

## Contract Innovation Lab HiPP, Germany

**Lead:** Leibniz University of Hannover (LUH)

**Co-Lead:** HiPP



### Region

HiPP is a leading manufacturer of organic baby food. The company is operating internationally with approximately 8,000 organic farmers supplying products for HiPP. The company places special demands on compliance with environmental and social standards and therefore initiates various sustainability projects. For example, since 2010 HiPP runs a “Model Farm for Biodiversity” to research grassland farming methods, which can improve soil fertility and biodiversity.

### Targeted Agri-Environmental/ Climate Issues

The CIL will focus on biodiversity, soil protection and water protection, because HiPP considers them as the most important environmental factors related to food production which require targeted support (HiPP sustainability report).

### Contract Innovation Lab Objectives

The CIL will focus on **value chain approaches**, likely in combination with **results-based approaches**. The CIL objectives are to further stimulate the discussion on and drafting of viable contract approaches, in order to improve the cooperation between producers, suppliers and processing companies, and to increase the impact on nature conservation and sustainability. The long-term goal is to find effective, practical but also cost-efficient solutions and to encourage more companies to go for ‘organic plus’.



## Type of Contracts

Value chain approach: We focus in particular on the integration of biodiversity in supplier contracts and stimulate food manufacturers to take biodiversity and ecosystem services into account in their value chains. This includes for example financial support of individual initiatives, such as the "Flowering Landscapes Network".

## Stakeholder Organisations Involved

We are building on HiPP's long tradition of environmental awareness, their commitment to sustainability and their wide network of producers and suppliers of organic goods. The first instance, the CIL will focus on measures for arable farmers, but might be expanded depending on stakeholder's preferences. Involved stakeholders will include members of the German Association of Organic Food Producers (AöL), organic farming associations and nature conservation funding organisations.

### Contact CIL HIPP

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