



## **iq digital and Cedara Partner to Deliver a Greener Future in the German Media Industry**

*Innovative collaboration to provide industry-leading sustainability solutions to iq digital, advertisers, agencies and publisher partners*

**Düsseldorf, Germany – 15 January 2025** – iq digital, a leading marketer for quality media in Germany, and Cedara, the Carbon Intelligence Platform, are excited to announce a strategic partnership to power environmental sustainability initiatives for both iq digital and its advertisers and publisher partners. This collaboration will provide iq digital with a comprehensive inventory of its greenhouse gas inventory (across Scopes 1-3), including detailed emissions intelligence for all of its media delivery and supply chain partners, and tools to implement actionable emissions reduction strategies.

The new partnership will further advance iq digital's leading sustainability efforts, such as its recognition by EcoVadis, a globally recognized provider of corporate sustainability ratings, with a bronze medal and its recently-released eco ads® product portfolio that's designed to significantly reduce data consumption for advertising media.

By working with Cedara, iq digital will conform to industry-standards for carbon measurement, including the GHG (Greenhouse Gas) Protocol, and meet compliance standards for the EU's CSRD (Corporate Sustainability Reporting Directive). Cedara will also enable iq digital to be fully compliant with Ad Net Zero's Global Media Sustainability Framework with respect to omnichannel media measurement. iq digital will leverage Cedara's platform to measure and report granular emissions data daily to advertisers for its omnichannel media delivery, while leveraging advanced tools to further reduce and compensate emissions.

As the exclusive marketer for many of the leading media brands in Germany, iq digital will also be able to further extend Cedara's suite of media sustainability solutions to its publisher partners to more accurately track the carbon footprint of its media supply chain and ultimately better inform optimization tactics.

### **Statements from Leadership:**

"iq digital has always been committed to innovation, and this partnership underscores our dedication to helping the media sector embrace sustainability," said Maik Rogge, Deputy Managing Director and COO of iq digital. "By combining our technological capabilities with Cedara's expertise in advertising sustainability, we are empowering brands to make more informed, eco-conscious decisions across their media strategies."

"As businesses and industries face growing pressure to combat climate change, media companies must be at the forefront of driving sustainable practices," said Christoph von Reibnitz, VP Sales DACH of Cedara. "Our partnership with iq digital is a critical step toward providing the tools and frameworks necessary for businesses in the media space to create impactful, measurable change."

**About iq digital:**

iq digital media marketing gmbh is the exclusive marketer for leading media in Germany. The portfolio includes top-class media in the areas of general news, business & finance, specialist media and millennials. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, manager magazin, Harvard Business manager and Der Tagesspiegel inform decision-makers daily about all relevant topics. As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, Düsseldorf-based iq digital stands for high reach in the areas of news and business/finance as well as for special interest offerings to address specific target groups With a total digital reach of 25.4 million\* digital unique users, iq digital is one of the leading marketers for digital quality media and mediabrands.

\*Source: agma DNA, net reach / October 2024

**About Cedara:**

Cedara, the Carbon Intelligence Platform, is on a mission to help businesses decarbonize and to build a more sustainable future for society. Through its comprehensive product suite, Cedara measures the carbon emissions for businesses and develops a path to net zero. Cedara further maps the carbon intensity across supply chains to empower investment teams to decarbonize the supply path across their goods and services. Cedara adopts a high-impact, data driven approach to develop transformative solutions for businesses and their partners to accelerate the shift to a net zero economy. Founded in 2021, Cedara is headquartered in New York City with offices in the US, UK, France, Germany and Australia. To learn more, please visit [cedara.io](https://cedara.io).