OPTIMAL : MEDIA
PRINT. PRESS. PERFORMANCE.

CLIMATE-NEUTRAL PRODUCTION WITH CLIMATEPARTNER

In cooperation with ClimatePartner, we offset all unavoidable CO_2 emissions generated in the production process through a recognised climate protection project. It has been shown that climate protection projects cut greenhouse gas emissions. Afforestation and renewable energies are just two ways they do this.

Why climate-neutral products are a good choice

+ You will be making a valuable contribution to global climate protection and supporting recognised climate protection projects
+ You will receive documentation for every climate-neutral order so that you can label your product "Climate neutral"
+ Full transparency: the emissions offset can be tracked using an ID number and optionally a QR code
+ Certified according to TÜV Austria and ISO 16759; TÜV, SGS and PwC monitored

How to certify your product with the "Climate neutral" label in three steps

1. **Determining the CO_2 emissions associated with the product**
   Based on project-specific data, we will calculate the carbon footprint of your product.
2. **Offsetting CO_2 emissions through a climate protection project**
   You select a climate protection project to support that will offset the CO_2 emissions generated by your product. Your personal contact will send you an overview of regional and global projects. Please ask for a specific offer.
3. **Certifying your product with the "Climate neutral" label**
   In order to ensure transparent communication, you will receive a specific ID number for every project with the "Climate neutral" label. You can enter this ID number at www.climatepartner.com to find information about your project and the climate protection project offsetting your CO_2.

Label/logo

Depending on the requirements, a specific ClimatePartner label containing the following design components will be generated:

· Product information: "Climate neutral"
· ID number and tracking URL
· Selectable product categories, such as: print products, packaging, product, etc.
· Label with or without QR code
· Available in various languages
· Available in colour, black or as a negative

References

Climatiquement neutre
Produit
ClimatePartner.com/00000-0000-0000

Climate neutral
Packaging
ClimatePartner.com/00000-0000-0000

Climate neutral
Product
ClimatePartner.com/00000-0000-0000

www.optimal-media.com