

A photograph of a modern, multi-story brick building with a green facade. The building features numerous balconies and a series of concrete ramps in the foreground. The foreground is filled with lush green plants and flowers. The sky is clear and blue.

Let's grow our business and our environment

BIO-DIVERSITY ACTION PLAN

wienerberger

IMPRINT

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Let's grow our business and our environment

Biodiversity loss is racing up the agendas of governments, financial institutions, businesses and local initiatives. Nature is no longer only a concern for ecologists. There is a growing realization that companies, economies, and our whole society depends on the thriving of nature and biodiversity¹. Nature-based solutions should make cities greener, healthier and more climate resilient². Wienerberger, a leading international provider of building material and infrastructure solutions, has a responsibility in creating a more sustainable environment and is making every effort to contribute to a healthy global ecosystem.

This is why Wienerberger has **expanded its activities on biodiversity**.

“The loss of biodiversity over the past 40 years has been unprecedented, and we are determined to counteract this development with our Biodiversity Program.”

Heimo Scheuch
CEO Wienerberger



1 See, for example, the *Nature Economy Report Series (2020)* by World Economic Forum, BCG's report *The Biodiversity Crisis Is a Business Crisis (2021)* and the Dasgupta Review on *The Economics of Biodiversity (2021)*

2 *Geneva Declaration of Mayors (2020)*, *BiodiverCities (2021)*

A global goal for nature

The importance of nature was central at the UN Climate Change Conference of the Parties (COP26, Glasgow). It was emphasized that climate change and biodiversity loss are twin challenges: the one cannot be solved without the other³. In order to help governments and businesses align their efforts on biodiversity, the world needs a Global Goal for Nature. A growing movement of corporates, financial institutions, NGO's and multiple citizen organisations is pushing for a convincing Global Goal for Nature to be adopted during the UN Biodiversity Conference (COP15) in 2022: Zero Net Loss of Nature from 2020, Net Positive by 2030, and Full Recovery by 2050⁴. The proposed 3-30-300 rule⁵ provides concrete direction for the greening of cities: 3 trees visible from every home, 30% tree coverage in every neighbourhood, and green spaces within 300m.

"With our Biodiversity Program, we actively contribute towards ensuring that future generations have the same opportunities as we have today."

Heimo Scheuch
CEO Wienerberger

³ IPBES-IPCC Workshop report. Biodiversity and Climate Change (2021)

⁴ A global goal for nature. Nature positive by 2030 (2020)

⁵ Promoting health and wellbeing through urban forests – Introducing the 3-30-300 rule (2021)



Expanding on biodiversity

In **Wienerberger's Sustainability Program 2020-2023**, biodiversity is recognized as a topic of strategic importance to the company where Biodiversity & Environment is outlined as one of the five core topics of its Sustainability Management:

Sustainability Program 2020 – 2023



The five core topics of Wienerberger's Sustainability Program 2020-2023

Extracting resources

Wienerberger owns over 200 quarries throughout Europe, North-America and India and holds a long track record of monitoring and conserving biodiversity in its clay pits. The subsequent use of a depleted clay pit is, as a rule, defined by the competent public authority. Wienerberger recultivates and renatures clay extraction sites or makes them available for this subsequent use. As depleted clay pits provide ideal conditions to attract rare plants and animals, Wienerberger usually restores them to biodiversity-rich nature areas, like the **Orchard Farm clay mining site** and the **ecological restoration along the Dutch rivers**.

Production process and sites

When it comes to Wienerberger's own production sites, ongoing activities benefitting biodiversity include avoiding hazardous waste in the production process and partnerships for enhancing biodiversity and restorative measures on its assets (since 2002).

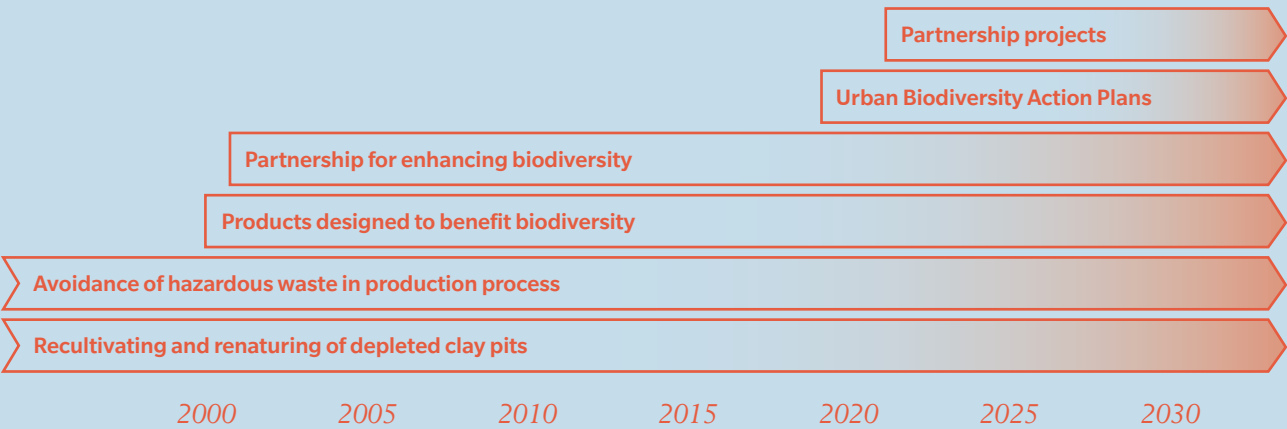
By 2023, we will implement a biodiversity action plan at all Wienerberger production sites.

This new commitment to integrate biodiversity into the management of all its 197 urban production locations is the focus of this brochure. It contributes to Wienerberger's goal to have a biodiversity neutral footprint by 2030. Based on the success of 6 pilots in 2021, 50 Biodiversity Action Plans will be drafted in 2022, and around 150 more in 2023. Implementation of the first Biodiversity Action Plans will start from 2022 onwards.

Enhancing biodiversity towards customers

Related to the downstream side of its value chain, Wienerberger is developing biodiversity-enhancing products (such as nesting boxes and water permeable paving).

Steps towards the vision of a biodiversity neutral footprint by 2030 onwards



Wienerberger's actions for biodiversity

This brochure provides information for local communities, neighbours, investors, policymakers and other stakeholders with whom Wienerberger cooperates. It explains its approach to the creation of biodiversity action plans for its urban production locations. Part 1 outlines the six-step-process through which the biodiversity action plans are

created. Part 2 focuses on the central design principles for enhancing urban biodiversity on production sites and Part 3 gives an overview of some of the concrete measures Wienerberger uses. In Part 4, future steps are presented to look forward.

“At ODDO BHF AM, our active ownership strategy focuses on the climate, ecological and just transition. We continuously analyze, monitor and engage with portfolio companies, and the broader market, to identify corporate best in class biodiversity policies, practices and processes.

We congratulate Wienerberger on the completion of its biodiversity action plan. It provides a nature-based concept and concrete actions on how to green and rewild our cities supporting a nature-positive, regenerative and climate resilient transition.

Nature-based solutions are a fundamental concept to enable the protection, preservation and restoration of the biological ecosystem on which our planet, our society, our species and ultimately our global economies and financial markets directly depend.”

Martina Macpherson
Head of ESG Strategy ODDO BHF
Asset Management GmbH



1 Biodiversity action plans in six steps



Wienerberger follows a six-step approach to drafting Biodiversity Action Plans for its urban production locations. To start with, the terrain elements on the site are mapped using GIS. Secondly, the actual green infrastructure is outlined. Together with the support of Wienerberger’s biodiversity specialists, the maximum biodiversity potential is drafted on top of these maps. Taking into account budgetary and practical considerations, the feasible biodiverse action plan is approved by the local management team, ensuring true commitment. Implementations of these biodiversity measures can start hereafter, together with a local (ecological) garden maintenance company.

The last step in the process is to analyze the effectiveness of the applied measures through monitoring. For it to be scientifically rigorous, a baseline monitoring is carried out in step 2 by Wienerberger’s biodiversity specialists together with an independent, ecological partner. The species and the quantities of birds, butterflies and bees/bumblebees/hoverflies are recorded. These groups of species are a good proxy indicator for habitat quality and allow easy and pragmatic monitoring. Once the biodiversity measures have been implemented, trained employees repeat the monitoring of the species and quantities of birds, butterflies and bees/bumblebees/hoverflies three times a year.

By involving these employees as biodiversity ambassadors, the biodiversity action plan becomes a story which can be shared within Wienerberger and with local communities.

This six-step process is the company’s standard for drafting Biodiversity Action Plans and allows Wienerberger to enrich its locations and deliver biodiversity measures in a consistent way. The Biodiversity Action Plans offer a pragmatic contribution to increasing the number of species of flora and fauna on these urban production sites. This brings Wienerberger one step closer to the vision of achieving a neutral biodiversity footprint.

The last step in the process is to analyze the effectiveness of the applied measures through monitoring.

2 Design principles for maximizing biodiversity

The following 15 design principles will guide the drafting and implementation of Biodiversity Action Plans at Wienerberger's urban production locations, regardless of the site design and intended measures. They help to maximize biodiversity and climate adaptation in a production context, and can be adapted to every urban location. The design principles relate to four topics: vegetation and flora, water and soil management, people and 'fit for context'.

Vegetation

1. Variation in planting

By using a variety of species and structure in planting, habitat and food are created for different animal species. In addition, a diverse ecosystem is more resilient to external influences, such as weather conditions and pests.

2. Use of native species

Native plants provide food for native fauna. Therefore, when planting, use mainly native species rather than exotics or cultivated varieties. Assure that the planted species are appropriate to the abiotic factors of the location.

3. Flowering and fruit-bearing plants

Flowery and fruit-bearing plants provide food for various species of insects, birds and mammals. Do not use cultivated varieties or commercial seed mixes because they are grown for beautiful flowers, but therefore contain little or no nectar, pollen or fruits. With this, they attract fauna, but do not provide food.

4. Connecting green elements

Create corridors by connecting green elements as much as possible. Green stepping stones make it easier for animal species to move through areas and meet other individuals.

5. Leaving dead wood

Dead wood is a food source for all kinds of fauna. Leaving dead wood in safe places attracts species such as beetles, butterflies, and birds.

6. Ecological management

Increasing plant diversity only makes sense if ecological management is carried out. In grasslands, for example, this means: mowing later (waiting until after flowering), mowing and extraction, no use of pesticides, leaving parts, etc.

Water and soil

7. Reduce hardening

There are very few plants that can grow on hardened surfaces. In addition, pavement causes heat stress and forms a break in green corridors or connections. Reducing the pavement on a site benefits biodiversity and climate adaptation.

8. Water-permeable pavement

Infiltration holes in pavements that do not carry heavy traffic or the construction of grow-through stones ensure that water can drain into the soil and gives plants the opportunity to grow through the pavement. This also prevents flooding, water damage and decreases peak runoff. Semmelrock provides a range of products that are water permeable.

9. Collecting, infiltrating and using water

By collecting water, flooding is prevented in case of heavy rainfall. This water can be used in drier periods to irrigate existing vegetation (such as planters). This in turn benefits nature. Pipelife can provide the necessary products, designs and know-how.

10. Healthy soil

A healthy soil is important for the vegetation and therefore for the fauna. In order to keep the soil healthy, leakage of harmful substances into the soil must be prevented. Furthermore, the soil can be covered with plants where possible, to prevent erosion by wind and water.

People

11. Involvement of employees and local nature organisations

By letting employees think about the biodiversity measures at their work location and showing them internal best practices projects, they will feel more involved, ownership increases and they will become ambassadors. Together with local nature organisations, they can take on (part of) the construction and maintenance. A break and lunch spot can be designed with green elements to promote the value of biodiversity.

12. Use your own materials

By using own manpower, hours, machines and materials from the whole Wienerberger group, costs can be reduced and the employees experience their bio-diverse creations.

Fit for context

13. Safety

The safety and production context must be guaranteed on the site. Therefore, the biodiversity action plan should always be approved by the local management and safety manager. The visibility for drivers of mobile work equipment (forklifts, bulls, semi-trailers, etc.) must be guaranteed at all times. In order to prevent fire danger, tall trees should be planted 10 metres from buildings. Animal-friendly fencing should be placed around waterbodies and any other potentially dangerous areas.

14. Legal context

Planned biodiversity measures should fit into the local and national legislation. For example, permission is sometimes needed to change an area's relief or to prune or fell trees.

15. Local/regional ecosystem

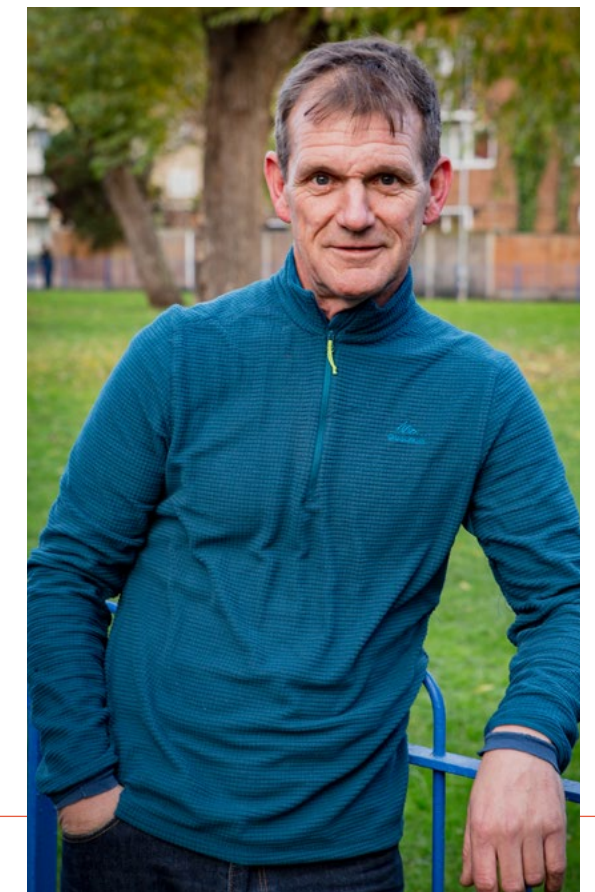
Production sites do not exist in isolation, but are embedded in a landscape. Planned biodiversity measures should fit into the local and regional ecosystem. Before designing measures, check out which (native) species have been observed in the surroundings of the site, and try to cater to their needs.

"Enhancing the company's construction sites for biodiversity is ground-breaking in itself, however, involving staff in the monitoring of these improvements is too. This will help ensure that biodiversity is embedded into the culture of the company. Construction companies, such as Wienerberger, often have land that is inherently good for biodiversity. Enhancing such land for nature and monitoring can help lead the way for others such companies to follow."

Dusty Gedge

Biodiversity Professional, President European Federation of Green roof and wall Associations

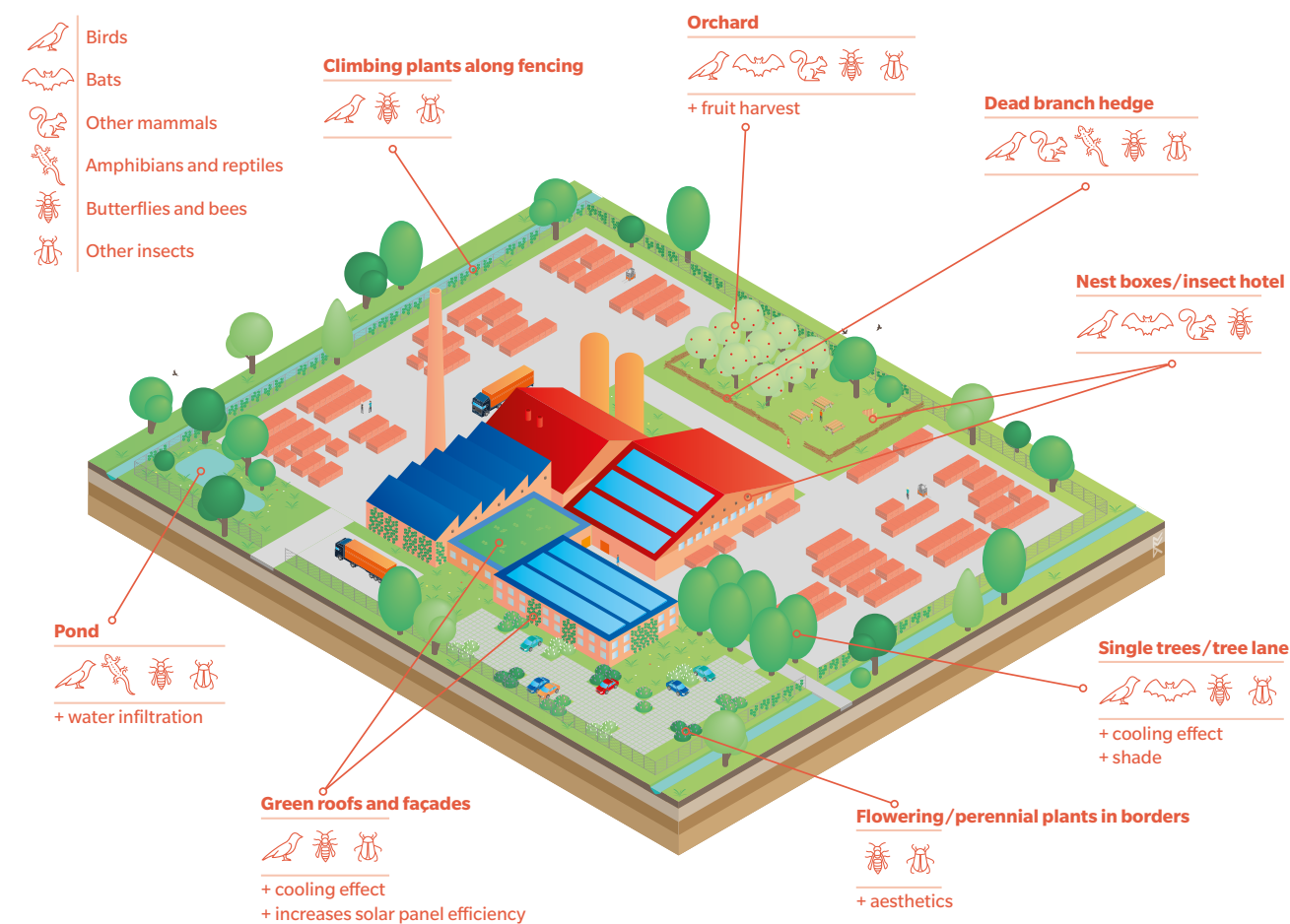
The biodiversity action plans become a story by involving employees, local nature organizations and communities. Wienerberger tries to inspire and be inspired.



3 Measures for biodiversity on urban sites

In its internal **Biodiversity Measures Catalogue**, Wienerberger describes 31 concrete measures that can be taken to enhance biodiversity on its production sites, including guidance on design, costs, species and maintenance. The infographic below highlights some of these measures, and shows which fauna groups are expected to benefit most.

As a provider of building material and infrastructure solutions, the greening of its production sites offers Wienerberger an opportunity to use its own products. Production locations will be used as living labs to develop new products and monitor their performance in enhancing urban biodiversity and climate adaptation.



This infographic shows measures on a fictive production site. For every measure, the infographic shows which fauna groups benefit most. Furthermore, examples of co-benefits are shown (e.g. water infiltration, fruit harvest, aesthetics).

4 Next steps

By 2023, Wienerberger will have created a Biodiversity Action Plan for all its production locations. The implementation of these plans will be an important step towards the vision of a biodiversity neutral footprint in 2030. The knowledge and experience gained along the way will put Wienerberger in a strong position to start engaging with its suppliers and customers on the biodiversity topic. As of 2022, Wienerberger asks its suppliers to disclose the CO₂-footprint of their materials and their performance in the area of circular economy. After 2023, additional supplier engagement will focus on reducing negative biodiversity impacts throughout the value chain.

The development of new products and system solutions is another area for biodiversity action. The products and system solutions developed by Wienerberger in the coming decade will not only be fully re-usable and/or recyclable, but should also help to make cities greener, healthier and more resilient to climate change. This creates room for positive biodiversity impact. Finally, Wienerberger will create partnerships for biodiversity conservation in order to compensate any residual negative biodiversity impacts its production locations have. The combination of on-site, upstream and downstream biodiversity action should allow Wienerberger to bring its vision into reality: a biodiversity neutral footprint in 2030.

“All businesses have a significant impact and dependency on nature. When a business puts a biodiversity prioritization and plan into action, it is future-proofing its investment and profitability. It is great to see more and more corporates engaging on this.”

Akanksha Khatri
Head, Nature and Biodiversity,
World Economic Forum





Notes

This image shows a full page of blank handwriting practice paper. It features 20 evenly spaced horizontal red lines across the entire page, providing a guide for letter height and placement. The background is plain white, and there are no margins or additional markings.



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