

Client Disclosure Report



Fighting against the Climate Emergency



sustainability CSR

CheckN

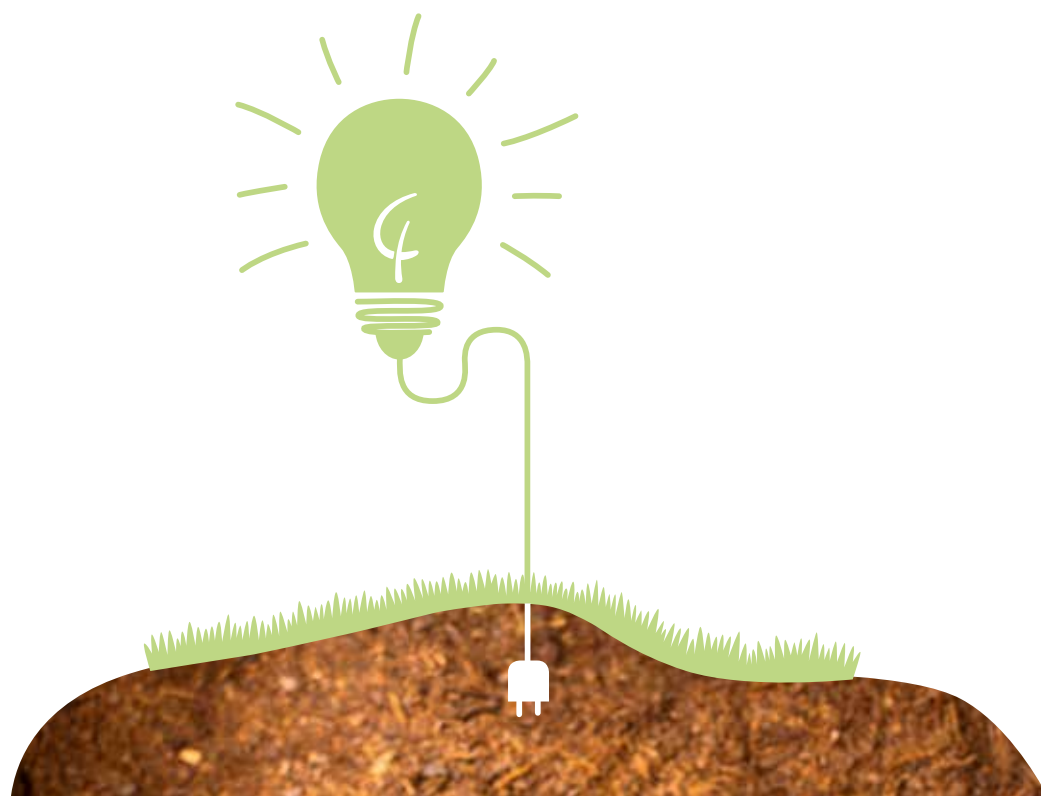
We love and live sustainability

We are media4nature. A marketing agency from Nürnberg, Germany – ecological and sustainable from day one. Since 2007 – a time when “sustainability” and “ecology” were still unheard of in many industries – we, as a marketing agency have been committed to sustainability. And lived it consistently: be it in the selection of our customers, in action planning or the implementation of advertising media.

For example, leaflets with a huge circulation and just as much wastage: not with us! This is a total waste of resources. And also a waste of the customers budget! Brochures with glitter varnish: we don't do them! With environmental paper and for example a die-cut you can achieve an equally strong point of attention and it is eco-friendly.

We live green! For us, green is not just a colour, nor is sustainability an empty phrase - it is our firms conviction. We focus on people as well as the environment. In the way we conceptualise and produce communication measures for our customers, we always focus on sustainability. That is just our nature, as a sustainable advertising agency, we stand for our inner beliefs and values. It is understood we love aesthetic design and dare to break new grounds. This obviously is important to us as a service provider, but above all for our customers! We are open-minded, looking to deliberately break old habits, dare to strike a new path and think outside the box – this however always with an emphasis on sustainability.

Naturally we commit all our doing to sustainability and climate action.



Our Clients

Until the beginning of 2019, we mainly worked with an ecological financial service institution. Due to the growing demand and increasing necessity of „green marketing, in late 2018 we decided to enlarge our agencies business. We increased our staff and started to work for more clients, from different sectors.

One rule that is not negotiable is how we choose our clients: for one the prospect must have an existing sustainable purpose of enterprise or the wish to make the enterprise and its actions more eco friendly.

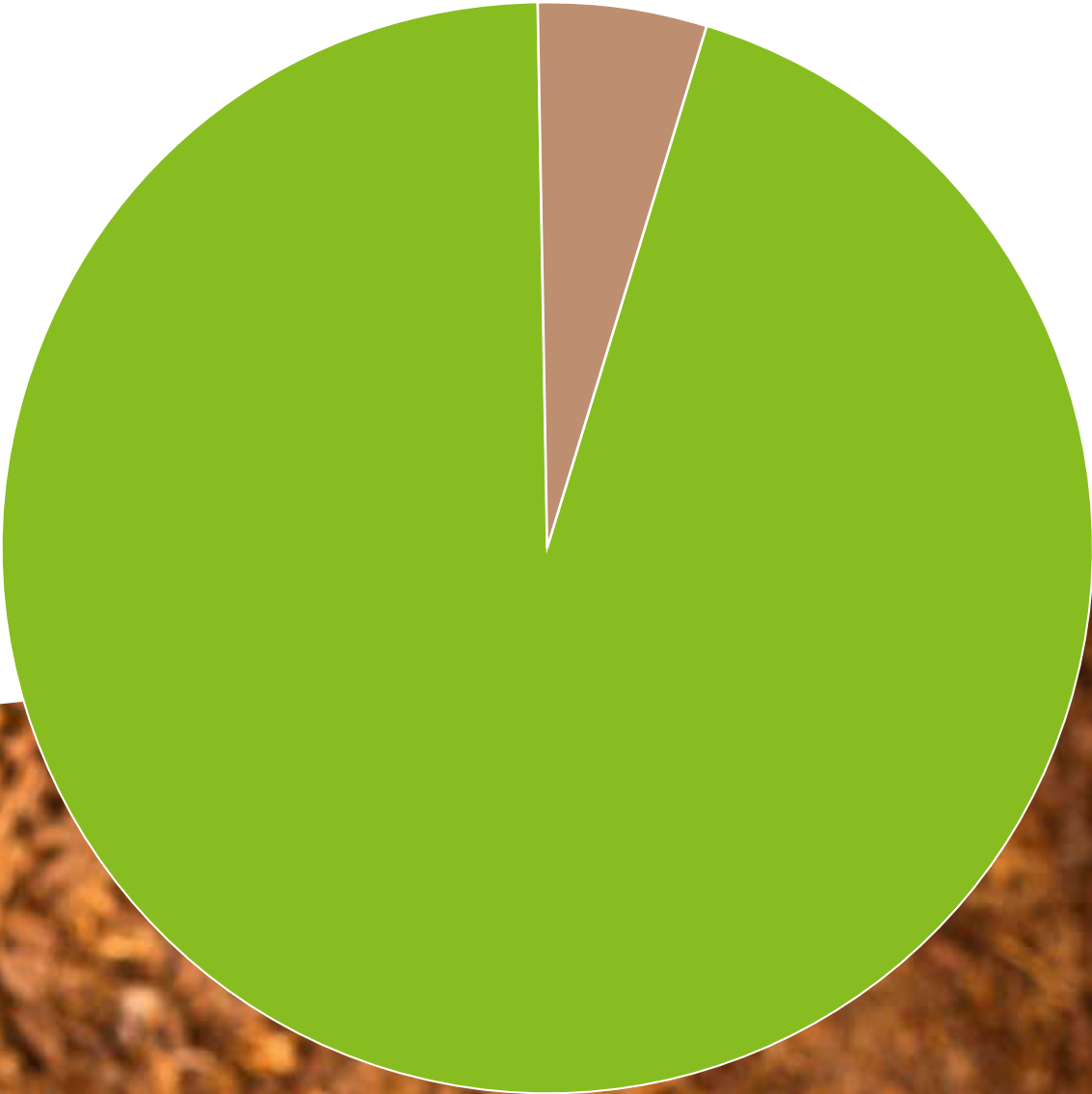
The numbers for “Client sectors by revenue” refer to the years 2017 – 2019.



Business Disclosure by Clients

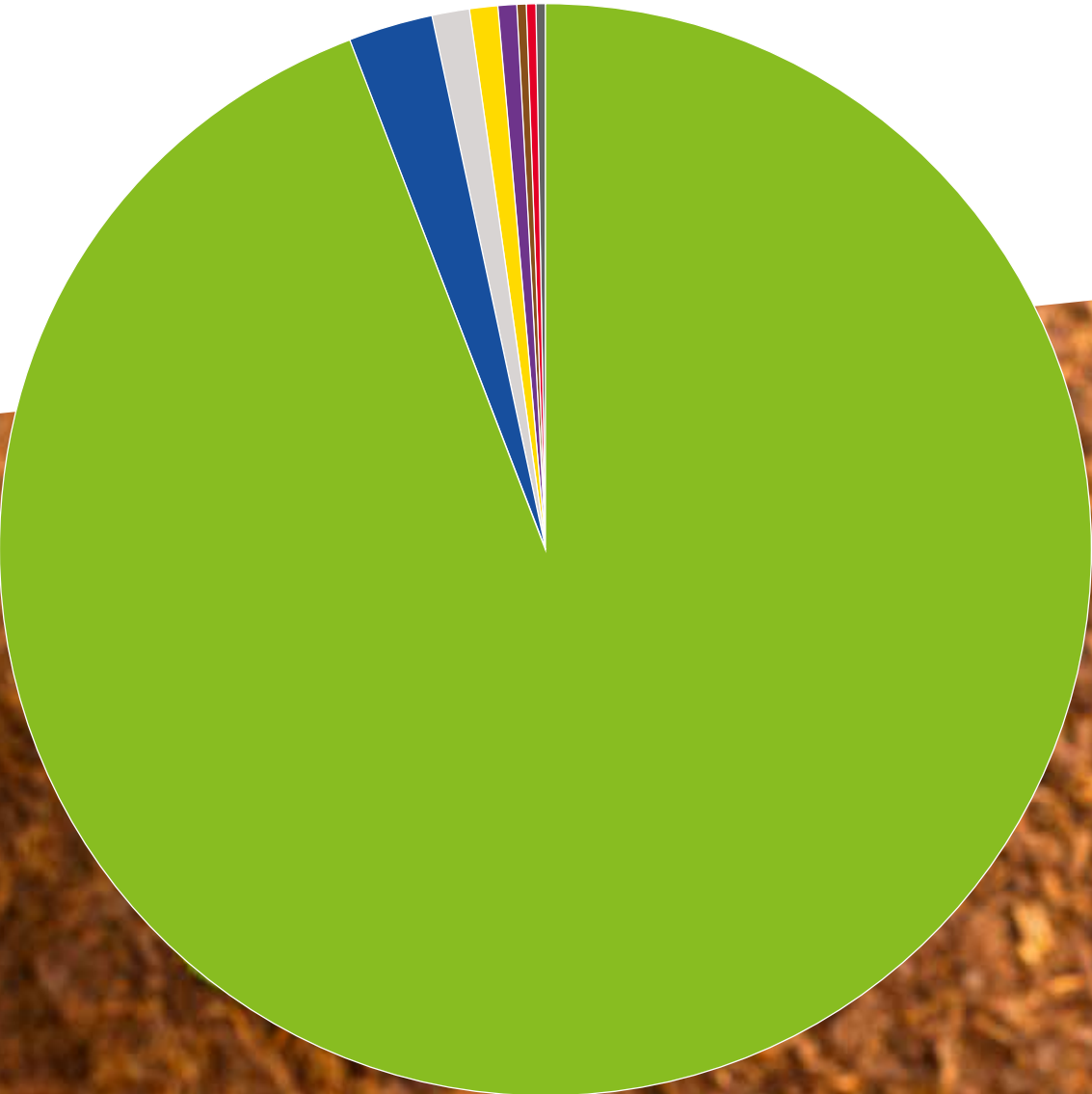
Sustainability also means Social Responsibility. Hence we dedicate parts of our working time to regional and social purposes (e.g. NGO, Charity, Foundations) for free.

95 % Business 5 % Pro Bono



Client Sectors by Revenue

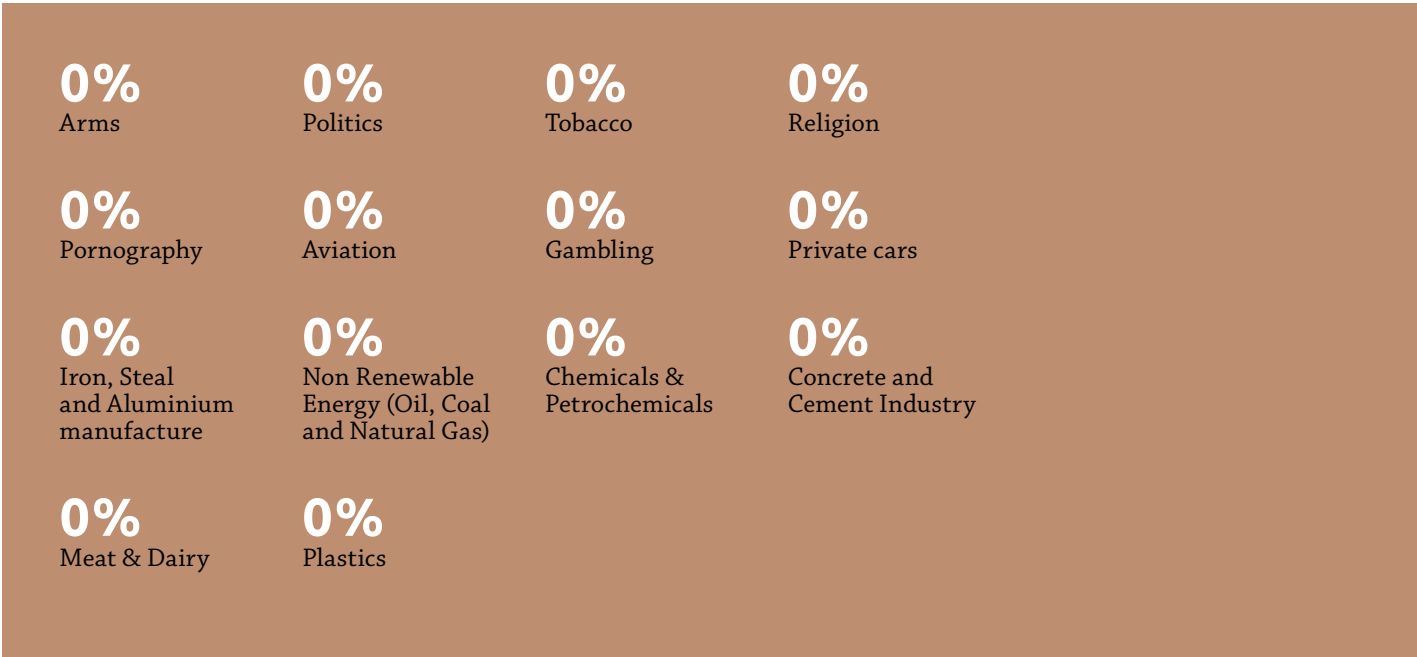
- Finance/Banking
- Health
- Retail
- Art/Media/Entertainment
- Consultancy
- Energy/CleanTech
- Government
- Food/Farming



Controversial and critical clients

In spite of our constant efforts to accept and work only for eco friendly clients, in some cases we must compromise reasonably. If a client cannot be called “green” but does not harm the environment we do collaborate. We are using the chance to try and do our best to convince this client of the multiple benefits of becoming sustainable and climate friendly.

Anyway, our percentage of business revenue in the following sectors is Zero:



In these sectors we dealt with clients in an aim to get them “greener”:



We are sincerely pleased that sustainability and having an impact on climate action are aspects that are becoming increasingly important in business life. Never the less we are shocked to see how dangerous the climate crisis and its consequences got in just a few years. And the speed is accelerating!

**There simply is no excuse -
climate action must be taken now.
Are you with us?**



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natürlich. marketing.

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