



PRESS RELEASE

February 2024

Fantastic Forests:

STAEDTLER makes our Earth's green lungs the theme of World Kids Colouring Day 2024

On 6 May, STAEDTLER is calling for kids to colour for a good cause on the occasion of World Kids Colouring Day. The idea is simple, but effective: children draw a picture on a specific theme and send it to STAEDTLER. For every picture submitted, STAEDTLER donates one euro to support a project run by Plan International Germany. In this way, the young artists not only have a chance to express their creativity, but also to make a positive contribution to improving the living conditions of other children. In 2024, the funds raised will go to a project in Laos.

The forest habitat ensures biodiversity

The forest, in all its diversity, is one of the most fascinating and important natural phenomena on our planet. Whether it's the impenetrable jungle, the tropical rainforest or dense coniferous forests, forests are the habitat for many living creatures. Every square centimetre of soil, every tree trunk and every stream is home to countless creatures. From the tiny beetle to the nimble fox, from the little monkey to the cuddly koala – the forest offers a habitat for an astonishing range of animals. This diversity is crucial for the balance of ecosystems: a predator keeps its prey population in check, herbivores influence vegetation and insects spread seeds.

The forest is not only a habitat, it also plays a crucial role in regulating the climate on our planet. Through photosynthesis, trees and other plants absorb carbon dioxide from the atmosphere and produce oxygen. Thanks to this vital process, forests are often referred to as the "Earth's green lung", as they help to improve air quality and mitigate the greenhouse effect.

The motto "Fantastic Forests"

"The motto is to motivate children all over the world to paint colourful pictures and at the same time make them aware of the importance of forests. The forest is a unique ecosystem that not only supplies us with fresh air and clean water, but also provides habitat for countless species of animals and plants. The variety of species in the forest is breathtaking and holds countless secrets to discover. "With our new theme 'Fantastic Forests', we hope that we can inspire many children to get involved with the topic," says Britta Ender, Head of Brand and Communications at STAEDTLER.

Drawing competition in Germany

Young artists can participate in the competition from 1 March to 31 May 2024. Whether it's individual images or group projects such as collages and 3D artworks, there are no limits to creativity. A jury will select the best 80 motifs from all entries in Germany and reward the participating children with selected products from the extensive STAEDTLER range.

Suitable advertising material for retailers

As in previous years, STAEDTLER will also provide some advertising and decoration materials in 2024. This makes World Kids Colouring Day particularly appealing at the point of sale (POS). There is a choice of posters, participation flyers and balloons.



Plan International Germany

The project "Opportunities for the future through sustainable agriculture and climate protection in Laos" of the children's rights organisation Plan International Germany implements important measures for climate and disaster protection as well as age-appropriate nutrition for children. It also contributes to the preservation of the forests. The aim is to tackle the effects of climate change with the help of innovative agriculture, thereby improving people's living conditions.

Through this project, Plan International Germany is helping 16 communities in the remote region of Bokeo to cope with the effects of climate change, adapt their agriculture and secure their livelihoods. Climate change has increased drought periods in Laos. They cause serious agricultural damage, while rice cultivation is also becoming increasingly affected. Nevertheless, rice remains the most important basic food in the region. Innovative and locally adapted strategies in agriculture are aimed at improving not only food security, but also families' incomes. At the same time, Plan International Germany is contributing to the preservation of forests and the sustainable use of natural resources. In total, 1,150 women, 1,000 men and 600 girls and boys benefit from training, climate change education and improved access to water.

For the seventh year in a row, STAEDTLER is supporting Plan International Germany as part of World Kids Colouring Day. STAEDTLER supported various projects of Plan International Germany with more than 185,000 euros.

"We are delighted that our long-standing and trusting collaboration will continue in 2024," says Petra Berner, Chairwoman of the Board of Plan International Germany. "With a new theme and a new project to benefit from the money, we are once again working together to support the livelihoods, development and rights of children and their families. This gives them the chance to grow up healthy and have a self-determined future."

Social responsibility and promoting creativity

STAEDTLER has been organising World Kids Colouring Day since 2008 and, in this way, encourages children to draw and be helpful to other children at the same time. More information on World Kids Colouring Day and the conditions of participation can be found at: <https://www.staedtler.com/intl/en/company/about-staedtler/corporate-social-responsibility/world-kids-colouring-day/>

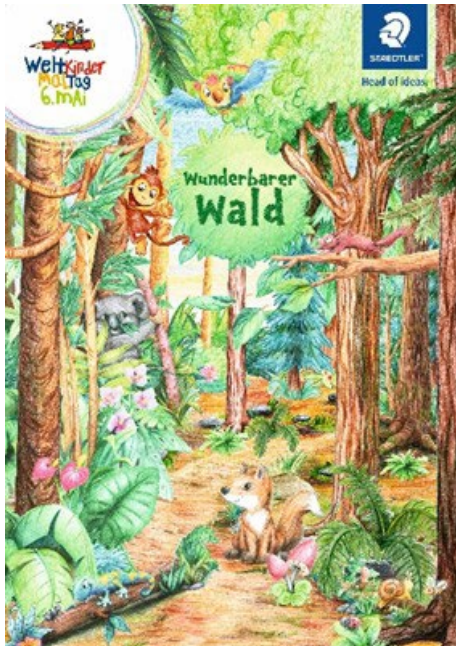
The artworks can be uploaded to STAEDTLER's website or sent to the following postal address:

STAEDTLER SE

Keyword: World Kids Colouring Day 2024

Moosäckerstraße 3

90427 Nuremberg



Caption:

After the children discovered the habitat of water last year, it's now time for the forest. The vibrant key visual makes you want to discover the forest and its colourful inhabitants.

Image rights:

STAEDTLER SE



Caption:

The project "Opportunities for the future through sustainable agriculture and climate protection in Laos" implements important measures for climate and disaster protection as well as age-appropriate nutrition for children.

Image rights:

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Caption:

Through this project, Plan International Germany is helping 16 communities in the remote region of Bokeo to cope with the effects of climate change, adapt their agriculture and secure their livelihoods.

Image rights:

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About STAEDTLER

STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs more than 2,200 people in 26 countries worldwide - of which approx. 1,200 work in STAEDTLER'S domestic market. For production the company stays true to its roots and counts on quality "Made in Germany": nearly two-thirds of all STAEDTLER products are manufactured in Germany. www.staedtler.com

About Plan International

Plan International is an independent organisation for development cooperation and humanitarian aid. Girls and boys should have the same rights and opportunities worldwide and actively shape their future. To achieve this, we implement projects for sustainable community development efficiently and transparently in our partner countries and respond quickly to emergencies and disasters that threaten the lives of children. In more than 80 countries, we work hand in hand with children, young people, supporters and partners of all genders to achieve our global goals. The United Nations Sustainable Development Goals reinforce our commitment.

Contact:

Dominik Kestler
Head of PR and Corporate Communications

STAEDTLER SE
Moosäckerstraße 3
90427 Nuremberg

Tel: +49 911 9365-461
Email: dominik.kestler@staedtler.com