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## atelier **damböck**

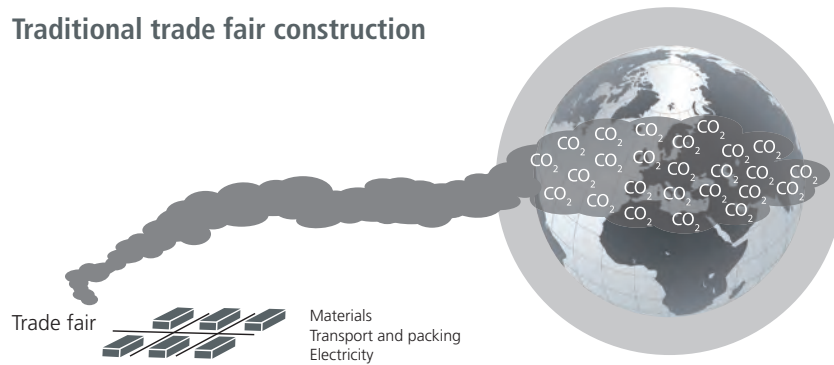
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for the environment  
satisfied clients  
trendsetters  
our children  
and **you.**

## Climate change today

Climate change and environmental protection are the greatest challenges of our time. The current change in climate is mainly due to high levels of CO<sub>2</sub> emitted from industrial sources. This is why a proposal was made to reduce the amount of greenhouse gases in industrialised countries as part of the Kyoto Protocol. In Germany, environmental awareness is thankfully already widespread and we are worldwide leaders and pioneers in environmental technology. However, there is still a great deal of potential to reduce environmental impact in some sectors, such as the trade fair and events sector.

### Traditional trade fair construction



### atelier damböck places great importance on protecting the environment

atelier damböck's corporate design and company philosophy have been dominated by 'green' since 1978. atelier damböck has now taken climate protection one step further by launching the www.greenstands.eu project.

### Climate-neutral trade fair stands and events

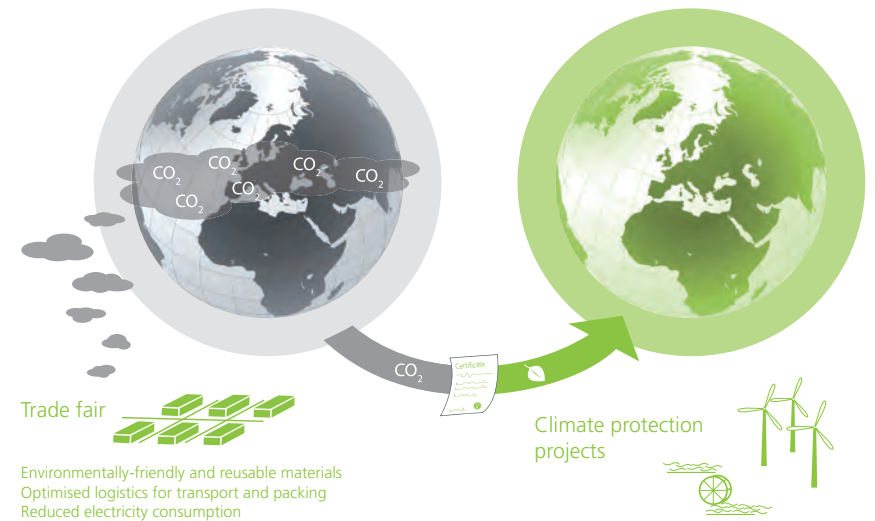
With the greenstands initiative, atelier damböck makes it possible to organise climate-neutral trade fair stands and events. Any manufacturing process or activity that we undertake as a matter of course in our everyday lives produces CO<sub>2</sub>. Climate-neutrality means ensuring that a product such as a fair stand has no impact on CO<sub>2</sub> levels in the atmosphere. This can be achieved by avoiding, reducing and offsetting carbon dioxide emissions.

## How is it possible to have climate-neutral trade fair stands and events?

Climate-neutral trade fair stands and events are based on the three-rule principle: **1. avoid, 2. reduce, 3. offset**

The first step is to analyse the CO<sub>2</sub> emissions produced and calculate the savings potential. The second step is to minimise CO<sub>2</sub> output by, e.g. using environmentally-friendly raw materials and re-using materials several times over where possible. At the end, the remaining emissions will be calculated. These can then be offset by purchasing emissions credits in the form of recognised climate protection certificates.

### Climate-neutral trade fair construction with atelier damböck



### Climate protection – chances and opportunities for your company

- **Improved public image** - environmental protection as a competitive factor
- **Room to manoeuvre and a competitive edge in terms of knowledge** - enables you to act rather than simply react to future environmental regulations
- **Motivation and innovation potential** - development of a new company culture