

## **Borealis and the ZOOM Children’s Museum to encourage critical discussion through the new ‘EARTH & SOIL’ interactive exhibition**

**Social commitment represents a cornerstone of Borealis’ sustainability strategy and the sponsorship of the new ‘EARTH & SOIL’ interactive exhibition is part of a long-term cooperation with the ZOOM Children’s Museum in Vienna, Austria.**

Borealis, a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers has been one of the three main sponsors of the ZOOM Children’s Museum in Vienna since 2013. Following the successful ‘PLASTICS’ exhibition in 2015, Borealis is now again serving as a partner for the current ‘[EARTH & SOIL](#)’ interactive exhibition (27 September 2018 to 24 February 2019), which deals with the topic of earth. ZOOM is thus addressing an issue of ecological and social relevance.

The biological diversity and the ecological balance of the soil constitute a major treasure that must be preserved. The new interactive exhibition underlines the importance of maintaining the fertility and fruitfulness of our soil, in order to be able to feed the growing global population in future, while simultaneously safeguarding the environment to the greatest possible extent.

“Our teamwork with the ZOOM Children’s Museum represents a clear pledge with regard to our social responsibility as a company to invest in education and thus already promote critical discussion amongst the younger generation,” Borealis CEO Alfred Stern describes the background to this cooperation. “What characterises ZOOM is the delight derived from explaining complex content in a simple manner and thus prompting our children to think. For us, the partnership has been a source of great pleasure ever since 2013.”

The director of the museum Elisabeth Menasse-Wiesbauer stresses the fact that: “With ‘EARTH & SOIL’, ZOOM is focusing on a topic of great ecological and social relevance. We believe it is vital that children are sensitised with regard to the question of a sustainable approach to both the Earth and its

soil. Moreover, via all the senses we aim to make the composition of soil tangible, explain its creation and underline the importance of handling it with caution and care.”

In order to raise the effectiveness of its sponsoring activities and align these with the [sustainability strategy](#) in the best possible manner, Borealis focuses on projects in three areas, which are supported by the Borealis Social Fund:

- Education and social integration
- Water and hygiene facilities (Water for the World)
- Resource efficiency and the prevention of plastic waste in the seas and oceans



Photos: The new „EARTH & SOIL“ interactive exhibition at ZOOM Children’s Museum  
Photos: © ZOOM Kindermuseum/Mitmachausstellung ERDE.ERDE©J.J.Kucek

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#### About Borealis

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. With its head office in Vienna, Austria, the company currently has around 6,600 employees and operates in over 120 countries. Borealis generated EUR 7.5 billion in sales revenue and a net profit of EUR 1,095 million in 2017. Mubadala, through its holding company, owns 64% of the company, with the remaining 36% belonging to the Austria-based OMV, an integrated, international oil and gas company. Borealis provides services and products to customers around the world in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC). [www.borealisgroup.com](http://www.borealisgroup.com)

#### About ZOOM

ZOOM Children’s Museum is a place where kids can inquire, explore, play and make things. In exhibition and studio spaces specially designed for children, they can investigate topics from the worlds of art, science and everyday culture in a playful way. Child-friendly play areas, objects, art installations and workshops arouse their curiosity and encourage their creativity. Over an area of 1,600 square metres, ZOOM offers four different areas for visitors from 8 months up to the age of 14: There’s the ZOOM hands-on exhibition, and the ZOOM Ocean play area, the ZOOM Studio workshop space, and the ZOOM Animated Film Studio.<sup>66</sup>

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**For more information visit:**

[www.borealisgroup.com](http://www.borealisgroup.com)  
[www.kindermuseum.at](http://www.kindermuseum.at)  
[www.stopoceanplastics.com](http://www.stopoceanplastics.com)