

## **Jenni Kommunikation commits to climate protection**

Jenni Kommunikation commits to climate project by donating a percentage of their travel costs to myclimate.org's climate protection projects. In addition Jenni Kommunikation is leveraging collaboration tools to cut down on travel costs and increase productivity.

**Zurich, April 2, 2007. As of April 1, 2007, Zurich based PR agency Jenni Kommunikation started investing in myclimate's climate protection project. Each time an employee of Jenni Kommunikation travels on business purposes by car or airplane, Jenni Kommunikation donates a sum of the travel costs to myclimate.org. In addition to the donation, Jenni Kommunikation is also using collaboration tools like Collanos Workplace (<http://www.collanos.com>) or Netviewer (<http://www.netviewer.com>) to reduce travel frequency, while still holding productive meetings.**

Since its launch on April 1, 1996, Jenni Kommunikation has consulted companies in various industries: IT and telecommunications, travel and tourism, and start-ups. In order to provide a high degree of customer support, and agility in reacting to market influences, Jenni Kommunikation has to constantly be in contact with their clients.

“Thanks to the adoption of collaboration solutions like Collanos Workplace and Netviewer, we can work in real-time with our clients without needing to travel to work with them. We can be just as efficient virtually using Collanos Workplace to share documents and Netviewer to work on documents in real-time. We have also been able to cut down on car and airplane travel, which helps reduce CO2 emissions,” said Urs Jenni, owner of the agency. In addition we actively contribute to conserve an intact environment by compensating for our remaining car or airplane business travel by buying certificates from myclimate (<http://www.myclimate.org>). I am of the firm opinion that companies in our communication's industry have the responsibility not only to communicate about role models but to live them actively.”

## Jenni Kommunikation

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René Estermann, CEO of myclimate, is pleased by this decision of Jenni Kommunikation: “It is key for our cause that small enterprises also set an example and demonstrate their sense of responsibility.”

Myclimate, the Zurich based non-profit foundation, is one of the leading providers of voluntary compensation measures. The compensation of the emissions is achieved through projects protecting the climate in less developed countries. Emissions are reduced by replacing fossil energy sources with renewable energies and are implemented with more energy efficient technologies. In addition to the reduction of greenhouse gas, myclimate’s climate protection projects achieve a demonstrable positive lasting contribution to development.

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### **About Jenni Kommunikation**

Zurich based Jenni Kommunikation founded in 1996 by Urs Jenni is specialized on Media and Blogger Relations in consumer and corporate PR. Well known companies in technology, telecommunications and consumer Electronics trust in the expertise and the business network of the agency. Main pillars in addition are Swiss start-ups. Jenni Kommunikation covers all Swiss language areas and can build on a broad international network of partner agencies.