

NATURE TRAIL AT WÖSSINGEN CEMENT PLANT

CRH

Wössingen, Baden-Württemberg, German



Short description:

A project with local schools led to the creation of a nature trail at CRH's Wössingen cement plant. Students researched the species and ecosystems present in the quarry and created a nature trail, with information boards and "wild bee hotel" that could be enjoyed by members of the public. State Secretary, Andre Baumann from the Ministry of the Environment, inaugurated the nature trail and praised it as an example of a win-win for both business and ecosystems protection.

OBJECTIVE

CRH's ambition is to protect and enhance biodiversity within our sphere of influence, and to ensure our operations enhance natural capital, landscapes and heritage.

The objective of this project was to create a nature trail and wild bee hive at the Wössingen cement plant in collaboration with local students.

CONTEXT

The idea of the nature trail was born in 2014. As part of a long-standing cooperation with local schools, two tenth classes in the 2015/2016 school year were dedicated to the subject of science and technology. This project provided the students with an opportunity for biodiversity management and the Wössingen cement plant with an opportunity for local stakeholder engagement.

SOLUTIONS

For the students, the project was divided into three parts. Part one involved the creation of the layout and the design and print elements for the information boards. The focus of the second part was research on the quarry and the species and ecosystems that have developed there. Here, the students could rely on the support of the BUND Bretten, the environmental NGO. The third part involved working with a carpenter on the design of the wooden stands for the information boards.

OUTCOMES

A total of 15 information boards were set up along the renatured area in the quarry.

"In such projects, the students acquire initial knowledge in project management," said subject teacher, Judith Albrecht. "It's about adhering to time and budget plans. Also, the teams have to learn to communicate. All of these are important prerequisites for successful project work."

State Secretary Andre Baumann from the Ministry of the Environment, who came to Stuttgart for the inauguration, described both the commitment of the students and that of the company as "exemplary". At the inauguration, the State Secretary pointed out that ecology and business are by no means mutually exclusive, even if there are sometimes conflicting goals. "We have to do this 'as well as' and work together to find solutions so that Baden-Württemberg remains a species-rich country."

PARTNER

BUND Bretten
Opterra Zement GmbH (a CRH company)

Contact: Tino Villano, Environmental Manager CRH Europe,
tvillano@crh.com
Karl Downey, Europe Policy & CO2 Manager,
Europe Materials, CRH,
karl.downey@crh.com
