

Press Release

PR!NT Communications Consultants launches CO2 initiative

PR agency provides CO2 neutral consulting with immediate effect - sustainable communication services for clients

Unterhaching/Munich, 30 October 2008. The dramatic effects of climate change have prompted global efforts to fight the so-called climate killer carbon dioxide (CO²). Against this backdrop PR!NT Communications Consultants has decided to offset the agency's CO² emissions with immediate effect.

"In so doing we are making our contribution to climate protection", Markus Hilse, one of the two managing directors, said. The agency, which has over 50 consultants, currently causes almost 200 tonnes of CO² emissions a year in the day-to-day running of the 1,200 square meters of offices in Berlin, Düsseldorf, Hamburg and Munich as well as for travel and flights to clients. "The burden on the environment cannot be avoided entirely despite our best efforts, but as a sustainability-oriented company, our first step is to compensate for it with a scientifically proven procedure", Mr Hilse explained. Print Communications Consultants calculates its carbon footprint using recognised standards of the World Wildlife Fund and the IWR.

Marketing and communications services portfolio widened to incorporate CSR aspects

In addition to offsetting its CO² emissions, Print Communications Consultants has launched an internal environment action programme. The programme is comprised of several concrete measures for avoiding and separating waste as well as switching to 'green' electricity from 2009. The initiative is backed up with ecologically oriented information and training offers as well as regular employee surveys on environmental issues.

Print Communications Consultants is also becoming more closely involved in environmental issues for its clients. In addition to the agency's consulting services on clients' environmental activities and accompanying communication measures that clients can profit from round the clock, clients can also request a climate and CSR stocktaking of their own marketing and PR activities. And that gives them more than just a good conscience; it also supplies the themes and facts to deliver a convincing brand and corporate communication with important dialogue groups. "At Print Communications Consultants we see ourselves as all-round consultants with the role of providing new impetus for our clients", Mr Hilse added. "We consistently live up to this claim by delivering professional services and effective communication tools for environment and sustainability, an increasingly important field of action. We are therefore also making a positive contribution to the commercial success of our clients in the medium and long term."

Print Communications Consultants sees itself as a provider of integrated communications consulting and navigator through the fragmented communications channels. Its activities focus on the four service areas: corporate communications, marketing communications, public affairs and events. As part of DDB Worldwide, the agency has about 50 consultants in Unterhaching/Munich, Hamburg, Düsseldorf and Berlin who link up all the communications disciplines. The agency was founded by Heye & Partner in 1981. Its customers include national and international brands like McDonald's, Campari, CMA, Wintershall, VW and congstar.

2.890/3.360 Terms

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