

Euro RSCG Southern Africa awarded Carbon Neutral status

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Euro RSCG Group Southern Africa is Carbon Neutral after completing Level 3 of the Climate Standard, which verifies that the company has quantified, reduced and offset unavoidable carbon emissions with internationally recognised carbon credits. This status and certification encompasses the three agencies in South Africa, namely:

- Euro RSCG South Africa - traditional, through-the-line creative agency
- 4D Euro RSCG - digital agency
- Havas SE - sponsorship and event activation agency

Euro RSCG conducted an audit of their operations and calculated their carbon footprint in conjunction with SustainableIT, a company that uses recognised international standards and partners in calculating and offsetting an organisation's carbon footprint.

Lynn Madeley, CEO of Euro RSCG Group Southern Africa, says, "Climate change is one of the leading challenges of our age and has already been shown to increase the risk of drought, flooding and extreme weather patterns in many countries of the world. The current evidence says that man-made greenhouse gas emissions are contributing to this problem. In recognition of this, we are working to reduce our greenhouse gas emissions with an effective, long-term strategy that is transparent, accurate and scientifically robust."

Euro RSCG Group Southern Africa fully offset their carbon footprint by purchasing global credits via Envirotrade through the *Gorongosa Community Carbon Project* in Mozambique.

The *Gorongosa Community Carbon Project* deals with the reforestation of the area and the economic upliftment of the surrounding community via commercially and environmentally sustainable farming practices. This has had a knock-on effect, resulting in the construction of schools and the establishment of small businesses in the area, which has improved the prospects and lives of those in the community.

However, the company sees this as just a first step and has embarked on internal initiatives to reduce its emissions. Staff are on a drive to reduce paper consumption and the company plans to conduct a regular audit with the aim of reducing their carbon footprint per square meter of office space and per employee.

As a local agency part of an international network, Euro RSCG South Africa also supports the Euro RSCG global initiative, "Tck Tck Tck", which calls on global leaders to commit to meaningful and sustainable environmental targets.

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