



# Imago Partner in Climate protection



**Carbon neutral printing**

Your contribution to climate protection

# Your global print marketplace

STÄRKENDE INSPIRATIONEN  
FÜR JEDEN TAG

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SPIRIT

As leaders in international print and product sourcing services, it is Imago's aim to ensure that any associated carbon footprints or emissions are reduced. To this end, Imago have opted to use ClimatePartner's print industry-specific tool to display the calculated emissions of individual print projects based on detailed factors associated with raw materials, production process, and transportation.



## Carbon neutral printing How does it work?

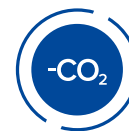
Climate neutral means: the carbon emissions of our print products are calculated and offset via internationally verified carbon offset projects. In addition to avoidance and reduction, offsetting carbon emissions represents an important step in comprehensive climate protection.

This is how we do it:



### 1. We calculate carbon emissions

Using ClimatePartner's print industry-specific tool we can calculate the emissions of individual print projects based on factors such as raw materials, production process, and transportation.



### 2. Offset emissions

The emissions are offset by supporting internationally certified and audited carbon offset projects such as afforestation or the replacement for fossil fuel technologies. By supporting one of these projects, you can offset the carbon emissions of your print order.



### 3. Labeled as carbon neutral

You obtain full transparency through the carbon-neutral label featuring a unique ID for your order. By entering the ID at [www.climatepartner.com](http://www.climatepartner.com) you can track your carbon offset in a transparent and easy-to-follow manner.

# How does a carbon offset project work?

Carbon offset projects demonstrably save greenhouse gas emissions through activities like forestation or renewable energy. Independent organizations such as TÜV, SGS, or PwC verify the exact volume saved. The project operator can finance the project through the sale of certified emissions reductions.



Emissions saved in Virunga:  
**50,000 tonnes per year**



## Our carbon offset project: **hydropower, Virunga, Democratic Republic of Congo**

The small run-of-river hydroelectric power plant provides affordable and clean energy for 30,000 inhabitants. It thus fights the illegal use of coal and saves carbon emissions. Without this alternative source of energy, the jungle would be laid bare of trees within 10 years – and that includes the habitat of some of the last mountain gorillas.

# What are the advantages of carbon neutral printing?

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- By creating carbon neutral products, you are showing your commitment to global climate protection and supporting recognised carbon offset projects. These are projects which demonstrably reduce emissions, guaranteed by TUV certification.
- The carbon neutral label helps demonstrate your commitment and increases the credibility of your sustainability strategy.
- The unique ID helps you track and communicate the offset of calculated emissions.
- Achieving carbon neutrality doesn't create extra work – the calculation and offsetting is done by Imago and ClimatePartner.
- The additional cost is equivalent to 1 – 2 % of the overall production cost.

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Our partner for climate neutrality is ClimatePartner, a leading solutions provider in corporate climate protection. ClimatePartner helps clients calculate, reduce, and offset carbon emissions.

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**Climate neutral**

Print product

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