



LØSVANN

PREPARED BY

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Sustainability White Paper: *Inside Losvann's Green Initiatives*

Overview

The purpose of this whitepaper is to delve into the sustainable initiatives of Losvann B.V. From Amsterdam to Cape Town, discover how our innovative approaches, from carbon-neutral cartons to logistics offsetting, redefine the boundaries of creativity and sustainability, marking a profound commitment to a greener, responsible future.

Part 1: Sustainability in South Africa



Introduction to Cape Town Branch

Welcome to Losvann Pty Ltd, where the synergy of creativity and sustainability thrives against the stunning backdrop of Table Mountain. At Losvann, we redefine the boundaries of ad agency work, weaving a tapestry of green creativity that transcends physical locations.

In the spirit of environmental responsibility, Losvann Cape Town has embraced the power of remote work. We've transformed our workspace into a virtual canvas where our talented team collaborates seamlessly, minimizing our ecological footprint. This commitment allows us to create without boundaries, unleashing the full potential of our remote, global mindset.

At Losvann, sustainability is not a checkbox; it's ingrained in our creative DNA. Every project undertaken by our Cape Town branch is a testament to our dedication to sustainable storytelling. From visually striking content to innovative strategies, our team ensures that each campaign not only captivates but also contributes positively to the world we inhabit.

Cape Town's vibrant culture inspires our work, infusing a unique local essence into our global perspective. As we navigate the challenges and opportunities presented by this dynamic city, our commitment to sustainability remains unwavering. Losvann Cape Town is not just a creative space; it's a hub where challenges inspire solutions that redefine the intersection of creativity, technology, and environmental consciousness.

As you delve into the essence of Losvann Cape Town in this white paper, you'll discover a seamless blend of creativity and sustainability. Join us on this journey, where the name Losvann reflects not only our creative prowess but our commitment to making a positive impact on the world.

Green Initiatives in Cape Town

Elopak Pure-Pak© Cartons: Certified Carbon Neutral© and Reduces Plastic Consumption

In our pursuit of sustainability, we have adopted Elo Pak cartons – a symbol of our dedication to environmentally responsible packaging. These cartons are not just a choice; they are a statement. Certified as carbon neutral, Elo Pak cartons align seamlessly with our goal to make people use less plastic. [\(1\)](#) Crafted with a plant-based cap, these cartons are not only reusable but also 100% recyclable, contributing to a circular economy that minimizes waste and environmental impact.

In the words of Elo-Pak: *"Elopak was the first to offer CarbonNeutral® Packaging for beverages and liquid foods. A CarbonNeutral® package offsets all the emissions associated with the carton, from raw material production, transport, manufacturing, waste, travels and distribution to retail."* [\(2\)](#)

Credible Carbon: CO2 Offset through Smart Logistics

Recognizing the environmental footprint associated with logistics, we actively offset carbon emissions from both our Johannesburg to Cape Town deliveries and from our Cape Town warehouse to activation points via Credible Carbon. [\(3\)](#) We utilize carbon credits to neutralize these emissions, ensuring that every activation is not only creatively impactful but also environmentally responsible.

Carbon Neutral Printing

In our commitment to sustainable practices, Losvann Cape Town employs an eco-friendly printer that is carbon neutral. [\(4\)](#) This conscious choice ensures that our creative outputs are not only visually stunning but also produced with minimal environmental impact. From design concept to final print, we embrace technologies that align with our green ethos, demonstrating that creativity and sustainability can go hand in hand.

As we move forward, Losvann Cape Town remains steadfast in its mission to weave together creativity and sustainability seamlessly. Our green initiatives extend beyond mere practices; they are a testament to our belief that every creative endeavor can be a force for positive change.

Conclusions

In the vibrant landscape of Cape Town, Losvann has not only embraced the spirit of creativity but has woven a narrative of sustainability that resonates throughout our entire supply chain. From the inception of ideas to the final activation on the ground, our commitment to a greener tomorrow echoes in every facet of our operations.

Our dedication to sustainability is not a mere gesture; it is embedded in the fabric of our entire supply chain. Losvann Cape Town takes pride in leading the way, setting standards that extend beyond creative excellence to encompass environmental responsibility.

Our choice of Elo Pak cartons, certified as carbon neutral, reflects our commitment to sustainable packaging. These cartons, with their plant-based caps and recyclable nature, showcase our dedication to minimizing environmental impact from the initial concept to the final delivery. Our eco-friendly printer ensures that each creative output is not just visually captivating but also produced with the planet in mind.

Understanding the ecological footprint associated with logistics, we actively offset emissions from both our Johannesburg to Cape Town deliveries and the transportation from our Cape Town warehouse to activation points. By utilizing carbon credits, we neutralize these emissions, ensuring that our creative endeavors are not only visually impactful but also environmentally responsible.

Looking ahead, Losvann Cape Town aims to extend its impact beyond the advertising realm. Our goal is to keep tourists from using plastic bottles by offering free, sustainable alternatives. By providing accessible and eco-friendly alternatives, we hope to inspire positive choices that contribute to a reduction in single-use plastic consumption and foster a more sustainable travel experience.

In conclusion, Losvann Cape Town stands as a testament to the harmonious fusion of creativity and sustainability. Our endeavors go beyond being an ad agency; they embody a commitment to leaving a positive mark on the environment and inspiring others to follow suit. As we continue to tread this path, we invite you to join us in a journey where creativity and sustainability coalesce into a powerful force for positive change.

Part 2: Sustainability in Benelux

Introduction to Amsterdam Branch

Welcome to Losvann B.V., our second branch of Losvann. At Losvann B.V., we mirror the principles we learned in Cape Town in the European market. In pursuit of environmental stewardship, Losvann B.V.

also utilizes remote work where our talented team collaborates seamlessly. This deliberate choice minimizes our ecological footprint in the EU.

At Losvann B.V., our commitment to sustainable storytelling is underscored by the directive of the Dutch government and the European Union, guiding every project undertaken by our Amsterdam branch. Whether crafting visually striking content or pioneering strategies, our team ensures that each campaign not only captivates but also aligns with and contributes positively to the environmental directives set forth by the Dutch government and the EU.

In Europe, our entire supply chain operates under a green ethos, embodying sustainability at every stage. From the production phase to the final activation, we are committed to ensuring that our operations align with environmentally friendly practices. Our use of carbon-neutral cartons and the offsetting of logistics emissions through carbon credits exemplify our dedication to reducing our carbon footprint. While the Netherlands is recognized for its environmentally conscious initiatives, we aim to go even further. Our choice of carbon-neutral cartons not only complements the country's green landscape but also serves as a proactive step towards further reducing plastic usage. At Losvann B.V., we believe in pushing the boundaries of sustainability to contribute to a cleaner and greener future in the Netherlands and beyond.

Green Initiatives in Amsterdam

Tetra Pak® Cartons: Certified Carbon Neutral and Plastic Reduction

Losvann B.V. proudly employs Tetra Pak cartons, a beacon of sustainability in our commitment to eco-friendly practices. These cartons hold the Carbon Trust certification, affirming their carbon-neutral status and underlining our dedication to reducing environmental impact. [\(5\)](#) What sets these cartons apart is their versatility – not only are they reusable, but they're also 100% recyclable, contributing to a circular economy that minimizes waste. Beyond their environmental certifications, Tetra Pak cartons boast an impressive 88% reduction in plastic compared to traditional bottles, aligning seamlessly with our goal to minimize plastic usage. Featuring a plant-based cap, these cartons embody our commitment to plant-centric solutions, contributing to a healthier planet. At Losvann B.V., we are proud to integrate Tetra Pak's green innovation into our operations, marking a significant stride towards a sustainable and responsible future.

Climate Neutral Group: CO2 Offset through Smart Logistics

Losvann B.V. is dedicated to addressing the carbon footprint associated with our logistics operations from the factory to the activation points within the Benelux region. In collaboration with the Climate Neutral Group, a leading provider of carbon offset solutions, we actively engage in offsetting the carbon emissions generated during these logistical journeys. [\(6\)](#) This strategic partnership allows us to calculate the emissions produced and invest in projects that effectively counterbalance our environmental impact. By supporting certified and verified carbon reduction initiatives through the Climate Neutral Group, we take tangible steps towards achieving carbon neutrality. This commitment not only aligns with our sustainability goals but also ensures that our logistical processes contribute positively to the broader

environmental landscape in the Benelux region. At Losvann B.V., we believe in the power of collective action and responsible practices to pave the way for a more sustainable future.

Accountability

Accountability is at the core of Losvann B.V.'s commitment to transparency and sustainability. As part of our ongoing efforts to uphold these values, we are excited to introduce a new platform on our website dedicated to the European Union and South Africa. This platform will serve as a comprehensive resource, where we will openly share detailed information about the carbon credits we acquire and the receipts related to our sustainability initiatives.

By providing access to this information, we aim to empower our stakeholders, clients, and the public with a clear and unfiltered view of our sustainability endeavours. From the offsetting of carbon emissions through the Climate Neutral Group to the procurement of eco-friendly materials, every step we take towards environmental responsibility will be documented and made available on our website. This transparency reinforces our commitment to accountability, allowing our audience to witness the tangible impact of our sustainable practices and fostering a shared sense of responsibility for the planet we inhabit. At Losvann B.V., we believe that openness is fundamental to driving positive change, and we invite everyone to join us on this journey towards a more sustainable and accountable future.

Part 3: Charitable Initiatives



Water Aid Rwanda

Losvann is proud to announce the finalization of our 1% pledge, a commitment to allocate one per cent of our profits to support the crucial work of Water Aid Rwanda. [\(7\)](#) This initiative reflects our deep-seated belief in corporate social responsibility and our dedication to making a positive impact on communities in need. By partnering with Water Aid Rwanda, we aim to contribute to sustainable water and sanitation solutions, fostering positive change and improving the lives of those facing water scarcity.

Our pledge is more than a financial commitment; it's a testament to our belief in leveraging our success to create meaningful and lasting change. We are excited to be part of a global movement that recognizes the transformative power of collective efforts. The implementation of our 1% pledge not only aligns with our values but also reinforces our commitment to being a socially responsible entity. At Losvann B.V., we understand the profound impact that access to clean water can have on communities, and we are honoured to contribute to this cause through our partnership with Water Aid Rwanda. Stay tuned for updates on the impact of our pledge as we work together towards a future where clean water is accessible to all.

Conclusion: A Unified Commitment



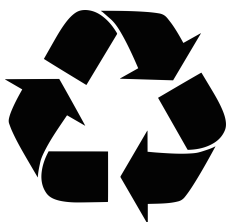
Conclusion

In the harmonious collaboration between Losvann B.V. and Losvann Pty Ltd, our shared commitment to sustainability transcends geographical boundaries. While we, as a startup, are in the process of obtaining our own verification as a green entity, our dedication to environmental responsibility is unwavering. Together, in Amsterdam and Cape Town, we meticulously ensure that every facet of our supply chain aligns with green principles.

From the use of carbon-neutral cartons to offsetting logistics emissions, and our forthcoming 1% pledge to Water Aid Rwanda, every decision made by Losvann echoes our collective commitment to creating a positive impact on the planet. While our verification process progresses, our focus on collaborating with partners who share our green ethos allows us to actively contribute to a more sustainable future.

As Losvann B.V. and Losvann Pty Ltd work hand in hand, each in their respective domains, we recognize the power of collaboration in fostering green excellence. Our journey is a testament to the belief that, as a united force, we can make substantial strides towards creating a more sustainable and responsible world. Through transparency, accountability, and unwavering dedication, we embark on a collective mission to redefine the intersection of creativity and sustainability. Join us in this journey, where every action, no matter how small, contributes to a greener, more harmonious future.

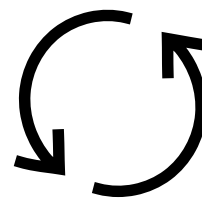
100% of Our Cartons are:



**100%
Recyclable**



% Less Plastic



Reusable



Cap



Free



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Our Partners:

