

Press Release.

World Cleanup Day 2023: dataTec trainees organise environmental action day

Big rubbish collection campaign in Reutlingen's industrial area / Young skilled workers show commitment and organisational talent

Reutlingen, 19 September 2023 – 60 kilograms of rubbish, 41 rubbish collectors, many kilometres of clean routes – these are the results of a dataTec environmental campaign organised on this year's World Cleanup Day on 16 September.

For one and a half hours, the environmentally conscious staff of the Reutlingen-based experts in test and measurement technology collected cigarette butts, plastic cups, clothes, tablet blister packs, bottles and even a vacuum cleaner that careless people had thrown away in the industrial area around Ferdinand-Lassalle-Straße. dataTec employees previously participated in World Cleanup Day with a cleanup campaign in 2022, but this year the numbers were even more impressive.

In addition, the 2023 campaign was planned and implemented independently by three trainees and a recent graduate of dataTec. "Sustainability is a topic we are committed to in many areas here at dataTec," explains Tobias Maichle, dataTec's Training Manager and Head of Administration & Logistics. "Campaigns like these offer added value for the company in addition to the environmental aspect. They strengthen team-building and the sense of responsibility of each individual. This year, our trainees have impressively demonstrated that young people can and should also take on responsibility. They have put together a great project with Cleanup Day."

But the trainees didn't just energetically organise the clean-up itself. They also showed creativity in designing a supporting programme that was both entertaining and educational. Participants could, among other things, estimate the weight of the collected waste, practise correct waste separation through play and learn about environmental issues that often receive less attention, including light and noise pollution. In the bee theme area, young and old had the opportunity to make their own seed paper – an offer that was widely taken up. "It was important to us to combine the topic of environmental protection with fun," explains Adrian Juresic, a warehouse logistics specialist in his second year of training. "We wanted people to take what they learned and apply it in everyday life, so everyone can make a difference. Even small things count!"

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World Cleanup Day is a global social action programme to combat litter problems. It is coordinated by the NGO "Let's Do It World", a global organisation based in Tallinn, Estonia. Every year on the third Saturday in September, World Cleanup Day brings together millions of volunteers in 197 countries and territories for a good cause. Participants organise cleanup events in cities, towns, parks, beaches and other affected areas. The dataTec team will be taking part again next year.

For more information, see:

<https://www.worldcleanupday.org/>

<https://www.datatec.eu/>

About dataTec

dataTec AG is Germany's leading specialist distributor for test and measurement technology. Since 2018, dataTec has been pursuing the European expansion of its sales activities and is currently active in Spain, Switzerland, Austria and in the Nordic countries of Sweden, Estonia and Finland. The broad product portfolio of more than 50 manufacturers includes power supply units, oscilloscopes, modular measurement technology, test systems, test equipment and thermal imaging cameras. With over 120 employees, the Swabian family-owned company advises customers from a wide range of industries and sectors - from industrial companies to public authorities and educational institutions - from its headquarters in Reutlingen.

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