

## Charity Initiative For Environmental Protection

### PreZero makes a Donation to the WWF Germany following its Digital Christmas Initiative

**Neckarsulm, February 11, 2022.** PreZero has donated €10,000 to WWF Germany following its Christmas Charity Initiative. The donation from PreZero will support WWF projects that positively contribute to climate, nature and environmental protection on an international level. The digital Christmas Initiative introduced business partners, customers and social media followers to the core business of the environmental service provider in a playful way.

At the end of last year, employees from nine of all eleven PreZero countries jointly sent a digital Christmas wish with a link to an interactive website. The website provided visitors with tips on how they could organize the Christmas period in a more sustainable way and encouraged them to collect waste hidden on the website by clicking on it. The company's social media channels also drew attention to the initiative.

"In conjunction with our countries, we are delighted to be able to support WWF's national projects in addition to our joint international projects and as such to make a contribution to a cleaner tomorrow", claims Anna Frankenberg, CSR International at PreZero Stiftung. "Christmas was the ideal time for the initiative. In this way we were not only able to give our partners and social media followers tips for a more sustainable Christmas, but also to do something for the environment."

PreZero has been working with the WWF since 2015 and supports the projects for protecting the oceans. The partnership has been extended until 2025 and expanded internationally. As part of the joint cooperation, PreZero is promoting the initiation of another model project to combat the causes of plastic waste on the island of Koh Libong in Thailand, in addition to the previous WWF projects "Ghost Nets" in the Baltic Sea and a model project to prevent plastic waste on the island of Phu Quoc (Vietnam). In addition to financial support, the environmental service provider assists the organization with its years of expertise in circular economy.

More information about PreZero can be found at our [press portal](#).

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**Caption:** PreZero's donation supports WWF Germany's worldwide projects that make a positive contribution to climate, nature and environmental protection. © Melanie Gömmel / WWF

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