

## 2012 Award, Germany



Think blue. Factory.  
Volkswagen

**Theme**  
Sustainovation, the  
key to improved  
eco-efficiency

The rapid globalisation in the past decades, the strong increase in the world population and the formation of an ever growing global middle class are generating global markets that are expanding exponentially.

We were looking for innovations with a high gain in efficiency, at the same time highly attractive for other sectors or, due to their wide field of applications, with a positive impact on the efficiency of other processes. Moreover, we took into account whether and to what degree rebound effects that often retard increased efficiency are likely: gains in efficiency frequently reduce costs and as a consequence the use of certain goods and/or services rises over-proportionally. This does not mitigate the undeniable increase in efficiency (per unit); however, it will qualify the significance or the potential for solving the global challenges described.

### Laureate

Think blue. Factory.

In Germany, the 2012 Altran Foundation for Innovation price awarded the Wolfsburg-based Volkswagen AG for the "Think Blue. Factory" project. It was a broadly focused cross-departmental initiative for all plants of the Volkswagen brand worldwide and covered the full range of resource efficiency and emission reduction measures.

One of the central ideas of the "Think Blue. Factory." strategy was to reduce consumption of energy and water as well as waste, CO<sub>2</sub> emissions and solvents in production by 25% per vehicle and component by 2018 for all the production sites of the Volkswagen Group worldwide. Volkswagen's "Think Blue. Factory." strategy in combination with new modular production system will not only make the company's locations much more efficient, but above all much more economical.

Such an initiative is revolutionary in the automotive industry. This innovative program is based on four pillars: society, efficiency, energy supply and employees.

Regarding society, five environmental performance indicators have been settled to define realistic and binding improvement targets. To encourage efficiency improvements, the "Think Blue. Factory." program has developed an "eco-factory" vision of an eco-friendly production plant model where economy meets ecology. Concerning the energy supply issue, the aim is to focus on diversification of structure of electricity generation to reduce greenhouse gas emissions. This approach also intended to raise the awareness of all employees about the use of responsible resource and eco-friendly production.

## Altran's support

Consultants from Altran Germany helped Volkswagen with the global approach to reduce water in selected vehicle manufacturing processes.

## Jury

### **Prof. Dr. Dr. F. J. Radermacher [Chairman of the Jury]**

Member of the Club of Rome, professor for Informatics at the University of Ulm and head of the Research Institute for Application-oriented Knowledge Processing, [de.wikipedia.org](http://de.wikipedia.org)

### **Prof. Dr.-Ing. M. Zeuch [Sustainable Supply Chain Concept Evaluation]**

Member of the Board of BME (Federal Association for Materials Management, Purchasing and Logistics), 8,500 members, [bme.de](http://bme.de)

### **H. Rossol [Green Business Idea Evaluation]**

CEO of erecon, [green-it-is-erecon.com](http://green-it-is-erecon.com)

### **Prof. Dr. F. Schmidt-Bleek**

President of the Faktor 10 Institute, [factor10-institute.org](http://factor10-institute.org)

### **Sebastian Matthes (Board Member)**

Science & Technology editor for WirtschaftsWoche, [wiwo.de](http://wiwo.de)