

Dentaprim implements the climate-neutral dental clinic

(Varna, 16.04.2020): Before the coronavirus epidemic, environmental protection was the trend future topic. This sector has slipped into the background of public interest. However, already a long time ago it occupied a niche in dentistry. The largest non-state dental clinic in Europe has now presented a concept that makes environmental protection and sustainable management an important pillar in its own guiding principle. With its “Green Smile” project, Dentaprim is implementing Europe’s first CO² neutral dental clinic in Varna (Bulgaria).

In this way, those responsible at Dentaprim want every dental treatment to be climate neutral by 2021. For 12,000 patients who fly to Varna in Bulgaria for a dental trip to Dentaprim each year, this means a compensation requirement of around 509 kg CO² per dental treatment.

Responsibility for patients and employees

With its “Green Smile” project, Dentaprim has deliberately decided not only to compensate for the operational requirements, such as goods or personnel transport, but also to offset the total emissions generated in everyday clinical practice.

“With our ‘Green Smile’ CO² project we will compensate for the energy consumption of the Dentaprim clinic and the emissions caused by the air travel of our patients. From 2021, Dentaprim wants to work in a climate-neutral way and even save CO². With our measures, we want to take on honest responsibility for our actions, we owe it not only to the environment, but also to our patients and employees,” says Desislava Dimova, Head of administration, explaining the scope of the environmental concept.

Reforestation of 10 hectares of forest

The implementation of the various measures is to be divided into two stages. In a first step, Dentaprim wants to make all air travel and the energy consumption of the dental clinic climate-neutral. The second stage comprises the full climate neutrality of the employees, including their private lives.

To achieve this, Dentaprim plans to plant 10 hectares of forest in Bulgaria with robinia trees. Due to their high resilience and rapid growth, these are particularly suitable for reforestation.

For the environmental project, Dentaprim is working with renowned experts from the fields of forestry and agricultural science. The participants include the German forester Dr. Richard Storhas, one of the co-founders of the “Naturland” brand.

The following measures are included in the Dentaprim “Green Smile” CO² project:

- Planting 10 hectares of Bulgarian wasteland with robinia trees per year from 2020 in close cooperation with experts from the fields of forestry and agricultural science.
- 40% of the annual electricity requirements of the clinic are covered by photovoltaic systems on the roof and carports on the site of the extension.

- The carports on the premises of the Dentaprime clinic are equipped with a total of 68 charging stations for e-cars.
- The transfer of patients from the airport to the clinic and to the hotel, as well as the personnel transfer, will take place by e-bus from 2021.
- From 2022, the mobility of all Dentaprime employees should be climate-neutral in everyday clinical practice as well as in private life with the help of a subsidised e-car leasing program.