

Press release
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Joining forces for a better world: Miele new partner of Impact Hub Berlin

- ▶ Domestic appliance company cooperates in the field of circular economy
- ▶ Focus on development of sustainable business models
- ▶ Cooperation expands Miele's global start-up network

Gütersloh/Berlin, July 4, 2022. – With 3,500 m² dedicated to sustainability topics, Europe's largest co-working space opened its doors in Berlin in February. At the Impact Hub Berlin, companies and organisations can work with start-ups in four areas: circular economy, sustainable food production and consumption, diversity and inclusion, and green technologies. Starting in June, Miele will participate as a new partner in the Circular Economy Ecosystem to develop innovative solutions for individuals and the environment. In addition, Miele and the Impact Hub Berlin want to learn from each other and promote innovative start-ups and projects.

Respectful treatment of people, the environment and the climate has always been one of Miele's core values. A holistic understanding of sustainability is just as much a part of the company's "DNA" as the goal of supporting customers in leading sustainable lives. Not least with durable appliances that are particularly easy to recycle thanks to their high metal content, Miele makes a valuable contribution to the conservation of natural resources - and continues to expand this contribution, true to its brand promise of "Always Better". The principle of the so-called circular economy is one of the focus areas of the 123-year-old family-owned company's sustainability strategy, which was fundamentally expanded last year. This ensures that this philosophy will be incorporated even more strongly into corporate decision-making in the future. In concrete terms, this means thinking in terms of material and product cycles from the very beginning and thus minimising environmental pollution and waste.

"In order to keep improving in terms of sustainability, we also need strong partnerships and exchanges with innovative minds outside the company," says Christoph Wendker, Vice President Corporate Sustainability and Regulatory Affairs at Miele, "and that's exactly what the collaboration with Impact Hub Berlin offers". In return, Miele contributes its expertise and experience on the circular economy and supports young entrepreneurs in a variety of ways through its Smart Home/Electronics department. For example, the company provides concrete use cases, initiates joint projects or offers so-called "proof of concept" tests.

Achieving sustainability goals together

Since its inception in 2014, Impact Hub Berlin has been dedicated to supporting the UN Sustainable Development Goals. To this end, Impact Hub Berlin offers a creative co-working space, which has just moved into its new and highly sustainable premises, as well as events and programmes surrounding social innovation and sustainability. As part of the worldwide Impact Hub network with over 24,000 members in more than 100 locations, the organisation has both local roots and is globally connected. At the heart of the Circular Economy Ecosystem, to which the cooperation with Miele refers, is the "Circular Together" programme for young entrepreneurs who develop solutions in the field of the circular economy. "We are delighted to have gained a highly committed and reliable partner in Miele, who share our belief that collaboration is a key driver for successful innovation in the field of sustainability", says Leon Reiner, Managing Director Impact Hub Berlin.

Enabling customers to live more sustainably

In addition to its overarching environmental and climate goals, Miele's commitment to sustainability focuses primarily on its customers. Enabling them to live more sustainably in a simple way with the help of its appliances and services is the declared ambition of the world's leading supplier of premium products for household, commercial, medical and laboratory use. "As a global company, we work with start-ups around the world to develop innovations and new business models – also in the area of sustainability", explains Peter Hübinger, Senior Vice President Smart Home/Electronics at Miele. "We believe that especially in a field as large as sustainability, innovative products and collaborations with other partners are needed to be able to achieve a more sustainable world at the necessary speed." In this regard, the partnership with Impact Hub Berlin is an ideal opportunity to work with promising start-ups on a shared vision for the future.

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. Their product portfolio also includes dishwashers, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2021 business year amounted to around € 4.84 bn. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: With 3,500 square metres, the Impact Hub Berlin is Europe's largest sustainable coworking space. Sustainability was also consistently taken into account during the construction: All building materials are either reused or reusable (Photo: Linda Schäffler/Impact Hub Berlin)



Photo 2: Dr. Jonas Hüther, expert for circularity and longevity at Miele (left), illustrated the importance of future cooperation at the opening event on 24 June in Berlin. (Photo: Linda Schäffler/Impact Hub Berlin)

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