

# PRESS INFO

## Wortmann Group

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### Wortmann Group sponsors over 13,000 trees

**The project of Wortmann goes into the next round. After last year's reforestation of a 16.2 hectare area at the Hermann Monument with the help of the Wortmann Group, tree planting is now continuing at Silberbachtal with an area of six hectares. Over a period of five years, Wortmann will provide the Lippe Regional Association with a total of 125,000 euros to restore the damaged tree population in the Lippe forest areas.**

The Silberbachtal near Leopoldstal is, in the eyes of many residents, the most idyllic forest area in the region. But even this has suffered greatly from the past summers of dry weather. The pines died due to bark beetle damage and had to be felled. Now a new forest generation is to be established here as well, so that the valley can regain its former beauty. This is made possible by the Wortmann Group. "Last year, Wortmann made possible a planting near the Hermann memorial and this year, thanks to Wortmann's support, we can reforest a six-hectare area in Silberbachtal with 13,300 young seedlings. We would like to express our deepest gratitude for this generous support," said Jörg Düning-Gast, chairman of the association, at a joint planting event on site.

In total, the Detmold-based shoe manufacturer is providing 125,000 euros to the Lippe regional association for the reforestations, making it the largest sponsor of the forestry department, according to Düning-Gast. For Jens Beining, CEO of the Wortmann Group, the project is also a real project close to his heart because of his close connection to the region. "As an internationally active family business, we are very aware of our ecological responsibility and have already been investing in sustainable projects at the company headquarters in Detmold for years." In addition to remote heating, the largest rooftop photovoltaic system with self-consumption in Lippe, and a fleet of e-smarts and e-bikes for all employees, Beining sees the use of sustainable materials in shoe production as another key field of action for reducing CO2 emissions. Last year, the Wortmann Group won two important sustainability awards for its use of innovative and resource-saving materials made from algae and mushrooms and is now considered the market leader for vegan, fashionable women's shoes.

In order to regularly draw attention to the dramatic consumption of resources, payments are made on Earth Overshoot Day each year. In the last two years, 22.2 hectares of forest, which bind approx. 170 tons of CO2, have already been reforested as a result of Wortmann's sponsorship. "In the reforestation of our damaged areas, we are focusing on mixed forests that are better able to handle the effects of climate change that are

forecasted," explained Jan-Otto Hake, head of the forestry department, at the planting event. "On the area here, we are planting 4,500 sessile oaks, 1,200 red oaks, 3,200 chestnuts and 3,400 Douglas pines. In addition, we are planting 1,000 Atlas cedars, a tree species that is native to North Africa, which handles dry periods very well and is not very demanding on the ground," says Hake.

Being welcomed the diversity of tree species: "It's not just about planting trees and thus helping to protect the environment for our children, grandchildren and great-grandchildren. Promoting biodiversity is also an important concern, and this will certainly be high in such a diverse mixed forest as here in the Silberbachtal." He and Düning-Gast are now looking to the future with joy: "It will still take a few years, but then the forest will develop a new character with the green of the new, young trees and fascinate hikers and walkers again with idyllic forest scenery."

### **About the Wortmann Group**

The Wortmann Group, Detmold, known primarily for its Tamaris brand, is one of the largest shoe production and distribution companies in Europe and is considered the market leader for fashionable women's shoes. The collections are sold in over 70 countries and more than 15,000 shoe shops worldwide. Apart out from the top brand Tamaris, the group of companies includes the brands Marco Tozzi, Caprice, Jana and s.Oliver shoes. In addition, there is Novi Footwear International Co. Ltd. in Hong Kong, which counts numerous global retail chains among its customers. Internationally, the group has over 1,100 employees. Worldwide, about 30,000 workers produce for the Detmold-based company.



from left to right: Sascha Stephan (Forester), Jörg Düning-Gast (Verbandsvorsteher Landesverband Lippe), Jens Beining (CEO Wortmann), Sarah Schröder and Andreas Burmeister (Projectteam Wortmann), Hermann Kaiser (District Forester), Jan-Otto Hake (Head of Forestry Department with sausage dog Ludwig) and Wolfram Arlt (Forester)

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