

## Press Release

### Harvest Time – myclimate Publishes the 2013 Annual Report

**Zurich, 25 June 2014 – The Swiss climate protection foundation myclimate today published its annual report for 2013. In terms of the sale of CO<sub>2</sub> offsets, myclimate has maintained its growth rate and once again saw an increase by around 100,000 tonnes of CO<sub>2</sub>. Over the last year, companies, institutions and private individuals have offset more than 600,000 tonnes of CO<sub>2</sub> via myclimate. But the CO<sub>2</sub> reductions achieved in the projects are increasing even faster than the CO<sub>2</sub> offsets sold. In the 76 global myclimate carbon offset projects in 30 countries, 860,000 tonnes of CO<sub>2</sub> have effectively been saved over the same period. The foundation's total revenue, including the areas of Climate Education and Carbon Management Services, amounted to over 12.7 million Swiss francs in 2013.**

Of this, the revenue from CO<sub>2</sub> offsetting amounted to 10.3 million Swiss francs (CHF), a slightly smaller contribution in comparison to the previous record year. In 2013, 12.9 million francs were paid out to carbon offset projects as part of long-term contracts. In comparison to the previous year, this amounts to an increase of 44 percent. This reflects the harvest time that has now begun: following the start-up phase, many projects are now reducing CO<sub>2</sub> emissions considerably.

The development of the myclimate carbon offset projects with their rapidly increasing CO<sub>2</sub> reductions is progressing perfectly in line with the foundation's goals of climate protection and sustainability. The projects are reaching increasing numbers of people and in doing so are spreading their impact. The projects that reduce emissions at the level of individual families or communities in particular are growing at a rapid pace. Some projects are actually achieving considerably greater CO<sub>2</sub> reductions than originally expected.

Nevertheless, the potential for global carbon offset projects still remains enormous. This huge potential is, however, currently faced with significantly slower growth in the demand for CO<sub>2</sub> offsetting. With its project portfolio and more than 50 further projects up its sleeve, myclimate would be able to make significant further reductions in emissions and achieve a great deal more climate protection.

#### **Growth and new Tasks in the Area of Carbon Management Services**

Carbon Management Services contributed 1.2 million francs to revenue, which is also an increase in comparison with the previous year. CO<sub>2</sub> and life cycle assessments at product and enterprise level as well as advice on efficiency measures have inspired even more Swiss companies to develop sustainable and low-emission business practices.

myclimate is an extremely committed founding partner and supporter of "act" Cleantech Agentur Schweiz. This is available to Swiss companies as a new partner for the implementation of target agreements with the Federal Government and cantons regarding CO<sub>2</sub> and energy efficiency. "act" ensures there is real competition on the former monopoly market.

## **Climate Education: myclimate Takes over YES Courses**

The grants available for climate education projects amounted to around 850,000 francs in 2013. With projects such as the Climate Pioneers, the Climate Laboratory or the Hot Stuff Climate Net, myclimate is sensitising school children, students, trainees, employees of companies and institutions as well as the general public to climate protection in a variety of ways.

Over the last year, myclimate has been able to expand its portfolio considerably with education and sensitisation projects. Four new myclimate Audio Adventures have been opened in Scuol, Winterthur, Göschenalp and Lucerne. myclimate has also come full circle with the takeover of “Youth Encounter on Sustainability” (YES). YES is a successful global student exchange on the subject of sustainability. Since 2000, the project created at the Swiss Federal Institute of Technology has brought together more than 1,500 students and young professionals from 140 countries to exchange views on sustainability issues in 41 courses in 12 countries. myclimate itself also came into existence through the YES network.

## **Social Progress Through Carbon Offset Projects and a new Foundation**

For the first time, myclimate has also examined its project portfolio in terms of lasting positive impacts on society, social issues and the environment, moving beyond simple CO<sub>2</sub> savings. Since the foundation was formed, 4,500 permanent jobs have been created as part of myclimate projects. More than 1.5 million people benefit directly in their living environment from better air, a more secure energy supply and clean water thanks to myclimate projects. 11,300 hectares of forest have been protected and 35 million kilograms of carbon have not been burned.

In addition, together with Nobel Peace Prize laureate and member of the myclimate patronage committee Muhammad Yunus, myclimate has launched the “Social Business Climate Innovation Fund”. Through the fund, companies have the opportunity to support innovative people worldwide who have business ideas that are in line with the concept of sustainability and promote climate protection.

## **Swiss Carbon Offset Projects**

In addition to carbon offset projects in developing and emerging countries, myclimate also implements projects in Switzerland. The CO<sub>2</sub> reductions from these projects are sold in large part to the KliK foundation, which fulfils the offsetting requirements for fuel importers that have applied in Switzerland since 2013. For example, a programme for electric and hybrid buses aims to increase the market share of alternative drive technologies on Swiss roads. In Losone, a community in the canton of Ticino, support is given to a wood shavings heating plant and its associated heat distribution system, which supplies schools, industrial enterprises, hotels and multi-family and single-family homes with heat from renewable energy. All projects are based on the requirements and guidelines of international carbon offset projects. They are audited externally and comply with the strict guidelines of the Federal Office for the Environment (FOEN) and the Swiss Federal Office of Energy (SFOE). Project developers are invited to apply directly to myclimate with ideas and concepts for further projects.

## Annual Report as a Unique Premium Printed Product

For the 2013 annual report, the long-standing agency partner of myclimate, KSP (Krieg Schlupp Partner Werbeagentur AG) from Zurich, has once again chosen a surprising new approach. Under the heading “The one and only”, a single annual report has been produced, making it unique in the truest sense of the word. This report is all the more special: printed on paper from sustainable sources and bound in wood from a myclimate carbon offset project in Brazil, the annual report provides a great insight into the activities of myclimate with many details and great images. All key figures and text are also available online for quick access.

Link to the annual report:

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

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### About myclimate – The Climate Protection Partnership

Working towards a low-carbon society, myclimate is involved in climate protection worldwide through education, consultancy and offsetting greenhouse gas emissions in high-quality carbon offset projects. myclimate pursues this in a market-oriented and customer-focussed manner as a non-profit organisation. This international initiative with Swiss roots is one of the world’s quality leaders in CO<sub>2</sub>-offsetting efforts. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via its partner organisations, myclimate is represented in nine further countries: Sweden, Luxembourg, Greece, the United Arab Emirates, Japan, Turkey, Norway, Germany and India.

Emissions are currently being offset in over 70 carbon offset projects in 30 countries. Through these projects, emissions are reduced by replacing fossil fuel energy sources with renewable energies, by carrying out local reforestation with local farmers and by implementing energy-efficient technologies. myclimate carbon offset projects meet the gold standard and, as well as reducing greenhouse gases, have a proven positive impact on sustainable development, both locally and regionally. Moreover, myclimate is making people more aware of climate change and climate protection through numerous climate education projects. myclimate is seeing rapidly growing demand for its carbon footprint analysis (life cycle assessments) and industry solutions (printers, hotels, transport & logistics, communities). This is the basis for the association Climatop, run together with the Ökozentrum Langenbruck, which identifies particularly climate-friendly products.

In the foreseeable future, myclimate will achieve the three-millionth tonne of CO<sub>2</sub> reductions sold. Since the foundation came into being, myclimate carbon offset projects have already created thousands of jobs, protecting biodiversity and improving the general living conditions of hundreds of thousands of people. In 2012, two myclimate projects were designated as so-called “lighthouse activities” by the Secretariat of the UN Framework Convention on Climate Change (UNFCCC) and personally honoured by UN Secretary General Ban Ki Moon at the Climate Conference in Doha. In addition, in the same year a myclimate climate education project won the Milestone award, the highest distinction in Swiss tourism.