

## Press release

A Stuttgart-based family enterprise is promoting biodiversity in the industrial district  
Vaihingen/Möhringen

### Tracking plant biodiversity with LAPP bees



Beekeepers Tobias Miltenberger and Joelle Mittnacht from Lapp Immobilien GmbH give the bee colony a new home

Stuttgart, 3<sup>rd</sup> August 2020

**An initiative by LAPP: two bee colonies set up in a flower meadow behind the industrial district of Vaihingen / Möhringen in the spring of 2021. With the help of modern technology and over 40,000 bees, the Stuttgart-based family enterprise seeks to investigate the biological diversity in the industrial area around the company's headquarters.**

Three-fourths of the world's food production depends on insects to pollinate agricultural crops and flowering plants. However, monocultures and insect-damaging pesticides destroy the habitat and food resources of wild bees and honey bees. This trend is also evident in the green spaces around LAPP's company headquarters: "As children, we used to go skipping

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through the colorful flower meadows behind our cable factory. Nowadays, flowers bloom less frequently. We need to help turn the situation around. Diversity in plant and animal life is crucial in preserving our ecosystems,” explains Andreas Lapp, CEO of Lapp Holding AG.

For this reason, LAPP is supporting a pilot project by the Belgian startup BeeOdiversity. BeeOdiversity is committed to developing ecological solutions aimed at preserving or restoring biodiversity. In this pilot project, pollen collected by bees forms the basis for data collection: Bees collect different kinds of pollen as they go from flower to flower. Pollen can provide a wealth of information about the territories that bees frequent, on topics such as plant diversity, or regarding the presence of environmental pollutants, pesticides, or other harmful substances.

The founders have developed a method for analyzing the pollen collected by bees, allowing them to provide recommendations for action on how to increase the number of flowering plants and thus create habitat for pollinating insects. The pollen samples are evaluated using specially developed analysis software.

By October 2021, pollen samples will be taken regularly from two LAPP beehives and then examined. "When we collected the first pollen samples in the beginning of June, the rubies, blackberries and cornflowers were still in bloom. Now, the linden trees and clovers have also started flowering," reports Tobias Miltenberger, from the Free Institute for Ecological Beekeeping, a supervisor of the two bee colonies.

Based on the pollen analysis by BeeOdiversity, a report is then drawn up, outlining the current state of the biodiversity within the investigated area, as well as recommendations for sustainable real estate and land use planning. With purposeful measures, such as the greening of the building facades or special flower mixtures for green spaces, biodiversity in the industrial area can be promoted – an important contribution to environmental protection.

On a side note: The artistic apiaries, known as “Boxes” in technical jargon, were designed by children from the Steppkes day-care center, which also looks after the children of LAPP employees. However, the honey cannot be “harvested” as of now. “The young bee colonies are currently in the process of building their own honeycombs. They need the honey for themselves. And since the weather is cold and it has been raining a lot in the past few weeks, I even had to feed the bees with organic sugar syrup every week,” explains beekeeper Tobias Miltenberger. Honey from the LAPP beehives will not be available until next year.

**You can find the image in printable quality [here](#)**

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### About LAPP:

Headquartered in Stuttgart, Germany, LAPP is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. The company's portfolio includes standard and highly flexible cables, industrial connectors and cable entry systems, customized system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. LAPP's core market is in the industrial machinery and plant engineering sector. Other key markets are in the food industry as well as the energy and the mobility sector.

LAPP has remained in continuous family ownership since it was founded in 1959. In the 2019/20 business year, it generated consolidated revenue of 1,128 million euros. LAPP (including also non-consolidated entities) currently employs approximately 4,575 people across the world, has 20 production sites and around 43 sales companies. It also works in cooperation with around 100 foreign representatives.

