

North Pole Enterprises

in association with

Campbell Tickell

presents

CLAUS FOR CHANGE

SANTA'S COMMITMENT TO SLEIGHING WASTE

A new chapter in festive history, as Santa unveils a courageous vision to make the season more sustainable, ensuring the festive magic endures for future generations.



POLE POSITION ON WASTE

FOR SANTA, SUSTAINABILITY BEGINS AT HOME

Biofuel sleigh power – fueling a better future

For the first time ever, Santa's sleigh will be powered by a world-leading biofuel derived from reindeer poo and rotten sprouts.

Methane capture – a breath of fresh air

Santa's team have come up trumps again with innovative methane capture technology, trapping those harmful reindeer emissions before they cause damage to the atmosphere.

3D Printing – the green toys of tomorrow

3D printing technology, using biodegradable material made from sugarcane polymers and recycled baubles, will be brought into all areas of production – creating toys as green as the trees they'll sit under.

Crackers – don't refuse to reuse!

Santa's imposing a worldwide ban on single-use crackers and party poppers, demanding reusable or eco-friendly alternatives to sleigh festive waste.



DELIVERING ON A HOLLY-JOLLY NEW HORIZON

EFFICIENT LOGISTICS, MAGICAL DELIVERIES

Resource recovery – creating sustainable gold

Excess carrots, mince pies, and sherry collected en route are repurposed into nutrient-rich compost, supporting a circular economy for Santa's operations.

Last-mile robots – green bots who've got the lot

Robot Express Logistics Facilitators (ELFs) will deliver parcels in crowded cities, ensuring sustainable drop-offs and saving Santa from parallel parking the sleigh.

Sleigh-pooling – pooling an eco cracker!

Pooling shipments maximises delivery efficiency by combining routes, reducing empty miles, and ensuring a sustainable, jolly ride across the world.

Hohohubs – optimising sleigh drop-offs

Strategically placed collection points optimise delivery zones, reducing inefficient rooftop landings, cutting emissions, and improving overall delivery efficiency.





**Season's Greetings
and a Happy New Year
from all at Campbell Tickell**

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