



Organic pioneer founds RAPUNZEL One World Organic Foundation

Rapunzel Naturkost supports the foundation with almost one million euros annually for ecological and social projects

Legau, 24th August 2022 – Under the motto ‘Commitment to a world worth living in’, the RAPUNZEL One World Organic Foundation, founded in 2022, is committed to strengthening organic agriculture, promoting ecological and social projects and supporting a healthy lifestyle for all – whether in Germany, Europe or worldwide. Organic food producer Rapunzel supports the foundation with almost one million euros annually.

Based on the social responsibility of Rapunzel Naturkost, the organic pioneer Joseph Wilhelm initiated the establishment of the RAPUNZEL One World Organic Foundation. The foundation under civil law based in Legau/Allgäu picks up on previous non-profit initiatives of Rapunzel Naturkost, including the One World Award (since 2008) and the HAND IN HAND Fund (1998-2021).

Rapunzel Naturkost guarantees its ability to act through annual donations of almost one million euros. The foundation is open to further donations.

Joseph Wilhelm explains the self-image of the new foundation as follows: ‘We stand for a sustainable world in which the well-being of people, plants, animals and the environment are equally taken into account. With the foundation, we can bundle Rapunzel Naturkost’s existing commitment even more and strengthen it sustainably.’

Foundation measures

The RAPUNZEL One World Organic Foundation fulfils its purposes by, among other things, promoting

- national and international organic agriculture and organic seed breeding
- sustainable eco-social projects at home and abroad
- schools, orphanages, re-socialisation and training projects for children and young people in need
- understanding between people of different peoples and cultures
- health-promoting activities and preventative measures

In its objectives and actions, the Foundation is guided by the Sustainable Development Goals of the United Nations.

The people behind the foundation

The Executive Board consists of the Rapunzel managing directors Joseph Wilhelm and Margarethe Epple as well as Rosalie Dorn, Rapunzel department head for financial accounting, controlling and sustainability. The Board of Trustees consists of Leonhard Wilhelm, Seraphine Wilhelm, Justina Wilhelm, Meike Bauer - together with Rosalie Dorn the children of Joseph Wilhelm - and Barbara Altmann, Rapunzel Head of Sustainable Supply Chain Management. The foundation representative and contact person is Holger Epp. Rapunzel Naturkost is one of the founding donors.

Contact:

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Background

The founder of the foundation, Joseph Wilhelm, sees the RAPUNZEL One World Organic Foundation as a consistent further development of the ecological and social commitment of Rapunzel Naturkost GmbH. The company was founded in 1974 with the basic idea of promoting organic farming and thus producing wholesome food in a comprehensive sense.

‘Rapunzel was founded out of a deep desire to help shape a healthier and fairer world. The RAPUNZEL One World Organic Foundation is part of this tradition. We want to do even more for a world worth living in,’ explains board member Rosalie Dorn.

Rapunzel developed the HAND IN HAND fund in 1998 from the company's own, externally certified fair trade program HAND IN HAND. Together with Environmental Action Germany, Rapunzel has supported eco-social projects in countries of the global South through the fund - since its foundation, more than 450 projects in around 60 countries with a total of over two million euros.

In 2022, the HAND IN HAND fund will be replaced by the RAPUNZEL One World Organic Foundation in order to bundle and strengthen Rapunzel's various ecological and social activities. Foundation representative Holger Epp emphasises: ‘Together with Deutsche Umwelthilfe, we have been able to contribute to sustainable development in Africa, Asia, Central and South America for over 20 years. We would like to thank Environmental Action Germany very much for this wonderful partnership.’

More information about the foundation at www.rapunzelbiostiftung.de/en.

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