

# IMPLEMENTING THE 2030 AGENDA IN COUNTRIES AND REGIONS: SHARING FOR LEARNING



**3<sup>rd</sup> ESDN Peer Learning Platform & Visit**

Rome, 12-13 June 2018

**The small smartphone and the big world:  
Regional sustainability in the German state of  
Saarland**

**Martin v. Hohnhorst, State Chancellery of Saarland/Germany**



## CReIAMO PA

Per un cambiamento sostenibile



# Saarland - a small country in the heart of Europe



# I. The sustainability strategy of Saarland

## Gemeinsam Verantwortung tragen für heute und morgen

Nachhaltigkeitsstrategie für das Saarland



Ministerium für  
Umwelt und  
Verbraucherschutz

**SAARLAND**  
Großes entsteht immer im Kleinen.

# The sustainability strategy of Saarland

## How we worked

Broad participation:

- Interministerial working group led by a sustainability officer
- Council for Sustainability
- Sustainability conference with six workshops
- Online participation

*Consistent orientation provided  
by the Sustainable Development Goals!*

## Six fields of action

- Education, knowledge, innovation
- Financial sustainability
- Demography and sustainable settlement development
- Climate and resource protection
- Preservation and strengthening of the economic and industrial location
- Mobility

Initial situation, goals and measures



# Sustainable Development Strategy



Kick-off workshop  
Council for Sustainability and  
Interministerial working  
group

Sustainability conference  
140 participants,  
Keynote speaker Prof. Dr.  
Mojib Latif, climate  
researcher



## Our mission statement

The aim is to improve the life chances of future generations in Saarland without reducing the social, ecological and economic viability of other people, and, with this in mind, to develop exemplary approaches

# What guided us



- Saarland was the first federal state to make the SDGs the structural basis of its sustainability strategy.
- The German Sustainability Strategy was also considered.
- There is also an intensive, institutionalized exchange of information with the other German federal states.



## II. Education for Sustainable Development (ESD)

- Conference of the Ministers of Education and Cultural Affairs
- ESD Expert-Net
- Round table “ESD and global learning”
- One-World-Promoters-Program
- Network ESD Saarland
- ESD-Mentoring and -Monitoring for schools and teachers

## These are our ESD-Institutions:

- Ministry of Education and Culture,  
Unit B5: development cooperation,  
ESD/ Global Learning and UNESCO-schools
- Center for ESD Saarland
- Coordination for  
ESD Saarland

Our Minister of Education and the  
Head of the Center for ESD  
signing the cooperation agreement



# Workshop for sustainability





### III. The little smartphone and the big world: Our mobile phone campaign



The Federation of the German Catholic Youth was also involved in the collection of mobile phones

# Our two partners: an industrial partner and a local NGO

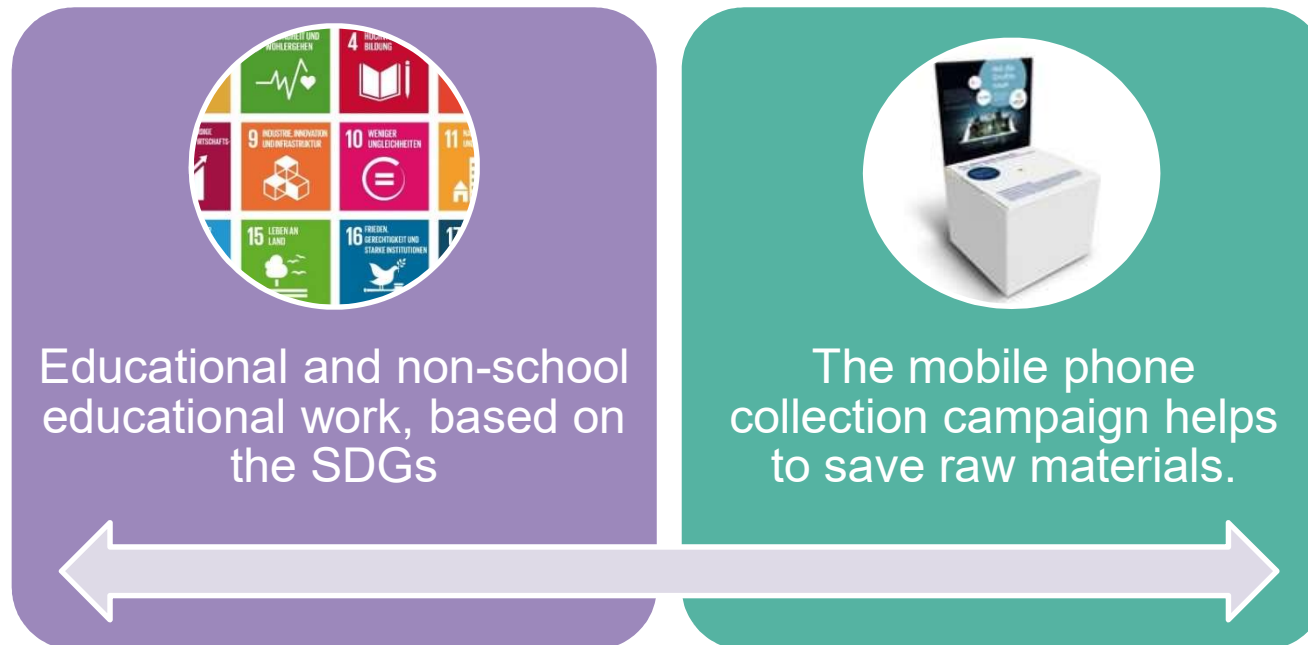


Responsibility and sustainability  
- join us!

# The mobil phone campaign

## Aim

The example of the everyday object "mobile phone" draws attention to global interconnections as well as social and ecological problems connected to our consumption behavior and the problematic use of finite resources.





# The mobile phone campaign



Students working with our raw material box

# The mobile phone campaign

## Achievements:

- Gradual integration of 13 partner organizations (consumer advice center, provincial parents' association, waste association)
- Exemplary role model: the first nationwide and long-term initiative of this kind in a federal state
- Since 2014, well over 5,000 cell phones collected
- Close cooperation between companies, civil society and state government
- Thematic expansion in the direction of resource conservation and resource equity including new products and life areas
- Integration into the nationwide mobile phone action network

# Awards

National recognition: 2016  
"Workshop N" label of the  
German Sustainability Council

Annegret Kramp-Karrenbauer,  
Our former Prime Minister (until March 2018)



# Mug hero - Action "Clean Saarland"



# Mug hero - Action “Clean Saarland”

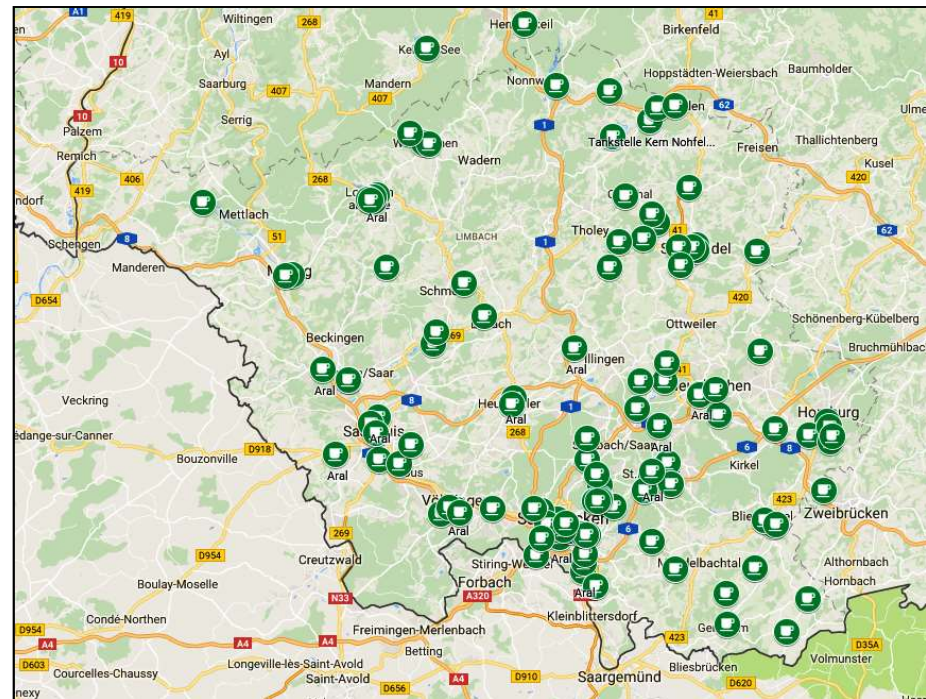
## Mug hero - reusable to go

- In Saarland annually 34 million disposable cups
- Action in cooperation with the NGO “German Environmental Aid”
- Own reusable cup, cup-filling at petrol stations: 10 cent discount

## Aims

- Waste prevention through reusable cups
- Consumer education

*Great success in Saarland: 150 participants, great response in the social media*



# IV. Vertical Integration: Globally Sustainable Communities in Saarland

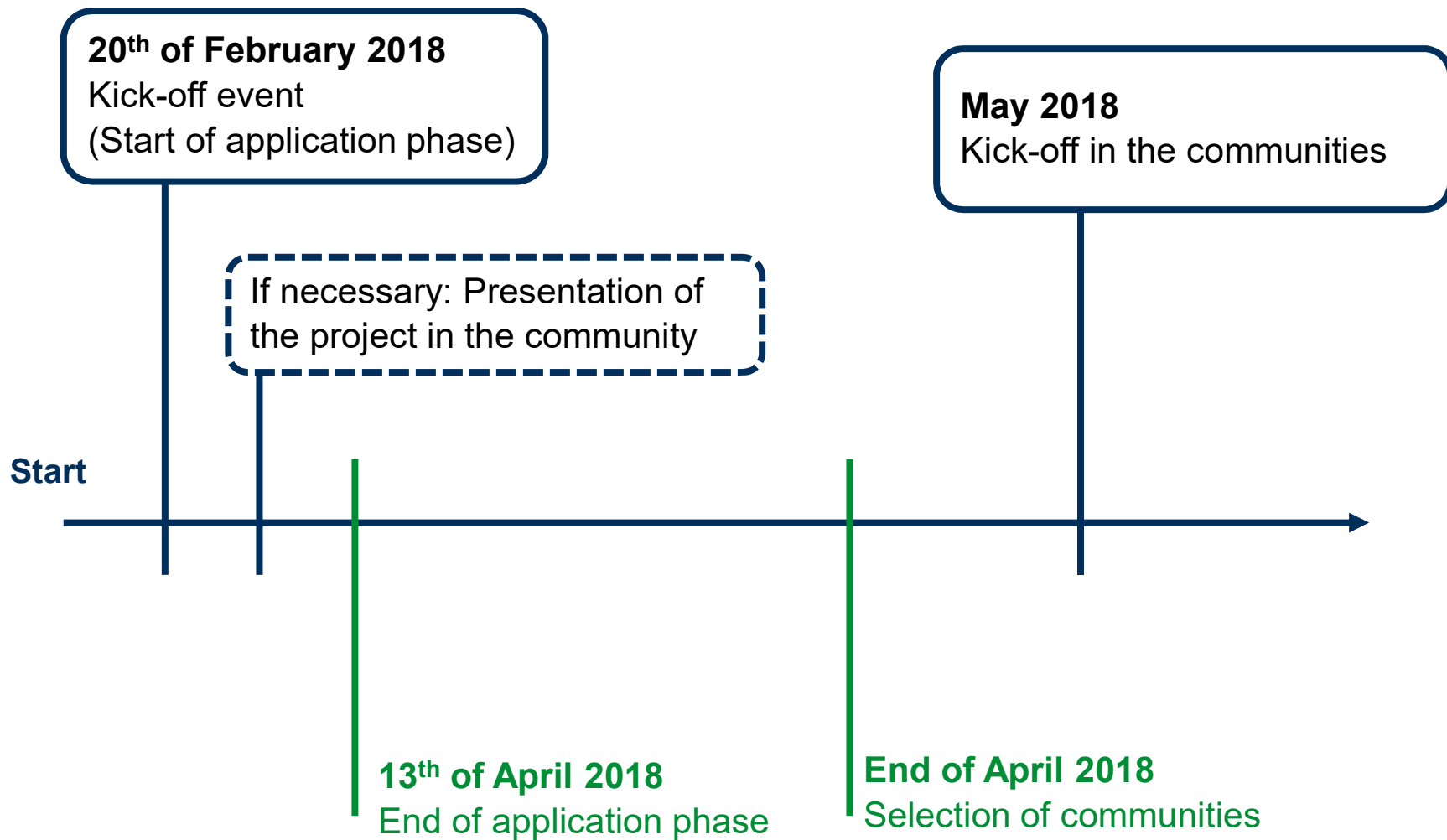




# Globally sustainable communities in Saarland



# Globally sustainable communities in Saarland



# V. Sustainable development for companies



# Corporate Social Responsibility (CSR) at the workplace

## *Kohlpharma GmbH Merzig Saarland*



Kohlpharma GmbH Merzig:

- One of the leading importers of pharmaceuticals in Europe
- > 800 employees, > 600 m. turnover

CSR at workplace:

- Parent-child working spaces
- Traditional Chinese medicine for employees as part of the healthcare management
- Low chemical and low-energy buildings = low-emission working spaces
- ...

kohlpharma

# Corporate social responsibility (CSR) for environment *Eco-management and audit scheme (EMAS)*



EMAS management:

- environmental management system
- assesses, manages and continuously improves environmental performance of organisations

certified organisations Saarland

- 44 companies (June 2018)
  - 54 company premises (June 2018)
- Saarland has the highest rate of EMAS certified companies per inhabitant in Germany



# Corporate social responsibility (CSR) for public welfare *Engagement for regional education*



- Enterprise network (50 companies)
  - Cooperations with regional schools „youth, technology, employment“
  - CSR strategies for members companies
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- Student laboratories
  - Programming courses
  - Climate change conferences
  - Application trainings
  - ..





# Our Sustainability Award (30.5.2018)



# Let's make sustainability smart!

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Sustainable: Ecological. Economic. Social.