



Sustainability as the #NewNormal: The Collaboration between Jägermeister and Mannheim Business School



EXECUTIVE SUMMARY

In 2021, Jägermeister integrated sustainability into its company purpose: “The best nights of your life – today and tomorrow”. To embed their sustainability strategy throughout the organization, Jägermeister launched a company-wide transformation. In collaboration with Mannheim Business School (MBS), a tailor-made training program was created to empower more than 400 employees to integrate sustainability into their daily work and strategic decision-making.

The program combined knowledge transfer, empowerment, and action through practical Communities of Practice (CoPs). Its success is visible not only in new projects and innovations but also in a cultural transformation, where sustainability has become an integral part of Jägermeister’s DNA.

THE PROGRAM



THE CHALLENGE

Jägermeister aimed to holistically embed sustainability across the organization — from strategy to day-to-day operations. The ambitious goal: to train 100% of employees worldwide in sustainability and empower them to act as change agents.

The key question: How can sustainability be taught in a way that inspires employees to apply it actively and drive transformation themselves?

LEARNING METHODS

- Academic insights and industry best practices (e.g., circular economy, DEI, biodiversity)
- Creative formats such as guided dream journeys or biodiversity-inspired DJ sessions to foster personal connections
- Project-based collaboration in CoPs, with final pitches to a jury and seed funding for selected initiatives



CONCLUSION

The collaboration between Jägermeister and Mannheim Business School demonstrates how a tailored learning architecture can spark organizational transformation. By blending academic expertise, practical insights, and creative methods, the program has inspired and empowered employees to take ownership of sustainability.

The initiative not only generated innovative solutions but also established a culture where sustainability has become second nature — laying the foundation for Jägermeister to continue creating and celebrating the Best Nights of Your Life responsibly for decades to come.

After the training, **88%** of participants indicated a strong sense of ownership for Jägermeister's sustainability efforts.



Additionally, there was a measured increase of **10%** more employees feeling empowered to take over more responsibility for sustainability in their individual job.



In total, after the training in 2023, **96%** of participants intended to contribute to the solution of social and/or environmental issues with their daily work.



Over **400** participants completed the Sustainability Trainings and are now "Sustainability Meisters".



This number constitutes **37%** of employees at MJSE on a global scale and all subsidiaries.



With a **17%** increase of a common understanding of sustainability, this widespread knowledge and percentage of trained employees creates a multiplier effect, further carrying on the knowledge to people who have not yet gone through training on this topic. Jägermeister consequently sees an increased awareness on the importance of the sustainability strategy of the company for its employees.



Jägermeister has created a sustainability innovation accelerator with the ideas from the CoPs. This database of ideas, along with the employees who are trained to understand these challenges and know how to tackle them, has enabled Jägermeister to continually evaluate the steps being taken to implement the company's sustainability strategy in concrete projects. With the ambition to reach every employee around the globe, Jägermeister is enhancing its learning journey through the creation of an additional online training program.

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