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press release



**Creating a Sustainable Future: Maurer Rides takes its first step to drive the roller coaster industry to sustainability**

**"We do not inherit the Earth from our ancestors; we borrow it from our children." - Native American Proverb**

"We are thrilled to become a signatory of the UN Global Compact, and to demonstrate our commitment to ethical and responsible business practices," said Jörg Beutler, Maurer Rides's CEO. "Joining the Global Compact will help us identify and manage risks and opportunities related to sustainability, such as reducing our carbon footprint, ensuring the safety and well-being of our employees, and promoting diversity and inclusion. We believe that this commitment will help us create more sustainable products and services and contribute to a better future for all."

Maurer Rides is pleased to announce that it has become a signatory of the [United Nations Global Compact](#), a voluntary initiative launched by the United Nations to encourage businesses and organizations to align their strategies and operations with [ten universally accepted principles](#) in the areas of human rights, labor, environmental protection, and anti-corruption.

By joining the UN Global Compact, Maurer Rides has committed to integrating these principles into our policies and practices, and reporting on our progress towards achieving them.

The infographic features a dark blue background with a vertical bar of colorful squares on the left. It displays four icons representing the UN Global Compact's pillars: a scale for Human Rights, a gear for Labour, waves for Environment, and a square with a diagonal line for Anti-Corruption. Below the icons, the text reads: **OUR COMMITMENT: MAKE THE UN GLOBAL COMPACT AND ITS TEN PRINCIPLES AN INTEGRAL PART OF OUR BUSINESS STRATEGY, DAY-TO-DAY OPERATIONS AND ORGANIZATIONAL STRUCTURE**. At the bottom, the hashtag **#UnitingBusiness** is displayed.

[UN Global Compact Commitment](#)

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