



Transform to Flourish

Sustainability is the key to the future. We at the Melitta Group therefore regard the promotion of sustainable development and transformation as part of our corporate mission. Our entire value chain is geared toward the strict alignment of our brands and companies with the goals of a regenerative economy. Our vision: none of our products should harm the habitat of people and nature.

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In order to achieve this objective, we plan to seize the numerous opportunities arising from the sustainable transformation and leverage them for our further evolution: Transform to Flourish.

For the future alignment of our business activities, we are therefore focusing more strongly on the following principles:

Regenerative Value Creation

Our aim is to establish completely circular production processes and product cycles. We are therefore committed to renewable energy, regenerative agriculture and resource utilization, as well as the circular economy. We want a meaningful economy in which the value created by a company is not only measured by growth and profit maximization, but also determined by social and ecological goals.

Work Culture

We associate the term “work culture” with an attitude that underpins everything we do: it is based on appreciation and respect for people and the environment – throughout the Group and in our value chains and their environment. We attach great importance to diversity and co-creation. We want to create a fertile breeding ground for innovative learning and a networked culture of inspiration.

Social Business

We aim to make a contribution to good environmental and living conditions – even beyond our own business operations. This approach is becoming an increasingly integral part of our business model. Together with our partners, we want to help solve the world’s social and environmental problems and to improve the living conditions of all stakeholders in a way that ensures long-term prosperity, human dignity, and social justice. After all, this is the only way we can establish and maintain stable supply chains and business relationships for our raw materials and products.

We have developed future concepts for all of our value creation areas – Coffee, Plastics, Pulp, and Electrical Appliances. As we believe that the shaping of our value creation areas provides the greatest leverage for contributing to sustainable development, they represent the primary areas of action for our sustainability engagement.

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