

Press Information, 09 January 2017

## Berlin Hyp calls for energy-conscious mindset

**Berlin Hyp has turned its attention to maximising behaviour-based potential for energy savings in the buildings it uses – without employees having to compromise on comfort while doing so. Today marks the start of the bank’s new internal awareness and motivation campaign, and a further component of its sustainability strategy: mission E.**

Over the next two years, this campaign will play a major role in improving the company’s carbon footprint caused by the “human element” and show that increasing efficiency does not have to come at the cost of comfort and fun.

“We have set ourselves ambitious targets, especially when it comes to our carbon footprint,” says Sascha Klaus, Chairman of the Board of Management at Berlin Hyp. “We obtained EMAS validation in December 2016. As a green financier and issuer, constantly improving our pro-environmental behaviour is very important to us. mission E will be a key aspect in achieving the high standards we have set for ourselves. This is also the foundation of our bank’s sustainability strategy.”

The E stands for energy, efficiency, economy, emissions and the engagement of each and every individual required to reduce electricity and heating consumption and, in doing so, make a contribution to protecting the environment and our climate. In many cases there is huge untapped potential just waiting to be unearthed.

It’s undeniable that an energy-conscious workplace can lead to a significant reduction in electricity and heating consumption. According to experts, electricity consumption can be cut by up to 15% and heat energy by as much as 20% simply through changes in human behaviour in an administration environment.

The various aspects of the mission E campaign are geared towards raising awareness among Berlin Hyp’s 560 employees of energy-conscious behaviour without compromising on comfort and encouraging them to take part. Acoustic signals arouse people’s interest and encourage them to take the stairs instead of the lift, for instance. It’s also sensible to shut down your computer during your lunch break, and posters demonstrate how to air out rooms properly. Employees can use some of these tips to reduce their private energy consumption, too.

Berlin Hyp has joined forces with a number of strong partners for this project: Tom Küster from EnergieAgentur.NRW and Dr Cornelis Rasmussen from rasmussen changes. The main point of mission E is to question habits that we may not even think about, but that are the most common reason for unnecessarily high energy consumption.

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Berlin Hyp specialises in large-volume real estate finance for professional investors and housing societies, for whom the Bank develops individual financing solutions. As an enterprise forming a Group together with the German savings banks, it also makes an extensive spectrum of products and services available to these institutions. Berlin Hyp's clear focus, almost 150 years of experience and its close proximity to the Savings Banks Finance Group characterise the Bank as a leading German real estate and Pfandbrief bank.