



CO₂e Offsetting

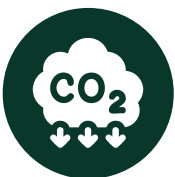
with Regreening Project Justdiggit

Green Media Benefit for advertising clients



Performance plus sustainability

True to our motto „Big impact. Small footprint.“, brands can reach their target groups with our green media offering while minimising their ecological footprint at the same time.



Offsetting media emissions

For every Giant Poster or Digital Screen campaign, we ensure that the climate impact is demonstrably offset: a Gold Standard* solar energy project in India offsets unavoidable emissions. We also support Justdiggit's regreening measures in Africa – an additional commitment to people and nature.



Verified climate benefit

Our offset emissions can be transparently verified. This makes us a responsible and reliable green media partner and supports advertising clients with sustainability reporting.



Let's cool down the planet together!

The climate protection agency [natureOffice](#) has been calculating our CO₂e footprint for several years, which we were able to reduce by over 70 tons of CO₂e for our Giant Poster product between 2023 and 2024 (~26%). We offset unavoidable emissions via a Gold Standard-certified solar energy project in India. Additionally, we support Justdiggit, which is committed to the re-vegetation of degraded landscapes with large-scale regeneration measures in Africa. In this way, we combine effective offsetting via a Gold Standard project with additional climate protection through Justdiggit – with measurable impact and full transparency.



- Regreening**
through „Farmer Managed Natural Regeneration“: Regeneration of old root systems and trees.
- Reforestation and regreening projects**
Plants and trees bind carbon dioxide and improve the water balance.
- Water retention basins („bunds“)**
Special troughs collect rainwater, reduce erosion and promote revegetation.
- Involvement of local communities**
Training of farmers and village communities to ensure sustainable maintenance of the revitalised areas.



Acting sustainably. In line with the SDGs.

Justdiggit actively contributes to 9 of the 17 UN Sustainable Development Goals. The SDGs promote sustainable development in the environment, society and the economy by 2030. They serve blowUP media as a strategic framework for ecological responsibility, social impact and innovation along the entire value chain.

SUSTAINABLE DEVELOPMENT GOALS



blowUPmedia®
Big impact. Small footprint.

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*The Gold Standard, supported by the Swiss Gold Standard Foundation and co-founded by the World Wide Fund for Nature (WWF), is one of the strictest and most recognised certification systems in the world. It ensures that climate compensation projects are measurable, additional, permanent and socially and ecologically sustainable.

CO₂e calculations by natureOffice. Since 2007, natureOffice has been helping companies to record their greenhouse gas emissions transparently and to implement effective environmental measures – using tested methods and certified standards.

As a subsidiary of the Ströer Group, we are subject to the reporting obligation under the EU Corporate Sustainability Reporting Directive (CSRD). Our sustainability initiatives are an integral part of the Group-wide sustainability report.