

# Sustainability that pays off.

## Heidelberg supports ecological and social commitment of young people



Award for the ECO Scouts of Heidelberger Druckmaschinen AG

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One of the central elements of the traineeship at Heidelberg is to inspire young people for climate and resource protection as well as volunteering. In cooperation with regional partners and the IHK, the company has anchored various sustainability modules in its training. In addition to the development of technical and methodological competence, a distinct social competence is a main objective.

Heidelberg trainees can be trained as energy scouts in a two-day IHK-training course. In this course, they will learn about project work criteria and skills and acquire knowledge on energy topics. In addition, the company, together with the Mannheim Climate Protection Agency, offers its trainees and students the opportunity to gain an overview of facts and myths on the topic of climate protection and the carbon footprint in a

workshop. Heidelberg adds further ecological aspects to the spectrum so that in the practical phase the Eco-Scouts can identify potentials in their individual subject areas and work on them in projects.

Heidelberg also wants to inspire young people to take up voluntary work. This has been a tradition in the company for more than 30 years. Trainees and students sell their selfmade products at regional Christmas markets. Most of the sales take place during free time and at weekends. The proceeds are donated to selected people in need at the respective training sites. The production of the sales items reflects professional contents. The planning of the weekend sales campaign requires methodical thinking and through the voluntary work at the weekend the participants' sense of social commitment will be strengthened. The proceeds are finally distributed to those in need in various manners.

Modern forms of collaboration are also used: In 2021, Heidelberg organised in cooperation with the Adult Education Centre and regional partners the "Hackathon Voluntary Work". It should promote agile working, show the benefits of voluntary working for all persons involved and take away reservations and fears. An additional aim by using this campaign was to inspire young people to voluntary work in a very specific field of activity. During this event, the participants worked out concrete measures for clubs, associations and organisations and presented an implementation plan.

### Facts:

- Christmas campaign up to 5.000 €/year for over 30 years
- ECO-Scouts at production sites
- Agile cross-company collaboration in hackathons