

EBV's 'ECOmise it' Campaign Benefits Environment and Nature Organizations

EBV is facing the challenge of global climate change. As part of the large-scale *ECOmise it* campaign, the company launched its first program: *By Bike to EBV*.

In the *By Bike to EBV* program, EBV employees throughout EMEA who ride their bicycle to work or to a public transport stop or station between April and October 2008 are eligible. With each kilometer they ride, EBV will donate €0.15. The campaign has a positive effect on climate change for two reasons: 1) By riding your bike instead of driving your car, CO2 emissions will be reduced and 2) The money collected will be donated to Rettet den Regenwald e.V, an organization working to save the rain forests, and Bund Naturschutz e.V., a local nature organization in Bavaria. This group is purchasing 6,000 square meters of protected land on the banks of the Danube in order to protect this biotope area.

"In the day-to-day business of an internationally positioned company such as EBV Elektronik, business trips by plane or car are unavoidable," explains Christian Meier, EBV's chief operating officer. "However, we do not intend to neglect our corporate responsibility for climate change. Our campaign is therefore not just about redressing our emissions by supporting selected environmental projects, but primarily to raise general awareness about the topic amongst our employees and the public."

The *By Bike to EBV* program is not a one-off action. With the *ECOmise it* campaign, EBV will launch further projects in the coming months. These will form the basis of a long-term company commitment to climate protection. What's more, environmental protection already plays a key role at EBV. For example, the company's European headquarters in Poing near Munich has an ultra-modern air-conditioning system powered by underground water.