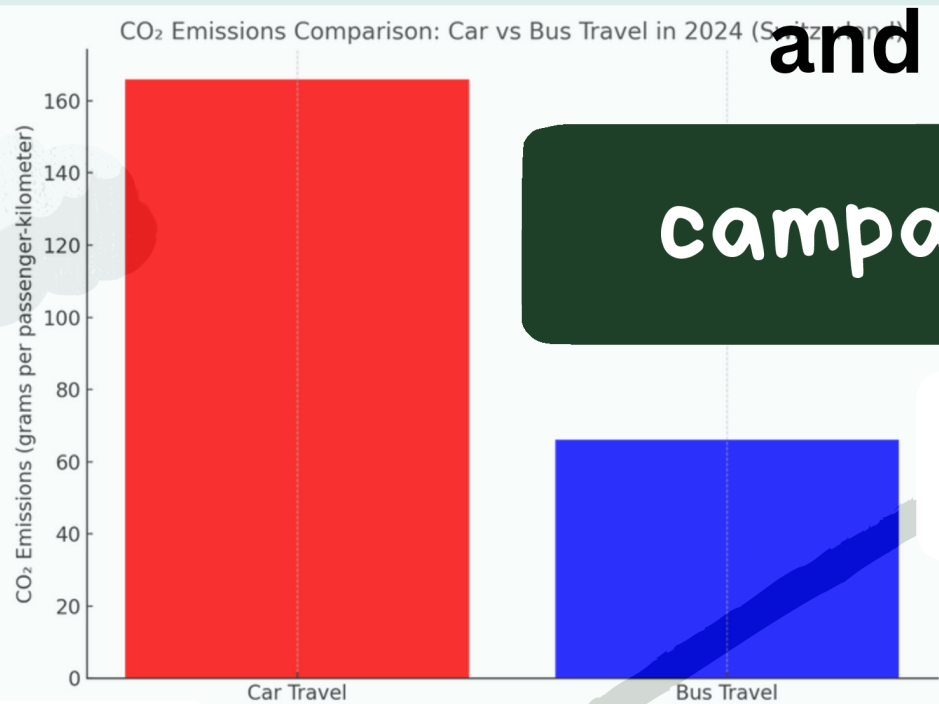


# SAVE NATURE TO SAVE YOUR FUTURE

focus to preserve the forest  
and small-scales measures

campaign message

save nature  
to save your  
future



Difference in carbon  
dioxide emissions  
between car travel  
and bus travel in 2024  
in Switzerland

car  
more than 160

bus  
More than sixty but  
less than eighty

Here is the diagram  
comparing CO<sub>2</sub> emissions  
between car and bus  
travel in Switzerland  
for the year 2024. As  
shown, car travel emits  
approximately 166 grams  
of CO<sub>2</sub> per passenger-  
kilometer, while bus  
travel emits only about  
66 grams, illustrating the  
significant difference in  
emissions between the  
two modes of transport.

## deforestation

There will also be no  
homes for animals

The increase in greenhouse gas emissions due to  
deforestation is equivalent to approximately 20% of  
global emissions. Forest protection is therefore  
extremely important to prevent global warming and  
climate change. In order to achieve results from such  
a large-scale initiative, active participation at the  
individual level is essential, as well as national and  
regional measures.

small  
changes

### SMALL-SCALE MEASURES TAKEN BY OURSELVES

1. Avoid using a car and use the bus
2. Avoid wasting tissues and paper
3. Don't leave the water running
4. Avoid forgetting to turn off the lights
5. Don't forget to close the cold storage

Measures being  
taken worldwide

positive  
human  
actions

### CURRENT MEASURES

SDG No. 15 promote sustainable  
management of all types of forests,  
halt deforestation, restore degraded  
forests, and substantially increase  
afforestation and reforestation  
worldwide.

How human activity  
(e.g. deforestation) contribute to  
climate change

### CURRENT SITUATION

When deforestation occurs,  
much of the carbon stored by  
trees is released back into the  
atmosphere as carbon dioxide,  
which contributes to climate  
change.