Joining Forces for Greater Sustainability: Species Conservation Begins Locally

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Continental, haulage company Hartmann International and Artenglück create new habitats for indigenous species of animals and plants

- Commitment to species conservation combined with sustainable tire management

- Partners for green fleet management and climate action in the local region

Hanover, Germany, July 30, 2024. Continental and Hartmann International have demonstrated how global logistics can help with local species conservation with a joint project under the umbrella of start-up Artenglück (whose name translates loosely as ‘the joy of species’). As part of the project, full-service haulage and logistics provider Hartmann – based in Paderborn, in the German state of North Rhine-Westphalia – planted perennial, insect-friendly flowering meadows covering an area of 8,000 square meters in the region. This area forms part of the more than 255,000 square meters of new habitat that has been created throughout Germany by Continental in partnership with Artenglück and customers. Helping to conserve species in this way is a further clear example of the sustainability that is deeply embedded in Hartmann International’s corporate philosophy.

> In a world where climate change is an ever-growing threat, we consider it our duty to make a positive impact in a variety of ways,

explains Uwe Lachmann, Managing Director of Hartmann.

> Rather than getting involved in certificates trading, we invest in the countryside and biodiversity on our doorstep.

Joining forces for green logistics

Continental and Hartmann both have an unwavering commitment to sustainability. The international transport and logistics company – which has 15 locations, a fleet of 527 trucks and around 730 employees – has launched numerous projects with the aim of lowering carbon emissions and improving sustainability.

> Besides our photovoltaic systems, AI-based trip planning, rigorous driver training and many other measures, we're also involved in environmental protection,

adds Lachmann.

> This includes reforesting 2.5 hectares of woodland in the neighboring town of Marsberg as well as planting the flowering meadows with Continental and Artenglück.

Efforts are being made to increase sustainability in all areas of the company, but especially its fleet of vehicles and tire management. A Continental customer for over 14 years now, Hartmann has had a Conti360° service contract in place since 2019, including new tires and ContiRe retreads.

> We want to focus on our core business and value our partnership with Continental very highly, as it offers us a reliable tire management solution for our multi-site fleet,

Haulage company Hartmann puts its faith in Continental and sustainability

The Conti360° tire management concept with retreading is perfectly aligned with the corporate philosophy of Hartmann International.

> We consider ourselves to be pioneers in the logistics industry and strive to turn future customer needs into smart solutions today,

explains the managing director.

> Sustainability is a key issue in this industry and involves striking an effective balance between environmental, social and economic aspects in order to achieve a long-lasting, positive impact in the world. We seek to protect natural resources, lower emissions and promote ecologically sustainable practices.

For Lachmann, it goes without saying that sustainable tire management – underpinned by fuel savings, long tire life and material savings through retreading – is part of this.

Conserving species locally

Continental, together with its customers, has been promoting biodiversity in Germany since 2021 by sponsoring flowering meadows.

> We plant these blossoming meadows using local seed, and so create new sources of food and habitats for our native species,

explains Timo Röbbel, Head of Marketing Replacement Tires Germany at Continental. This has led to the formation of some 255,000 square meters of new flowering habitats throughout Germany over the past three years. That's the equivalent area of 40 soccer fields.

Artenglück is a start-up company that enables farmers and companies alike to get involved with biodiversity. The basic idea is that farmers make land available that isn't suitable for growing food in order to plant flowering meadows there. The companies provide funding for the special, locally adapted seed and the lease of the land. Company employees are able to experience nature conservation at work by helping with the sowing.

Partnerships at a local level

As part of its global sustainability strategy, Continental focuses on a responsible, circular business model, pioneering research and the development of new technologies.

> Partnerships that help at a local level to make the world a more sustainable place are just as important to us,

explains Röbbel.

> In this way, amazing, small-scale projects can flourish – and have a positive impact on the ecosystem and our environment.

And these projects now include Hartmann International's flowering meadows in North Rhine-Westphalia.

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