

Environmental vision Putz & Stingl

Status: September 2022

Green is not only our corporate colour, but also the approach we take to aligning our agency. As an official bearer of the Austrian Ecolabel, we focus on environmentally conscious events and sustainable marketing. In this way, we not only generate added value for our customers, but also contribute to sustainable changes in our fast-moving world.

As a young and dynamic company, we organise our everyday agency life in a resource-conserving and energy-efficient way. We pursue the following approaches:

- **Digital technologies:** We use digital technologies – both internally and externally – to save paper. Printouts are minimised and only printed in the smallest possible print run if necessary. For external print jobs, we look for partners with appropriate environmental certifications and advise our clients on sustainable options.
- **Virtual meetings:** We live digitally – while working from home or remote and also at the office. Unless necessary, meetings are replaced by online meetings to avoid unnecessary travel and to conserve resources. If live meetings are necessary, we form carpools or use public transport whenever possible.
- **Waste separation:** We pay attention to the correct separation of waste and are conscious in our use of water and electricity. Equipment that is not in use is put into sleep mode or switched off. Thanks to our office infrastructure, we ensure that devices that are not needed are disconnected from the power supply overnight, thus conserving resources. In addition, we focus on a sustainable power supply: since 2015, 100% of our electricity has come from hydropower.
- **Environmentally friendly partnerships:** We value sustainable partnerships and give preference to companies and suppliers that also have environmental certifications. We also prefer to work with regional companies to increase the added value in the region.

- **Internal communication:** We exchange information on resource-saving working methods and learn from each other – across departments and hierarchies.
- **External communication:** We proactively advise our customers on resource-saving implementation measures. When planning events, we inform our clients about sustainable options and certification programs and motivate them to implement them. We also offer our clients sustainable alternatives around communication: In the design of advertising materials, printed matter, and branding materials. We actively promote the Austrian Ecolabel at appointments with (new) customers, at trade fairs or at networking events, as well as in online marketing.

Because green is so much more than a colour ...

For the management:



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