

WE ARE

BERLIN





We have prepared a few surprises for you in this brochure.
All you need to do is:

1. Open the following website:
bsr-ar.de
2. Allow access to your camera.
3. Scan the marker.

(Test by holding your phone over the marker.)

WE ARE

BERLIN

And it would be inconceivable to think of the city without us. We are as much part of the city as the Currywurst or Döner, the Brandenburg Gate or Alexanderplatz, the big mouths and even bigger hearts of Berlin natives. That's why we love our city. And why we apply ourselves day and night. We simply can't help ourselves. After all, we are BSR. We are Berlin.

Berliner Stadtreinigung – Germany’s largest municipal disposal company

Getting the very best results for Berlin and its people: this is the force that motivates us every day. We have been providing our core business – professional collection, recovery and disposal of Berlin’s municipal waste and comprehensive street cleaning, including winter road maintenance – for more than 140 years. Reliably, economically and efficiently.



890 km²

area of responsibility. We ensure clean streets, traffic routes which are free of snow and ice, and well-maintained spaces.



400,000

Christmas trees collected and processed as fuel



51,005 t

rubbish swept up and disposed of



136,700 t

organic waste recovered



6 million

waste bins emptied

RC
HOF

2.66 million

customers visited our 15 recycling centres



36,838 t

bulky waste accepted



155,728 t

recyclable materials and waste submitted to our recycling centres



1.24 million t

municipal waste recovered



1.5 million

kilometres swept every year

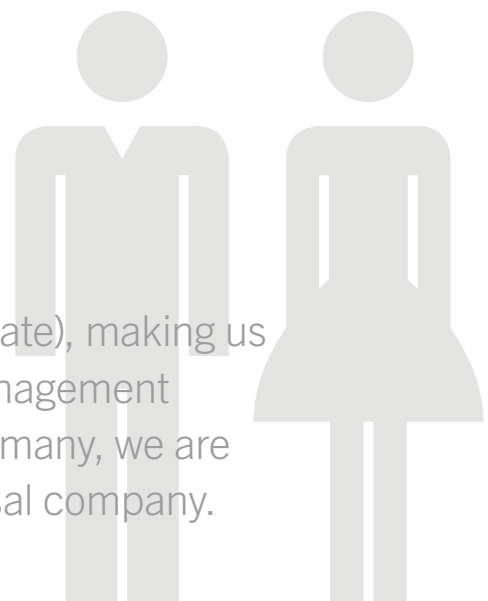


5,000 km

cleared on every winter road clearance job

5,409

employees (as at reporting date), making us one of the leading waste management companies in Europe. In Germany, we are the biggest municipal disposal company.





Hungry for Berlin

Berlin: a city like a huge festive buffet. There is something for everyone. No wonder our city is visited every year by millions of people from all over the world. And they can't miss us: we are busy at all times and everywhere. Because we want to present our city from its cleanest side. Because our city, its inhabitants and visitors are worth it.

We assert these rights for ourselves. And we do our best to claim them. Even behind the scenes where we are permitted to keep some particularly popular sights clean. And because we're so good at that and manage at a reasonable cost, numerous parks and green spaces have also been put in our care.

After all, wherever we are, it is not only cleaner. Residents of Berlin and visitors to our city also feel safer there – without their liberties being curtailed in any manner. This stands our city of freedom in good stead.



Tourism figures for Berlin

Year	Visitors	Overnight stays
2017	12,966,300	31,150,100
2016	12,731,600	31,067,800
2015	12,369,300	30,250,100
2014	11,871,300	28,688,700
2006	7,077,275	15,910,372
1996	3,272,888	7,519,751



Source: Berlin-Brandenburg Statistics
Office; last revised: February 2017



German Technology Museum

Good morning, this is your captain speaking ...

Head in the clouds? Us? Definitely not! We have our feet firmly planted on the ground. Unless of course we are involved in pilot projects. In which case we're given an additional boost. Like in our pilot projects cleaning parks and woods, commissioned by the Berlin Senate in 2016. Enabling us to take twelve parks, green spaces and a huge wooded area under our wing. A novelty: as they did not lie in our area of responsibility before that.

And lo and behold: the areas for which we are now responsible are gleaming, for which we have received a great deal of praise from the media and the general public. The Senate was equally impressed with our performance and awarded us the contract to clean another 35 parks, green spaces and playgrounds. Because it knows that things get done on our watch – and always reliably.



Since July 2015
in Teufelssee Forest

6,200
waste bins emptied

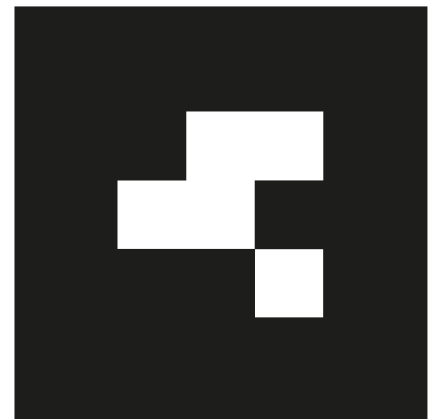
240 m³
waste collected and disposed of



Since June 2016
in twelve Berlin parks

155,000
waste bins emptied

6,700 m³
waste collected and disposed of





There's always a party somewhere

Whether New Year's Eve at the Brandenburg Gate or Christopher Street Day: Berlin is Germany's undisputed party capital. Which makes us happy. And not only because we like to party and swing our hips. But also because we always have the opportunity after such major events to show what we're capable of. And that's quite a lot.

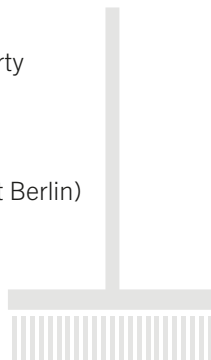
For example, our annual cleaning sprees on New Year's Day are practically legendary. The early hours of the new year see us pouring onto the streets to get our city back into shipshape. Starting off where things may have gotten a bit heated. Then in the places which saw less action. Everything is spick and span again in no time. After all, there's always a party on somewhere in Berlin.

And we are delighted to clear the way. We're just not very good at being party poopers.



References

- New Year's cleaning spree after the New Year's Eve party at the Brandenburg Gate
- Myfest Kreuzberg
- Christopher Street Day
- Ecumenical Church Congress (a week long, throughout Berlin)
- Children's and youth festival in the Olympic Park
- World Children's Day at Potsdamer Platz
- IAAF Athletics World Championship





Awesome

A good way to describe the Berlin club scene. And why not? There's plenty on offer. Once you manage to get past the bouncers. They don't mind refusing the odd would-be party-goer entry. "Not tonight, sunshine." All that prettying up gone to waste.

But we're not that picky. We don't refuse anyone. Not even Berlin's waste – in fact, we collect every single bit of it. This is ensured by our waste collection workforce of almost 1,500. By the way, they have never been refused entry anywhere. Because they always have a few magic moves

up their sleeves and are a dab hand at emptying the approx. 480,000 waste bins across the city.



- approx. 1,500 employees
- approx. 400 vehicles
- approx. 354,000 containers for household and commercial waste
- approx. 18.5 million bins emptied/year
- approx. 27,600 containers for recyclable materials
- approx. 900,000 million containers emptied/year
- approx. 95,500 containers for organic waste incl. leaves and garden waste
- approx. 3.5 million containers emptied/year
- 15 recycling depots with 6 special waste collection points





Berlin Radio Tower

50 years of colour, power and heat

Berlin has always been a setting for innovations. Particularly in 1967 which not only saw students protesting against the grey post-war years. Colour television also arrived in Germany with the International Broadcasting Exhibition in Berlin. We were responsible for another (technical) revolution: commissioning our waste-to-energy plant in the Berlin suburb of Ruhleben.

This was truly groundbreaking as it provided reliable disposal services in isolated West Berlin. And because it was one of the first plants in Germany to rely on the principle of cogeneration. To date, we generate a lot of hot air from the approx. 550,000 tonnes of residual waste incurred every year in Berlin and convert it into watts in a neighbouring power plant: i.e. “green” electricity and sustainable heat.

In fact, so much of it as to supply around 60,000 households with environmentally-friendly energy, protecting not only the environment but also the wallets of Berlin’s residents. After all, we use the energy production profits to keep our rates steady over the long term. And raw materials such as copper extracted from residual waste is sold for this purpose.



Roofing ceremony at the waste-to-energy plant



1964
Cornerstone ceremony

1967
Commissioning

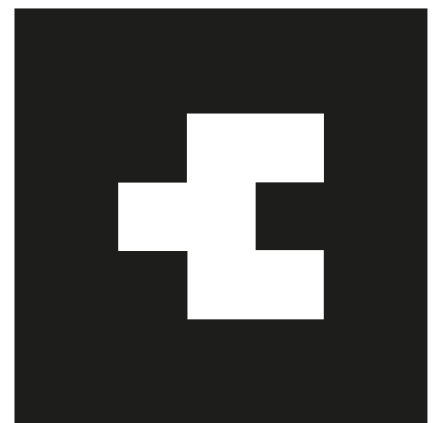
2008–2012
New construction
of line A



250 vehicles
head for the plant on a given work day

11,000 tonnes of waste
are delivered per week

650 GWh district heat
190 GWh electricity
gained per year





Botanic Gardens

We're revving up against the greenhouse effect

Sausage trees are not normally indigenous to Berlin – except in the large tropical greenhouse in the Botanic Gardens. And we think they should stay there. After all, our city is not really suited to a tropical climate. But this is only one of many reasons why we have long been doing everything we can to fight the greenhouse effect and global warming.

Stepping on the gas, in fact. Literally. With Berlin's organic waste from which we generate clean biogas in our own fermentation plant in Ruhleben, which is exemplary throughout Germany. We then use this gas to power half of our 300 waste collection vehicles – climate-neutrally and carbon-free.

A clean circuit which not only protects the atmosphere but also the wallets of Berlin's residents. After all, our biogas enables us to save on purchasing 2.5 million litres of diesel a year. This is money which we can directly offset against waste collection fees. We even profit from the fermentation residue, which we sell to farmers as fertiliser.



Biogas plant

69,000 t of organic waste
processed as biogas for our waste collection fleet.

9,000 t of CO₂ emissions
are avoided annually which corresponds with the
average annual emissions by 3,000 mid-segment cars

60%
of Berlin's residential waste and biowaste are
therefore collected more quietly, climate-neutrally
and carbon-free





Couldn't get any greener? With us, it could!

Climate protection? No problem! Evidence is provided by the two climate protection agreements we concluded with the state of Berlin in 2007 and whose ambitious goals we have been significantly able to exceed. But it goes without saying that we're not resting on our laurels. We are BSR, after all, which means we always go the extra mile: and

that's why we want to relieve our atmosphere by a further 69,000 tonnes CO₂ until 2025.

These savings calculations are based on 2015, a year in which we (over-)fulfilled two ambitious agreements. So we have no reason to be worried. As we already have the requisite expertise and innovative strength to achieve this

goal. And because we know that it's worth it, not only for the environment. After all, "green" technologies and solutions are often the more economical and efficient choice. And they help us to keep our rates steady. Something which should even make those climate sceptics happy.



Targets exceeded

1st environmental protection agreement
 Term 2006 to 2010
 Target: -121,000 t CO₂
 Achieved: -130,000 t CO₂
 Exceeded: 9,000 t CO₂

2nd environmental protection agreement
 Term 2011 to 2015
 Target: -113,500 t CO₂
 Achieved: -137,000 t CO₂
 Exceeded: 23,500 t CO₂

3rd environmental protection agreement
 Term 2017 to 2025
 Target: -67,000 t CO₂





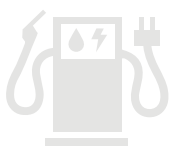
Molecule Man

Everything flowing smoothly

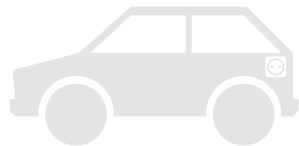
We have lots of positive energy – and we're delighted to pass it on. For example, in the form of our fleet which is one of the most environmentally-friendly in Berlin. 60% of our fleet comprising almost 130 small vehicles are already powered by "green" drives. Thanks to plug-in hybrids and e-vehicles, we have been able to reduce our CO₂ emissions by a whopping 66% since 2009.

When it comes to protecting the environment, our vehicles take pole position throughout the city. And we are even accelerating our goals: by 2019, we want to convert 95% of our small vehicles to purely e-drives. Which could be supplemented by scooters, bikes and even sweepers with e-drives. We are currently testing these models for their suitability for daily use.

In an effort to promote the energy revolution on the streets, we have also been stepping on the gas for several years. In every sense of the word. As many as half of our 300 waste collection trucks are already powered by climate-neutral biogas which we generate in our own modern fermentation plant for organic waste. The other half is clean, too: thanks to engines complying with the Euro-5 or Euro-6 standard.



23
new hybrid vehicles
purchased in 2016



20
new e-vehicles

2017 saw a share of **60%** alternative green drives in the BSR vehicle pool. We plan to increase this share to **95%** for **2019**.





Marking the course of the Berlin Wall

Overcoming barriers

We don't just simply get rid of waste. We also want to increase the quality of life enjoyed by Berlin's residents which encourages us to come up with new and exciting ideas. And we would not be BSR if we didn't come up with some unusual ideas such as our "arc32" bin holder. Standard 240-litre bins can be hung from this rail with a 32° forward incline. This lowers the

input height, facilitates waste disposal and is above all barrier-free.

Just one of tonnes of ideas showing that bins are not merely receptacles for waste but actually offer plenty of scope for new ideas. In an effort to further exploit this scope, we are always willing to collaborate with other companies or creative minds.

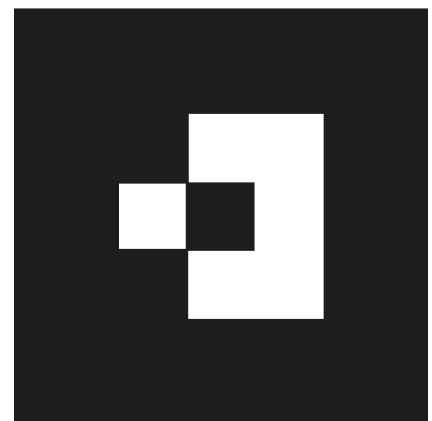
Most recently, for example, in an architectural competition in which we searched for quirky ideas for innovative collection bin locations. Why is that? Because we can then reposition bins so often relegated to second-rate locations in gloomy corners and show just what they are capable of: lots of valuable stuff worth highlighting.



More than just waste removal and cleaning

Products, services and innovations offered by us:

- Barrier-free arc32 waste containers
- Bins for grass cuttings and garden waste
- Barter and exchange market, free online used goods sales
- Paperless electronic invoicing
- Underground containers





Pedestrian underpass at Berlin International Congress Centre

Underground treasures

Simply sweeping waste under the carpet is not our thing. But transporting it below ground is. To this aim, we free up space for other things with our underground systems. The containers integrated in the ground comprise up to five cubic metres of household waste, paper, glass or other recycling materials, thereby replacing five conventional 1,000-litre bins.

Above ground, they are easily recognisable by their waist-high columns. What's more, they look good and also solve the problem of flying refuse. Thanks to their low input height, children or people with disabilities can easily dispose of their rubbish without having to overcome any barriers. Underground containers also free up lots of space above ground, for

playgrounds or bicycle stands, for example. They upgrade any waste storage location and therefore the residential environment around it. Clear advantages of which news has gotten around in Berlin: since joining our product portfolio three years ago, we have installed several hundred underground systems throughout the city.



Emptying underground containers

Underground facilities offer many advantages

- Save up to two-thirds space
- Convenient and barrier-free operation
- Can be opened using house keys
- Reduced odour

Example of a classic waste storage location 75 m²



Underground system 25 m²





Holi Festival

Orange but still colourful

Berlin is colourful. Thanks in part to us. As we inject some colour into the city. With our orange outfits. And even more than that with our 5,400 employees. After all, they are just as colourful and diverse as Berlin – by way of their various nationalities, religions, opinions and lifestyles. We regard promotion of this diversity as a very important task.

Simply because we are part of Berlin and Berlin is colourful. And because we know that teams comprising men and women, people of various origins, old and young, are more likely to see beyond the garden gate and be receptive for new ideas. And that is exactly what we need and Berlin needs it, too: in order to constantly come up with new solutions for

Berlin as a major city undergoing continuous change and with several million inhabitants.



Employees from
30 countries

We have been certified as an attractive employer by the “berufundfamilie” audit since 2008 and in November 2009, we signed the Diversity Charter for more diversity in employment.



charta der vielfalt 





Victory Column

Worth its weight in gold

That's how vocational training in our companies can be described. At least, that's what we say. And our junior employees say it, too. But it's also certified by the Berlin Chamber of Industry and Commerce which has awarded us its coveted "Excellent training organisation" seal of quality. And they should know as they took

a very detailed look at us before presenting this award. And what they found was not only good but excellent!

Excellent means it doesn't get any better. And our junior employees say the same. After all, those who complete their training with us find

more than just a job. We offer responsibility, perspectives, variety and a team spirit from the very first day on. In five technical and three commercial vocations as well as three dual courses of study which we offer in co-operation with the Berlin School of Economics and Law.



Training and dual courses of study at BSR:

Vocational training

- Mechatronics technician
- Professional driver
- Specialist in the hospitality industry
- Industrial mechanic
- Auto mechanic for utility vehicles

- Industrial clerk
- Office manager
- IT officer

Dual courses of study

- Dual course of study in Information Systems, B.Sc.
- Dual course of study in Industry, B.A.
- Dual course of study in Informatics, B.Sc.



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