

# MAGENTA BLOSSOM

JOIN US: TAKE A STAND FOR BIODIVERSITY AND MAKE MAGENTA SHINE.

#GREEN MAGENTA

## A PROJECT FOR BIODIVERSITY & SUSTAINABILITY



GREEN-MAGENTA.COM

### Overview

Through its „Magenta Blossom“ initiative, Deutsche Telekom reiterates its dedication to environmental conservation and biodiversity. In one of the largest continuous plots of farmland in the Cologne/Bonn region, a unique biodiversity research project has been launched. Spanning over 40 hectares, designated „flowering islands“ provide a sanctuary for bees, butterflies, and many other insects.

Utilizing precise planting techniques, designs were created using over 50 distinct native flowers and wildflowers. Each individually planted design represents a flowering island. This initiative fosters a novel form of coexistence in the very heart of the region. The project undergoes scientific observation and assessment, with two universities studying the impact of biodiversity on sustainable farming.

### Key Highlights

- Magenta Blossom spans: over 40 hectares.
- In the middle of 3.25 million sugar beets, about 21.7 million wildflowers will grow over the next few months.
- The specially curated flower and wild herb mixes include not just typical flowers but also rare wild herbs, some of which are critically endangered, listed on the Red List, and deserving of special preservation (like the field marigold).
- Peak Blooming Season: roughly from late July through September.
- During the height of the blooming in August, the „T“ in magenta and the text #greenmagenta in green and magenta hues will be discernible on the field.
- Two dedicated webcams will provide daily live feeds of the blossoming.
- There will be an educational trail on the topics of „Biodiversity“, „Wildflowers & Herbs“, „Bees in the Ecosystem“, „Research Project“ and „Smart Farming“.

### Our Partners

GEOXIP AG: Start-up from Munich, turns nature into a usable stage. High-tech using VectorSeed cultivation methods promotes biodiversity and sustainability.

ARiWa GbR & Team: The agricultural company combines classic cultivation with the latest technology to farm efficiently and sustainably.

### Unsere Forschungspartner

Weihenstephan-Triesdorf University of Applied Sciences  
University of Economics & Environment  
Nürtingen-Geislingen

### Experience biodiversity as of August 2023

Schools, families and interested parties are invited to visit the field in Euskirchen and explore the fascinating world of biodiversity on a wildflower trail.

### Important Notes

- Ein The field isn't wheelchair accessible.
- A finite number of free parking spots are available for cars and bikes.
- Regrettably, there are no specified handicapped or coach bus parking areas.

For more information visit  
[green-magenta.com/magenta-blossom](https://green-magenta.com/magenta-blossom)

