

WAGEN EINS

THE DEUTSCHE BAHN MAGAZINE
FOR BUSINESS TRAVELLERS

THE "ME"
BRAND: HOW
TO USE YOUR
ACHIEVEMENTS
FOR GOOD SELF-
PROMOTION.

KEEP FIT WHERE-
EVER YOU'RE
TRAVELLING:
GET YOUR
TRAINERS ON
AND GO.



BANKING ON THE FUTURE

SUSTAINABILITY - A NOBLE BUT UTOPIAN GOAL
FOR MANY COMPANIES. BUT MORE AND MORE ARE
CHANGING FOR THE BENEFIT OF EVERYONE.

GOOD IDEA

Treasure island

There is a shortage of housing in and around Germany's conurbations and what's available is expensive. Demand is increasing for new types of housing and the first energy self-sufficient floating house may represent the future. A prototype is under construction in the Lusatian Lake District and it should be ready by 2017. If that is successful, the house – which is self-reliant in terms of electricity, water and heating – could go into production. To achieve this aim, researchers from two Fraunhofer Institutes and participating companies are sharing their expertise in the "Autartec" project, installing solar cells in the building envelope and a salt hydrate fireplace in the living space. Drinking water flows from a circulatory system that is integrated into the house's 13 x 13-metre pontoon. The technology used makes off-grid housing projects more viable.

INDEPENDENT LIVING

Professor Matthias Klingner is the Project Coordinator of "Autartec", which combines modern architecture with highly efficient construction technology. www.autartec.com



All aboard

EDITORIAL

"SUSTAINABILITY REQUIRES MORE EFFORT IN ALL AREAS. SOME COMPANIES ARE STILL FINDING THIS HARD."

DEAR READERS,

We take some messages to heart. If you were always told as a child not to "blow your own trumpet", it's unlikely you'll be the type to talk about your abilities later in life. Why should you talk about them? Don't skills and achievements speak for themselves? In an interview on page 12, consultant and author Petra Wüst (Schüchtern war gestern [Putting shyness in the past]) explains how to let go of false modesty without going to the other extreme: exaggerated self-representation. People who



know their strengths can also be more confident and relaxed in negotiations over their own concerns – such as a pay rise. You'll find more great tips on negotiating on page 21.

It's a term that's getting harder and harder to hear: "sustainability" sounds vague because it applies to every sphere of life, from household waste to the energy-saving lamp, from global warming to global food supply. But at its core, sustainability is nothing less than the legacy we leave for future generations. We all know we need to do something, but many companies are still having difficulties with the implementation. Our cover story reports on positive approaches in business and is a call for us to take action and show our true colours.

Best regards,
Karina Kaestner, Head of DB Corporate Sales

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FEEDBACK

We value your opinion. Please tell us how you like our magazine. We also welcome questions and suggestions.

bahn.de/wageneins

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MY FAVOURITE SPOT



VINCE EBERT

Mr Ebert, what's your favourite rail route?

Frankfurt to Cologne. It's so fast, you're younger, according to the theory of relativity, when you get to the destination than you were when you set off.

Do you book a specific seat?

I like having a single window seat in the open carriage. However, I only rarely reserve a seat. You have to live dangerously every now and again.

What do you always carry with you?

My ancient laptop. Which is, annoyingly enough, so slow that we've often arrived at my destination by the time it's booted up.

How do you pass the time when travelling?

I make excessive use of the on-board services. The warm butter cakes are delicious!

What's the perfect journey time?

3.5 hours. That gives me at least ten minutes to work on my laptop.

What kind of additional entertainment would you like on the train?

I actually like to enjoy a bit of peace and quiet on trains. If I wanted more entertainment, I'd book a club holiday.

Do people sometimes come up to you when you're travelling?

Yes, very often. Usually asking me whether I want another butter cake. In which case I resign myself to my fate ...

BIO: The physicist and cabaret artist Vince Ebert, 52, proves that the laws of science can be fun. He is currently touring Germany with his show "Evolution", performing in Munich (3 April) and Berlin (5/6 May). His latest book, *Unberechenbar: Warum das Leben zu komplex ist, um es perfekt zu planen* (Unpredictable: why life is too complex to plan perfectly), was published in February. vince-ebert.de

Rail & Co.

TOP MARKS FOR DEUTSCHE BAHN IN CLIMATE RANKING

Deutsche Bahn has been awarded a top "A" mark in the 2015 climate-protection rankings, making it the "world's most climate-friendly rail company". That was the result of a survey by the "Carbon Disclosure Project", which examines the climate-protection records of the world's biggest companies. Deutsche Bahn was also awarded the best possible mark of 100 out of 100 for the transparency of its reporting.

bahn.corporate IS NOW CALLED bahn.business

Deutsche Bahn's business customer programme now has a new name - bahn.business. The striking green dot in the logo is also new. It symbolises Deutsche Bahn's commitment to sustainability with respect to the environment. More information at bahn.de/bahnbusiness

114 million

TRAVEL INFORMATION SEARCHES ARE MADE ON MOBILE DEVICES EACH MONTH USING THE TRIED-AND-TESTED "DB NAVIGATOR" APP. THAT'S 3.8 MILLION TRAVEL INFORMATION SEARCHES EACH DAY AND TWO THIRDS OF ALL SEARCHES. GET THE SMARTPHONE APP HERE: BAHN.DE/NAVIGATOR

LONG DISTANCE

Into the future with the ICE 4

The ICE network links Germany's major metropolitan areas, taking passengers right into city centres quickly and comfortably. Now, a new era in ICE transport is about to start: from December 2017, the ICE 4 - the newest class of ICE trains - will be introduced to Germany's railways. With innovative technology, new standards of travel comfort and trailblazing design, the ICE 4 will represent the backbone of Deutsche Bahn's long-distance transport offer. With the aid of the ICE 4, the company will continue to implement its successful customer satisfaction strategy. Pre-series prototypes are currently undertaking test journeys on the Deutsche Bahn network and two trains will be starting trial operations in autumn 2016. The ICE 4 has already won the "Red Dot Award" for form and functionality in the high-speed train category, as part of which the train's technical configuration, energy consumption and aerodynamic design were scrutinised. Read more about the new ICE 4 in the next issue.



COVER ILLUSTRATION: ANDRÉ BERGAMIN PHOTOS: AUTARTEC, MICHAEL ZANGARIN/AG, DB/SIEMENS AG, PR

What is the name of the DB product that will shortly be linking major cities?

Send your answers to the following email address by 30 June 2016: geschaeftsreisen@deutschebahn.com. We will be giving away a pair of Bose "Quiet Comfort 25 Acoustic Noise Cancelling" headphones at the end of each month until the closing date.



Please note: No cash replacement can be given. The judges' decision is final. Employees of Deutsche Bahn and their families may not take part. The winners will be selected from all participants who submit the correct answer and will be notified by post or email. Data will be deleted after the competition is closed and the prizes awarded. All data protection provisions will be observed when handling your personal information.

ON EVERYONE'S LIPS

Craft

WHAT IT MEANS:

When did the renaissance of craftsmanship begin? Probably with the founding of "Manufactum". In 1988, they put the focus back on "the good things in life", on products that are made with care, that are solid and repairable - the opposite of today's mass-produced articles. The second great thrust came with the breakthrough of the Internet. By around 2005, enough people were fed up of staring at screens and clicking on files. They began to sell their handicrafts through platforms; they held upcycling workshops; they got into urban gardening and they started brewing beers that were more than a bland companion to TV. Craftsmanship - or craft - is here to stay.

WHAT IT REALLY MEANS:

With craft, three things come together. Firstly, a sense of unease about a rapidly changing world in which batteries are firmly fixed in place but moral convictions are fluid. Craft can provide a sense of security. Secondly, the urge for individuality - craft is all about uniqueness. And thirdly, our love of telling and listening to stories. Craftsmanship provides good entertainment - whether the barber learned to ply his trade with the fire and thread in an alley in Istanbul or the dining table was made from planks taken from a Dutch freight wagon. However, there are three other results to this development: craft is more expensive - a good story comes with a mark-up in price. Craft is imitated - by now, even app programmers are describing themselves as craft companies. And finally, craft becomes banal - craft products are already available in supermarkets. It will be interesting to see where we go from here.



ICE SPRINTER

The fastest way to Germany's major cities: the ICE Sprinter gets business travellers where they need to be with time to spare.

Higher speeds, more routes

THE ICE SPRINTER PROVIDES FAST AND DIRECT LINKS BETWEEN MAJOR CITIES. A NUMBER OF ATTRACTIVE ROUTES HAVE NOW BEEN ADDED AND THE SPRINTER SURCHARGE HAS BEEN DROPPED.

Your manufacturing plant is just outside Stuttgart, your headquarters are in Berlin, but the important industry events are held in Cologne, Leipzig or Hanover. Employees of medium-sized and large companies are all too familiar with the feeling of needing to be in more than one place at the same time. That is why the ICE Sprinter is particularly useful for business travellers. The special Deutsche Bahn product was developed to get business travellers from one city centre to the next in the shortest possible time.

This is possible because of faster travelling speeds and fewer stops compared to the parallel ICE services. Several of the Sprinter connections easily stand up to the comparison with car and plane journeys. And, in addition, business travellers can work, read or relax without interruption on their journeys.

Several new Sprinter connections have been added in the timetable change last December, for example on the routes between Frankfurt/Main and Berlin, Cologne, Düsseldorf and Stuttgart [in both directions]. Berlin can now be reached from Frankfurt in just 3 hours and 40 minutes – around 30 minutes faster than

with the normal ICE. The service between Düsseldorf/Cologne and Frankfurt has now also been expanded with up to twelve Sprinter connections every day, and there are up to eight daily connections between Stuttgart and Frankfurt. The Sprinter surcharge of €11.50 no longer applies and reservations are no longer compulsory – making travel even cheaper and more flexible.

With the ICE Sprinter, travellers not only get to their appointments faster or get home earlier after a long day's work, they also save money. Another new feature is that these extra-fast connections are specially marked when you book.

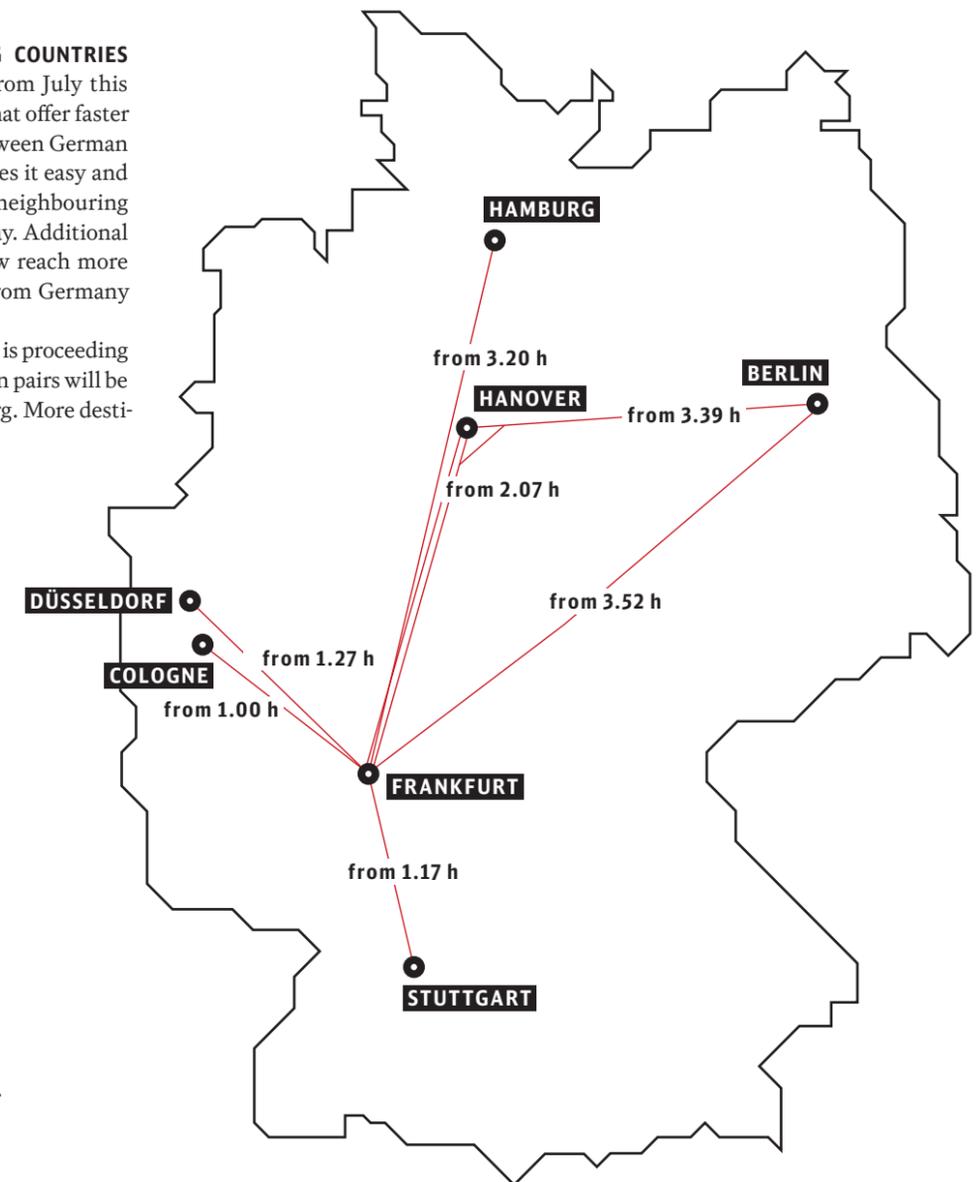
FASTER JOURNEYS TO NEIGHBOURING COUNTRIES

Another new service will be available from July this year, with international Sprinter trains that offer faster journey times for business travellers between German and foreign cities. The ICE Sprinter makes it easy and convenient to travel to major cities in neighbouring countries by rail and back on the same day. Additional ICE connections also mean you can now reach more Swiss cities, such as Zurich and Chur, from Germany without changing trains.

The expansion of the Sprinter network is proceeding steadily. From July, two new Sprinter train pairs will be linking Frankfurt and Paris via Strasbourg. More destinations are to follow soon.



THE ONE WITH THE "S": when booking, this new symbol indicates the Sprinter connections.



THE ICE SPRINTER IS THE FASTEST DIRECT CONNECTION BETWEEN CITY CENTRES.

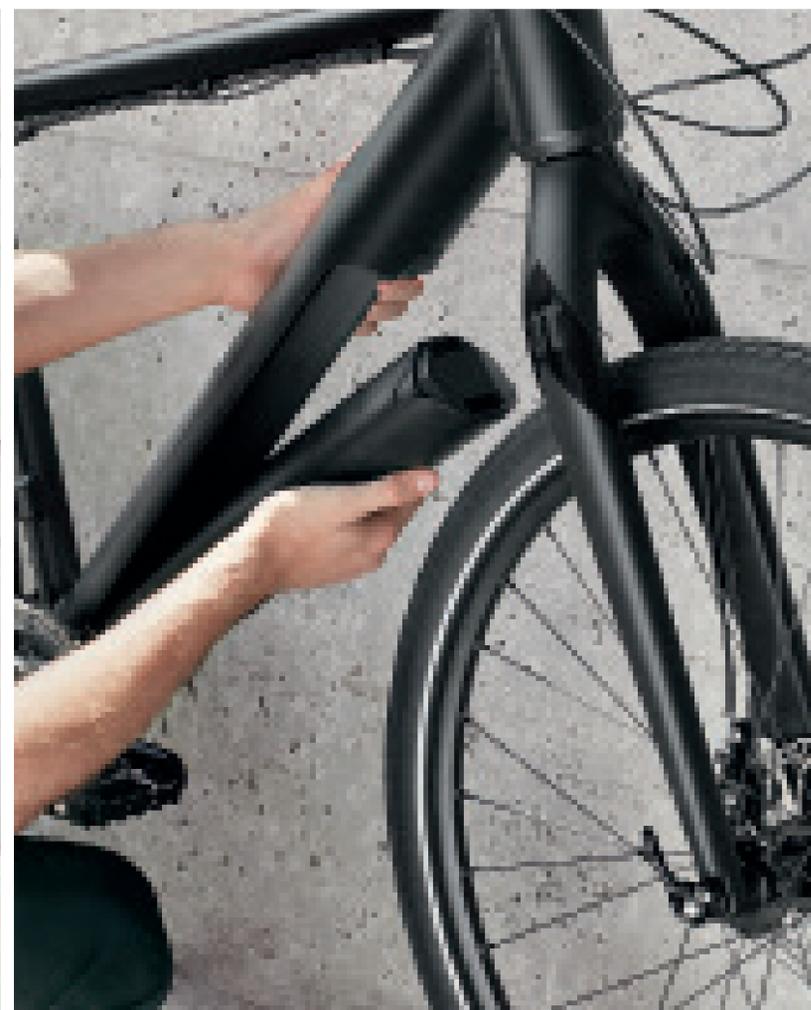
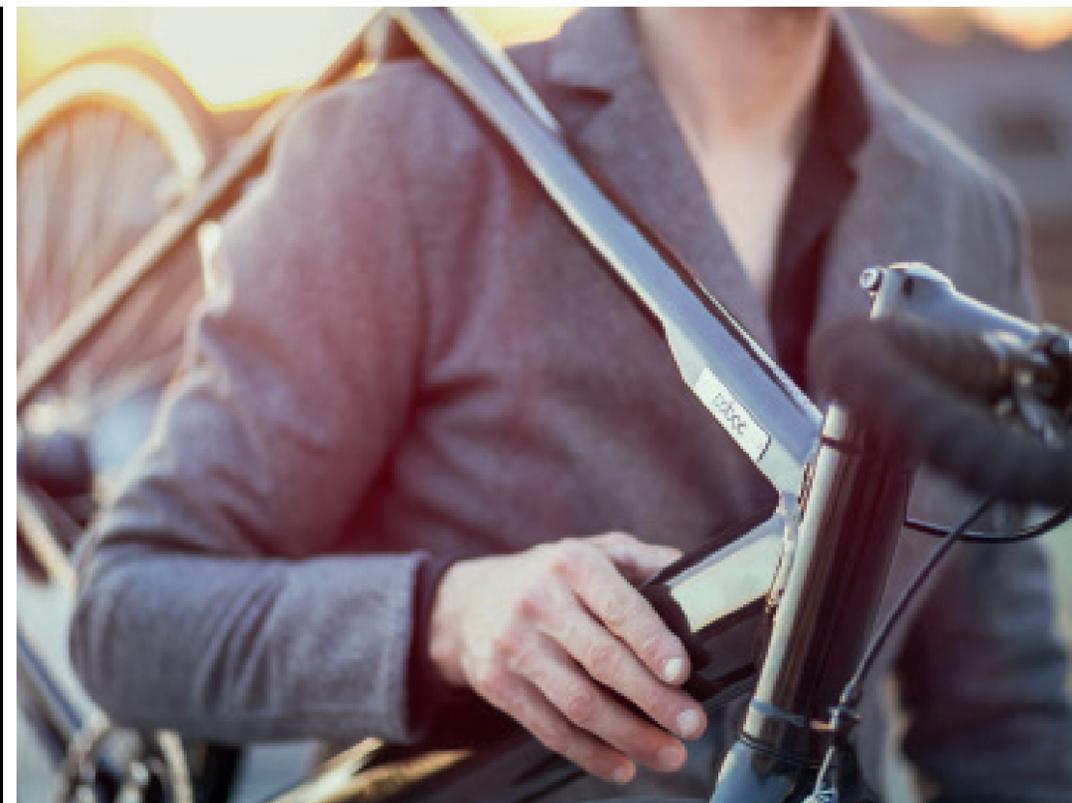
PHOTO: DB/OLIVER LANG

EASY RIDER

The e-bike market is picking up speed. More and more manufacturers are working on reinventing the wheel – as a stylish, high-tech vehicle where the “e” is nowhere to be seen.



CLEVERLY CONCEALED
The motor of the “Coboc One eCycle” is hidden out of view in the hub of the back wheel. The battery is integrated into the down tube and remains in the bike when charging. Light and nimble at just 13.5 kg – perfect for the city. Around €3,800. coboc.biz



At first sight it looks just like a conventional bicycle. But when you press a button on the frame, it whirs quietly, LEDs flash, and pressing down on the pedals gets the motor going and the bike accelerating. You can guess where the high-tech bike’s technical propulsion is – it’s hidden inside the hub of the back wheel, with the battery pack and charging socket tucked away almost invisibly inside the frame. There is no question about it – the days when pedelecs were ridiculed as a means of transport for pensioners are long gone. “Design, lifestyle and riding pleasure are now priorities, making e-bikes an increasingly popular choice among a younger target group,” says David Horsch, Physicist and Managing Director at Coboc in Heidelberg. Other new companies are also enriching the

WITH OR WITHOUT THE “E”

Fauza’s “Evation” drive unit is the first to combine motor and battery in one. It only takes a flick of the wrist and the e-bike is transformed into a conventional bicycle, and vice versa. Start of production is planned for later in 2016. Around €5,000. fazua.com

ALWAYS ON AIR

The battery of the “Vanmoof Electrified 3” is fitted in the front frame triangle and lasts approx. 60 kilometres. The motor is hidden in the front wheel and can be switched on and off using the control module [photo r.]. With GPS sensor for theft prevention. From €2,250. vanmoof.com



market with innovative bikes, most of which are manufactured by hand in small numbers using complex processes. The design emphasises the sporty character of the models. Around one in every eight bikes sold in Germany has an electric motor, a total of more than 2.1 million bikes.

The inbuilt tailwind makes it easier for commuters to switch from their cars to their bikes, while the invisible cheat boost guarantees extra energy and effortless power over longer distances or when mountain biking. However, the pleasure of gliding over roads and forest paths with electric propulsion does not come cheap. You’ll be hard pressed to find an e-bike for less than €2,000.

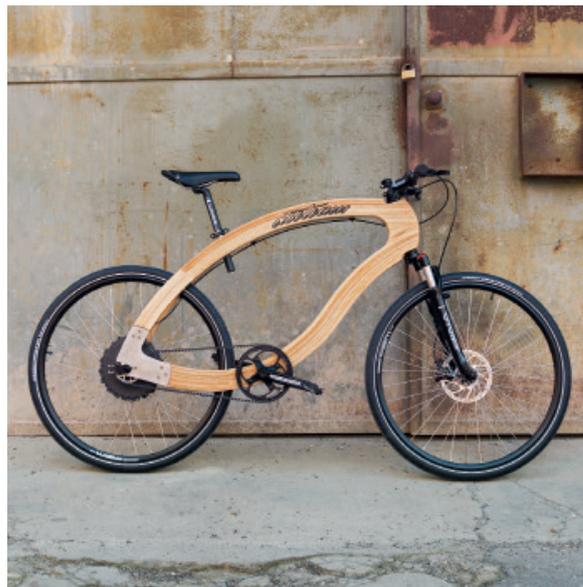
FOLDING IN

In just ten seconds, the “eLink” by Tern can be folded up to the size of a suitcase - a handy 80 x 72 cm. Ideal if you’re catching a bus or train. Around €2,000. ternbicycles.com/de



WOODEN PERFORMANCE

All the electronics of the “Wooden e-Bike” by Aceteam in Berlin are hidden away and protected from the wind and weather inside the sleek curves of the ash wood frame. Winner of the “Green Product Award 2015”. Around €4,000. aceteam.de



PHOTOS: PR/FAZUA GMBH; PR/VANMOOF; PR/ACETEAM

Getting off to a good start – anywhere

GET YOUR TRAINERS ON, EXPLORE THE AREA AND STAY FIT: YOU CAN GO RUNNING ANY TIME, EVEN WHEN TRAVELLING. TIPS ON PREPARING FOR THE RUNNING SEASON.



WARMING UP AND COOLING DOWN

From zero to sixty in just a few seconds? Maybe not. You're better off warming up and getting the muscles loosened up before you set off on a run. The "SworKit" app has a huge range of stretching, strength and warm-up exercises. Each exercise is demonstrated in a video by a trainer and the duration of the training can be set beforehand. sworKit.com



CHOOSE YOUR ROUTE

Running apps like "Runtastic" guide you on unfamiliar territory. Using GPS technology, the app tracks the community's routes, saves them and uploads them to the network. The tracking feature also indicates when you completed which route. It is available for iOS, Android, Blackberry and Windows Phone. runtastic.com/de



PLAN YOUR OWN ROUTE

Do you like to strike your own path? Then "Route Runner" could be perfect for you. The app allows you to set your own waypoints, generate random routes of predefined lengths or even incorporate alternating walking, running or jumping exercises. It reads out directions and indicates a change of activity by vibrating. play.google.com/store/



FIND A RUNNING PARTNER

If you fancy getting to know the area with a group of runners, or if you just need someone to help you overcome your weaker self, looking for a running partner may be the answer. The "meet2run" app shows running groups in your area and brings running partners together in several cities across Europe. You don't have to go through it alone! meet2run.de

QUICK EXERCISES



SIDEWAYS JUMPS

Stand next to a hurdle 30 to 50 centimetres high, use your arms to get some momentum and jump over to the other side of the hurdle with both feet. Three sets of ten jumps are good to begin with.

TUCK JUMPS

From a normal standing position, jump up forcefully and pull in the knees towards your belly. Land on both feet and launch into the next jump. Try three sets of five jumps after running.

PUSH-UPS

Push-ups can also be done in the open air and are great for improving fitness. It's important that the legs, upper body and head form a straight line and that the arms are never fully locked.

LET'S TALK ABOUT ...

YOU'RE GOOD, BUT NOT MANY PEOPLE KNOW IT? THAT CAN BE CHANGED, SAYS PETRA WÜST, AN EXPERT ON **SELF-MARKETING**. IN THIS INTERVIEW SHE EXPLAINS HOW BEST TO MARKET YOURSELF AND YOUR WORK WITHOUT BECOMING A BOASTER.

Strengthening the "Me" brand and polishing your profile: Petra Wüst, speaker, trainer, advisor and author on the subject of "self-branding", gives examples from real life and highlights common mistakes.





RAIL PROFILE

Petra Wüst regularly travels by train from Basel to Germany – and likes to take the ICE: “It’s always very comfortable, even in Standard Class.” However, she does appreciate having her coffee served directly at her seat in First Class.

PERSONAL DETAILS

Born in Winterthur in Switzerland in 1967, she studied Economics and Psychology before working as an advisor at the Management Centre St. Gallen. She has been running her own company, Wüst Consulting, in Basel since 2004, specialising in self-branding and self-marketing. She is a coach, speaker and author of a number of books on the topic (including *Schüchtern war gestern* [Putting shyness in the past], Orell Füssli Verlag). wuest-consulting.ch



Ms Wüst, you’re an expert and coach in the field of self-branding – the art of selling yourself well. Is this about external matters such as how we dress?

Clothes do play a role in how others perceive us and whether they remember us. But self-marketing is first and foremost about who you are and what you can do. Clothes and hairstyles may be hallmarks of your brand, but they’re not the brand itself. For successful self-marketing, you need more than a single memorable feature. The brand is a complete package.

What constitutes a personal brand?

You have to make a distinction between two things: a brand and marketing. To be successful in self-marketing, you first need a profile.

And how do you get a profile?

Self-marketing always begins with the question: who am I? What values do I represent? What talents and abilities do I have? What are my strengths? What are

my achievements? And what emotions do I tend to trigger in others?

So it’s about how you come across?

Yes, it’s also about presenting yourself and selling something to people. And what do people want? Emotions. Let’s take watches, for example. There are cheap watches from the Far East that tell the time. And there are long-established and distinguished watch brands. The watches by the renowned brands are more expensive but people buy them nonetheless because they convey emotions. For example, the good feeling of being able to rely on the watch. Or the sense of wearing something very special on your wrist. The time shown on these watches may be the same, but the experience for the wearer is different. It’s similar with people on the career ladder. Whether people want to work with a certain person, whether they give them a job or promote them, doesn’t only depend on their qualifications but also on

what emotions they trigger.

What can you do to apply this insight for your own benefit?

Emphasise the positive aspects of yourself more than the negative aspects. If a glass is half-filled with water, you can say that it’s half full and that what it contains is good and precious. Or you can say that the glass is half empty, that half is missing and what the glass contains is hardly worthy of mention. Above all, successful self-marketing is a case of talking positively about the half-filled glass and its content: “There’s already so much in there ... and it’s good!”

Why is it so important in terms of a career that you can market yourself well?

Because in the modern world of work, everyone has to be able to present themselves to customers, colleagues and superiors and show what they can do. Moreover, the competition for the best jobs is tough. Despite that, you often see people make classic self-marketing mistakes in applications. For example, when a job requires five specific skills and the candidate only has four of them. What do they talk about first? The one thing they can’t do.

But people who constantly talk about how great they are quickly stand out as show-offs ...

We’re brought up to be modest and that’s why so many of us find it hard to talk about the positives every now and again. We always talk with colleagues and superiors about the things that aren’t going well. But we never talk about the things that are going well. People should learn to just naturally talk positively about their strengths – and they often have more than they think.

But still, anyone regaling their colleagues unprompted with tales of their heroic feats will not be making themselves popular.

What do you say when a colleague asks you how it’s going? A lot of us answer by saying how much pressure we’re under. That’s a negative answer. Instead, you could say something about the presentation that went well that morning and that the customer wants a quote as soon as possible. If you do that with genuine joy and real pride, without disparaging others, then it’s not showing off. That’s holding yourself in high esteem. The first step towards successful self-marketing at work is to make one positive remark about your own work every day. Just not to the same person each time. **It seems you need a healthy dose of self-confidence for self-marketing. Not everyone has that. Is it just something for extroverts?**

No, self-marketing is for everyone. You are right, though. Self-confident people will find it easier to talk about their successes. But it’s a process that requires several small steps and everyone starts with what they have. It’s about talking positively about all the small things you achieve each and every day. This helps you to develop self-confidence. If you do it, you’ll see that it works. And if you then get positive feedback, too, all the better. It’s important to understand that self-

marketing is not magic. Everyone thinks it’s difficult and that you have to rejig your whole way of thinking and acting. But I would warn against doing 180 degree turnarounds by suddenly changing the way you dress or starting to pester your colleagues with stories about how great you are. That’s not self-marketing, that’s just boasting. And worst of all, it’s not authentic. Anyone suddenly changing from being a timid mouse to being the star of the show is bluffing in most cases. And bluffing is the wrong approach.

Meaning you should be genuine in the way you sell yourself?

Without genuine achievement there’s nothing there to draw attention to. But there is one golden rule of self-marketing: don’t badmouth yourself or your work unless you can’t avoid it. Of course, you should address serious faults and you should try to improve. But you can conceal weaknesses that hardly anyone would notice unless you explicitly drew attention to them. Never start a presentation with the words “I don’t want to bore you all ...”. If you do, that’s exactly what your audience is going to expect. Without your warning, some of them might well have found your presentation inspirational.

Klara Walk

“PEOPLE SHOULD LEARN TO TALK POSITIVELY ABOUT THEIR STRENGTHS. THAT’S NOT SHOWING OFF, IT’S HOLDING YOURSELF IN HIGH ESTEEM.”



PHOTOS: HERBERT ZIMMERMANN FOR WAGEN EINS



growth-obsessed managers with that request. But it's a different story when he says: "Let's transform your risks into opportunities!" Companies, it seems, are more than ready to invest time and money when it comes to risk management. But risk avoidance is defensive and sounds like the role of the victim. Looking at it in another way would involve positive thinking and putting the company's possibilities within the context of the global health outlook - i.e. consciously choosing to operate sustainably. "Be proactive, get in there," says Michael D'heur, "then you'll still be a leading company in future rather than one of the ones hobbling along behind!"

A number of failed attempts have shown that tinkering with traditional growth targets is not effective, according to Dirk Löhr, Professor of Ecological Economics at the Trier University of Applied Sciences' Environmental Campus. "It's not the job of company managers to save the world," he says. "Their first duty is towards their shareholders. If they act against their shareholders' interests, they would probably even be guilty of a dereliction of duty. Personally, I don't think much of business ethics." The result is usually greenwashing and hypocrisy. Instead, Löhr pins his hopes of a sustainable economy on the creative force of politics, or to be more precise, a political system that is resistant to lobbying. "For the common good, let's work on creating a strong state that rules over the private interests that are currently so powerful."

Until then it's down to individual business players to give a new direction to developments. Do they still represent the old concept of growth or are they already operating with an awareness of the legacy they'll be leaving for future generations? There is a lot of catching up to do but Bas van Abel of Fairphone does not stand alone - there have been several isolated achievements. The German Federal Environmental Foundation, together with the Institute for Ecological Economy Research, has been looking for "post-growth pioneers" and found examples of companies that have turned their backs on the dogma of growth and succeeded in establishing a place in the market nevertheless.

The Wuppertal-based shoelace producer Carl Klostermann Söhne decided against further growth to keep the business manageable. Instead, the company is focusing on quality manufacturing in the local region. The Neumarkter Lammsbräu brewery has always concentrated on the organic

beer niche - the regional availability of organic hops limits production volumes so all investment goes into improving the quality of the product. At the eco-power supplier Elektrizitätswerke Schönau in Baden-Württemberg, the direct-democratic structure ensures that the company's sustainable targets are met.

These examples have one thing in common. It's always individuals or groups of like-minded people - crusaders who are passionate about honouring their sustainability promises. Small and medium-sized companies may find this easier than large corporations. But the efforts of some of the big players should also give rise to optimism. In its "Vision 2020", Deutsche Bahn commits to maintaining a harmony between economic, ecological and social aspects. The company is aiming to become an "environmental pioneer" by 2020 by reducing CO₂ emissions and noise pollution from rail transport. The software giant SAP has introduced a "sustainability matrix". Since then, all divisions - right up to the highest levels - have to submit reports on the green challenges they are facing. Daniel Schmid, Head of Sustainability at SAP, says they are working on the goal of "no longer needing sustainability targets".

COMPANIES NEED TO ASK THEMSELVES WHETHER CUSTOMERS TRUST THEM TO MEET THE CHALLENGES OF THE FUTURE.

Michael Otto, founder of the "2 Grad" organisation, was already working on making his mail-order company more environmentally friendly in the 1980s - from packaging materials and energy consumption to the production of goods. And he discovered that sustainability pays off. "After some time, the investment pays for itself and you've saved natural resources," he said recently in an interview for the German weekly *Die Zeit*.

Most of the companies that purposefully focus on sustainability improve their results - by exploiting potential savings in energy and transport, by fostering the motivation and creativity of their employees and by attracting new customers who are conscious about consumption. Experts estimate that a company's assets make up only 20 per cent of its value. The rest is determined by intangible factors such as image or future potential. So the key question is: do customers and investors who are becoming increasingly eco-conscious trust a company to be ready for the major challenges that lie ahead?

Martin Häusler

ILLUSTRATIONS: ANDRÉ BERGAMIN PHOTOS: PR (4), JO ZARTH

ON THE MOVE

Packing with style

THE TWO-DAY BUSINESS TRIP:
WITH THIS SELECTION YOU'RE ALL SET.

EVERYTHING FITS ←
This canvas Louis Vuitton business bag (55 x 31 x 24 cm) with shoulder strap is elegant and functional. €1,300. louisvuitton.com

CREASE-FREE ←
Whether crease-free, wool or cotton - you can pick and mix suit items here. digel-shop.com

SHAVING GRACE ←
Leather shaving case. €149. muehle-shaving.com

HIGH-TECH BRUSH ←
The "Oral B Black Pro 7000" toothbrush syncs with a smartphone app via Bluetooth while you brush for a tailored cleaning routine. €130. braun.de

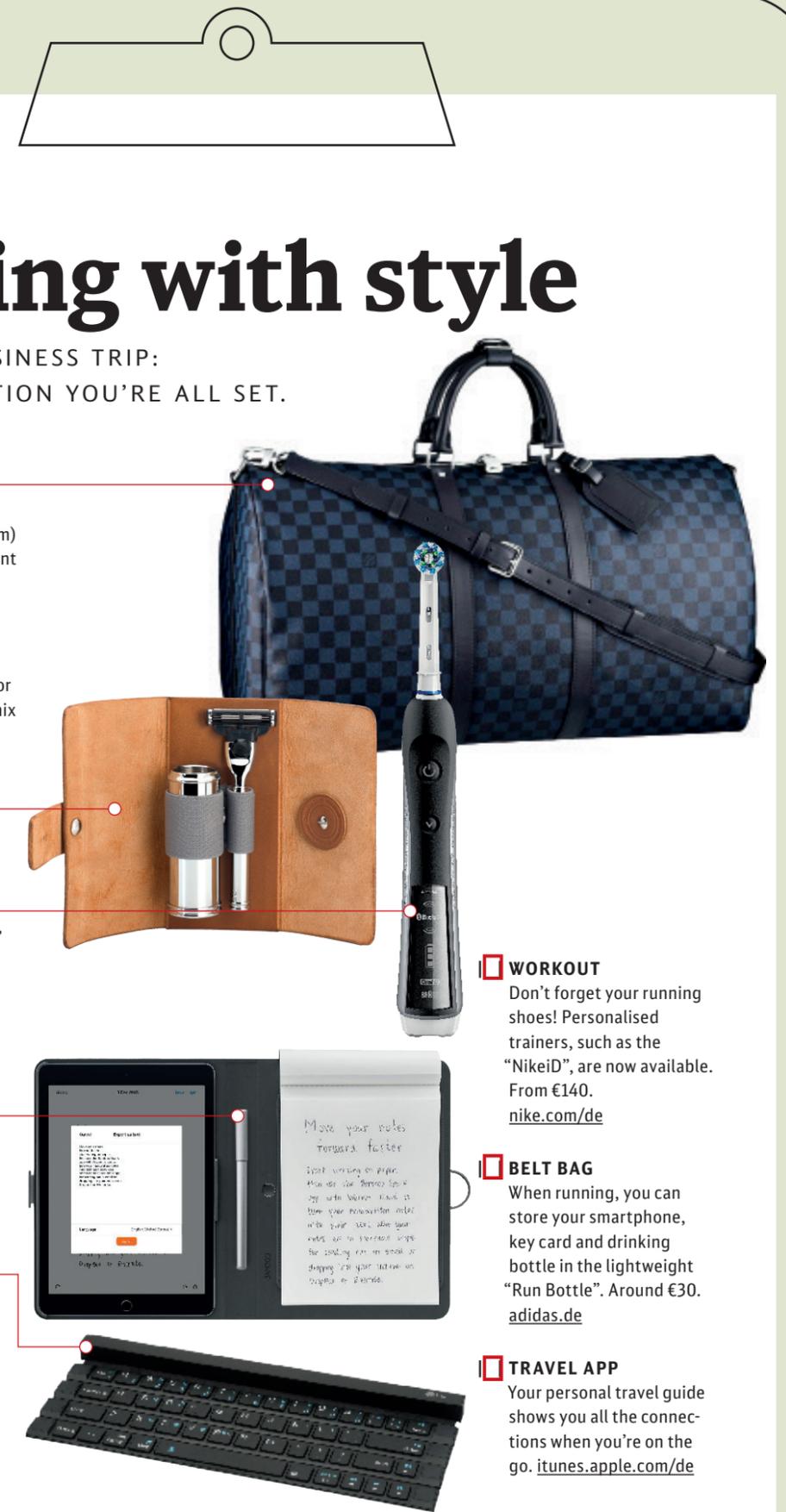
SMART PEN ←
The "Bamboo Spark" pen digitalises handwritten notes. Around €150. wacom.com/de

EXTRA WORK ←
The "Rolley" flexible keyboard makes it easier to work with your tablet or smartphone on the move. Around €120. lg.com

WORKOUT ←
Don't forget your running shoes! Personalised trainers, such as the "NikeiD", are now available. From €140. nike.com/de

BELT BAG ←
When running, you can store your smartphone, key card and drinking bottle in the lightweight "Run Bottle". Around €30. adidas.de

TRAVEL APP ←
Your personal travel guide shows you all the connections when you're on the go. itunes.apple.com/de



Brewing up a success

CRAFT BEER IS ABOUT TO TRANSFORM THE FEDERAL BEER REPUBLIC WITH DARING BREWERS AND NEW TASTE EXPERIENCES.



“One beer, please.” In the past, that was all you needed to say. Depending on where you were, you’d get a Pils or a pale beer, a Kölsch or a dark ale. How things have changed. These days, when you’re at the bar you now have to choose from Indian pale ale, wit or amber lager, stout, porter or black beer.

Something large has been brewing in Germany ever since the first entrepreneurs started discovering British, American and Belgian beers a few years ago. Long-forgotten German beers have also made a comeback – for example the Adam-bier, the Lichtenhainer and – a current favourite – the Gose, a sour beer with a pinch of salt that has been tempting non-

beer-drinkers from behind their glasses of white wine.

It’s not only in Berlin, with its numerous small new breweries, that the heart of the craft beer scene is beating. In the Braukunst Keller in Michelstadt, Alexander Himburg produces beers with a fruity, hoppy aroma. The small Camba Bavaria brewery in Truchtlaching, in the Chiemgau region, produces 40 different types of beer. There is huge demand for their craft beers, especially the cask beers “Hop Gun” (brown ale) and “Christopher Ale”, a wit beer brewed the Belgian way with coriander and orange peel.

Wendelin Quadt founded a company in Mainz two years ago: “KuehnKunzRosen”. “The name sounds good and it suits me,” says Quadt. It was certainly a bold move to quit his job as a manager at HP and enter the beer business. “Until that point

it was just a hobby.” Now, he and master brewer Hans Wagner brew caramel-sweet bock beer and fine, fruity Indian pale ale, or IPA. The latter is particularly popular because the different hop aromas are strongly emphasised and because it has an alcohol content upwards of six per cent.

Craft beer has captured the spirit of the times. Those wishing to know where the meat on their plate comes from and who shop for “seasonal and regional” produce also tend to prefer a beer that has not been bottled on a production line. Ideally, their beer is produced in small quantities by small companies.

But the market is changing. This summer, Stone Brewing, one of the USA’s largest “craft” breweries, will be opening a

“brewpub” that can seat 600 drinkers in Berlin. “Germany is a sleeping giant,” says the brewery’s director, Greg Koch. And he’s aiming to give the giant a wake-up call, at least in Berlin, with an enormous selection of no fewer than 94 craft beer varieties.

[1] SMALL BUT MIGHTY Beers with character, from lager to IPA. kuehnkunzrosen.de

A DIFFERENT KETTLE [2] Forty different beers are produced in Chiemgau. camba-bavaria.de

HUGE SELECTION [3] Greg Koch intends to offer 94 varieties. berlin.stonebrewing.com

BEERS WITH CHARACTER ARE CHANGING THE MARKET

Asking for a pay rise.

1 CHOOSE THE RIGHT TIME
The following are ideal: a) a good business year, b) you’ve won a new customer and c) successfully completed a project. Let your boss know what you want to discuss in advance – he or she will want a chance to prepare, too.



2 SET YOUR TARGET
A ten per cent raise, 20 per cent? What’s common in your sector? Try to find out what your colleagues earn. Set your personal target.

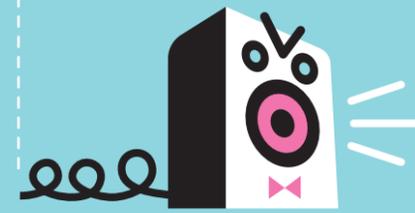
3 PREPARE YOUR ARGUMENTS
You’ve completed a project, made a contribution to profits, trained new colleagues? That’s all important. But don’t throw a pity party – this is not the time to discuss big mortgage payments or high rents.



5 DON’T DITHER
Take the initiative! Don’t be indecisive, make a clear request. This shows that you have a clear idea of what you want.



4 SETTING THE MOOD
Does your boss like to talk about football, sailing, travelling? Casual topics are a good way of getting started.



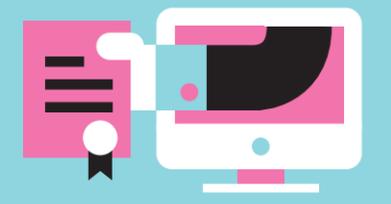
6 PERFECT YOUR POKER FACE
Start slightly higher, before yielding gradually. State figures such as €87,500 instead of €88,000 so that you’re only negotiating down in steps of 500.

7 ACCEPT OR REJECT?
Your boss is offering you much less than you’d hoped? Take it. Even small increases mount up in the long run. You can restart negotiations again at a later point.



8 WHAT IF YOUR BOSS SAYS NO?
State openly that you had different expectations. Why is your boss saying no? Ask for an explanation. **Emergency strategy:** Ask politely for the meeting to be postponed before it gets emotional.

9 PUT IT ON RECORD
Afterwards, send your boss an email summarising all the agreements made and any further action steps – this will prevent memory lapses.



Money alone never made anyone happy but it does give a sense of security. All the more surprising then, that we talk about it so rarely. Do you know how much your colleagues are earning? When was the last time you brought up the topic of a pay rise? According to surveys, 40 per cent of skilled German professionals and managers have never negotiated their salaries with their boss. When they do, they go into the meeting badly prepared. If you master the rules of the game, you can get 10 or even 20 per cent more. Drawing attention to important achievements, such as a successfully completed

project, is still the best way to justify an increase. The most important rules for negotiating your salary are: gather the facts, deliver your arguments and refute counterarguments. Anyone holding back from demanding a higher salary so as not to fall out of favour with their superiors is achieving exactly the opposite, according to Martin Wehrle, career coach and bestselling author of *Geheime Tricks für mehr Gehalt* (Secret tricks for a higher salary). He says: “Only those who confidently fight for their own interests are also able to stand up for the company in business relationships.”

PHOTOS: MEISTERWERK-DESIGN, SVEN KIRCHGESSNER, DANIEL SCHWARZ, PR ILLUSTRATION: SVEN KALKSCHMIDT

All well and good

DISCOVER NEW THINGS, ENJOY NEW PLEASURES: TEN TOP TIPS.

TIP



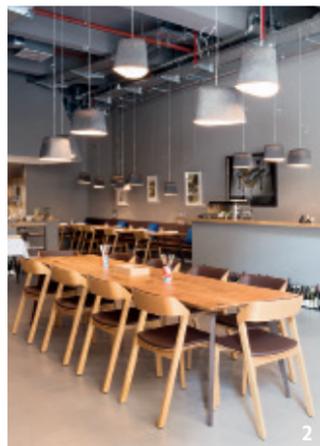
MATSUHISA [1]

Munich | The Mandarin Oriental in the heart of Munich is taken in a new, high-profile direction with cooking guru Nobuyuki Matsuhisa opening his first restaurant on German soil here. Lotus root chips, wagyu burgers and black cod sashimi – the list of exclusive and delicious Japanese-Peruvian dishes is a long one (mains from €17 to €49). Tip: the bar stocks Hokusetsu sake, of which the chef owns the exclusive rights. The rice wine is produced in a multi-award-winning Japanese microbrewery to a recipe specially developed for Matsuhisa. Mon. to Sat., 18.30-22.30; Sun, 18.00-22.00. mandarinoriental.de



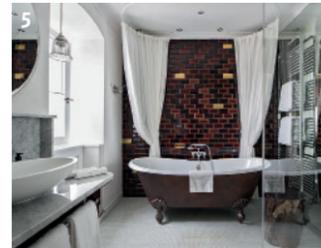
HOF HAFNERLEITEN [3]

Bad Birnbach | This Bavarian estate offers themed accommodation and holiday homes to suit all tastes. Breakfast is brought to you in the morning and your host cooks dinner in the evening. The restaurant does not have a menu, only a set menu of the day. On Thursdays, it's the delicious "pasta alla famiglia". If you like it, you may want to take the cooking course offered by the head chef. hofgut.info



PLANERTS [2]

Leipzig | The young team around sommelier Stefan Planert brings Asia to Leipzig. The restaurant boasts a sleek industrial design; the food is Euro-Asian. The menu only names individual components of the dish without giving away all the details. Diners only discover exactly what's in store when the dish is placed in front of them. Tue. to Sat., 11.30-14.00 and 18.00-23.00; Sun and Mon. closed. planerts.com



LA MAISON [5]

Saarlouis | The historic villa of Saarlouis' former Higher Administrative Court – along with the caretaker's house and modern new building on green parkland – has been transformed into the designer hotel La Maison. Its proximity to the French border is also reflected in the Pastis restaurant and the general design: très chic! lamaison-hotel.de

LÉGÈRE HOTEL

Bielefeld | Since spring, the Ostwestfalen-Lippe city has been able to boast one additional hotel. The new Légère Hotel has 120 rooms and is furnished with pieces designed exclusively for the chain. A low-budget alternative – Charly's House – is to follow in autumn. legere-hotels-online.com

PHÖNIX [4]

Düsseldorf | This restaurant – true to its name – is currently enjoying a fantastic ascent and is becoming Düsseldorf's hottest eatery. Boris Radczun, manager of the Grill Royal, oversees the exceptional menu (mains from €22) and was involved in the design of the subtly glamorous interiors of the ground-floor bar in the 94-metre-high Dreischeidenhaus. Petrol-blue columns, walnut wood and leather set the tone. Tue. to Sat., 12.00-14.30 and from 18.00; Sun. from 18.00. phoenix-restaurant.de



RUBY SOFIE [6]

Vienna | First the steam bath, then the ballroom, and finally the Sofiensäle were destroyed by fire in 2001. The stylish "Ruby Sofie Hotel" was opened in the reconstructed building a year ago and quickly made a name for itself. Taking the "lean luxury" approach, there is no restaurant or spa but there is vintage furniture and organic breakfast made with regional ingredients. ruby-hotels.com



SEEBAD WARNEMÜNDE [7]

Warnemünde | In the 4,000 square metres of bathing landscape, you have a view of the beach and you can hear the sounds of the ocean. It's the perfect place no matter whether you want to exercise, take a sauna, swim or just lounge. With a heated outdoor infinity pool, family sauna, gym and a Nivea House. Children, beauty queens and those seeking some peace and quiet will get their money's worth – be it a day in the spa (from €24) or in the bathing world (from €15). seebad.de



ZENKICHI [8]

Berlin | At Zenkichi, guests don't take a seat, they're given one of the 35 minimalist Japanese booths for up to six people. Very tasty (set menus from €45). Mon. to Sun., 18.00-24.00. zenkichi.de

REICHSHOF HOTEL

Hamburg | The historic hotel close to the railway station has now been reopened following an extensive renovation, with an architecture that has retained the grandeur of an old hotel despite all the modern conveniences. reichshof-hotel-hamburg.de

Munich

PLANNING A STOPOVER? IT'S WORTH IT FOR A PLEASANT STROLL THROUGH THE BAVARIAN CAPITAL.



APPETITE

L'Osteria [1] If you're looking for a bite to eat in "Italy's most northerly city" we recommend the L'Osteria right next to the Main Station - famous for its pasta d'amore and heavenly dolci. Pasta from around €8. Arnulfstraße 1. losteria.de

Gourmet Restaurant Königshof [2] Head chef Martin Fauster is - like Hans Haas at the Tantris - one of Munich's top chefs. Sensational lunch menu. You eat three courses, stand up and feel lighter than you did before. koenigshof-hotel.de

CHEERS!

Geisels Vinothek [3] This wine bar in Schützenstraße 11 stocks the Rolls-Royces of wines. Best of all: most are served by the glass - no need to order a bottle. Indulgence in tasteful surroundings. excelsior-hotel.de

Café Kosmos [4] This hotspot on Dachauer Straße is a lively place. The pale beer is served in 0.25-litre glasses at what may well be record-breaking low prices. cafe-kosmos.de

MUST-SEE

Glyptothek [5] Always worth a visit: the Königsplatz with Glyptothek, the only museum in the world dedicated to antique sculpture. The café in the inner courtyard is also lovely. antike-am-koenigsplatz.mwn.de

Lenbachhaus [6] Directly opposite you'll find the renovated Lenbachhaus and the largest "Blue Rider" art collection in the world, with originals by Wassily Kandinsky, Gabriele Münter and Franz Marc. lenbachhaus.de

STRESS BUSTER

Charles Hotel [7] The day pass gives you access to the elegant spa with large indoor pool and gym. It's not cheap - those not overnighing at the hotel pay €75. roccofortehotels.com

DB Lounge Relax, go online for free or enjoy the peace and quiet. The Standard and First Class area offers a pleasant retreat where you can also enjoy a little snack. You'll find the DB Lounge on the upper floor. bahnhof.de

MUST-HAVE

Obletter [8] You can relive your childhood in the Kaufingerstraße - Obletter is a traditional toy shop with more than 16,000 items [obletter.de]. Not far from there is the glamorous **Oberpollinger** [9] with its large selection of designer fashion. oberpollinger.de

Kokon [10] You'll find small, exquisite gifts and inspiration for your own home in this premium furniture and accessories store on the Stachus. kokon.com