



# Kieback&Peter

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## PRESS RELEASE

### Kieback&Peter and Bundesliga club VfL Wolfsburg join forces for climate protection

**Berlin, 27 August 2024: Kieback&Peter, leading experts in building automation, will be the official climate partner of VfL Wolfsburg for the 2024/2025 season. The cooperation between the private sector and professional sport is an important step in the joint commitment to sustainability and environmental protection.**

As part of the climate partnership, VfL Wolfsburg's home stadium, the Volkswagen Arena, will be equipped with state-of-the-art building automation technology. Innovative digital solutions from Kieback&Peter will further increase the stadium's energy efficiency and demonstrably reduce CO2 emissions.

Christoph Ritzkat, CEO and partner of Kieback&Peter: 'Our aim is to make the Volkswagen Arena the most energy-efficient stadium in the Bundesliga and to support VfL Wolfsburg in its existing pioneering role for sustainability.'

'With our holistic CO2 roadmap, from the design and implementation of the technology to analysing and monitoring, we ensure an intelligent overall system in the Volkswagen Arena. Whether it's the pitch heating, lighting, players' cabins or VIP rooms - everything is optimally integrated,' adds branch manager Thorsten Heitsch.

'We have a long-standing partnership with Kieback&Peter. As part of the new cooperation, we will intensify this collaboration once again with regard to our climate and environmental goals. Our common goal is an even more energy-efficient Volkswagen Arena. A path we are very much looking forward to,' says Nico Briskorn, Head of CSR at VfL Wolfsburg.

The partnership between Kieback&Peter and VfL Wolfsburg goes beyond the modernisation of the Volkswagen Arena. It is complemented by jointly planned educational and awareness-raising initiatives. Fans, partners and the general public

will be sensitised to the issue of climate and environmental protection as part of the Climate Match Day.

### **About VfL Wolfsburg**

VfL Wolfsburg was founded in 1945 and is the region's sporting flagship in a triangle of success that is unique in Germany, consisting of the factory, city and club. The Wolves' professional footballers have been in the Bundesliga without interruption since 1997, and the women's team is one of the most successful teams in the world. The club also sets standards in the promotion of young talent. VfL Wolfsburg combines sporting success with sustainable club management and is also actively committed to promoting diversity and inclusion off the pitch. VfL has been recognised in various ways for its exemplary, holistic CSR work.

### **About Kieback&Peter**

As a Smart Building Solutioneer, Kieback&Peter GmbH & Co. KG combines intelligent building technology, data-based services, and multiple synergy effects to create sustainable solutions. Founded in 1927 in Berlin, the family-owned company with approximately 1,500 employees and 50 locations worldwide thus secures and expands the value of buildings and business models. The result is a real-terms gain with regard to climate and health protection, safety, and social participation.

Kieback&Peter takes care of prestigious national and international projects such as the Cube in Berlin, Charles de Gaulle Airport in Paris, and the Mercedes-Benz engine plant in Beijing.

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