. VAT)

For further information please go to: <http://wko.at/noe/oeko>



### 3. BIODIVERSITY AS PART OF THE SUSTAINABILITY CONCEPT

By considering supply chains, using raw material of regional, sustainable origin and inviting nature on company premises, you can make a contribution to local as well as international preservation of biodiversity. A biodiversity check will evaluate the impact your company has on biodiversity. These effects will then be analyzed and recommendations will be given in order to mitigate potential negative effects.



© iStock

#### SUCCESS STORIES

Between May and November 2015, four regional workshops were held at the gugler\* company, Kastner group, Riedler Kies & Bau and Vöslauer, respectively, where cooperation possibilities between companies and preservation organisations (and/or institutions responsible for the upkeep of nature reserves), were presented and discussed and specific offers for companies regarding economy & nature were made. All in all, about 90 individuals participated in these workshops. The findings were presented at the event "Economy & Nature: Why success grows on trees" in the evening of February 16th, 2017, at the Federal Economic Chamber of Lower Austria. Companies and nature conservation activists discussed the results and the importance of win-win partnerships between economy and nature.

# 4. SPONSORING REGIONS, HABITATS, OR SPECIES

One easy way to become involved in the preservation of biodiversity is sponsoring a region, a habitat, or a species. By doing so, the regional identity of a company can be strengthened and adverse effects on the environment may be compensated. Donations in cash and kind but also time are possible and feasible for smaller as well as bigger companies.

## SUCCESS STORIES

Protecting wild flowers, preserving marshlands or allowing children to get in close contact with nature - there are more than 20 pathways available for companies.

Amongst others, the following have already been implemented: the extension of the preservation area Buchberg in the Wachau region was sponsored by EVN; the repopulation of the Little Owl in the Mostviertel was sponsored by AGRANA/Austria Juice and an increase in bat population in the Weinviertel region was sponsored by CULUMNATURA.

“Our AUSTRIA Juice slogan ‘Nature delivers quality. We retain it’ illustrates the emphasis we put on closeness to nature and sustainable production. By our involvement in the resettlement of the Little Owl in the western Mostviertel we contribute actively to nature preservation. Thus, we combine our core business, the production of fruit juice, with the regional preservation of species.”

- Dr. Fritz Gattermayer, AGRANA & DI Franz Ennser, AUSTRIA Juice



Buchberg © S. Osterkorn (eNu)



Little Owl © Karl Huber



EVN © Moser

“The efforts of the Lower Austrian energy supplier EVN in focusing on renewable energy demonstrate our commitment to humans, animals, and the environment of Lower Austria. Outside our core business, we set a visible example of this commitment by sponsoring the Buchberg region.”

- DI Dr. Peter Layr, EVN

## Small companies - big impact!

The maintenance of nature reserves in Lower Austria is an enormous undertaking which is also supported by several companies. Over 20 SMEs now support the Lower Austrian League for Nature Conservation by preserving precious habitats for generations yet to come!

### WE WOULD LIKE TO THANK ...

Mechatronik, DI Werner Hawle | Styx Naturkosmetik | Weingut Steyrer | Functional Safety, DI Anita Messinger | AstIPR, PR Agentur | Jeitler und Partner, Werbeagentur | Philoskop, Philosophische Praxis | netHair, Daniela Parbel | Kurz Architekten ZT GmbH | PC Selection | Mersich Immobilien | Silvia's Fruchtwerkstatt | Mostheuriger Alles Schwarz | Raumausstatter Mutenthaler | Fleischerei Fleischhaker | Destillerie Weidenauer | Fair Hunt, Wildbret vom Jäger | Enjo Vertrieb, Maria Schick | Steinzeiteffekt, E. Schörg | Weinbau Laimer | Marchfelder Storchenbräu | Unternehmensberatung Helmut Kirchner

# PRESERVATION OF BIODIVERSITY ACROSS ALL BORDERS

In December 2016 the **13th Conference of the parties of the Convention on Biodiversity** took place in **Cancún in Mexico**. The aim of this conference was to declare that protection of species and their habitats is a top priority. This move was supported by over 100 companies, all of which signed the declaration "Business and Biodiversity Pledge" in support of this goal. Among these were also companies from Lower Austria!

### We would like to thank



## Biosphere Reserve Wienerwald: Model Region Exemplifying Sustainable Management

Utmost priority is placed on solidifying the three pillars of sustainability in the minds of locals: ecology, economy, and social affairs. Via its network of partners, the management of the Biosphere Reserve promotes manufacturers who incorporate sustainability in their daily production processes. Contact with companies and multipliers has recently been emphasized in order to consolidate this network of local partners. By doing so we ensure that companies will continue to contribute to the preservation of biodiversity in the future.



## TRIGOS: Good for the company - good for everyone!

The "Umweltdachverband" (Environment Holding Organisation) is a support organisation of TRIGOS, Austria's most prestigious award in the realm of corporate social responsibility (CSR), which was initiated by representatives of businesses and NGOs in 2003. The aim of TRIGOS is to award a prize to the most efficient CSR activities of Austrian companies. The main focus of the "Umweltdachverband" is to highlight the success of measures taken to enhance ecological sustainability and the preservation of biodiversity and to present such measures to the general public.

# BIODIVERSITY ON THE TRAIN

For six weeks Economy & Nature Lower Austria was present on many regional trains in Lower Austria and in Vienna.



**WERDEN SIE AKTIV!**  
Holen Sie sich Tipps zur Gestaltung Ihres Naturparadieses vor der Haustüre.  
[www.naturland-noe.at/naturparadies](http://www.naturland-noe.at/naturparadies)

**AGRANA schützt einen besonderen Vogel**

AGRANA setzt sich mit ihrem in Niederösterreich ansässigen Unternehmen AUSTRIA Juice für die heimische Artenvielfalt ein. Dafür hat sie im Mostviertel die Patenschaft für den Störckaut übernommen.

Auch Ihr Unternehmen kann zum Erhalt der Biodiversität beitragen.  
[www.wirtschaft-natur-noe.at](http://www.wirtschaft-natur-noe.at)

energie- und umweltschutz niederösterreich **enu** AUSTRIA JUICE 



**MACHEN SIE MIT!**  
Holen Sie sich Ihre Förderung zur Naturnahen Gestaltung des Firmengeländes!  
[www.naturland-noe.at/foerderung](http://www.naturland-noe.at/foerderung)

**Dieser Kollege genießt seine Work-Life-Balance**

Die KASTNER Gruppe setzt bei der Neugestaltung des Firmengeländes auf die Nähe zur Natur. So trägt sie zum Erhalt der Artenvielfalt bei.

Auch Ihr Unternehmen kann zum Erhalt der Biodiversität beitragen.  
[www.wirtschaft-natur-noe.at](http://www.wirtschaft-natur-noe.at)

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**ARTENSCHUTZ**  
Bestellen Sie Ihr kostenloses Artenposter.  
[www.naturland-noe.at/artenposter](http://www.naturland-noe.at/artenposter)

**Segelfalter und Gottesanbeterin bekommen ein größeres Wohnzimmer**

Das Naturschutzgebiet Buchberg in der Wachau konnte Dank der Unterstützung durch die EVN um 2,2 Hektar erweitert werden. Ein wichtiger Beitrag zum Artenschutz!

Auch Ihr Unternehmen kann zum Erhalt der Biodiversität beitragen.  
[www.wirtschaft-natur-noe.at](http://www.wirtschaft-natur-noe.at)

energie- und umweltschutz niederösterreich **enu**  **EVN**



## WE ARE PLEASED!

Our advertisements have been nominated for the award Goldener Hahn 2016, the Lower Austrian prize for exemplary advertising.

# WE WILL CONTINUE TO BE THERE FOR YOU IN THE FUTURE

Companies in Lower Austria are the backbone of jobs and wellbeing and play an indispensable role in the sustainable development of our province. Amongst others, they produce food and energy, safeguard jobs and create local added value. Sustainably dealing with the natural resources biodiversity, landscape, soil, air, and water is crucial because it is the only way to permanently secure the habitat of our flora and fauna and, therefore, ultimately also of us humans.

## Energy and Environmental Agency of Lower Austria (eNu)

The Energy and Environmental Agency of Lower Austria (eNu) continues to see itself as a catalyst in the dialogue on the vital subject "Economy & Nature" and therefore keep the lines of communication open with companies even after the project has been completed.

office@enu.at  
Tel. +43 2742 219 19  
**www.enu.at**

## Umweltdachverband

The Umweltdachverband (Umbrella organization for environmental NGOs) dedicates itself to the going mainstream of biodiversity in all areas of public life, especially in the business sector. We are available as partners for companies which are active on a national level and are willing to commit themselves to the preservation and promotion of biodiversity.

office@umweltdachverband.at  
Tel. +43 1 401 13  
**www.umweltdachverband.at**

## Biosphärenpark Wienerwald

As a model region representing sustainable management, we attempt (alongside with locals who live and work in the Wienerwald region) to take a future-oriented approach. We are always willing to listen to concerns of entrepreneurs regarding the implementation of sustainability projects.

office@bpww.at  
Tel. +43 2233 54 187  
**www.bpww.at**

## Wirtschaftskammer Niederösterreich

Success paired with a sense of responsibility! The Federal Economic Chamber of Lower Austria helps companies to accept social responsibility in five fields of actions: Management and design, market, employees, environment, social affairs. The most important tool to accomplish this purpose is our ecological advisory team for companies.

uns.oeko@wknoe.at  
Tel. +43 2742 851 16910  
**www.wko.at/noe/oeko**



**SPRING INTO ACTION NOW AND CONTRIBUTE TO  
THE PRESERVATION OF BIODIVERSITY!**

**Energie- und Umweltagentur NÖ (eNu) - ECONOMY & NATURE LOWER AUSTRIA**

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