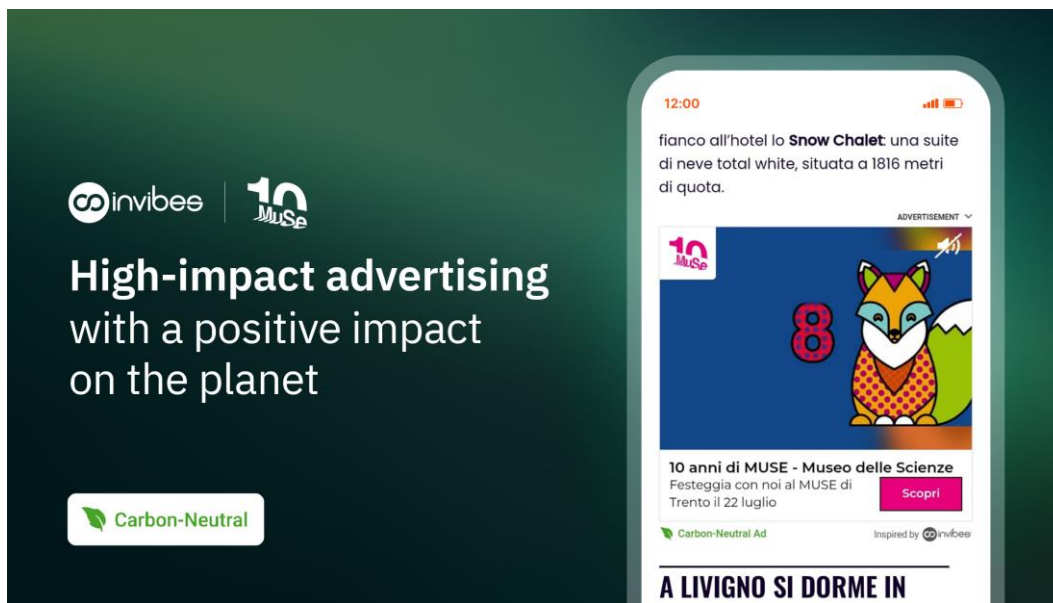


Press release

MUSE partners with Invibes for carbon-neutral digital campaign to celebrate its 10-year anniversary

Milan, 03 July 2023 – To celebrate its 10th anniversary and its commitment to environmental sustainability, MUSE - Museo delle Scienze di Trento has partnered with Invibes Advertising, an international tech company specialising in digital advertising innovation, to activate a carbon neutral campaign harnessing Invibes' exclusive Carbon-Neutral label.



Science, nature, society, and sustainability. These are the key words that have been the foundation of **MUSE - Museo delle Scienze di Trento** since its inception in 2013 and have also inspired the theme of the museum's 10th anniversary celebrations. The event scheduled for Saturday 22 July, will play host to 10 non-stop hours of workshops, talks and shows that will reflect on the future of the planet (more info on www.muse.it).

Conserving the future of the planet is the driving force behind the action of MUSE. Its mission of understanding the world and its contemporary challenges through tools and scientific research, seeks to share and inspire solutions that will help to build a better tomorrow for future generations, today.

"Since cultural evolution dictates what we understand as "society", sustainability and the pursuit of sustainable development can only proceed from a solid cultural basis" emphasises **MUSE director Michele Lanzinger**. "As museums, we are called upon to develop and adopt new functions in light of the UN's 2030 Agenda and to reflect on how new technologies and the channels of communication can contribute to raising awareness on the themes of culture and sustainability as a common good".

Invibes Advertising

Via Domenico Cimarosa 4
20144 Milano, Italia
www.invibes.com

In line with its commitment to environmental protection, MUSE has chosen to collaborate with Invibes, a leader in sustainable advertising on a carbon-neutral campaign in an effort to make its digital communications sustainable as well.

The innovative in-feed campaign promoting the 10-year anniversary celebration utilised the Invibes Carbon-Neutral label alongside a video countdown creative, highlighting the museum's commitment to reducing its carbon footprint to its audience. Invibes' Carbon-Neutral label initiative allowed MUSE to deploy a planet conscious campaign whose carbon emissions generated by delivery of the ad were neutralised via the investment of carbon credits. This initiative has been made possible thanks to the ongoing partnership between Invibes and [Gold Standard](#), the carbon offsetting programme created by the WWF. Giving MUSE the opportunity to allocate the carbon credits from energy redevelopment projects, towards the Sustainable Development Goals defined by the UN regarding Health and Wellbeing, Clean and Affordable Energy, and Climate Action.

"We're really proud that MUSE, an institution particularly attentive to sustainability and the environment, has recognised the value of our sustainable advertising offering and trusted us with this carbon-neutral campaign," says **Alvise Zennaro, Country Director Italy of Invibes Advertising**. "The Carbon-Neutral label is being adopted by more and more clients, who are enthusiastic about being able to communicate their commitment to environmental sustainability through their in-feed campaigns. We are currently one of the most sustainability-conscious digital advertising players, producing 96% fewer CO2 emissions than the market benchmark¹. But we don't want to stop there. The goal of the Invibes Sustainability Initiative is to continue building on projects that will make digital advertising more responsible and environmentally sustainable. The support of clients such as MUSE is a clear signal that the time has come for the digital world to play its part in protecting the environment".

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Carbon-Neutral label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

¹ The Hidden Cost of Digital Advertising study, Ebiquty and Scope3 and Invibes data

Want to hear more about Invibes? Visit: www.invibes.com
Invibes Advertising is listed on the Euronext Stock Exchange
(Ticker: ALINV – ISIN: BE0974299316)

Read our latest press releases at:

<https://www.invibes.com/investors.html>

Follow the latest news about INVIBES ADVERTISING on:

LinkedIn @Invibes Advertising **Twitter** @Invibes_adv

PR Contacts:

Alvise Zennaro

Country Director Italy

+39 348 3386950

+39 02 92852620

alvise.zennaro@invibes.com

Audrey Mela

Investor Relations

audrey.mela@invibes.com