

SUSTAINABILITY

Montblanc engages in climate justice through 'Dear Future' initiative

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Offering free writing and calligraphy classes, Montblanc is investing in young people as leaders of the future, in the interest of the planet. Image credit: Montblanc

By EMILY IRIS DEGN

German luxury goods maker Montblanc is furthering sustainability efforts on a global basis through the written word.

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Championing literacy projects, the company has announced a commitment that will invest resources in youth education, centering its latest campaign on the new "Dear Future" initiative. Offering free writing and calligraphy classes, Montblanc posits the positioning of young people as leaders of the future, in the interest of the planet.

"Despite the steady rise in literacy rates over the past 50 years, there are still 773 million illiterate adults around the world, most of whom are women," said Diana Verde Nieto, cofounder of **Positive Luxury**, London.

"Educating girls saves lives and builds stronger families, communities and economies," Ms. Nieto said. "Literacy will give tools to men and women to make more informed decisions.

"Everybody wins, people and the planet."

Ms. Nieto is not affiliated with Montblanc, but agreed to comment as an industry expert.

Educating the future

The brand is upholding a sustainability pledge to "leave a good mark on the world by leaving less of one," communicating a desire to lessen negative ESG impact with its latest education update.

Partnering with local schools around the globe, Montblanc's "Dear Future" campaign recognizes the importance of taking care of young people. The brand suggests that this care is a key element of ensuring a positive future for the planet, as thriving people have the means to help the planet thrive as well.

Thus, a newly-released campaign video showcasing the work of the initiative speaks to the "inspiring potential of the written word."

Dear Future: Hamburg / Montblanc Cultural Foundation

The company states that writing aids in comprehension, understanding and learning, making mastery of the method a powerful way to promote education as a whole.

The value of creativity is also brought forward by Montblanc. Positioned as a tool for self-expression, this is where the company's calligraphy program comes into play.

While literacy classes that involve reading and writing stand to provide practical education, Montblanc see calligraphy classes as an investment in the emotional well-being of its students, working as a channel through which participants can learn to express their inner lives in new ways.

Together, the "Dear Future" sessions give young people the chance to better their financial and social circumstances through practical skills, while also empowering them to express themselves.



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Using the brand's own value proposition in unique ways, this holistic approach to philanthropy makes for strong action toward climate action, as it builds a generation of informed, skilled and confident individuals future leaders of a world in a time of climate crisis.

"With Dear Future' our goal is not just to donate funds, but to be a part of the solution and help craft the programs, so they can have even more impact," said Vincent Montalescot, chief marketing officer and chairman at the **Montblanc Cultural Foundation**, in a statement.

People and planet

While Montblanc is approaching sustainability through the lens of climate justice, other luxury entities have taken their own respective routes.

De Beers recently platformed the approach, working with National Geographic to improve the welfare of locals in the Okavango Delta ([see story](#)). Infrastructure work, ecotourism pushes and environmental education all contribute to the diamond company's project.



Montblanc's global educatory effort puts local communities in a better state, in order to effectively face and fight climate change. Image credit: Montblanc

Hospitality group Rosewood Hotels & Resorts has also previously recognized the value of climate justice, working with farmers in San Miguel de Allende, Mexico to spread ecological wealth, and providing jobs in regenerative agriculture in the process. ([see story](#)).

"I must say I love [Montblanc's] initiative," Ms. Nieto said.

"Social issues are somewhat overlooked, as environmental issues are rather vast," she said. "But the reality is that you need healthy people to have a healthy planet.

"For that, you have to have people that are well-informed and savvy enough to care."

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