

## Press Release

AEG ID welcomes 60,000 new workers

## The RFID pioneer from Ulm is creating a buzz in the area of climate action and sustainability

In 2019, AEG ID has been one of the first RFID manufacturers in the world to be certified a climate-neutral company. In partnership with the Fokus Zukunft team, AEG ID is making a credible contribution to climate action through projects around the world. But AEG ID is also committed to regional sustainability and decided this year to do its bit to help save the bees. Given its headquarters' natural surroundings in Ulm, the company opted in the summer to host bee colonies. Some 60,000 busy bees now buzz around the grounds of the high-tech company, making a valuable contribution to pollination and healthy plant growth. "Albert Einstein already recognised that people could only survive for a few years if all of the world's bees died off. We've taken this to heart and are enthusiastically backing our new workers," said Reiner Wagner, Managing Director of AEG ID, speaking about the largest 'recruitment' drive in the company's history – a campaign that fits seamlessly within its broad commitment to sustainability.

### Independent certification through Fokus Zukunft

AEG ID has been certified climate-neutral by Fokus Zukunft, an independent cross-industry sustainability consultancy for SMEs. Its services include determination of operational and product-related carbon footprints, carbon offsetting with high-quality certificates and also the development and integration of operational sustainability strategies within core business. Fokus Zukunft aims to promote voluntary commitment to corporate social responsibility in Germany and Austria and help companies to put their economic activities on a more sustainable footing.

### AEG ID is a founding member of the Alliance for Development and Climate

In addition to its joint activities with Fokus Zukunft, AEG ID is also a founding member of the Alliance for Development and Climate initiative ('Allianz für Entwicklung und Klima') launched in autumn 2018 by Germany's Federal Ministry for Economic Cooperation and Development (BMZ). Within this broad social alliance, all members are committed to the implementation of Agenda 2030 and the Paris Climate Agreement. The alliance focuses on the potential of voluntary engagement and the leveraging effect of carbon offsetting projects in developing and emerging countries. All activities are always voluntary and go beyond set CO2 reduction requirements through the supporters' involvement in high-quality development and climate action projects in developing and emerging countries. The projects supported within the framework of the alliance – as well as avoidance and mitigation measures – will help in the long run to bring about climate neutrality or even climate positivity.



Allianz für  
Entwicklung  
und Klima

