

Press release

## **Growth in all Areas – Climate Protection Foundation myclimate Publishes its Annual Report 2012**

Zurich, 13 June 2013 – The Zurich climate protection foundation myclimate today published its Annual Report for 2012. myclimate posted growth in all three areas: CO<sub>2</sub> Offsetting, Carbon Management Services and Climate Education. At 13.5 million francs, the total income of the non-profit-oriented organisation hit a new record mark. With two million tons of CO<sub>2</sub> reductions sold since its establishment in 2002, myclimate was also able to reach a further milestone in 2013. In 2012, the Annual Report will be published in an interactive online format for the first time.

The CO<sub>2</sub> offsetting sold increased last year by just under 100,000 or in excess of 20% to over half a million tons of CO<sub>2</sub>. The 69 global myclimate carbon offset projects demonstrably generated 510,784 tons of CO<sub>2</sub> reductions. The projects, which could only be implemented with the financial support of myclimate, are starting to bear fruit. All projects in the foundation's portfolio generated a reduction volume of some seven million tons over the entire project duration. Additional funding would allow further pipeline projects to be implemented, thus creating further emission reductions.

For the first time, donations for climate education projects topped the million franc mark. With projects such as the climate pioneers, the Climate Laboratory or the Hot Stuff Climate Net, myclimate is sensitising pupils, students, trainees and employees of companies and institutions for climate protection in a variety of ways. 66% of the income originated from donations from SMEs and large companies such as Swisscom or Danone.

Carbon Management Services contributed 1.1 million francs. The CO<sub>2</sub>- and eco-balancing at product and enterprise level as well as advice on efficiency measures are inspiring more and more companies to develop sustainable and low-emission business practices. The Migros cooperative alone had myclimate calculate the carbon footprints of over 850 products.

The sum of the total income is nearly 13.5 million francs. The affiliate companies myclimate Germany, myclimate Turkey and myclimate Japan are also showing dynamic development.

### **INTERNATIONAL AND NATIONAL RECOGNITION**

In 2012, myclimate was awarded prestigious national and international prizes. Within the scope of the "Momentum for Change" programme of the UN Framework Convention on Climate Change (UNFCCC), two carbon offset projects received awards as so-called Lighthouse Activities from UN Secretary-General Ban Ki-moon and UNFCCC Director Christiana Figueres. With the Swiss Tourism Industry's MILESTONE prize, myclimate's climate education programme was recognized with a prestigious award in the environment category for the "KlimaLokal Zürich Nord" project.

## **TWO MILLION TONS OF CO<sub>2</sub> OFFSETTING SOLD THANKS TO STRONG PARTNERS**

Between the foundation's establishment in 2002 and the end of last year, myclimate sold a total of 1.965 million tons of CO<sub>2</sub> offsetting - and at the beginning of 2013, it reached the second millionth. It took nine years to sell the first million, and not even two years for the second. Since the first million in 2011, it was only the commitment of strong and staunch partners that enabled myclimate to offset one ton of CO<sub>2</sub> each minute.

"Coop would like to congratulate myclimate on this milestone! We value the work, transparency and competence of myclimate as partner within the framework of CO<sub>2</sub> offsetting with the WWF. We will gladly rely on this competence in future and look forward to further innovative project ideas."

**Sibyl Anwander, Head of Sustainability/Economic Policy, Coop**

"Sustainability is not a phenomenon, but rather a trend in the travel industry. This is why Hotelplan has been cooperating with myclimate for several years to offset the company's business flights and even offers its customers the option to offset their carbon footprints. Sales of products with offsetting have increased 40% - a clear indication of the rising acceptance among customers."

**Thomas Stirnimann, CEO Hotelplan Suisse**

"As a longstanding partner, Mobility would like to congratulate myclimate on this success! Car sharing per se already makes a valuable contribution to climate protection; the offsetting option perfectly complements this offer. We at Mobility are facing up to our responsibility and offset the climate effects of all internal business trips and have been doing so since 2006!"

**Sonja Roos, Head of sustainability, Mobility Cooperative**

## **ANNUAL REPORT IN AN INTERACTIVE ONLINE FORMAT**

myclimate and its long-standing agency Krieg Schlupp Partner Werbeagentur AG, Zurich, will be breaking new ground with the foundation's 2012 Annual Report: Instead of a paper version, we have developed an interactive online format, in which Captain Climate, climate ambassador from the anniversary year 2012, will of course play an important role.

**Link to the annual report:**

[www.myclimate.org/annualreport](http://www.myclimate.org/annualreport)

**For further information and interviews please contact:**

**René Estermann, CEO of myclimate**

[rene.estermann@myclimate.org](mailto:rene.estermann@myclimate.org), Tel. +41 (0)44 500 43 50, [www.myclimate.org](http://www.myclimate.org)

**About myclimate – The Climate Protection Partnership:**

With the goal of ushering in the low carbon society, myclimate is committed worldwide to climate protection through education, consulting and the offsetting of greenhouse gas emissions by means of high-end carbon offset projects. As a non-profit organisation, myclimate is doing this in a science-based and business-oriented way. The international initiative of Swiss origin is one of the world's leading developers of high-quality CO<sub>2</sub> offsetting measures. Its customers include large, medium-sized and small companies, public administration, non-profit organisations, event organisers and private individuals. Via its partner organisations, myclimate is represented in nine countries: Norway, Sweden, Luxembourg, Greece, the United Arab Emirates, Japan, Turkey, Germany and India.

Emissions are currently offset by means of 69 carbon offset projects in 29 countries, where emissions are reduced by replacing fossil energy resources with renewable energies and by implementing energy-efficient technologies. myclimate carbon offset projects meet the highest standards (Gold Standard), which in addition to demonstrably reducing greenhouse gas emissions at local and regional level also make a valuable contribution to sustainable development.

Moreover, myclimate is making people more aware of climate change and climate protection with numerous climate education projects. myclimate has observed a rapidly growing demand for its carbon footprint (Lifecycle assessments) and industry solutions (printing, hotels, transport & logistics, communities). The climatop association run in collaboration with the Ökozentrum Langenbruck foundation, which awards a label for especially climate-friendly products, is also based on this.

The myclimate foundation celebrated its tenth anniversary in 2012. In December 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate carbon offset projects as Lighthouse Activities, which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conference in Doha. In addition, one myclimate climate education project was awarded the Milestone prize, the Swiss tourism industry's highest distinction. myclimate currently employs some 50 people in Zurich and a further 25 in Germany, Japan and Turkey.