

# NOT YOUR ORDINARY CSR ASSOCIATE

At Manga, everything is turned upside down when it comes to our CSR work. When we founded Manga, we started by analysing how we could become responsible manufacturers as far as possible. In relation to the environment and with regard to our partners and people on the planet, which came before the idea of the positive bottom line. Our business model must, as far as possible, be holistic and circular, and we have a strong desire to do it properly, but we are also aware that it is virtually impossible. Therefore, we strive to do it as best we can.

# manga street

**Be profitable**

**Economic**

**Required**

**Obey the law**

**Legal**

**Required**

**Be ethical**

**Ethical**

**Expected**

**Be a good  
corporate citizen**

**Philanthropic**

**Desired**

# CO<sub>2</sub> HOUSEHOLD ACCOUNTS

When you manufacture, you emit CO<sub>2</sub> that is so far unavoidable. However, we can try to reduce it. We support Trees for the Future in their work of planting trees and forming forest gardens in vulnerable areas of Africa. That work primarily provides food for the locals, but it also prevents the type of cultivation where you burn the fields with the depletion of the soil, resulting in higher CO<sub>2</sub> emissions.

*“When you plant trees with farmers, you are not just helping the planet and future generations, you’re immediately impacting the lives of families in need.”*

*“When You Plant Trees, the farmers take care of the trees, and the trees take care of them.”*

*“When You Plant Trees, you protect and revitalise land. You prevent flooding, erosion, and landslides.”*

*“When You Plant Trees, you capture carbon and other greenhouse gases (Trees for the Future).”*

# IT'S NOT SO EASY BEING GREEN (Kermit quote)

**01:** We make products that can be used visually, are durable, and in terms of material, last for many, many years. However:

**02:** The inner part of Scoop is always made of recycled plastic to save on raw material consumption and CO2 emissions.

**03:** HDPE plastic can be recycled again - up to 10 times. You save the environment by recycling because you do not create additional CO<sub>2</sub> by incinerating the products after use.

**04:** Our design is deliberately made so components can be separated as much as possible and ensuring that the materials must be reusable or recyclable.

**05:** The packaging we pack in is cardboard and plastic film for the same reason - it must be easy to separate and to reuse or recycle.

**06:** Our flowerpot with light uses a minimum of power as it is LED light and does not contain heavy metals. For this design thinking the flowerpot has received the Green Good Design Award.

**07:** Manga's vehicles run on electrical power. In Denmark the electricity is often 60-80 % green; coming from wind mills and the sun.

**08:** Manga's office is heated by geothermal energy.



# SUSTAINABLE DESIGN

Or the ideal is to act as ideally as possible.

We are working towards more environmentally conscious choices. Our newcomers are our Scoop and Scoopi Ocean range, where the plastic consists of a varying percentage of fishing net plastic. Thus, our turquoise flowerpot consists of 50% fishing net corresponding to 7.5 kg of Scoop's 15 kg. In terms of recycled fishing nets, this corresponds to a fishing line of  $\varnothing$  4 mm and 1.65 km long. The household accounts say that we save 41% on our CO2 emissions by using this type of recycled plastic in that amount, which is also good for the fish and turtles as they do not end up as ghost nets in the world's oceans. We know the consequences only too well.

Scoop Ocean has received the Prize Designs Award for this cutting edge design thinking.

# SAY IT WITH FLOWERS OR FLOWER NETS

It makes sense that our flowerpot can also be made from recycled flower nets. SCOOP and SCOOP I FLOWER

These nets come from the flower industry and protect the flowers from frost and animals. So, when Scoop Flower is planted, it is with the awareness that it consists of about 50% recycled flower nets. When you replace new plastic with recycled plastic, you also reduce your CO2 emissions and using the plastic again ensures that the plastic does not end up in nature but is re-collected. It's good to use something again instead of incinerating it, resulting in further CO2 emissions.

And what is not to like - planting flower in a flower pot made of reused flower nets.