



**NEW!**

OBTAIN

**ALL PRODUCTS**

**CLIMATE-  
NEUTRAL!**

Increase the value of your offered promotional items and stand out from the market with a reflected awareness!



More information

# 73%

OF CONSUMERS EXPECT  
COMPANIES TO ACT  
SUSTAINABLY.

**PARTICIPATE,  
WE WILL  
HELP YOU!**



Each of us – people and companies – leaves an environmental footprint. The awareness that every action we take has an impact on our world is more important than ever.

The topic of sustainability is very close to our hearts, because we stand for joy of life and colourful diversity with our products. For many years we have been working on making our products and processes more sustainable and avoid, reducing or compensating CO<sub>2</sub> emissions.

**From now on you can obtain on request all products (printed with logo or unprinted) in a climate neutral version and offer your customers a real added value when choosing their promotional products.** Especially among consumers, the need to receive climate-neutral goods is growing.

**REQUEST YOUR  
QUOTE NOW!**

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## **What does it mean?**

We have been working on acting sustainably and minimizing our ecological footprint for a long time. **To compensate the existing, unavoidable emissions** and become climate neutral, we cooperate with **natureOffice**.

The CO<sub>2</sub> emissions of the products will be calculated and compensated by certified climate protection projects. This triad of calculation, reduction and offsetting of unavoidable emissions is a path to climate neutrality.



## Climate neutral products

In the case of climate-neutral products, the CO<sub>2</sub> emissions that arise along the production path are calculated and offset by a specific investment in a climate protection project.

The basis of calculation are various product categories, weights, sizes, materials, manufacturing processes, transport routes as well as countries of production.



## How does CO<sub>2</sub> offsetting work with natureOffice?

The company, founded in 2008, develops climate protection projects that meet the highest standards and are certified, for example, by TÜV SÜD.

After the emission values have been determined by the natureOffice calculation tool, investments are made in a climate protection project of your choice in order to compensate for the amount of CO<sub>2</sub> emitted.

At the end you will receive a corresponding certificate as a PDF file.

### Example calculation:



1000 printed ducks



Climate protection project  
„Deutschland-Mix“

=



23,81€ for CO<sub>2</sub>  
compensation



**CERTIFIED  
CLIMATE  
PROTECTION  
PROJECTS**



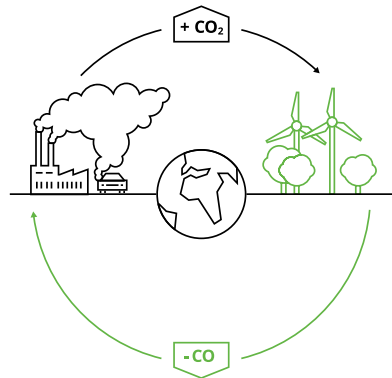


## How climate-neutrality works

The global CO<sub>2</sub> content in the atmosphere is increased due to CO<sub>2</sub> emissions from economy, mobility etc.

Climate protection projects and renewable energies reduce the global CO<sub>2</sub> content in the atmosphere.

Through the specific support of certified climate protection projects emissions can be balanced.



## Transparency creates trust

In 2008, nature office started to provide all important information on climate protection in a transparent way. The logo with an integrated ID tracking helps you to communicate with your customers. The natureOffice label is recommended as trustworthy by Siegelklarheit.de – a initiative of the German government.

*„Our climate protection projects are not designed to buy their way out of anything. Our carbon offsetting projects work in a very direct way to fight climate change, to improve the lives of many people and to protect our environment.“*

*Quote: Andreas Weckwert - Managing Director, natureOffice GmbH*

Information that natureOffice communicates via the tracking system:

- How much CO<sub>2</sub> emissions were balanced?
- Which climate protection project was used for this purpose?
- By which climate protection standard is the climate protection project certified?
- Who is the certificate holder?
- Which product or process was offset?
- For how long does the climate neutral position apply?



# Carbon offset projects from natureOffice

With these two examples, we would like to briefly introduce natureOffice's climate protection projects. Further projects and more detailed information can be found at [www.natureoffice.com](http://www.natureoffice.com)

## PROJECT TOGO

**Creating ecosystems –  
developing diversity.**

The project in Togo stands for the certified CO<sub>2</sub> offsetting and is supported by experts from science and civil society.

The „Natural Forest Reforestation“ project connects nature protection and environmental conservation with the development of social structures and self-sustaining value chains.



## GERMANY PLUS MIX

**Regional perspectives for a  
global problem.**

With the project „Germany Plus“ an efficient instrument was created to assess the condition of the forests, biotopes and moors in the project regions in Germany.

The locations throughout Germany are supervised by regional implementation partners.





# Sustainability at mbw®



Climate change is probably the biggest challenge of all time that we face as a global society. Each of us leaves a carbon footprint, individuals as well as companies.

In order to minimise our ecological footprint we are constantly optimising processes, using sustainable materials and reducing emissions.

We are replacing the individual packaging of our squeaky ducks step by step by environmentally friendly paper bags. They substitute the compostable polybags that were previously used.



We have already completely eliminated single packaging for around 40% of our products.

## Using innovative materials:

The number of items made of natural or recycled materials is constantly growing. They are enjoying great popularity thanks to the sustainable material and lovely design.

Discover our cuddly toys made of 100% recycled PET bottles – as well as our natural rubber ducks made from a natural and renewable raw material.



You will find further projects and topics on our website:

[www.mbw.sh](http://www.mbw.sh)

