

MYCLIMATE ANNUAL REPORT 2014



More information on myclimate:





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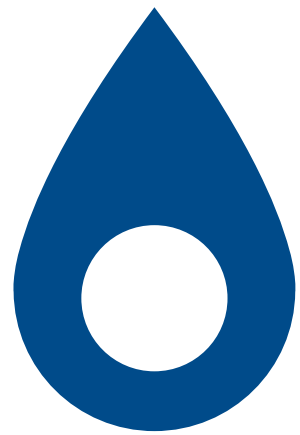
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DEAR CUSTOMERS, PARTNERS AND FRIENDS OF MYCLIMATE,

Introduction

2014 was a year for the future. Many of the success stories we celebrated in 2014 have laid the groundwork for future successes in climate protection. [For example, in 2014 myclimate once again managed to increase the offset volume and reduce 724,000 tonnes of emissions in carbon offset projects.](#) And yet the potential for climate protection is so much greater: a number of innovative myclimate carbon offset projects are waiting to be realised. What is missing is the demand that would guarantee the long-term success of these projects. Help us, along with your contacts, to realise even more climate protection!

Our carbon offset projects are having effects beyond saving CO₂ that are equally important for the future. Whether they lead to better health and hygiene, the creation of local income opportunities, the protection of biodiversity or gender equality. Our projects pursue these goals, which UNO also lists in its charter of 17 sustainability targets, using various approaches and with different focuses. 1.8 million people are reaping the benefits. We quantified these goals in-depth in 2014 and you can read all about them in our [report](#).

In 2014, myclimate also won over a new major partner in education at Energie Schweiz. The [Energy and Climate Pioneers initiative](#) has been extended to include energy and in future will reach twice as many students as before. The timing was perfect, given that the initiative's sponsors, Bertrand Piccard and André Boschberg, are this year attempting the world's first solar-powered, round-the-world flight.

Prospects are also good when it comes to consulting, where myclimate is developing a promising new IT solution as a key supporter of act, [Switzerland's cleantech agency](#). It is a web application that entrepreneurs, energy specialists and the Swiss Federal Office of Energy can use to calculate, review and report on target agreements for greater energy and CO₂ efficiency.

Since last year, wherever the question of resources extends beyond how to tackle energy, another organisation co-founded by myclimate is ready to jump in: [reffnet.ch](#) is an expert network that offers valuable support in realising more resource-efficient solutions for the green economy.

At the same time, myclimate is also looking to the future as regards its trademarks. Underneath the myclimate cloud you will now see the words "Shape our future". What ultimately makes myclimate what it is? We take action and offer solutions for us, here, and the global climate. We encourage and increase awareness. We advise and optimise. We drive climate protection and sustainable development. This philosophy and these offerings can be simply expressed as: "Shape our future". This year's [COP in Paris](#), moving into our new offices, a new Chairman of the Foundation Board and our vision of a climate-neutral Switzerland make it more important than ever to shape the future. Shape it with us!







COST-SAVING THROUGH ENERGY- AND RESOURCE EFFICIENCY

Highlights



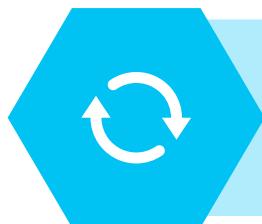
1. POTENTIAL ANALYSIS

Where are there potential savings to be made in the business? We document resource consumption and analyse ecological and economic potentials.



2. ACTION PLAN

What actions promise improvements and are financially effective? We produce concrete action plans.



3. IMPLEMENTATION

We show how the defined actions can be implemented easily and for the long term.

UP TO
5
CONSULTING
DAYS FREE OF
CHARGE

myclimate offers Swiss businesses valuable support in improving energy- and resource efficiency. The efficient use of resources reduces the impact on the environment and the climate and cuts costs within the business.

Various studies have shown that material costs account for more than one-third of costs in manufacturing companies. With the right measures, companies can thus improve resource efficiency by up to 30 per cent within ten years.

That is why myclimate is involved in the network reffnet.ch, Switzerland's resource efficiency network supported by the Swiss Federal Office for the Environment (SFOE). This completes our existing offer and allows us to deliver well-founded advice on how to identify and exploit potential in relation to CO₂, energy and resources.

THIS INCLUDES:

- Professional advice on material and resource efficiency
- Analysis of the ecological and economic savings potential
- Proposals for immediate measures that you can easily implement
- Creation of action plans and support in their realisation
- Recording the environmental impact of measures implemented, which is made available to you for your sustainability communication

Companies that take advantage of this consulting service receive up to 5 consulting days free of charge, thanks to SFOE funding.





MYCLIMATE GERMANY CELEBRATES 5TH BIRTHDAY!

Highlights

Growth requires roots and wings – so myclimate spread its wings and set down roots in Germany. The myclimate Germany team has been active for five years already, which is a reason to celebrate! The Swiss parent foundation in Zurich presented the birthday child with the in-house myclimate Representatives Award.

In Germany, the 2014 anniversary was commemorated with a special thank you for its key customers' commitment to the climate. For this, Stefan Baumeister, CEO of myclimate Deutschland GmbH, set out on a trip right across Germany. Along the way he “gifted” these companies a total of 100 solar modules for the [Mobisol carbon offset project](#) in Tanzania. These 100 anniversary solar modules can save some 300 tonnes of CO₂ over the next seven years.

Besides this virtual pledge of partnership, Stefan Baumeister had another surprise in his bag. The myclimate partners were thrilled to receive either a sculpture with genuine water from the North Pole or a cup symbolising “world-class climate protection”.

One stop on Stefan Baumeister's jubilee trip was Hannover. “Climate protection concerns us all”, said Ilka Lauenroth from TUI Germany when asked about her company's commitment to the environment. The General Manager of TUICars also made clear the reasons why the travel provider has partnered with myclimate: “myclimate has fantastic projects and great service.”

In Tettngang-Obereisenbach, located in Baden-Württemberg, Stefan Baumeister met with Antje von Dewitz. The CEO of Vaude congratulated myclimate Germany on its five-year anniversary and was very pleased to receive the Climate Cup. “Together with myclimate, we have laid out a step-by-step approach for our journey to climate neutrality”, she said in praise of the partnership.

myclimate looks forward to many more years of climate protection highlights in Germany.

Not forgetting, of course, the highlight that is the five-year anniversary of the myclimate Climate Laboratory in Germany.

[Highlights from the climate laboratory – find out more](#)



Happy about the anniversary present – some impressions

CLIMATE LABORATORY

Highlights

Several of our Climate Education flagships shone especially brightly in 2014, and we could record many success stories. More information about: [Climate Education](#).

One of these success stories is the myclimate Climate Laboratory – a project competition for students. It is an especially action-oriented education initiative launched in Switzerland in 2008 and that celebrated its fifth anniversary in Germany in 2014. The Climate Laboratory combines youthful creativity and commitment with well-founded knowledge about the environment, energy and the climate. Students invent products and launch projects that reduce CO₂, are energy-efficient or serve to boost awareness. With energy efficiency and climate protection representing key challenges in the future, this initiative offers a unique platform in education for reaching future talent.



myclimate Climate Laboratory awards

Students in Switzerland submitted 125 innovative projects in the past business year – an absolute record! The best three projects were announced in the four categories of Energy, Innovation, Awareness and Planning at an inspiring award ceremony on 4 June.

And as if that was not enough, Climate Laboratory 2014 itself was honoured with a very special award: this long-standing commitment won the Zurich Climate Award in November last year.



myclimate Climate Laboratory receives the Zurich Climate Award



CLIMATE LABORATORY

Highlights



myclimate Climate Laboratory projects: Award winners from the project year 2013/2014



*“This project taught us that even small changes
and adjustments can make a significant contribution to our climate.”*

1st year apprentice car mechanic, Lernzentren Zürich

*“This project was one of the most educational parts of my programme.
The work showed me just how important technological innovation is
when it comes to saving our environment. Commitment means getting involved.
We need creative ideas so that we can help shape our future!”*

ZHAW student and Climate Laboratory participant 2007/08

*“Thanks to the diverse Climate Laboratory offering, the students
actively confront one of the most burning issues of our time –
and that creates and guarantees sustainability.”*

Headmaster, vocational school in St. Gallen





ON COMMUNITY REFORESTATION IN NICARAGUA AND CHRISTMAS GIFTS IN SEPTEMBER

Highlights

MYCLIMATE FOREST PROJECTS

CO₂ is to trees what air is to human beings. Where a forest grows, CO₂ is absorbed – an important contribution to climate protection. From shoot to fully grown tree, there are many and varied factors to consider. And so myclimate bases its work in forest projects with the highest quality standards.

myclimate is in the process of implementing a high-quality reforestation project through the [“CommuniTree Carbon Program”](#) in Nicaragua. In the San Juan de Limay municipality in Esteli, Nicaragua, small farming families work together to reforest unused land. The project site is located on a watershed that suffers from seasonal droughts and flooding. Better land management and sustainable agriculture are helping to expand the forested area in the vicinity of the watershed: 280 smallholders have so far reforested 866.03 hectares of land with native tree species. This is equivalent to 1,200 football pitches.

The enlarged forest area will store water throughout the dry season and minimise flooding in the rainy period. This will mean a long-term improvement in the inhabitants’ quality of life. Additional climate protection funds allow for an ongoing local commitment. The smallholders can thus reforest their land themselves.



Reforestation in Nicaragua



ON COMMUNITY REFORESTATION IN NICARAGUA AND CHRISTMAS GIFTS IN SEPTEMBER

Highlights



Reforestation project at municipal level

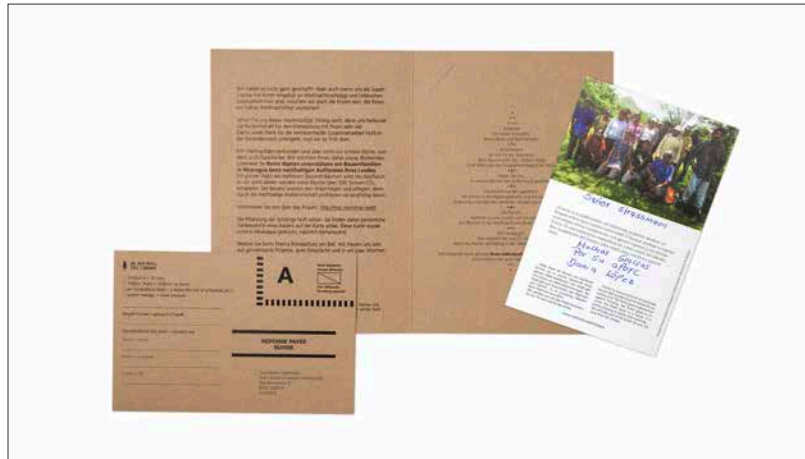




ON COMMUNITY REFORESTATION IN NICARAGUA AND CHRISTMAS GIFTS IN SEPTEMBER

Highlights

The forest project in Nicaragua was put into the limelight in 2014 on the occasion of the “Climate Protection as a Gift” programme. myclimate decided to surprise its customers with a Christmas present in September:



it supported the smallholders in their reforestation efforts in the name of the respective customer. Each customer later received a personalised thank you card that was specially printed, climate-neutrally, in Nicaragua and then written by the smallholders themselves. More than 5,200 trees have been planted in all. In just ten years, these trees will save more than 500 tonnes of CO₂.



Would you like to buy a young tree of your own, or do you want to surprise someone with the gift of climate protection?
Click here to buy a tree: www.myclimate.org/xmas-wald



Reforestation project at municipal level



CUSTOMER

Highlights



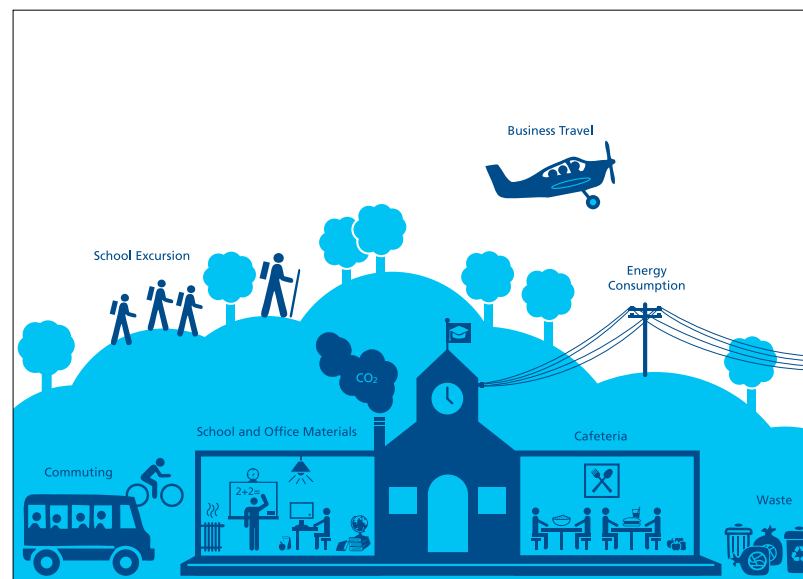


CLIMATE-FRIENDLY EDUCATION IN NORWAY

Customer highlights CO₂ and Resource Management

The fact that educational institutions hold massive potential in terms of climate protection is clearly demonstrated by the BI Norwegian Business School. What began with a carbon footprint analysis of the main campus in 2011 has since steadily expanded. The school has had myclimate calculate carbon footprints for all four of its sites in Nydalen, Bergen, Trondheim and Stavanger. This process evaluated all emissions from all activities relating to the schools. From energy consumption, commuting behaviour of students and employees, business trips, school trips and material consumption through to catering and waste disposal.

Following the initial carbon footprinting of the main campus, an overarching carbon management programme was implemented and initial reduction measures defined. These included steps to improve resource and energy efficiency, communication and the involvement of students to jointly reach its goals, as well as regular controlling and reporting.



“The Norwegian Business School is constantly working to reduce the carbon footprint of its businesses and thus mitigate the negative impact on the environment. In this process, myclimate has effectively supported us as a competent partner.”

Hanna Vetaas, “Environmental and Project Coordinator”



MIGROS GENERATION M

Customer highlights CO₂ and Resource Management

As part of its Generation M programme, the Federation of Migros Co-operatives (FMC) asked myclimate to analyse more than 850 products in terms of their CO₂ impact. These included several products bearing the [climatop label](#), which is awarded to especially climate-friendly products. In 2014, myclimate updated this analysis with current data for 11 product groups comprising a total of 250 products.

[Generation M](#) is the name of the Migros sustainability initiative. Migros is taking on responsibility and making a contribution for the benefit of future generations through binding promises and concrete projects.

GENERATION **M**





ACTIVE CLIMATE PROTECTION THROUGH SECOND-HAND GOODS

Customer highlights CO₂ and Resource Management

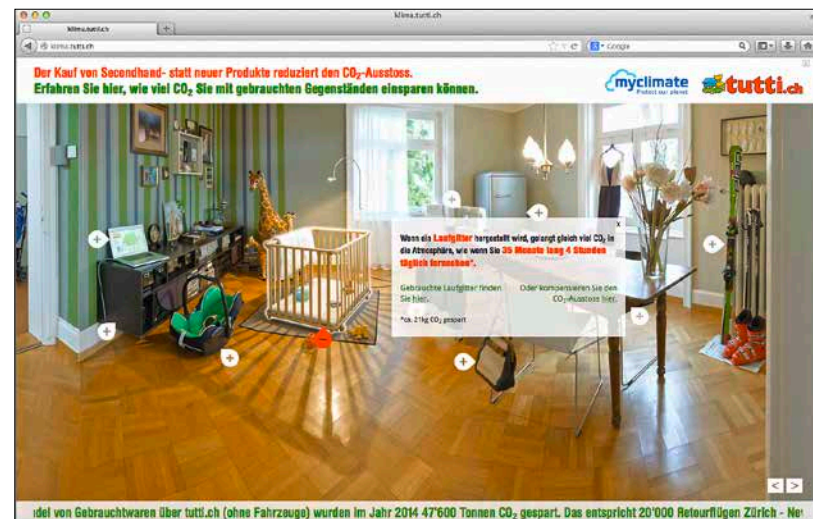
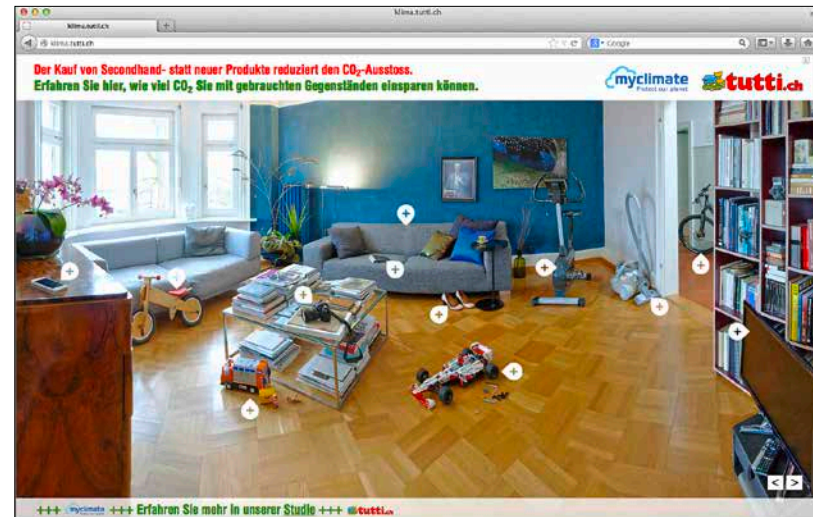
myclimate has carried out an ecological life cycle assessment on behalf of the advertising platform, tutti.ch to determine the environmental benefits of used items.

Used items were compared against new items regarding CO₂ emissions (carbon footprint). For all products, the raw materials, manufacture, packaging as well as transport to Switzerland were taken into account. However, the assessment did not look at the use or operation of the products after purchase.

Over the course of 12 months, consumers have cut down on at least 47,600 tonnes of CO₂ emissions by purchasing second-hand products via tutti.ch. This is equivalent to 20,000 return flights from Zurich to New York.

In order to illustrate the products' carbon footprint, myclimate has assisted tutti.ch in setting up the website www.klima.tutti.ch. A virtual living room tour is a playful way to view the CO₂ emissions values for individual objects that were assessed, such as household appliances and furniture.

Visit www.klima.tutti.ch/files/tutti.ch_myclimate_ecological_lifecycle_assessment.pdf to read the full results of the study.



The virtual living room of klima.tutti.ch



ON COURSE FOR SUCCESS WITH ACT

Customer highlights CO₂ and Resource Management

As a major sponsor of Switzerland's cleantech agency "act", myclimate can look back on a highly successful year. act aims to make the Swiss economy more energy-efficient and to free it from energy and CO₂ levies. Following an energy analysis, it implements appropriate action plans in which the impact and success can be constantly measured. To this end,

myclimate has implemented and continues to develop the requisite IT solutions.

myclimate is also successfully fulfilling the mandate of the executive board at act. www.act-schweiz.ch





KLİK FOUNDATION DOMESTIC CARBON OFFSET PROGRAMMES AND PROJECTS

Customer highlights Carbon Offset Projects

Since the coming into force of the revised CO₂ Act on 1 January 2013, an offsetting obligation has applied in Switzerland for oil companies. They are obliged to offset a portion of the domestic CO₂ emissions introduced into the atmosphere through the use of fossil fuels. [The Foundation for Climate Protection and Carbon Offset KliK](#) has been tasked by the oil companies with realising these domestic offset efforts.

As well as projects for the voluntary CO₂ market, myclimate develops carbon offset programmes and projects for the KliK Foundation in accordance with [BAFU/SFOE guidelines](#), and supports project owners and implementers throughout the entire process, right up to the issuing of certificates. In this way, offset income from the sale of domestic certificates is directed to the KliK Foundation, and more specifically to the Swiss programmes [Electric and Hybrid Buses](#) and [Saving Domestic Hot Water](#) in Switzerland as well as the projects [Rural Biogas Plants in Switzerland](#) and gas treatment at the Pizzante disposal site, Ticino.



Travelling on the climate-friendly hybrid bus



HOTELPLAN SUISSE SUPPORTS CLEAN ENERGY PRODUCTION IN THE AMAZON

Customer highlights Carbon Offset Projects

Hotelplan Suisse has a long-standing commitment to climate protection. The Swiss tour operator has systematically and admirably integrated carbon offsetting into the advice that it offers customers, and has managed to increase its offsetting commitment by around 100% from 2013 to 2014. Hotelplan Suisse is also a role model when it comes to offsetting its own emissions. At ITB 2014 in Berlin, the world's leading travel trade show, Hotelplan Suisse won a myclimate award in the "Sustainable Travel" category.

Hotelplan supports the myclimate carbon offset project in the Brazilian region of the Amazon, which promotes the transition from diesel to the more climate-friendly FSC wood chips for power generation. This small-scale project is the first in the world to earn emissions certificates on the basis of sustainably harvested biomass from a forest management system certified by the FSC (Forest Stewardship Council).



Power from FSC wood chips in Itacoatiara, Brazil



A female employee in the sawmill in the Brazilian rain forest



ALPENSPED PROMOTES SOLAR TECHNOLOGY IN TANZANIA

Customer highlights Carbon Offset Projects

Alpensped GmbH is an international logistics firm that is taking its social responsibility seriously in an attempt to link economy and ecology.

The company's portfolio includes custom-built green logistics products, such as the development of a shipment-specific carbon footprint. It has been calculating the corporate carbon footprint for several years already, and has carried out a validation in accordance with the environmental standard ISO 14001:2004 and certification in line with ISO 14064:2006. Alongside ongoing efforts to reduce harmful emissions and continuously boost efficiency, active environmental protection also involves offsetting GHG emissions. Alpensped managed to further increase its offset volume in 2014.

The relevant emissions were offset in the myclimate carbon offset project "Mobisol Innovative Lighting Programme of Activities, Tanzania", which means that shipments and administration at Alpensped GmbH are now climate-neutral.

This carbon offset project in Tanzania installs high-tech solar home systems with integrated GSM modems as an affordable alternative to fossil fuels for lower income households and small businesses in Africa. This technology effectively reduces CO₂ emissions, in part thanks to an innovative approach to monitoring.



Installation of a solar home system in Tanzania



ANNIVERSARY CELEBRATIONS OF CLIMATE PROTECTION AND LOCAL COMMITMENT

Customer highlights Carbon Offset Projects

The [Carlton Hotel St. Moritz](#) has been offering its guests all manner of ways to enjoy their time in Engadine for more than 100 years. The hotel commemorated a momentous anniversary in 2014. The family that owns the hotel decided to mark this by supporting sustainable projects with the funds that would otherwise be spent on lavish celebrations.

The Carlton Hotel requested that myclimate calculate its annual CO₂ emissions and then defined actions to take. On the one hand, with climate protection in mind, the decision has been taken to invest in [the myclimate biogas project in Karnataka in India](#). The Carlton Hotel is enabling the construction of 100 more systems in the region, which is very fitting given the hotel's 100-year history.

On the other hand, the hotel is placing great emphasis on creating fewer emissions of its own in future and on making hotel operations more environmentally friendly. "In the Tschuggen Hotel Group, we not only want to offset the emissions of our hotels but also to avoid or reduce them", says owner Ursula Bechtolsheimer, explaining the hotel group's strategy for the future. "At the end of the day, our hotels are in the most beautiful locations in Switzerland, and these should be preserved."

The carbon offset project "Building Biogas Plants" replaces the burning of firewood and use of chemical fertilisers in the Karnataka region. Local people benefit from the reduction in greenhouse gas emissions and in less deforestation of high-earning agricultural land, as well as less soot accumulation in their homes. Plus, this project reduces methane emissions from cow dung.



Construction of a biogas plant in rural India



CLIMATE PROTECTION IN THE WORLD OF FINANCE

Customer highlights Carbon Offset Projects

As of 2015, the [cantonal bank in Graubünden](#) has carried the label of a climate-neutral company. Climate protection has a central role in the bank's sustainability strategy. The Graubünden cantonal bank wants to reduce its greenhouse gas emissions by 40% by 2025.

With the myclimate performance platform, the bank has access to the perfect tool for continuously monitoring its ecological footprint. Annual reporting allows the company to compare current values and then take the appropriate action. Unavoidable emissions are offset in the myclimate cooker project in China.

This [cooker project](#) replaces traditional coal-fired stoves in rural households in the Shanxi Province in China with cleaner gas cookers that run on biomass. Substituting biomass for coal reduces CO₂ emissions and improves the air quality inside people's homes, and thus the health of women and children.



Maize instead of coal for heating and cooking



ENVIRONMENT & CLIMATE PROTECTION WRIT LARGE AT UMWELTBANK

Customer highlights Carbon Offset Projects

As a purely environmentally oriented bank, [UmweltBank](#) is focused on one essential goal: supporting as many environmental projects as possible. Environmental protection, or “Umweltschutz” in German, not only gave the bank its name, but is also embedded in its foundations.

In 2014, UmweltBank set a climate protection example for its new customers and donated five euros for each new customer to the [myclimate reforestation project in western Uganda](#). The project also received support in the form of monies from the company’s in-house “Banker on Bike” initiative. Employees commuted more than 20,000km in total, climate-neutrally, by foot or by bike in 2014. The final donation total was absolutely fantastic and those who took part also enjoyed improving their own fitness.

Our project in western Uganda supports small-scale farmers with reforestation and the management of native forests. The forest provides people with wood for fuel and building and, at the same time, offers a rich source of medicinal plants. The forests are home to wild animals such as chimpanzees, making them vital to the survival of smallholders and animals alike. The forests are also crucial for climate protection. After all, one single tree captures and stores around three tonnes of CO₂ during its growth phase, corresponding to around 15,000km of driving in a small car.



Everybody participates in the reforestation work



10,000TH NIGHT SPENT IN A MYCLIMATE ROOM

Customer highlights Carbon Offset Projects

Anyone booking a night at the [hotel Courtyard by Marriott](#) in the north of Zurich can opt to sleep in a myclimate room. Courtyard by Marriott has been offering this type of accommodation since 2011 as a clear commitment to climate protection – both locally and internationally. At local level, the hotel makes efforts to boost awareness and increase activation in schools; internationally, Courtyard by Marriott is involved in a carbon offset project.

In 2012, the initiative and our partner Courtyard by Marriott won the Milestone Award – the tourism industry’s version of the Oscars. 2014 saw the 10,000th booking of a myclimate room.

In celebration of this historic achievement, myclimate set up a stall at the local Christmas market on Max Bill Platz in Zurich Oerlikon at the end of November 2014. The stall was designed to look like a hotel room, including furniture and bed linen borrowed from the nearby Courtyard by Marriott. Visitors to the market, the majority of whom were residents from the neighbourhood, were offered the chance to take part in a climate- and consumption-based competition to win a stay in a myclimate room.

Courtyard plans to expand on its commitment in 2015. The Courtyard in Oerlikon will be joined by the Courtyard in Basel and in Munich in offering myclimate rooms. It also hopes to implement additional measures: existing campaigns involving the local community will now support one of myclimate’s national education projects. There will also be a range of in-house measures within the hotel to promote resource and energy efficiency. As always, the hotel will supplement its commitment to carbon offsetting with an international carbon offset project.



Climate room at the Christmas market in Oerlikon



ENERGIESCHWEIZ – PARTNERSHIP FOR ENERGY AND CLIMATE PIONEERS

Customer highlights Carbon Offset Projects

EnergieSchweiz has supported the SFOE’s national action programme, the successful Climate Pioneers initiative, since 2014 and enriches the range of content delivered in classroom programmes that deal with the subject of energy. This is also reflected in the image of the initiative, which was launched in 2010 by Swisscom and is being largely driven by Solar Impulse with Bertrand Piccard as project ambassador. myclimate has been touring with the climate education programme “Energy and Climate Pioneers” right across Switzerland since last summer. Classroom by classroom, we join with our strong partners in inspiring pioneers of all ages to engage with climate and energy issues – from nursery to high school. [Find out more.](#)



Energy and climate pioneer event kick-off



EnergieSchweiz at the big energy and climate pioneer event



ENERGIESCHWEIZ – PARTNERSHIP FOR ENERGY AND CLIMATE PIONEERS

Customer highlights Carbon Offset Projects

“EnergieSchweiz wants to draw attention to alternative ways of living.

Ways of living that promise a better quality of life using less energy.

That’s why we think it is so important to introduce these topics early on,

so that the pupils of today can become the energy experts of tomorrow”

Daniela Bomatter, CEO at EnergieSchweiz

“Through this initiative, which is part of our environmental commitment, we want to get kids and young people excited about climate protection. The fantastic projects and massive response are proof positive that we are on the right track.”

Res Witschi, Senior Project Manager Corporate Responsibility at Swisscom



CARB
CON
OFFSET





INTRODUCTION

Carbon Offset Projects

With our projects of the highest quality (Gold Standard, CRM, Plan Vivo), we promote quantifiable climate protection and long-lasting development worldwide.

To this end we work closely with local partners to develop and realise projects in over 30 countries with various technologies. We are driving the change to renewable energies and the promotion of energy efficiency. Our goal is to reduce greenhouse gas emissions. Our guidelines are designed to meet only the highest quality standards for project development (Gold Standard, CDM and Plan Vivo) and represent a commitment that goes beyond climate protection. myclimate investments in climate protection bring about positive social, ecological and economic progress.

This is our contribution to achieving UNO's targets for sustainable development in the respective project regions.

- We take action in the fight against climate change and its effects.
- We combat poverty and improve local quality of life.
- We reduce gender inequality and strengthen the role of women.
- We promote economic growth and create permanent jobs.
- We secure guaranteed access to clean water and improve sanitation.
- We enable access to reliable, sustainable and modern energy.

Find out more about some of our projects that are helping achieve these goals!

So far:





NAIROBI, KENYA – USE OF WASTE CREATES 500 JOBS

Carbon Offset Projects

As in many other fast-growing cities around the world, waste disposal is an unresolved issue in Nairobi. For lack of affordable alternatives, most inhabitants of Nairobi burn their rubbish or dispose of it illegally in the city. Even waste that has been collected often ends up at the Dandora landfill, Nairobi's largest rubbish heap. Over the past 35 years, it has reached a height of 20 metres. It stinks and has contaminated the groundwater. Many adults and children suffer health problems such as infectious diseases and respiratory disorders as a result. TakaTaka Solutions, a Kenyan social business, has pledged to resolve the problem of waste in the capital city and to create new jobs at the same time. By supporting this project, myclimate is addressing one of the UNO goals for sustainable development: the promotion of continuous, sustainable and integrative economic growth and the creation of permanent jobs.

TakaTaka, which is the Kiswahili word for "waste", aims at recycling and composting 95% of the waste in the lower income areas of the city. This will create jobs, establish a functional and affordable waste management system in these districts and prevent methane emissions.

Affordable waste collection services are currently provided to more than 8,000 households in the Kangemi, Kawangware and Githogoro districts of Nairobi. Each day, TakaTaka recycles four tonnes of organic waste and provides 85 underprivileged youths with employment. 60% of its employees are women.

If everything goes to plan, 100,000 people will benefit from affordable waste collection in 2016 and 100 tonnes of waste could be recycled every day. The project is expected to create 500 jobs and reduce more than 100,000 tonnes of CO₂ within the next 10 years.

A first step towards Gold Standard certification was taken in 2014. We are now looking for an investor or major donor to give this ambitious waste management project the necessary impetus. This would help TakaTaka Solutions achieve Gold Standard certification and, thanks to the compensation system, it could look forward to extra income in the long term.

DO YOU WANT TO HELP ACHIEVE ONE OF THE KEY UNO GOALS FOR SUSTAINABLE DEVELOPMENT?

3 REASONS TO INVEST IN THIS PROJECT

1. You will be supporting an innovative social business and contributing to a clean solution to the problems of waste in Nairobi.
2. You could facilitate the breakthrough for a trailblazing idea. As an investor, you have a one-off opportunity to participate directly in the ongoing development of this project.
3. Global thinking creates ecological and socio-economic value at a local level: waste can be used to improve hygiene in the city and find permanent jobs for up to 300 young people.



NAIROBI, KENYA - USE OF WASTE CREATES 500 JOBS

Carbon Offset Projects



Waste mountains disappear and jobs are created



Valuable biofertiliser thanks to the clean waste management



NAIROBI, KENYA - USE OF WASTE CREATES 500 JOBS

Carbon Offset Projects



Takatika



SIAYA, KENYA – 900 SAVINGS ASSOCIATIONS STRENGTHENING WOMEN

Carbon Offset Projects

Traditionally the rural communities of the Siaya region of western Kenya have cooked on open fires that require huge amounts of firewood. Thanks to communal savings and loans associations, however, women can now afford more efficient stoves. This reduces the demand for firewood

and thus protects the local forests, which leads to reduced CO₂ emissions. Savings associations also strengthen the women's financial and social independence.



Siaya – Kenya



SIAYA, KENYA – 900 SAVINGS ASSOCIATIONS STRENGTHENING WOMEN

Carbon Offset Projects

2014 saw the start of a new chapter in the success story that myclimate has been realising since 2010 in cooperation with its local Kenyan partner, Tembea Youth Center for Sustainable Development. By the end of the year there were 905 savings associations with 22,327 members, of which a remarkable 87% are women. Tembea sets up these local groups and provides them with support.



By the way: Tembea was founded by Jared Omondi Buoga, a YES alumnus → [more about YES](#)

The savings associations encourage women to take on responsibility so that each group democratically elects a chairperson, an actuary and a treasurer. By strengthening the role of women, this project is pursuing one of the most important UN objectives for sustainable development.



A saving community in Siaya, Kenya

Thanks to secure methods of financing offered by the savings associations, women can afford a stove and often have money to spare for such things as healthcare, school fees or high quality seeds. myclimate project partner, Tembea is able to fund half of the cost of the stove thanks to income from CO₂ certificates. An interest-free, two-year loan is offered to cover the remaining 1,000 shillings.

Together with our local partner, myclimate also supports training for local tradespeople in the manufacture and instalment of the efficient stoves, as well as training for households in their correct use and maintenance. We also promote campaigns to boost the population’s awareness of matters of renewable energies and energy efficiency. Thanks to this project over 22,152 efficient stoves have been installed in the Siaya region so far. Last year, each of these stoves saved 1.4 tonnes of wood and reduced 2.2 tonnes of CO₂ emissions.

CORE BENEFITS

- More than 100,000 people enjoy a better quality of life
- More than 22,000 efficient stoves installed
- Thus more than 36,000 tonnes of CO₂ reduced in 2014
- More than 30,000 tonnes of wood saved in 2014
- A family can save around CHF 90 per year, which is the average monthly income in rural communities
- The project has created 120 permanent jobs in the region



SIAYA, KENYA – 900 SAVINGS ASSOCIATIONS STRENGTHENING WOMEN

Carbon Offset Projects



Together with local partners, myclimate continues to write the success story in Siaya



BIOGAS PLANTS FOR 6,000 FAMILIES

Carbon Offset Projects

Over three years ago, myclimate launched two biogas projects in the Indian state of Karnataka. The principle behind biogas plants is simple, they are easy to build, and their effectiveness has been proven thousands of times over. Animal dung and kitchen waste water is added to the biogas plants. As these products ferment, they produce biogas that can be used for cooking. The high-quality bio-fertilisers left behind after fermentation can also be used to replace chemical fertilisers.

Families of farmers no longer have to collect firewood, saving them a great deal of time and money. When cooking, women and children in particular are no longer subjected to smoke that could damage their health. This also helps to reduce logging in the nearby forest.

“I used to have to spend four hours a day looking for firewood with my children. Now it only takes 20 minutes to produce biogas, and there is no longer any smoke when I cook. Thanks to the fertiliser produced by the biogas plant, our vegetables grow much better.”

Rani, Soumpura Village

Together with our experienced local project partner, SKG Sangha, myclimate has already managed to install biogas plants in 6,000 homes. In total these plants have helped save around 56,000 tonnes of CO₂. Additionally, more than 36,000 local people are enjoying better living conditions. 680,000 tonnes of CO₂ is expected to be reduced over the ten-year course of the project.



One biogas plant offsets the annual greenhouse emissions of the average Swiss citizen. This equates to 5.4 tonnes of CO₂, not including embodied energy. As a result, since 2014 myclimate has given people the option to purchase individual biogas plants in India. Almost one-third of the myclimate workforce are proud owners of such a plant.



Would you like your own biogas plant to contribute to climate protection and to improve the quality of life for a family of farmers in India?

Buy your biogas plant today!



BIOGAS PLANTS FOR 6,000 FAMILIES

Carbon Offset Projects



People, the climate and the environment benefit from 6,000 biogas plants



EIGHTH SWISS PROJECT LAUNCHED: SAVE WATER, PROTECT THE CLIMATE

Carbon Offset Projects

myclimate has been developing carbon offset projects in Switzerland since 2007 and so is a pioneer in this field. Its newest project for 2014 is the national climate protection programme for hot water conservation: using water economisers in shower heads and taps reduces consumption of hot water and energy, and so reduces CO₂.

By getting involved in the programme, participants – property owners, homes and organisations – receive the latest generation of economisers free of charge. In return, participants agree to install the economisers and to take part in a two-year random-inspection monitoring programme. Financing for the programme comes from revenues from selling emission reduction certifications to the Foundation for Climate Protection and Carbon Offset KliK. Visit the programme homepage for more information and registration forms www.myclimate.org/hot-water.

In addition to the hot water conservation programme, myclimate supports seven other [carbon offset projects in Switzerland](#). These include efforts to promote hybrid and electric buses on Swiss roads and a project that supports the installation of biogas plants on farms.

The next, and ninth, Swiss carbon offset project is already in its pilot phase. In spring 2015, myclimate and Swisscom kicked off a programme offering discounts on remote-controlled heating in holiday homes. An easy-to-use system lets you control the temperature in your holiday home from anywhere, using your smartphone. This helps avoid unnecessary heating of holiday homes with no loss of comfort, and also reduces CO₂ emissions.

The first step will be to advertise these remote-control systems in Adelboden and Scuol. If they are well received, the programme will be expanded to other destinations over the course of the year. Generally speaking, holiday home owners from all over Switzerland can already participate.



Do you own a holiday home and want to actively contribute to climate protection? Further information about the programme, how to take part and registration information is available [here](#).



Hot water saving set



2014 BRINGS CLEAN DRINKING WATER TO 240 UGANDAN SCHOOLS

Carbon Offset Projects



Filter systems for clean drinking water



2014 BRINGS CLEAN DRINKING WATER TO 240 UGANDAN SCHOOLS

Carbon Offset Projects

40% of Ugandans boil their water; even more do not purify the water at all. Failing to treat the water encourages disease, whilst boiling the water increases deforestation. This is why myclimate is working with local partners to supply lower income households, schools and other institutions with new filter technologies to purify the drinking water. Different filters are used depending on the application, i.e. solar and electric ultraviolet (UV) filters, ceramic filters or ultra-filtration systems.

Although the first few years of this carbon offset project saw mainly households benefit from the cheaper water purification systems, we had a major breakthrough in 2014 in terms of larger filters for schools and hospitals. Whilst in 2013 barely three systems were being installed each month, in 2014 that rose to 20 large filter systems per month and so to more than 240 filters by the end of the year in schools and other institutions. Thousands of schoolchildren are benefiting from the fact that they no longer have to bring water from home or buy it in school.

Plus, the filter systems help these schools and households save large quantities of firewood and so reduce greenhouse gas emissions. myclimate invests the revenue from carbon offsetting in expanding the project, for example, through product subsidies to increase awareness amongst the local population, as well as in publicising and developing distribution channels.



Clean drinking water in Uganda with the help of myclimate



2014 BRINGS CLEAN DRINKING WATER TO 240 UGANDAN SCHOOLS

Carbon Offset Projects

QUESTIONS TO AN INSTALLER:

MR. WASWA PHILLIP, INSTALLER AT IMPACT WATER

What exactly does your job as an installer involve?

My job is to survey, plan and install clean water tanks for our clients.

What did you do before you became an installer?

Before I became an installer I was a plumber.

What is a typical day for you as an installer?

When I arrive at the place where we are going to install, I introduce myself, start making surveys and plans to ensure that the water and the power source are in the right place, and then I start the installation process.

Is it easy to find institutions or private households to buy these systems, or do you need to convince them first?

People have to be convinced and we have to explain how the system works and what its benefits are.

What do you consider to be the strongest argument/major advantages in favour of buying/installing these systems?

The strongest argument is the health benefits, which also leads in to the environmental factors. Installing the system means our clients have clean water that is safe to drink, plus it cuts down the amount of wood used to boil water.

What is the most satisfying aspect of your work (with people)?

I am at my happiest when people appreciate my work.

What is your personal favourite success story from your career as an installer?

I once installed a system where the people were not sure about the whole process. When I was done and they found out how it worked, they were very happy. That is my favourite success story.



2014 BRINGS CLEAN DRINKING WATER TO 240 UGANDAN SCHOOLS

Carbon Offset Projects

QUESTIONS TO THE DIRECTOR OF THE SCHOOL:

MR. ADAM KAKEMBO, TEACHER IN CHARGE OF WATER AND SANITATION AT KAWEMPE MUSLIM SECONDARY SCHOOL

You installed water purification systems at your school. What effect has that had on daily life at the school? What major changes have you noticed?
The impact has been enormous since it completely solved our problem of a lack of drinking water at school. The biggest change is that the school no longer spends money on buying wood to boil water. Not only that, but we have seen fewer incidences of water-related illnesses in school as well as more forests saved from being chopped down for wood.

How many students benefit from the water purification systems at your school?

1,500 students every year.

How was the situation before the water purification systems were installed?

Initially the situation was not good at all. We had to boil drinking water using wood, which at the end of the day was not enough. Bottled water was also an issue as the empty bottles created litter and clogged our drainage systems. Water-related illnesses were another problem because some students would resort to drinking from the tap when we ran out of boiled water. (Tap water is not safe to drink in Uganda)

What was your main motivation for installing a water purification system?

Information. After we learned about the water system and how it worked, we tried it out and the results were very good. We eventually bought another tank.





2014 BRINGS CLEAN DRINKING WATER TO 240 UGANDAN SCHOOLS

Carbon Offset Projects



Schools and individuals gain secure access to clean drinking water

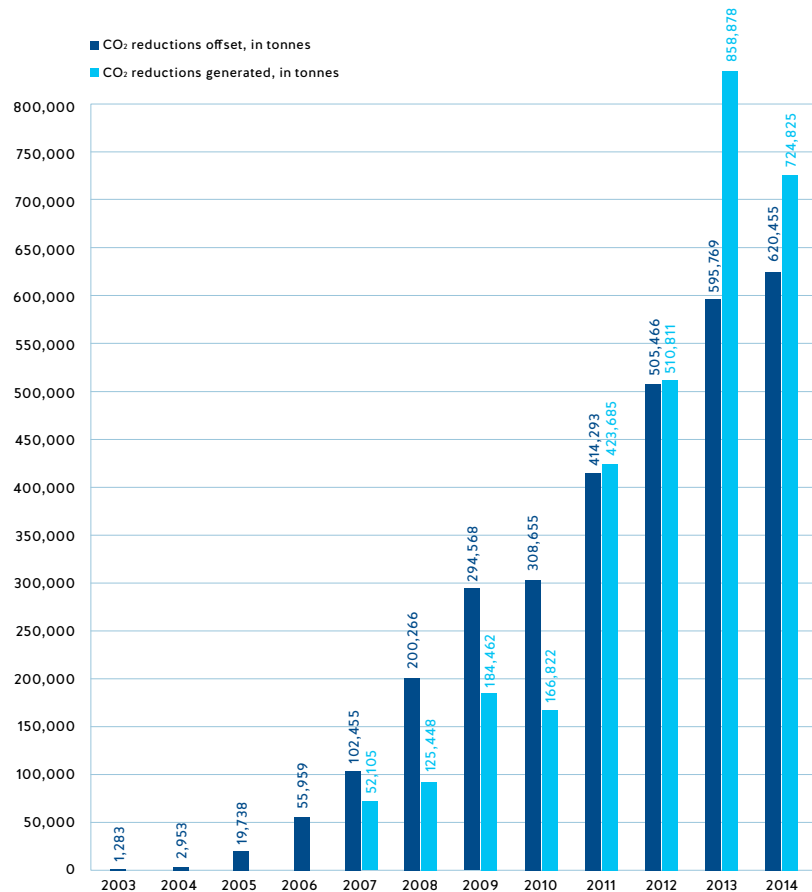




OFFSET VS. GENERATED CO₂ REDUCTIONS

Carbon Offset Projects

In 2014, customers offset 620,455 tonnes of CO₂ emissions with myclimate, which in turn generated 724,825 tonnes of CO₂ emission reductions in its carbon offset projects during that same year.



In contrast to the market as a whole, myclimate again managed to increase the offset volume – albeit only slightly. However, the company was forced to put on the brakes when it came to emission reductions from its projects. Since 2011, myclimate has generated more CO₂ reduction per year in its projects than were sold per year. Its existing projects alone have realised climate protection many times over. Since far too few companies and individuals are making the appropriate offset payments for their greenhouse gas emissions, myclimate has had to slow down development in many projects. Not to mention the myriad of projects and ideas currently stuck in the waiting list that cannot be realised.

The situation is really quite unbelievable. Everyone is talking about the urgent need for more climate protection on a global scale. myclimate is ready with a number of high-value, successful projects that are already up and running, and that could immediately result in a great deal more climate protection. And yet these efforts are being blocked by a lack of will to take responsibility for emissions and make the necessary financial contribution in line with the “polluter pays” principle – and this, it should be noted, in a time when fossil fuel consumers are enjoying lower prices.

In recent years, myclimate has successfully established additional pillars alongside financing, and is receiving more and more requests for other services relating to carbon offset projects. For example, the company also develops customer-specific projects, realises feasibility studies, evaluates projects and programmes, holds workshops and training courses, and carries out due diligence and risk assessments.

myclimate CO₂ accounts were again audited by SGS.

CLIMATE

Education





INTRODUCTION

Climate Education

Through our interactive and action-orientated educational programmes, we encourage everyone to achieve something for the future.

Our primary goal is to motivate and activate people, especially children and young people, to engage with climate protection as well as the responsible use of energy and other resources.

Above all we try not to admonish people. We prefer to use positive reinforcement and role models in particular, such as our project ambassador Bertrand Piccard, or with good examples, like those that can be experienced in our more than 11 Audio Adventures.

Seeing and experiencing things on which you can have a tangible effect, and where you can change your behaviour accordingly, is the key to the success of our educational activities. Climate education projects owe their entire existence to generous donations from foundations, institutions, companies and private individuals. For this, we would like to express our deepest gratitude. We have been able to use our partners' donations to activate and motivate many children and young people towards more climate protection and sustainability.



If you would like to support our work we would be pleased to visit you. [Contact us!](#)



Multifaceted myclimate climate education



11,111 ENERGY AND CLIMATE PIONEERS

Climate Education

Record-breaking: The education initiative “Energy and Climate Pioneers” reached its 11,111th energy and climate pioneer in 2014! Since 2010, numerous classes of schoolchildren have been inspired to pioneering achievements through free double lessons focusing on climate protection and energy efficiency.

This is possible thanks to the support of our project partners.

From nursery to high school – everyone can take part and transform their ideas into concrete projects to protect the climate and save energy. [More than 500 student projects have already been realised!](#)

One shining example is a class of 12- to 13-year-olds in Buchs, SG in Rheintal. They designed a range of posters endorsing climate and energy tips, which were displayed in all local buses last autumn.



Two fine example of the bus posters in the St.Gallen Rhine Valley



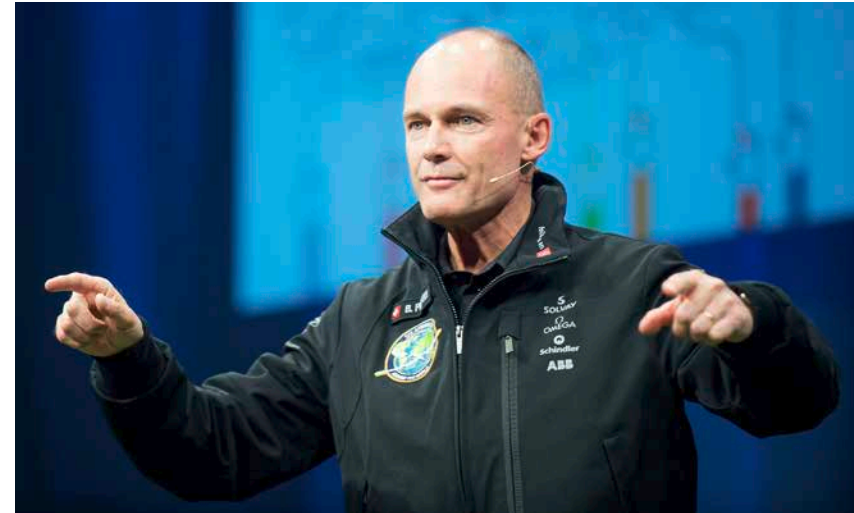
11,111 ENERGY AND CLIMATE PIONEERS

Climate Education

All young energy and climate pioneers who have realised a project with their class receive an award for their commitment at the annual energy and climate festival. Awards are presented by Bertrand Piccard, the project ambassador and one of the greatest pioneers of our time. Around 1,000 pupils have a chance to meet their role model face-to-face and ask questions about his round-the-world trip in the Solar Impulse plane.



Do you know of pupils in your area who want to be energy and climate pioneers? It's easy to get involved:
www.energie-klimapioniere.ch/jetzt-mitmachen



The big event of the energy and climate pioneers



HOT STUFF – CLIMATENET: SCHOOLCHILDREN DESIGN REUSABLE FABRIC BAGS

Climate Education

How often do Swiss schoolchildren have the opportunity to Skype with their peers in schools abroad, e.g. in Kenya and Uganda? Thanks to our Hot Stuff ClimateNet project and its multi-national network of teachers, that opportunity is now a given. This exchange of ideas brings climate change to life, and global potential solutions motivate the children to take an active role in shaping their future.

The highlight of the project is the annual Hot Stuff Day, which took place in Basel in June 2014. Teams of school pupils from Kenya, Uganda, Hungary, Cameroon and Switzerland presented 45 potential solutions and projects to encourage conscious, climate-friendly consumer behaviour. Each of the teams approached the topic of consumption in a different way. They had developed climate-friendly solutions for transport, eating and cooking, separating waste and recycling. The best graphical representations of these solutions, as chosen through a competition, were printed on fabric bags by Swiss pupils. Not only do these bags replace plastic bags, they also inspire people to be climate-friendly consumers.



Hot Stuff Day in June 2014



HOT STUFF – CLIMATENET: SCHOOLCHILDREN DESIGN REUSABLE FABRIC BAGS

Climate Education



Printing of cotton bags with self-made silkscreens



MYCLIMATE BRINGS YES COURSES BACK TO SWITZERLAND

Climate Education

YES – Youth Encounter on Sustainability – stands for international courses designed to build a network for the leaders of tomorrow and to inspire them to actively help shape a sustainable future in every country and industry. Over 40 courses have been held in the past 15 years under the heading of “building capacities, creating memories, shaping our future”, giving rise to a network of 1,600 YES alumni in more than 140 countries.

DID YOU KNOW?

myclimate’s history has always been closely linked with the YES success story because the basic idea for myclimate came about in 2002 during a YES course.

2013 symbolised a new chapter for YES courses, when myclimate took over the direction of YES courses from long-standing ETH director of ETHsustainability, Roger Baud.

The first YES course under the patronage of myclimate ran in January 2014 in Kenya. 23 students from 11 countries and a range of disciplines spent two weeks together in the East African state, exchanging experiences in the field of sustainability and developing new projects, initiatives and business ideas. Two further YES courses were held in May 2014 in Germany and January 2015 in Switzerland, which brought more than 34 nations together in one room.



An international network of students and young professionals

Integrative and interactive methods, a holistic approach and a myriad of practical experiences and adventures made these courses an unforgettable experience for the attendees. At the Swiss course in Interlaken and Zurich, myclimate was able to give some of the attendees their first ever experience of snow, and brought YES back to Switzerland following several sessions abroad.

2014 also saw the YES programme win over two new sponsoring partners: the Avina Foundation and the Mercator Foundation Switzerland. These two foundations plan to support myclimate in improving the maintenance of and continuing to develop the YES alumni network. The 1,600 former course participants from 140 different countries, who are employed in hundreds of companies and organisations, represent the best possible foundation for a global sustainability network.



MYCLIMATE BRINGS YES COURSES BACK TO SWITZERLAND

Climate Education



YES 2014: Courses in Kenya, Germany and Switzerland



MYCLIMATE BRINGS YES COURSES BACK TO SWITZERLAND

Climate Education



Yes course – trailer



MYCLIMATE AUDIO ADVENTURE

Climate Education

A special listening experience about cities and regions, local history and climate protection. Our broad range of educational, tourism-related offerings for young and old continues to grow. Audio tours including entertaining stories are already available in more than 10 destinations.

BERN

Together with the main sponsor, Danone, and the partner Bern Tourism, a new Audio Adventure specifically aimed at adult listeners was launched on 28 August 2014 in Bern. Along the tour route, singer Endo Anaconda and his inimitable voice regale listeners on subjects such as ice ages, use of the Aare river, the Matte district and of course climate protection. The story for children is about a brave and angry little polar bear who has a bone to pick with the politicians in Parliament. On the way, he meets a Bern girl named Janika. She shows him that there is still hope and that there are things that can be done for the climate, even in Bern.

The story for young people is based on a real-life incident. Jasmin, a pupil from Guttannen who experienced climate change first-hand, plays herself and Endo Anaconda plays her uncle from Bern.

The tour of the old town takes around 1.5 hours, or around 3 hours if you include in the two stops located slightly outside the city. These are easily accessible with public transport or by bike. If you don't have a bike with you then you can hire one for free from bernrollt.ch.





MYCLIMATE AUDIO ADVENTURE

Climate Education



ZURICH

One month later, on 24 September 2014, came the next launch in Zurich. The tour “Limmat warming, biodiversity and new ways of living” takes visitors on a 2.5-hour walk from Zurich’s main rail station through green oases to the old industrial district in Zurich West and back again. A bonus stop in the old town finishes up the tour. Mia and Martin are the guides for young people, and children will enjoy making a number of exciting discoveries accompanied by a cheeky lizard who lives in Zurich’s rail station.

Rap group Freestyle Convention produced a song especially for the Zurich Audio Adventure, which gives this listening experience that special something extra.

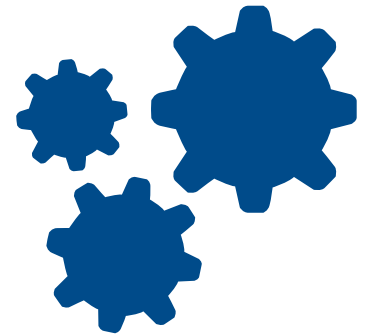
The project has been supported by our main sponsor Danone and the partners ewz, Stadtverkehr 2025 and Zurich Tourism.



As of June 2015, there is a new myclimate Audio Adventure in Basel that was successfully launched as part of the Basel Environment Days.

www.myclimate-audio-adventure.ch

CO₂D
CONA *Resource
Management*





INTRODUCTION

CO₂ and Resource Management

At myclimate we advise businesses and institutions on integrated climate protection that generates tangible added value. In the field of CO₂ and resource management, we help companies identify and capture potential for reducing energy and resource consumption, CO₂ and costs. We also support businesses in producing life cycle assessments and life cycle analyses, and in appraising the ecological impact of products and services.

We also offer reporting and integrated resource management, including key indicators. Businesses can embed these topics throughout their entire organisation for the long term through training and awareness packages.

For systematic CO₂ and resource management, we offer myclimate performance 2.0, a web-based platform for standardised CO₂ assessments and comprehensive resource management. We enable companies to communicate their climate protection commitment credibly and transparently with the myclimate climate-neutral label.

For industries, we offer customised industry solutions that combine strategic CO₂ and resource management with offsetting and labelling solutions.

MINI GLOSSARY

CORPORATE CARBON FOOTPRINT

A corporate carbon footprint analyses and calculates the greenhouse gas emissions caused by all of a company's business activities. This serves as the basis for implementing measures to reduce emissions. Our carbon footprints comply with internationally recognised standards (Greenhouse Gas Protocol, ISO 14064).

PRODUCT CARBON FOOTPRINT AND LCA

A carbon footprint or life cycle assessment (LCA) is used to systematically record and analyse the impact on the environment throughout the entire life cycle of a product or service.

This involves an end-to-end analysis of the product or service. The analysis considers all raw materials, transports, production processes, usage and disposal of the product. A product carbon footprint is a special application of the LCA methodology that specifically focuses on greenhouse gas emissions.



CLIMATE-FRIENDLY HOTELS

CO₂ and Resource Management

Sustainable resource management is of vital importance in the tourism industry. A fact that the Swiss Hotel Association, hotellerieuisse, knows well, as it consistently uses targeted measures to realise its sustainability strategy. The association offsets its own CO₂ emissions, making it climate-neutral since 2014 with myclimate.

But hotellerieuisse goes one step further and recommends to its members the modular “Climate-Friendly Hotel” solution from myclimate. The aim here is to save resources and costs in the long term, and thus protect the environment, by means of energy-efficient and climate-friendly measures that are tailored to the hotel sector.

Klimafreundliches Hotel
Modulare Lösung für nachhaltigen Mehrwert

BKW
BKW AG
Viktoriaplatz 2
3000 Bern 25
0844 121 120
sales@bkw.ch

myclimate
Stiftung myclimate
Stemensstrasse 12
8002 Zürich
044 500 43 50
info@myclimate.org

Die BKW Gruppe ist ein bedeutendes Schweizer Energieversorgungsunternehmen. Sie versorgt zusammen mit Partnern und eine Million Menschen mit Strom und deckt alle Stufen der Energieversorgung ab, von der Energieproduktion über den Handel und den Transport bis hin zum Verkauf. Neben der reinen Energieversorgung entwickelt, implementiert und betreibt die BKW Energieversorgungsunternehmen und Gemeinden. www.bkw.ch/energieberatung

myclimate ist Partner für wirkungsvollen Klimaschutz, global und lokal. Durch Bildung, Beratung und Klimaschutzprojekte will myclimate die Zukunft der Welt gestalten. myclimate ist eine gemeinnützige Stiftung mit Sitz in der Schweiz und internationaler Ausstrahlung. Von Begleitern hat myclimate eng mit Schweizer Tourismuspartnern zusammengearbeitet. Gemeinsam wurden bedeutende Erfolge für den Klimaschutz erzielt. www.myclimate.org

Unter dem Patronat von:

hotellerieuisse
Swiss Hotel Association

BKW

myclimate
Protect our planet

hotellerieuisse
Swiss Hotel Association

Für Ihr Hotel und Ihre Gäste – Mehrwert mit Energieeffizienz und Klimafreundlichkeit

Immer mehr Gäste achten bei der Hotelwahl nicht nur auf die Hotelkette, sondern auch auf die ressourcenschonende und umweltfreundliche Führung des Hotels. Unser Ziel ist klar: langfristig Kosten einzusparen und die Umwelt zu schonen – für die nachhaltige Zukunft der Schweizer Hotellerie.

Die modulare Lösung von der BKW AG (BKW) und der Stiftung myclimate unter dem Patronat von hotellerieuisse unterstützt Hoteliers dabei, energieeffiziente und klimafreundliche Massnahmen wirkungsvoll umzusetzen. Zur sinnvollen und korrekten Umsetzung dieser Massnahmen erfordert es das richtige Know-how. Und dieses bieten wir Ihnen an.

Energieeffizienz hotellerieuisse bietet mit der BKW, ihrem exklusiven Energiepartner, bereits seit vielen Jahren Beratungen in der Energieeffizienz an. Viele Hoteliers haben schon von der Energieberatung in den Bereichen Strom, Wärme, Kälte, Lüftung, Beleuchtung und weiteren profitiert, eine energetische Gesamtbilanz des Hotels durchgeführt und die Optimierungsmassnahmen umgesetzt.

Ressourceneffizienz myclimate unterstützt Hoteliers beim Erkennen und Erschliessen von Einsparpotenzialen, z. B. bei Wasserverbrauch, Lebensmittel, Reinigung und Abfall. Dadurch können Hoteliers ihre Betriebskosten effektiv senken. Für den Aufbau eines systematischen CO₂- und Ressourcen-Management bietet myclimate umfassende Expertisen, Analysen, Kennzahlen und IT-Lösungen. Interessierte Hoteliers können von Gratis-Beratungstagen durch das vom BAFU geförderte Netzwerk reiflich profitieren.

Klimaneutralität Klimaneutral bedeutet, dass die unmittelbare Klimabelastung durch konkrete, streng kontrollierte Projekte zur Förderung von Energieeffizienz oder erneuerbaren Energien andernorts ausgeglichen wird. Dieses Klimaschutzengagement kann für **Überschreibung, Capex- sowie, Events** oder das gesamte Hotel mit dem myclimate **«Klimaneutral»-Label** den Gästen glaubwürdig, transparent und nachvollziehbar kommuniziert werden.

Ihre Vorteile

Energieeffizienz

- Kosten und Energie sparen
- umfassende energetische Betrachtung Ihres Hotels
- Überblick über bestehende Geräte, Anlagen, Installationen und Prozesse
- organisatorische, technische und bauliche Optimierungsvorschläge
- Begleitung bei der Umsetzung der Optimierungsmassnahmen

Ressourceneffizienz

- Ressourcen und Kosten sparen
- gesteigerte Wettbewerbsfähigkeit
- professionelle Beratung
- Massnahmenpläne, die sich sowohl kurzfristig wie auch dauerhaft umsetzen
- wichtiger Baustein im unternehmerischen Klimaschutz

Klimaneutralität

- myclimate «Klimaneutral»-Label als glaubwürdiges Argument gegenüber Ihren Gästen
- wirksame Klimaschutz international, aber auch vor Ort
- modulares Klimaschutzengagement – umfasst ausgewählte Bereiche oder das gesamte Hotel
- Auszeichnung als innovativer Vorreiter

10% Rabatt für Mitglieder von hotellerieuisse

Bis zu 5 Beratungstage gratis

10% Rabatt für Mitglieder von hotellerieuisse

Mit diesen massgeschneiderten Lösungen sparen Sie langfristig Kosten und schonen die Umwelt. So schaffen Sie einen nachhaltigen Mehrwert – für Ihr Hotel und für Ihre Gäste.

Haben wir Ihr Interesse geweckt? Beantworten Sie unsere Fragen auf der Antwortkarte. Wir werden Sie entsprechend Ihren Bedürfnissen kontaktieren.



MODULAR CARBON FOOTPRINTS

CO₂ and Resource Management

“Jungbunzlauer has a strong commitment to our environment and invests continuously in state-of-the-art technology; process optimisation and internally promotes ecological awareness. To quantify its efforts, Jungbunzlauer has opted to calculate Corporate and Product Carbon Footprints including the supply chain.”

Achim Hegel

Calculations of carbon footprints can be expanded incrementally. Not only do the calculations cover direct emissions from the respective company, they can also include indirect emissions arising from the supply chain. Jungbunzlauer is leading by example here.

This family-run Swiss company is one of the world's leading manufacturers of biodegradable, natural ingredients used in food and drinks. Its ingredients are also used in the manufacture of pharmaceuticals, cosmetics and laundry products, as well as in industrial applications.

CLIMATOP CERTIFICATION

CO₂ and Resource Management

The Swiss family-run business Flawa AG produces cotton wool products in Flawil, St. Gallen, including cotton pads that were recently granted use of the climatop label. These pads scored so highly thanks to a newly developed manufacturing process that saves heat and power compared to conventional means of producing cotton wool.

Flawa AG benefits from this increased efficiency in two ways: in addition to being able to brand its own products as climate-friendly using the climatop label, the company's energy costs have also been reduced.

The CO₂ label [“approved by climatop”](#) helps consumers make climate-friendly choices from amongst the huge variety of available products. After all, products carrying this label are an environmentally friendly alternative.





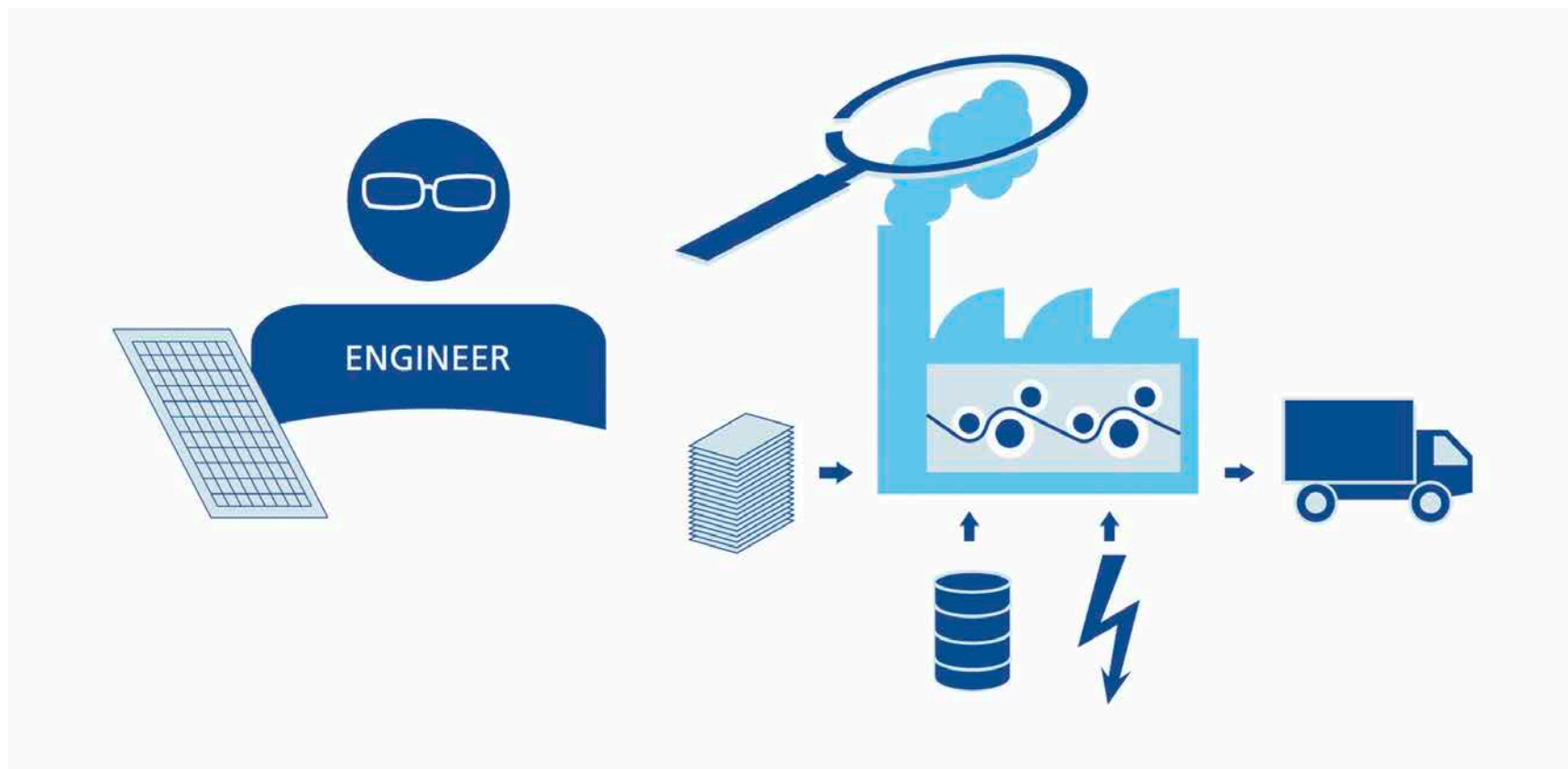
RESOURCE EFFICIENCY IN THE GRAPHIC ARTS

CO₂ and Resource Management

Two printers are already benefiting from myclimate's extended range of climate protection through resource efficiency.

Climate-neutral printers [Bloch](#) and [Valmedia](#), both longstanding myclimate partners, are adding to their environmental commitment by promoting material efficiency.

myclimate analysed the printers' potential in the areas of material processing, energy consumption, printing process and transport. What emerged were possible actions that could be implemented quickly and easily. These "quick wins" aim to reduce material requirements and generate cost savings. This supports the printers' ecological focus and will increase their competitive ability.





CLIMATE-NEUTRAL CHOCOLATE

CO₂ and Resource Management

Here in Switzerland we love our treats, and are world champions in all things sweet. We eat more chocolate than anywhere else in the world – 12 kg pro capita.

Swiss manufacturer Maestrani has been creating chocolate temptations for more than 150 years, with a focus on corporate climate protection. Each year the company uses a carbon footprint to calculate all of its greenhouse gas emissions. This process analyses and evaluates all business activities, from auxiliary and raw materials through energy consumption to transport. Maestrani uses the software myclimate performance 2.0 for CO₂ and resource management.

In a second step, Maestrani asked for a calculation of the specific CO₂ emissions from its own chocolate product range and then offset these through the carbon offset project [efficient cookers in Peru](#). As a result, ten different varieties of chocolate were awarded the climate-neutral myclimate label in 2014.

This project aims at improving the living conditions of the local population in various regions of Peru in the long run. To do so, the project introduces efficient cook stoves with chimneys. It also reduces demand for unsustainably produced firewood. This reduces CO₂ emissions and protects the local forest.





NATURATA

CO₂ and Resource Management

Naturata AG is a pioneering provider of organic and biodynamic foods. Some 40% of its products are certified with the Demeter quality seal. Naturata attaches particular importance to high-quality, long-standing partnerships and to its personal relationships with Demeter producers.

As of several years ago, the company's pasta products have been produced at a family-run business in southern Germany. Gentle processing of raw materials, careful preparation of the dough and, above all, a drying method based on extensive know-how ensure that the pasta is easy to cook and retains that special bite.

Almost all Naturata durum wheat and spelt pasta products now have their greenhouse gas emissions offset through myclimate and have been granted the climate-neutral label.

This represents a strengthening of the company's commitment to matters of climate protection. In 2012, the Naturata chocolate in its Chocolat, Praliné and Spécial ranges was offset for the first time and made climate-neutral, followed soon after by the packaging for its cocoa products.

Through its climate-neutral products, Naturata supports the carbon offset project [efficient cookers in Peru](#).

This project aims to improve the living conditions of the local population in various regions of Peru in the long run. To do so, the project introduces efficient cook stoves with chimneys. It also reduces demand for unsustainably managed firewood. This reduces CO₂ emissions and protects the local forest.





ZOOH! - ELEPHANTS ALSO LIKE THINGS CLIMATE-NEUTRAL

CO₂ and Resource Management



Elephants in the new facilities of the Zurich Zoo

In order to keep expanding its current environmental protection efforts, Zurich Zoo asked myclimate and the Swiss Efficiency Agency to analyse its resource management. The analysis mainly documented potential energy and material savings and outlined possible improvements to visitor guidance and technical maintenance.

In its role as an ambassador between humans, animals and nature, as well as a conservation centre, Zurich Zoo is constantly working to save resources and optimise its own sustainability. Waste, energy and water flows in the various systems in particular will be further optimised and converted to closed loops.



PART

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*for
Climate
Protection*



PARTNERSHIPS FOR CLIMATE PROTECTION

A selection



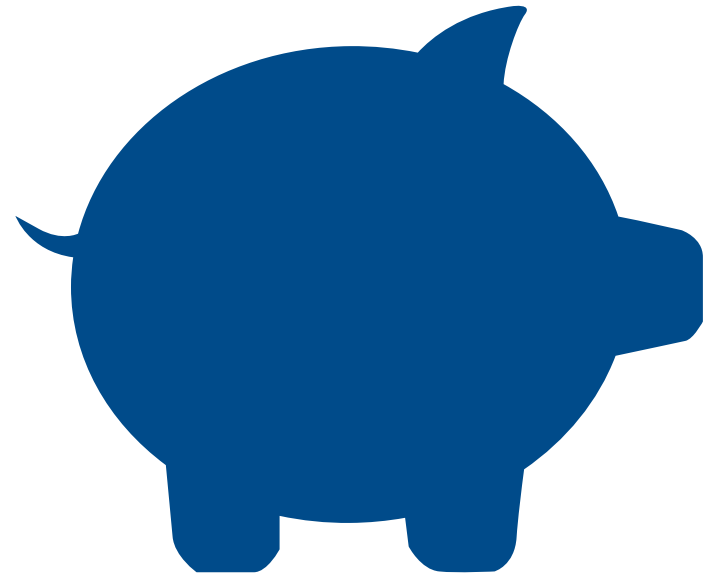
OrangeCinema Basel



PAPYRUS



FINANCE



ces



BALANCE SHEET AND INCOME STATEMENT

Finances

The 2014 consolidated financial statements include the financial statements of the foundation myclimate Schweiz and of myclimate Deutschland GmbH.

Income from CO₂ compensations stagnated at about CHF 10 million despite increased compensation amounts. This, added to the gratifyingly sharp increase in income from climate education and from CO₂ and resource management, results in total income of almost CHF 1.7 million.

Expenditures continue to be high (CHF 11.5 million) for climate protection projects, which, in 2014, also generated considerably more emissions reductions than compensation payments realised by customers ([see also reduced vs. generated CO₂ tons](#)). The strong commitment to our international climate protection projects and our education projects resulted in a considerable reduction in the earmarked fund, to approximately CHF 5.9 million. This is reserved for pending CO₂ compensation liabilities.

With the growth in personnel, net administration costs increased slightly to CHF 2 million. The organisation capital increased to CHF 1.9 million thanks to the positive result. As a result, myclimate has a financial basis sufficient for the positive development of its commitment to climate protection. In the case of international climate protection projects, we need to adjust possible further expansion to the currently rather stagnant cash inflows: in other words, slow it down.

The accounting of myclimate follows Swiss GAAP FER financial reporting standards. The financial overview presented here is a summary of the 2014 consolidated financial statements audited by KPMG AG. The detailed consolidated financial statements can be seen under myclimate.org/details.





PROFIT AND LOSS ACCOUNT

Finances

IN CHF	2014	2013
INCOME		
<i>CO₂ offsetting donations</i>	10,164,515	10,339,202
<i>Donations and grants for climate education</i>	1,274,326	842,566
<i>Income from CO₂ and Resource Management</i>	2,161,852	1,215,652
<i>Other income</i>	69,116	336,681
TOTAL INCOME	13,669,809	12,734,101
EXPENSES		
<i>Expenses for carbon offset projects</i>	11,561,463	12,983,962
<i>Climate education expenses</i>	1,570,504	1,031,073
<i>Expenses for CO₂ and Resource Management</i>	1,923,296	1,517,639
<i>Administrative expenses</i>	2,008,012	1,868,702
<i>Other expenses</i>	78,481	154,141
TOTAL EXPENSES FOR SERVICES	17,141,756	17,555,516
RESULT OF OPERATIONS BEFORE ALLOCATIONS/WITHDRAWALS	- 3,471,947	4,821,416
<i>Financial result</i>	19,587	166,309
<i>Other results</i>	0	0
RESULTS BEFORE ALLOCATION/WITHDRAWAL	- 3,452,360	4,655,107
<i>Results from withdrawal/allocation of earmarked funds</i>	3,768,659	4,827,871
<i>Result for organisation capital</i>	-316,299	-172,765
RESULTS AFTER ALLOCATION/WITHDRAWAL	0	0

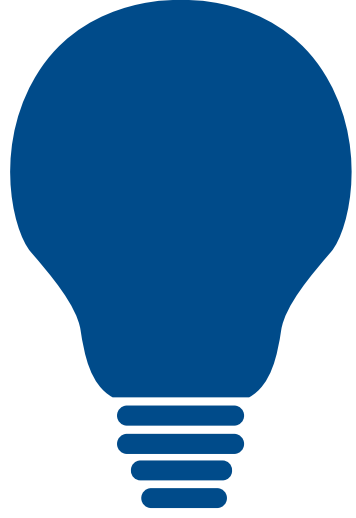


BALANCE SHEET

Finances

IN CHF	31.12.14	31.12.13
<i>Liquid assets</i>	6,295,564	8,469,466
<i>Accounts receivable</i>	1,946,557	2,256,375
<i>Prepaid expenses</i>	1,171,489	835,136
TOTAL CURRENT ASSETS	9,413,610	11,560,977
<i>Financial assets</i>	78,171	30,733
<i>Tangible assets</i>	231,886	423,756
<i>Shares, loans, profit and rights</i>	19,029	19,029
TOTAL FIXED ASSETS	329,086	473,518
TOTAL ASSETS	9,742,696	12,034,494
<i>Short-term borrowings</i>	1,907,698	759,490
<i>Long-term borrowings</i>	0	0
<i>Earmarked funds</i>	5,908,660	9,677,319
<i>Organisation capital</i>	1,926,338	1,597,685
TOTAL EQUITY AND LIABILITIES	9,742,696	12,034,494

PUBLISHING



Details



PUBLISHING DETAILS

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