

**Win 25,000 DKK
for your project!**

All THORNICO employees who share their MyKarma Project, receive a unique, hand-carved wood MyKarma figure as happy ambassadors of MyKarma.



SHARE YOUR KARMA
Upload Project

SHARE YOUR MYKARMA PROJECT AND WIN

In THORNICO we want to celebrate all the great initiatives and projects our colleagues are part of - also those outside the company. We call them MyKarma Projects, and whether they are big or small, they help spread karma to your community and beyond.

What is a MyKarma Project?

A MyKarma Project can be big or small, and everything in between. It can involve 1 person or thousands of people, or maybe even the planet. It can be in your local community, your entire country or a destination far away from you. In other words, there are no restrictions or limits to what a MyKarma Project is - your good actions are always welcome! You can see all MyKarma Projects that have been uploaded [here](#).

New MyKarma Figure and new amazing cash prize!

When you upload your MyKarma project, you become an ambassador of good Karma in your company. To help you spread the Karma, we give you a unique, hand-carved wooden MyKarma Figure that you can put on your desk or workspace!

When you upload your MyKarma project, you also participate directly in a global competition of winning **25,000 DKK tax-free** for your project - so you can spread even more Karma!

Every year, all projects will be evaluated by a Karma jury, who will choose the winner of the amazing prize. The next selection will take place in October 2016. So do not hesitate - **UPLOAD NOW!**

INTERVIEW: SIMON SCHIØLIN

THE 2015 MYKARMA PROJECT WINNER

Last year in October, we celebrated Simon Schiølin as the 2015 MyKarma Project Winner. Simon shared with us the amazing project with Denmark's Most Charitable Football Team, which was chosen by the jury to win the prize of 10,000DKK besides the great honor. We asked Simon a couple of questions about this great experience.

How did it feel to win MyKarma Project of the year in 2015?

Our project has been running since 2008. So after 7 years of dedication by 35 passionate people and me as founder and responsible for the team, it was a great release not only for me but also the team to get this big recognition for our hard but also extremely interesting work for many years. It was a special gift and an amazing way to honor the whole team for their dedication, which has only whet our appetite to keep working hard for our project in the future.

What did you use the prize for?

In 2015, Denmark's most Charitable Football Team guaranteed UNICEF to deliver the funding for 250,000 polio vaccines, which is used for children in some of the world's most vulnerable and distressed countries. With the wonderful money prize of DKK 10,000, we had the opportunity to vaccinate 8000 children, and in this way, winning the MyKarma prize has helped us reach our goal for 2015.

Besides the prize, what has it given you to share your MyKarma Project with the rest of THORNICO?

Already on the night of the THORNICO Event, before the winner announcement, there were a lot of people from different THORNICO companies, who were very interested in hearing much more about our project. Also in hummel, our team's game kit has been on display in our office and at the sales conference, which means that both internal hummel employees and many different partners and customers all over the world have heard about the project. This has of course given me the great opportunity to tell about the project and hopefully inspire others to also engage in charitable projects and organization, be they big or small. I definitely feel that sharing my story and project has been a great way to inspire others and to motivate others to offer their time or help for other great causes.

Do you have any advice for THORNICO colleagues, who consider uploading their own MyKarma Project?

First of all, before even thinking about the whole upload process, I would very much like to encourage everyone to find the time and energy to help where they can - be it in the local sports club or organization or wherever it might be that you can help make a difference! I have no doubt in the power of Karma, and when you spend some of your spare time on doing good for others, it WILL come back tenfold.



Simon Schiølin receiving the check of 10,000 DKK for winning MyKarma Project of the year in 2015. In 2016, we have increased the prize to 25,000 DKK!

I cannot even imagine living without our MyKarma Project, as helping others gives a fantastic feeling and energy that you cannot compare to anything. A feeling that I hope for everyone to experience, whether you start something up yourself or you help in an already established initiative. And if you are already part of an amazing initiative, I think uploading the project on the MyKarma site is a great opportunity to share your passion with others in the THORNICO family and thereby also inspire even more to help where help is needed, so we help lift together.