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Faber-Castell wins German award for sustainability projects

Faber-Castell has won the “Deutscher Award für Nachhaltigkeitsprojekte 2021” (German Award for Sustainability Projects 2021) in the category "Equal Opportunities" for its Colour Grip charity set Children of the world. The award was presented this year for the first time by news channel ntv, DUP UNTERNEHMER and the German Institute for Service Quality (DISQ).

The Children of the world colour pencils set is aimed at children in the important phase of growing up and finding themselves. In order to strengthen their self-image, it is important for children to be able to reproduce themselves and their individual skin colour in lifelike drawings. However, the colour spectrum of many sets is limited, so that the different pigmentation of the skin could not be depicted without compromise until now.

Sustainable creativity: colour pencils in six skin tones

Faber-Castell has addressed this issue and, with Children of the world, has developed a set that includes three bonus double-sided colour pencils with six skin tones as an addition. The company has made use of the expertise of its own cosmetics division: the leads are based on real make-up tones and have a particularly soft texture. The colours can therefore be mixed very easily so that the wide variety of nuanced skin tones can be reproduced. With this set, Faber-Castell supports parents and teachers in their pedagogical work of teaching identity and self-esteem in a playful way, promoting children's personality development and, at the same time, their creativity. Extra contribution to climate protection: the production of the colour pencils in the Faber-Castell factories is carbon-neutral, then colour pencils are made of wood from sustainable sources and are coated with environmentally friendly water-based paint.

Social responsibility as a living corporate culture

With each of these sets sold, Faber-Castell supports the Red Pencil Humanitarian Mission. The non-profit organization helps children in crisis areas around the world to deal with traumatic experiences with the help of painting therapy (<https://redpencil.org>). Since the product was launched in spring 2020, Faber-Castell has thus been able to support the initiative's work with almost 40,000 Euros. More information at: <http://www.faber-castell.com/children-of-the-world>

As a traditional brand and globally active family business with a long-standing culture of values, equality and cultural diversity are a matter of course for Faber-Castell. These values are also lived out in the Faber-Castell community: the Faber-Castell Social Charter has applied to all international company sites since March 2000. It includes a clear ban on discrimination of any kind as well as equal treatment, regardless of skin colour, gender, religion, race or nationality. An independent committee monitors the implementation of the agreement at regular intervals.

German Award for Sustainability Projects 2021

The German Award for Sustainability Projects 2021 was initiated to make visible and honor the sustainable commitment of companies, institutions and associations. The focus of the award is on the 17 Sustainable Development Goals of the United Nations in the areas of people, planet, prosperity, peace and partnership. The patron of the award is Brigitte Zypries, former German Federal Minister. A high-caliber jury from business, science and the media led by Yvonne Zwick, Chairwoman of the German business network B.A.U.M. e.V. (Bundesdeutscher Arbeitskreis für Umweltbewusstes Management e. V.), evaluated the applications received.



Stefan Leitz (Chairman of the Board of Faber-Castell AG) and Verena Hafner (Head of Marketing Playing & Learning) with the “Deutscher Award für Nachhaltigkeitsprojekte 2021” (German Award for Sustainability Projects 2021)

DISQ German Institute for Service Quality:

The market research institute pursues the goal of improving service in Germany. DISQ has been conducting competitive analyses on behalf of the media since 2006. More than 1,000 studies and awards have been published to date. DISQ has examined around 5,000 companies - in the course of more than 300,000 tester contacts and the collection of more than 1 million customer opinions.

DUP UNTERNEHMER:

The leading medium for digital and climate transformation, edited by former Federal Minister Brigitte Zypries, is published with a total circulation of over 280,000 copies. Around 1.3 million readers are reached via the magazine, the website dup-magazin.de and various newsletters.

News channel ntv:

Germany's first news channel has been offering its viewers the latest news from politics, business, sports and society around the clock since 1992. The station's claim is to provide orientation - reliably, competently and quickly. That's why more than five million viewers tune in to ntv every day. The digital offerings are used by around 12 million visitors a month.

Faber-Castell, founded in 1761, is one of the oldest and world's leading companies for high-quality products for writing, drawing and creative design, as well as decorative cosmetics. Family-owned for nine generations, Faber-Castell is represented in over 120 countries with its own production facilities in nine as well as sales companies in 23 countries and is considered the most important manufacturer of wood-cased pencils with over two billion lead and colour pencils per year and around 6,500 employees.

Press contact:

A.W. Faber-Castell Vertrieb GmbH
Antje Röder
Manager Communication Europe
antje.roeder@faber-castell.de
www.faber-castell.de