

## **Franz Fehrenbach receives B.A.U.M. Environmental Award**

Franz Fehrenbach, CEO of Robert Bosch GmbH, has been awarded the distinguished German Environmental Management Association's (B.A.U.M.) Environmental Award in the Large Enterprise category. The award recognises environmentally conscious management practices.

The award ceremony, which was attended by important personalities from business, politics, and society, was held at Hamburg's city hall on 23 November. The event was a celebration of Fehrenbach's long-term and consistent commitment to protecting the environment and conserving resources in Bosch Group activities. Moreover, his commitment to the continuous development of forward looking technologies such as photovoltaics was also highlighted. Professor Maximilian Gege, chairman of B.A.U.M., said that the award recognised Fehrenbach's commitment to "putting thoughts about sustainability into practice."

Fehrenbach sees the prize as proof that the economy and ecology are no longer at odds with each other. "Nowadays," he said, "we provide convincing technological answers to ecological questions." Particularly in areas such as automotive and industrial technologies, as well as for buildings and consumer goods, Fehrenbach sees a great deal of growth potential for eco-friendly technologies.

Each year, Bosch spends more than 3.5 billion euros on research and development and it invests some 45 percent of its research and development budget in technologies that help protect the environment and conserve resources, and generates a strong third of its sales with such products. In line with 'Invented for life', the company's strategic slogan, Bosch is working to develop technologies such as lithium-ion batteries and alternative drive systems for the automobile.

The company also aims to tap the potential of renewable energies, for instance with photovoltaic technologies. Ultimately, energy efficiency is the best means of ensuring that all Bosch products contribute to meeting global CO2 emissions standards. This is why Bosch's 'Design for Environment' team ensures that concerns such as energy efficiency, recycling objectives and material restrictions are factored into product development processes.

