



Constructing a Sustainably
Competitive Europe

MANUFUTURE'2007 CONFERENCE

Workshop 4 Sustainability in Manufacturing

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Hosting company MABERA

Presentations

- Kärcher (world wide known cleaning company)
- Maberla (textile colouring/dye company)

Company visit

Intensively discussion



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Presentation of Kärcher

Sustainability at Kärcher has a long tradition and is based on three pillars:

- Economy (main purpose of a company is to survive and to grow)
- Environmental issues (good feeling to the environment)
- Social issues (what can we do for our employees and what can they do for us and the environment)

Kärcher actually building up its own Corporate Social Responsibility System (CSR) which mainly focus on the environmental and social issues.



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Presentation of Kärcher

Examples of the Kärcher sustainability system

- Water recycling system (saving of 90.000 m³ water / year, which means about 350.000 €/ year -> ROI = 1,5 years)
- Enviromental training for each employee once per year
- Seminars about fuel saving driving (up to 30% reduction)
- Enviromental friendly to work (support of public transportation and alternative transportation, e.g. bicycle)
- Enviromental checklists for each product
- Yearly updated enviromental targets and projects



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Presentation of Mabera

Sustainability at Mabera saves money, protects the environment and put the employees in the point of focus (... on balance !)

- Cost reduction, e.g.
 - water recycling
- Protecting the environment, e.g.
 - bio mass and natural gas heating
 - heat recovery system
 - rain recovery system
 - air emission management (CO₂)
 - waste management (recycling: 2002 = 0% / 2007 = 90%)
- Protection of employees, e.g.
 - prevention of contact with chemicals



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Conclusion / Agreement

Sustainable manufacturing can be achieved by a new holistic production system (European Production System) which should be based on

- Economical issues
 - Environmental issues
 - Social aspects
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- Sustainability and competitiveness is not a contradiction
 - Sustainable manufacturing is part of the microeconomic and not part of the macroeconomic system
 - Sustainable manufacturing is closely linked with materials and emerging products



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A competitive sustainable European Production System has to answer to the following questions

- How can we attract young people in this field (Education) ?
- How can we show the high added value gained over life cycle ?
- How can we label the benefits of sustainable manufacturing ?
- How can we support the development of technical innovations ?
- How can we promote the research in this field ?
- How can we integrate it over the whole supply chain ?
- How can we do a better marketing for sustainable manufacturing ?



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Recommendation

Implementation of a workgroup “Sustainable Manufacturing” to discuss the following topics

- Structuring the targets of sustainable manufacturing in different branches of industry, e.g.
 - resources (air, water, ...)
 - processes
 - products
- Defining precisely the research topics of the (MANU)Future of sustainable manufacturing



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**Thank you
for your attention !**

