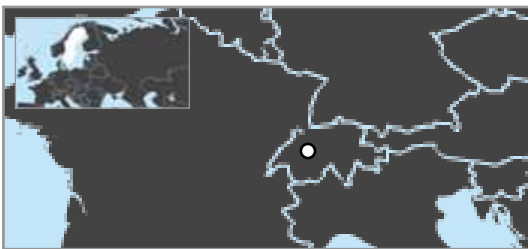




Roesch Domestic Fatherhood Project, Bern

The Roesch Domestic Fatherhood Project is aimed at improving the Bern minority loving conditions while at the same time saving thousands of beers from being drunk by a lonely bachelor.

Location



The project is located in mountainous Switzerland in Central Europe, in a region mostly inhabited by the Bern minority with its unique language. Predominant industry involves cheese production and winter sports.

The region is also famous for its beautiful girls. By implementing the project activity, Mr Roesch secures the availability of this sought-for resource for Bern, neighboring cantons and all Europe on a long term scale.

Project



The project consists in the delivery of a beautiful baby named Tilda. The nice and beautiful outcome looks even more additional considered the baseline scenario where the father until now has been famous only for performances such as:

- Drunkenness and harassment
- Incomprehensible German speaking
- Lousy football playing
- Lousy football support
- Irresponsible credit locking
- Champions League betting addiction

Thanks to the collaboration of Ms Penelope Bruha, the result has been outstanding, overachieving under every criteria, and now serves as a role model across the industry.



On the picture to the upper left, we see the pre-project baseline scenario, with Mr. Roesch floating in a pool of loneliness, with no goals in life.

Thanks to the project activity, Mr Roesch has been empowered, and he managed to increase his popularity, as demonstrated by the picture to the lower left.

Overall the project gives to the local population a sense of hope in social mobility, as demonstrated from the fact that perfection (Tilda) can blossom in the most unpredictable situations (Stefan).

Project achievements



Socio-economic impact:

- The project is in line with last year's company policy and has a huge replication potential within South Pole Carbon Zurich. It serves as exemplary action towards a brighter future.
- A positive impact on the father's liver function could already now be observed.
- General women safety around Zurich, Bern and surrounding areas has been increased thanks to the project activity.
- In an attempt to strengthen local traditions, the project is growing Young Boys (Girls) supporters.
- Today, there are more chances of winning for "normal" people playing table tennis, with Mr. Roesch being busy changing diapers.
- The project doubled the sales of hats, creating jobs for the local population, since little Tilda was born "hat included" following the example of the father.
- The issuance gave Mr Roesch's colleagues the exclusive opportunity to present their hidden literary skills. Thanks to everyone involved!

Environmental impact:

- The endangered European stork, depleted by the demographic downturn of the continent, is heavily dependent on project developers such as Mr. Roesch. Thanks to such activities, new jobs for storks have been generated.
- Diapers will be hand-washed one by one by the father in order to reduce pollution.

Checklist Project 130606



✓ Additionality and permanence:	according to the rules of the Roesch
✓ 3 rd party verified:	by Penelope
✓ Transparency:	provided by the Bern registry office
✓ Annual beer reduction:	3,000 pints
✓ Social and environmental benefits:	expected to break all records
✓ Marketing material:	to be presented in person

For further information and to learn about fatherhood:

South Pole Carbon, Fathers' Department

s.roesch@southpolecarbon.com

+41 43 501 35 50

www.southpolecarbon.com

Bern · Bangkok · Beijing · Hanoi · Jakarta · Johannesburg · Kampala · London · Medellin · Mexico City · New Delhi · Sydney · Taipei

