

CORPORATE GREEN DAYS



Summer 2025

www.wir-berlin.org

Dear Sir or Madam,

Would you and your team like to take responsibility for actively contributing to a sustainable, liveable city? Our non-profit initiative wirBERLIN has been promoting awareness and sustainable action in public spaces for 15 years, with the aim of achieving cleaner cities, greater community spirit and a more sustainable future.

Berlin is considered the 'trash capital'. Instead of turning a blind eye, we shine a light on issues that many would rather overlook. Through our attitude and energy, we set an example for change. **We believe that companies can play a vital part in keeping the city clean and are encouraging them to join us in taking responsibility.**

Our team events are based on genuine encounters and shared experiences. We encourage participation and demonstrate that change is possible when we work together. With this portfolio, we invite you to become part of this journey. **Be inspired and join us in shaping a clean, sustainable future for Berlin.** Be inspired and join us in shaping a clean, sustainable future for Berlin. We look forward to hearing from you!

Kind regards

Anne Sebald



Anne Sebald

Geschäftsführerin

So können Sie uns erreichen:

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CHALLENGE

Between waste overload and climate

Berlin is a creative, diverse and lively city, but it is also one of the most littered in Germany. The streets, parks, riverbanks and entire urban environment are suffering from increasing pollution. This affects not only the cityscape and quality of life, but also harms the environment and climate. Much of the waste ends up in the sea via rivers.

At the same time, waste is still too often treated as something that has no value. According to forecasts, global waste volumes are expected to increase by around 65% by 2050. This makes recycling and circular thinking more urgent than ever.

Waste also contributes to global warming through its production, transportation and improper disposal. A lack of environmental awareness and everyday responsibility, as well as overburdened urban structures, further exacerbate the problem.

The waste problem is complex and requires a holistic approach: education, behavioural change, participation and reliable urban infrastructure must all come together to enable sustainable change.



VISION

Answers for the urban future

Our vision is of a clean, liveable city where environmental awareness is second nature and everyone takes responsibility. We promote environmental education at all levels, working together with citizens, initiatives, businesses and politicians to facilitate knowledge transfer and provide concrete opportunities for participation.

With strong local ties, we design future-oriented urban spaces and are the point of contact in Berlin for sustainable development that enables direct action.



Working together for
a liveable Berlin:
Our city, our home.

wirBERLIN

A non-profit environmental initiative

Since 2011, wirBERLIN has been committed to promoting civic engagement and environmental education. We have been organised as a non-profit limited liability company since 2019. Berlin is our city, our home, and we want Berlin to remain liveable and lovable for everyone.

We believe that change is possible if we act together, which is why our mission focuses on avoiding waste, consuming sustainably, saving resources, disposing of waste properly, recycling, actively shaping our neighbourhood and our city, and motivating those around us to join in: every little action counts!

What sets us apart:

We are a small, agile organisation that brings sustainable urban society to life. We implement model projects quickly and effectively – directly in urban areas and together with local people. Thanks to our lean structures and our proximity to civil society, we can respond flexibly, test new ideas directly on site and enable participation in a very concrete way: low-threshold, sustainable and at the heart of everyday city life.



Initiative
Transparente
Zivilgesellschaft

wir
BERLIN

Industry: Education, civic engagement, environmental protection and waste prevention

Founded: 2011

Headquarter: Berlin

Legal form: gGmbH (since 2019)

Non-profit status: ✓

Last exemption notice: 10 March 2023

Transparency:

www.wir-berlin.org/transparenz



AREAS OF ACTION

Building bridges between knowledge and action

We ...



... raise awareness

We want to motivate people to take responsibility for their environment.



... impart knowledge

We develop educational programmes to promote sustainable change.



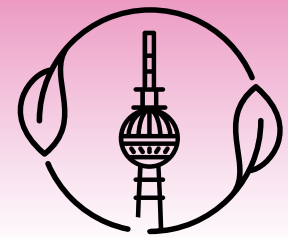
... encourage engagement

We offer a wide range of opportunities to actively promote a clean and liveable city.



... advise on sustainability

We support event organisers in developing sustainable concepts and environmentally friendly practices.



... connect and support

We bring different stakeholders together to exchange ideas and work together.

SUCCESSES

In moving images



- 1 Working together against litter – in the heart of Berlin
- 2 Environmental protection and diversity at Berlin Pride
- 3 A clear protest for clean waters in Berlin
- 4 Let's tackle this together
- 5 Clean-up on the River Spree
- 6 Discussing our poster competition



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OUR CORPORATE GREEN DAYS

CORPORATE GREEN DAYS

For a strong team and
a clean environment

We combine environmental
protection with team spirit:

Practical, motivating and enjoyable.

Local commitment

Our work is centred around the motto 'Think global, act local', because tackling global challenges requires local and community action. One such meaningful task is working to keep Berlin clean and liveable.

We don't just want to talk about environmental protection; we want to make it happen. As a civic initiative, we aim to raise environmental awareness and encourage people to take action in their professional and private lives in Berlin.

Team building events

Our customised events combine practical experience with lasting added value. In this way, we help companies to visibly and effectively take on social responsibility.

Shared experiences strengthen the sense of unity within the team and boost motivation. Completing tasks together fosters trust and the ability to tackle challenges constructively. This improves communication, team spirit, and the achievement of shared objectives.

Our expertise

From land and water clean-ups to practical knowledge transfer in workshops and exciting escape games, we support you with our expertise.

Thanks to our many years of experience in planning and executing events, we know what matters. We would be happy to provide you with a transparent, fair, customised quote tailored to your needs.

We would be delighted to work with you to develop tailor-made modules for your company!

HANDS-ON

Working together to make visible change

Clean-ups on land and water

Whether as an individual team event on your desired date or together with our community at one of our regular clean-ups. Every action counts! Together, we clear parks, neighbourhoods and waterfront areas of rubbish from land and water using kayaks or canoes, transforming them into clean, liveable places. On request, we can enhance your clean-up with additional options such as a silent disco or a zero-waste picnic to combine team spirit and sustainability.

Upcycling Workshops

Creativity meets sustainability: in our workshops, we transform seemingly useless waste into useful or decorative new items and show how upcycling can be fun and save resources.

At ib vogt, we are aware of our responsibility to protect the environment and are committed to leaving behind a better world for future generations. Our goal is not only to clean up our surroundings, but also to raise awareness of environmental issues and make a bigger impact.

**Claudia Siedenburg,
Team Head People Engagement &
Development Human Resources, ib vogt GmbH**



INSIGHTS

For more environmental awareness
in everyday corporate life

Keynote speeches and interactive workshops

We demonstrate how consumption, waste prevention and sustainable behaviour are interrelated in a practical and understandable way. After all, waste often ends up in rivers and seas, even in Berlin. Everyone can do something about it with simple everyday tips.

Escape Game

Solve riddles, conserve resources! In this interactive game, we immerse ourselves in exciting environmental stories and learn in a playful way how important sustainable action is.

wirBERLIN brings professionalism, energy and passion to every activity. From organising routes and providing materials to sharing background knowledge about Berlin's environmental challenges, they ensure that every event is well thought out, inclusive and effective. Their work shows that real change often starts with simple, collective actions – and that everyone can play a role in caring for our environment.

Zara Piracha,
VP, Employee Experience & Workplace EU, SoundCloud Global Limited



CHALLENGES

For a strong team and
a clean environment

Cigarette Butt Free Zone

Through our KIPPEN-BUDDIES campaign, we aim to raise awareness and work together to reduce the amount of cigarette litter in the environment. We organise campaigns and provide educational materials.

Kronkorken retten

As a team, collect crown caps, recycle them and support our environmental projects – a small contribution with a big impact that is easy to implement with our crown cap campaign!

There is still much to be done in terms of environmental protection. Together, we can develop further exciting challenges.

We were happy to volunteer for an environmental project run by wirBERLIN gGmbH, collecting crown caps in the Quartier Zukunft to help keep Berlin clean. It was impressive to see how such a simple action can raise awareness of environmental protection and resource conservation. Together with other volunteers, we were able to experience the positive impact that can be achieved when everyone pitches in. We really enjoyed being part of this project and contributing to a cleaner and more liveable capital city.

**Manuela Patzer,
Quartier Zukunft, Deutsche Bank AG**





SELECTION OF OUR CAMPAIGNS

STRENGTHENING INDIVIDUAL RESPO

Every small action counts



A city's reputation also depends on the cooperation of its residents because taking personal responsibility starts in everyday life. We provide practical resources such as the MÜLL-KNIGGE (rubbish etiquette guide) and the PARK-KNIGGE (park etiquette guide), which offer clear guidance on how to avoid waste and dispose of rubbish correctly. We demonstrate how neighbourhoods can be made cleaner and more vibrant through tree pit maintenance, creative beautification projects, and clean-ups. By working together, we can create places where we feel comfortable and set visible examples for greater environmental awareness and a sustainable urban culture.



Target group: Citizens and neighbourhood residents

Objective: To encourage motivation and take responsibility for creating a liveable environment in everyday life.



www.wir-berlin.org/aktiv-im-kiez

MÜLL-KNIGGE



KIPPEN BUDDIES

Against cigarette butts and e-cigarettes in the environment



Carelessly discarded cigarette butts and vapes are a major nuisance and have a significant environmental impact. This is why, in 2020, we launched the Kippen-Buddies campaign. By distributing pocket ashtrays and educational materials at events, festivals, clean-ups, universities, and other initiatives, we aim to promote mindful disposal. In 2025, we expanded the campaign to include vapes, providing information on how to dispose of them properly.



Objective: Smokers

Ziel: To raise awareness of the importance of proper disposal and significantly reduce the number of cigarette butts that are carelessly discarded.



KIPPEN-BUDDIES

KIPPEN-FREIE ZONE
FÜR DEINEN KIEZ!



www.allesimfluss.berlin/kippen-buddies

ALLES IM
FLUSS

CROWN CAPS

A valuable resource worth recycling



In Germany, more than 22 billion bottle caps are produced each year, many of which end up in the environment despite being almost entirely recyclable. To address this issue, we have partnered with ALBA Berlin GmbH to install eye-catching collection bins at select locations and events. This enables us to return the bottle caps to the recycling cycle, setting an example for environmental protection and the conscious use of resources.



Target group: Citizens and local residents

Objective: To raise awareness of the proper disposal and recycling of bottle caps, with the aim of significantly reducing careless disposal.

www.allesimfluss.berlin/kronkorken



SAMMLE ALLE KRONKORKEN BERLINS!



www.allesimfluss.berlin/kronkorken

Ein Ortprojekt von:
ALBA
Wir sind die Zukunft.



Gefördert durch:
LOTTO STIFTUNG BERLIN

Mit freundlicher Unterstützung:
Ich hab bei Schmann!

Get active with your team for a clean and liveable city!

Get in touch with us – we look forward to hearing from you!

Our contact details

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Donation account

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