

Green and social apsolut

Community and environment in focus – our social and ecological commitment

In this overview, we provide information on the action we have taken to support social and ecological causes over recent years. From local initiatives to larger projects, we at apsolut have done our best to make a positive contribution. This review shows the efforts we have made for a better future and provides inspiration for future commitments.

These projects have been supported by apsolut in recent years (updated February 2024):

apsolut supports three social projects with a donation of 3,000 euros each (19 December 2022)

As part of our social commitment, our employees had the opportunity in 2022 to nominate social organisations they felt apsolut should support. Three projects were chosen, with each receiving a donation of 3,000 euros. The following projects were selected:



Rennfietsen Münster: Participants in the Rennfietsen Tour (a road cycling event held in Münsterland) donated one euro for every kilometre they cycled to children's welfare organisations AGAPEDIA and Roter Keil. Social apsolut topped up these donations with a bit extra.



Mission Erde (Mission Earth): Through direct involvement, school programmes and financial assistance, Mission Erde actively supports a range of conservation projects run by environmental protection organisations and individuals, with the aims of preserving our planet's biodiversity and habitats and generating enthusiasm for the beauty of nature.



Bethel: Bethel is one of Europe's largest charitable healthcare institutions. It provides services to disabled, sick and disadvantaged people in states across Germany, seeking to assist, advise or to just be there for these individuals.



apsolut raises more than 10,000 euros for flood relief in Germany (24 August 2021)

The devastation caused by **catastrophic flooding** in large parts of Rhineland-Palatinate and North Rhine-Westphalia in July 2021 deeply moved the apsolut team and motivated them to jointly donate.

Employees of apsolut GmbH launched their own fundraising campaign to help those affected in their desperate situations.

“The pictures of the flood disaster are shocking. At such difficult times, it’s our social duty to take responsibility and show solidarity. That’s why we’ve raised more than 10,000 euros in emergency aid. Half the money comes directly from employees and the other half comes from the company,” says Thomas Herbst, CEO and founder of apsolut GmbH.

The money raised goes to the Hochwasser in Deutschland emergency assistance fund organised by Aktionsbündnis Katastrophenhilfe (aktionsbueundnis-katastrophenhilfe.de). Aktionsbündnis Katastrophenhilfe is an aid alliance comprising Caritas international, Diakonie Katastrophenhilfe, Deutsches Rotes Kreuz and Unicef. It supports people in disaster-hit regions by providing drinking water, food and materials. It also gives out cash so that people in flood-affected areas can buy food or new furniture, for example. Psychological support programmes and childcare are also provided.



apsolut donates for the preservation of habitats and species (2 March 2021)

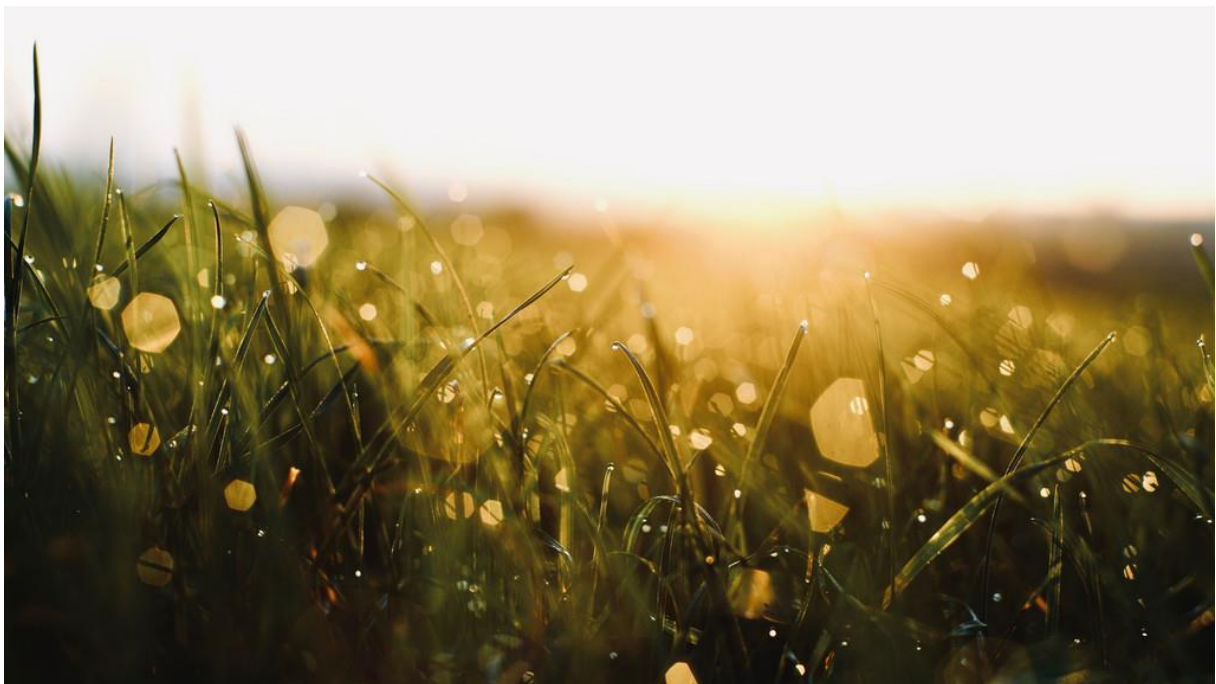
Through a donation to **Naturefund**, apsolut is supporting the protection of natural habitats and biodiversity threatened by climate change. Half the donation goes towards the preservation of a meadow orchard in Wiesbaden and the other half to a dynamic agroforestry project. The meadow orchard is home to numerous ancient fruit varieties that are threatened with extinction. It also sustains more than 1,900 animal species, among them grasshoppers, bees, bumblebees and rare butterflies. Sixty different bird species also breed here, including green woodpeckers, little owls and nuthatches.

Dynamic agroforestry is a reforestation and cultivation method that involves growing crops and companion plants on the same area to create a dynamic planting system. In particular, degenerated land benefits from this method. In a dynamic agroforest, there is high biomass growth as well as strong resilience to the impacts of climate change, such as drought, heavy rain and storms.

At apsolut, we create solutions that move our customers forward in a sustainable way. It is therefore only logical that we are committed to sustainable environmental protection and the preservation of biodiversity. I am particularly happy about the fact that no one from senior management has made the top-down statement "From now on we will be greener"! All momentum comes from within the team, and this spirit can sustainably influence ways of thinking and behaving.

About Naturefund

Naturefund is a non-profit nature conservation organisation based in Wiesbaden, Germany. It buys land worldwide to preserve habitats for the diversity of animals and plants. In just a few years, Naturefund has bought meadows, forests and wetlands. In the wake of climate change, Naturefund is increasingly buying forests and is committed to reforestation. Naturefund is currently reforestation in Tunari National Park in the highlands of Bolivia and in Madagascar. More than 100,000 trees have also been planted in Europe in recent years.

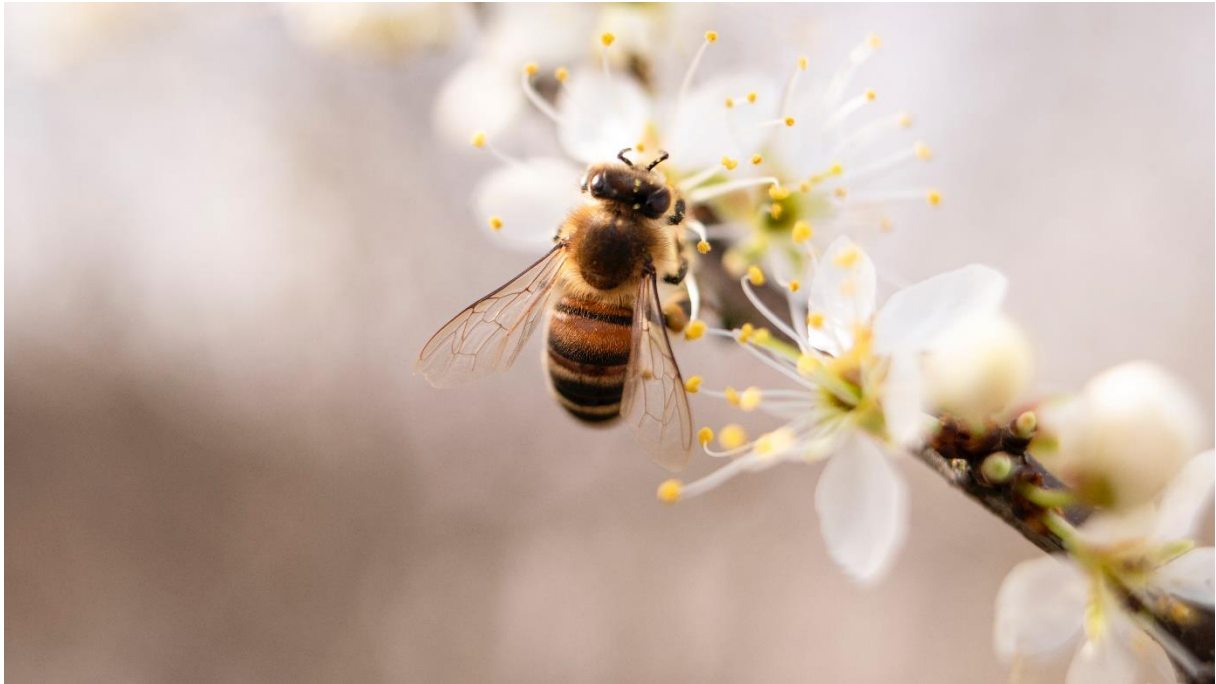


apsolut supports Bienesto organic apiary (1 August 2020)



apsolut launched its first bee project on 1 August 2020. In cooperation with **Bienesto organic apiary** in Ulm, apsolut will secure the existence of around 500,000 bees in ten sustainably managed hives over the next two years.

At the beginning of August, apsolut received Bienesto certificates at its Bielefeld headquarters. Alongside our delight at the successful launch of the bee campaign, it is important for apsolut to look to the future. This is a great start for Green apsolut. Now it's time for us to take further steps towards becoming a climate-neutral consulting company.



apsolut supports Oekoven Gillbachbahn light railway museum (4 May 2020)

“Since my early childhood, **Oekoven Gillbachbahn light railway museum** has been an institution here in the area in general and for railway enthusiasts in particular.” With these words, our colleague Matthias Schneider began his email to apsolut founder and CEO Thomas Herbst. The reason for this emotional introduction was because, like so many other institutions, the coronavirus crisis nearly dealt the museum a fatal blow.

Stricter fire prevention regulations had already made 2018 and 2019 very difficult years for the museum, which is run by 15 railway enthusiasts. During this period, a six-figure sum had to be invested, and trips with the public were only partially allowed. But after a concerted effort was made to avert financial ruin, things are back on track and it's full steam ahead for 2020.

It is partly thanks to Matthias Schneider's email that the museum continues to exist and hopes to open its doors again to visitors after the coronavirus crisis. Thomas Herbst did not hesitate to promise financial support for the museum.

As a result of the donation, apsolut is now on the “Wall of Sponsors” in the museum.

In Oekoven Gillbachbahn light railway museum, you can see narrow-gauge trains and works trains from the mining industry, as well as rubble removal trains and military trains. One focus of the museum's work is the restoration of almost 60 locomotives and over 100 carriages. Some of the exhibits are well over 100 years old.



Further commitment from apsolut

apsolut has an ongoing commitment to supporting non-profit organisations and initiatives that have a positive impact on society. Below is another short list of donations:



7 August 2020 - apsolut supports the Hofzwerg Dutum association, which is committed to promoting and supporting people with disabilities (<https://www.hofzwerg-dutum.de/>)



5 November 2020 – Further support went to aid for the Moria refugee camp, organised via the Round Table, to provide urgently needed support to the people there. (<https://rt235.round-table.de/serviceprojekte/moria/>)



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23 March 2021 – We supported the European Network Against Racism, an organisation that works to combat racism and discrimination across Europe. (<https://www.enar-eu.org/>)



19 April 2021 – We were proud to support the charity Equiwent which helps animals and people in need and offers them a new future. (<https://equiwent.org/>)



APsolut
Lenas Frauenprojekt in Togo

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30 April 2021 – An important project for apsolut was a women's project in Togo that works to strengthen women's rights and improve the living conditions of women there. (<https://lenasfrauenprojektintogo.wordpress.com/>)



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DEUTSCHE
MUSKEL-
SCHWUND
HILFE

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6 July 2021 – We supported Deutsche Muskelschwundhilfe, an organisation that works with people with muscular atrophy conditions and provides them with help and advice. <https://www.muskelschwund.de/>



25 March 2021 – A donation went to the Förderverein nierenkranker Kinder und Jugendlicher e.V. Stuttgart, an organisation that supports people affected by kidney disease and their families and promotes research in this area.



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20 August 2021 – We supported World Bicycle Relief, an organisation that distributes bicycles to needy communities in developing countries with the aim of improving access to education, healthcare services and economic opportunities. (<https://worldbicyclerelief.org/de/>)



10 February 2022 – We provided support to the cancer charity Deutsche Krebshilfe for their important work on researching and fighting cancer and for the support of those affected and their families. (<https://www.krebshilfe.de/>)



10 February 2022 – Our support also went to the German Multiple Sclerosis Society, an organisation that assists people with multiple sclerosis. (<https://www.dmsg.de/>)