

Case Study for CEEweb Award  
Stakeholder cooperation in nature conservation

## Habitat conservation through traditional farming

Tschibo, WWF, Four Paws

**Country:** Germany  
**Organisation:** WWF  
**Type:** NGO

1.	<p><b>Brief Description of the case</b></p> <p>Tchibo is playing a role in WWF's Pro Recycling Paper and Global Forest and Trade network project since 2011. Tchibo is also a member of Four Paws Fur Free Retailer Program.</p>
2.	<p><b>Detailed Description</b></p> <p><b>Type of case:</b> philanthropic (donation) / project based / <u>strategic</u> <b>Location:</b> Germany <b>Type of area:</b> Paper recycling <b>Duration:</b> since 2011 <b>Involved organizations (both business and green NGOs):</b> Tchibo, WWF, Four Paws</p> <p><b>Activities carried out in the framework of the cooperation including concrete tools used:</b> Tchibo does not use any kind of paper: Packages are from paper that can be recycled. The quality of environmentally friendly paper is also raised. On the colors used for printing is checked.</p> <p><b>Results:</b> Bills, advertisements, magazines and catalogs are printed on FSC certified paper. The companies in Czech Republic, Poland, Slovakia have received these kind of paper. For printing they use only those colors, which have a low level of heavy metal and are solvent-free. In Germany, packages are from recycled paper since 2013. Tchibo has not sold fur products for eight years.</p> <p><b>Plans for continuation/extension/improvement:</b> There are plans to continue the usage of FSC certified paper in Turkey in 2014. They plan to produce paper that is more environmentally friendly in the future.</p>
3.	<p><b>Benefits and motivation of partners (businesses, green NGOs):</b></p> <p>People, who care about environment, will buy from Tchibo, so their income will raise. WWF-s project can be more popular during this cooperation.</p>



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4.	<p><b>Social, environmental and economic impacts of the activities including stakeholders of the company/NGO (be as specific as possible)</b></p> <p>This project does not involve voluntary work of employees. The amount of environmentally friendly paper increased, and the amount of paper trash decreased every year. There are benefits of using environmentally friendly paper for the company.</p>
4.	<p><b>General information on legal background and other incentives /obstacles in the country</b>  <i>E.g. What kind legal requirement exist? ISO/EMAS?, CSR activities based on Global Reporting Initiative,</i></p> <p>Environmental management is controlled by ISO 14001.  <i>How widely does this type of partnership spread?</i>      The project of WWF is international and many companies from Tchibo are involved in it.  <i>What is the attitude of the public towards this type of partnership?</i></p>
5.	<p><b>Annexes (pictures, maps, websites, etc.)</b></p> <p><a href="http://www.tchibo-nachhaltigkeit.de/csrweb/servlet/cb/1029458/data/-/TchiboSustainabilityReport2013.pdf">http://www.tchibo-nachhaltigkeit.de/csrweb/servlet/cb/1029458/data/-/TchiboSustainabilityReport2013.pdf</a>  <a href="http://www.tchibo-nachhaltigkeit.de/csrweb/servlet/content/955374/-/en/home/consumer-goods-supply-chain/sustainable-resources.html;jsessionId=A8728C346B2DEBB4B07E7F1CD12150F9">http://www.tchibo-nachhaltigkeit.de/csrweb/servlet/content/955374/-/en/home/consumer-goods-supply-chain/sustainable-resources.html;jsessionId=A8728C346B2DEBB4B07E7F1CD12150F9</a></p>