

Man, Nature, Technology

Nowadays, ecology and the economy are no longer in conflict. Particularly in an age of advancing globalisation, maintaining the link between economic, ecological and social objectives is crucial for commercial success. To a very large extent, then, the model of sustainable development governs what Preussag companies do. This is amply demonstrated by their degree of involvement in international organisations and by the high environmental protection standards already implemented in the service sector and production plants.

Of the numerous events involving global environmental dialogue in which Preussag took part, the highlight was the Group's world partnership for the Expo 2000 world exhibition in Hanover. On the theme of 'Man – Nature – Technology', drawn from the concept of sustainable development in 'Agenda 21' of the United Nations, questions were discussed and ideas put forward on reconciling future economic, ecological and social needs.

The importance that Preussag attaches to these issues was also highlighted by our participation in the Sustainable Development Forum, an initiative by 18 major German companies. Forum participants undertook to set an example in working towards this objective, not only in internal dialogue but also in discussions with political decision-makers and industry federations, and to offer workable solutions for sustainable development.

► Participation in international organisations

Many Preussag companies are involved in the debate on environmental protection in a variety of national and international organisations. This year, for instance, Hapag-Lloyd Kreuzfahrten followed in the footsteps of the TUI Group and the Thomson Travel Group by joining the 'Tour Operators Initiative for Sustainable Tourism Development'. The aim of this initiative is to work in partnership with the United Nations environment organisation, the World Tourism Organization and UNESCO to gear tourism management towards the requirements of sustainable development.

At the Environmental Forum of the International Tourism Fair in March 2000 in Berlin the TUI Group continued its initiative for discussion with the general public. Participating in this dialogue were partners in Germany and from destinations abroad. With the same aim in mind, the TUI Group is also a member of the 'International Hotels Environment Initiative', which organises expert discussions with the world's major hotel groups and, for instance, supports programmes for environmentally sensitive hotel management.

► **Natural allies: tourism and environmental protection**

An intact environment is the very basis of sustainable tourism. Environmental compatibility is therefore an integral part of product quality standards for tour operators and hotels in the TUI Group. TUI is exemplary in its approach to natural resources in holiday destinations. Using a comprehensive environmental monitoring system, it monitors, for instance, the environmental compatibility of hotel management, the condition of the natural surroundings in holiday areas, and the activities of transport companies.

► **Environmental awards for TUI hotels**

In the holiday destinations, the objective is to achieve a sustained reduction in the environmental impact of hotels, as well as to consume less water and energy. The Iberotel 'Sarigerme Park' in Dalaman was the first Turkish hotel to be certified according to eco audit ISO 14001 for exemplary environmental management. At the World Trade Market 2000 the Spanish RIU Hotels Group received the 'Environmental Company Award' for the hotel group implementing the best environmental policy in Europe, while a regular survey of hotel guests crowned the hotel 'Tigaiga' on Tenerife as TUI environmental champion for the fourth time running. Such awards encourage other hotels to commit themselves to preserving the natural environment in holiday destinations and thus to safeguarding the long-term future of tourism.

A further example of sustainability in the hotel sector is the 'Natura Park Resort' in Punta Cana in the Dominican Republic, designed from start to finish along ecological lines. It was built of organic materials and designed in such a way to ensure that it blends perfectly into its natural surroundings.

► **Numerous environmental projects in holiday destinations**

In many places the TUI Group's commitment extends beyond the immediate hotel surroundings. In many holiday destinations the Group has initiated forward-looking projects with an impact on the region as a whole. Its environmental activities therefore also encompass specific projects on nature and species conservation, improving the quality of water and beaches and reforestation. On the island of Samos, which was affected by devastating forest fires in summer 2000, TUI has worked in conjunction with Münster University to publish a scientific study of the fire damage and has introduced a soil protection programme to prevent erosion. Holidaymakers can find information about environmental protection activities in their destination country in all TUI country brochures.

► **Technical progress in logistics promotes environmental protection**

In both container shipping and cruises, Hapag-Lloyd uses modern low-consumption engines and is driving forward further development in this area. A current research project in cooperation with marine engine manufacturers and Athens Technical University is investigating the correlation between the production of emissions and engine data, seeking to develop measures to improve the environment. Hapag-Lloyd is also entering new territory with regard to underwater paint for ships, gradually introducing biocide-free anti-fouling agents for its entire fleet.

■ Famous Encounters



MARCO POLO
(1254–1324)

VENETIAN MARCO POLO IS PROBABLY THE MOST FAMOUS GLOBETROTTER EVER. HE WAS ONE OF THE VERY FEW TRAVELLERS OF HIS ERA TO GO TO THE FAR EAST. HE JOURNEYED TO CHINA WITH HIS FATHER AND UNCLE AS A 17-YEAR-OLD AND LIVED THERE FOR THREE YEARS AT THE COURT OF THE MONGOL RULER, KUBLAI KHAN. WITH THE REPORT ON HIS TRAVELS THAT HE WROTE WHILE IN PRISON IN GENOA IN 1298, MARCO POLO GAVE MEDIEVAL EUROPE ITS FIRST IMPORTANT GLIMPSE OF LIFE IN ASIA.

For VTG-Lehnkering, one of Europe's leading specialists in logistics for hazardous goods, the safety of people and of the environment is a priority when taking preventive measures. Thus all distribution centres for hazardous goods have certification according to the ISO 9002 quality standard and the ISO 14001 environmental standard. With its internal safety regulations for storage of hazardous goods, VTG-Lehnkering has set industrial standards that have been accepted as general guidelines for industry.

► **Environmentally compatible production processes**

Environmental protection in the industry division essentially encompasses two aspects: the production process and the actual product. Care is taken to use production processes that conserve resources and release as few harmful substances and as little waste and effluent into the environment as possible. Measures introduced by the building engineering companies thus again focused on implementing enhanced recycling systems, particularly for the supply of water and in waste prevention and disposal.

In the energy sector, too, the handling of waste is an important issue. In Venezuela, Preussag Energie has commissioned a new type of plant for the environmentally compatible disposal of waste arising from oil exploration and production. The plant in Cuatro Palmas in the Cabimas oilfield extracts the water from and cleans the drilling mud so that 85% of it can be reused. Furthermore, the drill cuttings are treated and put into interim storage pending further processing in order to minimise environmental pollution.

► **Ecology and economy**

The economic benefit of ecological measures is clearly visible in many sectors. Environmental protection safeguards the basis of economic activity and is therefore one of the essentials for commercial success. With its international companies leading the market in many sectors, Preussag assumed its ecological responsibilities at an early stage and has geared its entrepreneurial activities to the model of sustainable development. The same applies to our employees, who put this model into practice in their everyday work.



Silken manners

for Marco Polo

POLO'S 32,000 KILOMETRE-LONG JOURNEY BEGAN IN WHAT IS MODERN-DAY ISRAEL. IT TOOK HIM OVERLAND TO PERSIA, THEN ONWARDS UP THE RIVER OXUS TO THE PAMIR MOUNTAINS AND ON TO THE GOBI DESERT. WHEN, AFTER TWO AND A HALF YEARS, THE TRAVELLERS REACHED THE COURT IN THE CHINESE TOWN OF SHANG-TU, THEY HAD SEEN LANDSCAPES THAT EUROPEANS HAVE RARELY EVER SET FOOT IN, EVEN IN OUR TOURISTIC TIMES.

