

"IMITATION WELCOME"

Trodat is causing a sensation: The Original Trodat Printy 4.0 is the world's first climate-neutral stamp. World Wide Fund for Nature (WWF®) CEO in Austria, Dr. Hildegard Aichberger, explains what CO₂ savings and climate neutrality involve during a conversation with Markus Würcher, Managing Director at Trodat GmbH. Trodat has been an official cooperation partner of the Austrian WWF® since July 2010.

MW: Dr. Aichberger, what developments do you see in the area of CO₂ footprint and CO₂ neutrality in the economy?

HA: Climate change represents a unique challenge for businesses. The economic costs of climate change are enormous. CO₂ minimising business decisions are therefore important and at the same time a big chance for the first businesses that make use of them.

MW: Where does this focus on the

can take place without energy consumption, residual CO₂ emissions are compensated for by climate-relieving measures in the final step.

MW: You address the subject of CO₂ neutrality. The accompanying emissions trading is sometimes associated with "ransom" and "sale of indulgences". What is your opinion about that?

HA: The basic idea of compensation—also referred to as offsetting—



Dr. Hildegard Aichberger (WWF® Austria) talking to Markus Würcher (Trodat GmbH).

subject of CO₂ come from?

HA: At the Climate Change Conference in Copenhagen, it was agreed that global warming must be restricted to 2 degrees Celsius above the level at the beginning of industrialisation. A CO₂-free economy must be targeted by 2050 to achieve this goal. We must move away from fossil energy sources. To do that, businesses must act accordingly, and pioneers in this area are to be especially singled out.

The way to CO₂ neutrality is especially important to us. Thus, when dealing with CO₂ emissions, this should always mean, first and foremost, avoidance, exhausting options for reduction, and only then neutralising the unavoidable emissions. Since no production process

is to compensate for the emission of a specific quantity of greenhouse gas that cannot be avoided, with climate protection measures at another location. And here the emphasis lies on "cannot be avoided." As already mentioned, it is essential that all CO₂ avoidance potentials first be fully exhausted, and only then the rest compensated for.

If we think up to 2050, then we must now reorganise our processes step by step to arrive at the goal of a CO₂-free economy. Until then, we must exploit every potential. That also means, among other things, that the "northern hemisphere" must support the "southern hemisphere" through technology transfers.

MW: Can you name an example?

HA: The industrialised nations implement legal regulations based on their reduction goals. Therefore, for instance, an industrial firm in Europe must invest in a filter system anyway due to the law and cannot claim any money from the CO₂ certificate trade. Therefore, the WWF® only supports so-called "Gold Standard projects" in the "southern hemisphere". These must adhere to strict conditions and ensure that climate protection is the first priority. At the same time, only projects that would not otherwise be realised are promoted.

MW: Trodat has occupied itself with the subject of the environment for many years. We have been seeing strong demand for "green products" for about three years, especially in the retail market. As with the subject of "organic", it has become difficult for consumers to find their way in the thicket of eco-labelling, recycled contents, and green-coloured products. Is our decision to minimise CO₂ emissions the right one for our line of business?

HA: Yes, quite clearly. There is a broad consensus concerning the subject of climate and CO₂. Naturally biodiversity and resource use are also important, and should not be forgotten. But it always comes back to the core business. Since material usage and energy consumption are important elements at Trodat, the CO₂ approach selected is certainly the right one.

MW: We go the way of CO₂ reduction and climate-neutrality with complete conviction. We offer "Eco-friendly as standard" to show our commitment to the environment. You see a lot of "greenwashing" on the market. For instance, products are simply coloured green, or only peripheral product lines are offered as green products. We have made a commitment: our main business must really be green. The Original Trodat Printy 4.0 is incre-



Green light from WWF® for new stamp generation.

dibly small, amazingly light, and made of up to 65%* recycled plastic. This helps to save valuable resources and minimise its CO₂ footprint. Unavoidable CO₂ emissions are compensated for through Gold Standard climate protection projects. What is your opinion about that?

HA: There is "climate protection" hype in the market, and everyone wants to jump on this train. At Trodat, you see how corporate social responsibility works: Trodat leaves no stone unturned and relates its activities to the common value creation chain. Thus, Trodat really does set new standards in that it first reduces, and only compensates for the unavoidable CO₂ footprint in the very last step. And they do it in a responsible way in that they invest exclusively in Gold Standard projects recommended by the WWF®. You see that Trodat is honestly interested in promoting sustainable development. That is to say, the financial outlay for Gold Standard is higher than with investments in other projects. The willingness to bear this additional burden confirms that Trodat is acting from conviction.

MW: Trodat is now bringing the first climate-neutral stamp to market. The consistent construction and material usage result in a CO₂ saving of 49%. How

do you view a CO₂ saving of this scale?

HA: Trodat really seems to have succeeded with a great technical performance here. This development meets the WWF® policy in regard to raw material use and emissions: first avoid, then reduce, and only compensate in the last step. And the enormous CO₂ saving relative to predecessor products is a result deserving a lot of respect. Most of all, Trodat has not relied on just one of its own product lines here, but has instituted climate neutrality for its flagship product. I see that the CO₂ footprint analysis was conducted by Climate Partner. It is very positive that Trodat has drawn on a third, independent partner for that.

MW: We are very excited to see how the stamp industry will react.

HA: It would be desirable if the industry would pull its weight here. Climate protection concerns us all. All businesses are asked to make their contribution to achieving the goal of a CO₂-free economy.

MW: For the first time in Trodat's history, we are happy to say: please imitate us! As the market leader we are able to offer the WWF® the most comprehensive means to deliver their message. Our network of subsidiaries, distributors and customers ensures that we can communicate this green message to the widest audience possible.

HA: Then we can hope that the industry will follow suit.

MW: Dr. Aichberger, I thank you very much for the conversation.

TRODAT AND THE ENVIRONMENT

ENVIRONMENTAL PROTECTION COMES NATURALLY

Trodat has been firmly committed to a holistic approach towards environmental protection for decades. The Original Printy 4.0 in particular is a shining example of our accumulated expertise.

CARBON-SAVING

The Original Printy 4.0 makes the greatest carbon-saving thanks to a significant reduction in both size and weight while also now containing up to 65%* recycled plastic compared to the standard product.

THE ROUTE TO BECOMING CLIMATE-NEUTRAL

The original printy 4.0 saves up to 49%* CO₂ compared to its predecessor. The unavoidable carbon footprint is offset by investments made in climate protection projects specifically recommended by the WWF®.

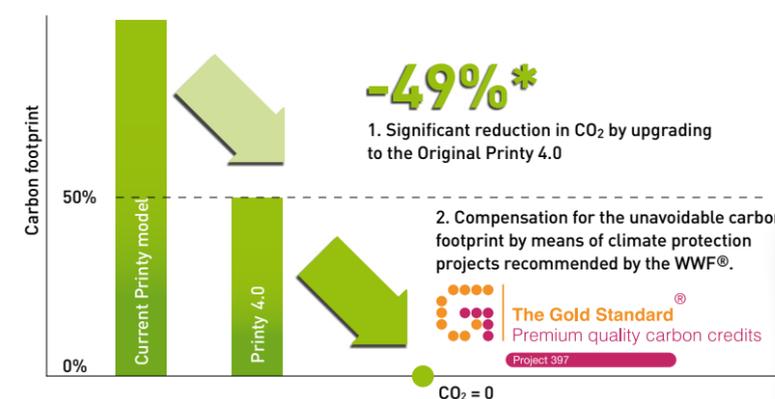
MONITORING AND CERTIFICATION BY CLIMATE PARTNER

The independent company Climate Partner, which also promotes suitable climate protection projects (see above), measures and certifies the actual reduction in CO₂ achieved.



THE ORIGINAL PRINTY 4.0: THE FIRST CLIMATE-NEUTRAL STAMP

OUR ROUTE TO BECOMING CLIMATE-NEUTRAL ECO-FRIENDLY AS STANDARD



THE 1ST CLIMATE-NEUTRAL STAMP
CONFIRMED BY
ClimatePartner

* ECO-black and ECO-grey. Lower percentage for other colours. Visit www.environment.trodat.net to find out more.