

PRESS INFO

29. July 2021

Wortmann Group Detmold

On the occasion of today's Earth Overshoot Day: Wortmann Group supports the reforestation of the Teutoburg Forest for the next five years with € 125,000

The new commitment serves as a further, important cornerstone for the sustainable actions of the family-owned company and once again emphasises the bond with the home region of East Westphalia-Lippe. After all, just one look at the local forest with its huge bare areas is enough to recognise the drastic consequences of climate change right on our doorstep.

This year's Earth Overshoot Day is today. It was first observed in 1961 to determine whether the Earth's resources are in balance with its consumption. It points out the enormous demand of mankind, as since 1970 it has been consuming more resources annually than the earth can provide in the same period. Particularly alarming is the fact that the deciding day is continuously moving forward in the annual calendar. The situation in Germany is even more dramatic; according to current calculations, resources in 2021 were already used up on the 5th of May. The Federal Republic therefore has a higher resource consumption than the global average.

The challenge of trying to extract something good from this undoubtedly difficult situation is a challenging one. Only the fact that everyone can still make a difference to slow down the development is encouraging. CEO Jens Beining: "The Wortmann Group is aware of this; it has long been concerned with its carbon footprint and has already taken various steps in the past to reduce the use of resources. Since 2015, the company has been using electricity from renewable sources, relies on district heating and has installed the largest rooftop photovoltaic system with self-consumption in Lippe at the beginning of 2021." For the emissions at the company headquarters in Detmold, which are unavoidable, long-term investments are now being made in this further, local project.

To compensate the identified carbon footprint, the company will provide the Lippe regional association with a sum of € 25,000 per year over the next 5 years for the reforestation of the Teutoburg Forest. In order to regularly draw attention to the dramatic use of resources, the payments will be made on Earth Overshoot Day each year.

Areas in the surroundings of the Hermann Monument and the Grotenburg are planned for reforestation. Currently, a mixed oak forest (sessile oak, hornbeam, sycamore maple, wild cherry) is planned.

With the total amount of 125,000 €, 25 hectares of mixed broadleaf forest can be financed. This area is capable of binding 200 tonnes of CO₂ per year. Combined with another 250 tonnes of CO₂ that are avoided annually through the use of the football field-sized photovoltaic system, the sum of these two measures alone comes to 450 tonnes of CO₂ in one year.

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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.



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Tamaris

MARCO TOZZI

CAPRICE 
walking on air

Jana[®]

s.Oliver