

Press Release

Shaping the Future – myclimate Publishes the 2014 Annual Report

Zurich, 18 June 2015 – The Swiss climate protection foundation myclimate today published its 2014 annual report. Contrary to general developments on the market, myclimate was able to report growth with respect to the amount of CO₂ offset in tonnes. Companies, institutions and private individuals offset more than 620,000 tonnes of CO₂ via myclimate last year. The Advice & Solutions and Climate Education business areas saw strong growth in the past year. Dr Urs Egger is to be the new President of the myclimate Foundation Board.

In 2014, myclimate was able to increase the volume of CO₂ offset with its customers for another year in a row. Nevertheless, more CO₂ reductions are generated through the more than 70 myclimate projects per year than are offset in the same period with customers. “It is an unbelievable situation really: everyone is talking about how much more climate protection should be carried out quickly on a global scale. myclimate could do so immediately,” says CEO René Estermann. He continues: “If the demand was there, we could, for instance, immediately bring additional efficient cookers to communities in East Africa.” For this reason, myclimate also pleads for realisation of the “polluter pays principle” with a “climate-neutral Switzerland” as a pioneer.

myclimate 2014 in Figures

The foundation’s total income in 2014 amounted to 13.66 million Swiss francs. Of this, the income from CO₂ offsetting came in at 10.16 million Swiss francs (CHF). Since the foundation was established, myclimate has reduced over three million tonnes of CO₂. The Advice & Solutions area grew by more than 70% last year to achieve record income of over two million francs. Contributions for Climate Education projects also rose considerably. They increased by 50% compared to the previous year at a good 1.3 million francs. A new partner was acquired for the school project “Energy and Climate Pioneers” in the shape of EnergieSchweiz.

myclimate Quantifies the Effects of Projects Beyond CO₂ Emissions

A total of 1.8 million people benefited directly from myclimate projects in their environment in 2014. These projects created 6,500 jobs – most of which offer sustainable income opportunities. 13,000 hectares of woodland were reforested and protected from deforestation. 2.5 million tonnes of organic waste were reduced and transformed into compost, electricity or heat. 28 million hectolitres of waste water were cleaned, while 170 million tonnes of coal and 160 million litres of diesel were saved. Through the project “Wood Chips Replace Fossil Fuels” in Losone and the Switzerland-wide programme “Save Hot Water for the Climate”, myclimate again realised two additional domestic projects in 2014.

Baton Handover in the myclimate Foundation Board

2014 also marked the end of an era: Dr Giatgen-Peder Fontana is stepping down from his role as President of the Foundation Board at myclimate in 2015, a position that he has held for several years. He is officially handing over the baton to his successor, Urs Egger, at the myclimate summer event on 18 June. Urs Egger is a professor at the School of Agricultural, Forest and Food Sciences and can look back on a long career in research, development cooperation and business. He has been politically active for many years as whip for the FDP in the canton of Zurich and as a district councillor and will also bring the sporting spirit to myclimate, evidenced by his former roles as President of the City of Zurich Football Association and of FC Seefeld. "The private-industry approach of myclimate is one of the secrets to the foundation's success. Despite all of the achievements to date, the path to effective climate protection is still a long one. I want to contribute to the successful continuation along this path of voluntary commitment," says the new President of the myclimate Foundation Board.

The Annual Report is Sinking

Longstanding agency partner KSP (Krieg Schlupp Partner Werbeagentur AG) was once again involved with the design of the myclimate annual report. The Zurich-based agency has brought a sense of drama for 2014, as the annual report , which is available to read online, threatens to sink. myclimate and KSP hope to point out the dangers of climate change and progressive global warming through this. At the same time, myclimate calls for personal commitment. Just as every individual can take responsibility for combating climate change in their own environment and through their own behaviour, the myclimate annual report can be kept "above water" with a little work via common social media channels.

Find out more via the link to the myclimate 2014 annual report:

www.stop-the-water.org

www.myclimate.org/jahresbericht

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myclimate – The climate protection partnership

myclimate is a partner for effective climate protection – both locally and globally. The Swiss Non-Profit Organisation wants to shape the future together with its partners through consultation, education and carbon offset projects. myclimate pursues this as a science-based and business-orientated non-profit organisation. The international initiative with its Swiss roots, belongs to the global leaders in quality carbon offsetting measures. Its clients include large, medium and small businesses, public administrations, non-profit organisations, event organisers and private individuals. myclimate is represented in eight countries through its partner organisations: Germany, Sweden and Norway, Luxembourg, Greece, the United Arab Emirates, Japan, Turkey.

Emissions are currently offset by means of around 70 carbon offset projects in 30 countries. Through these projects, emissions are reduced by replacing fossil fuel sources with renewable energies and by implementing energy-efficient technologies. myclimate carbon offset projects meet the highest standards (Gold Standard, CDM, Plan Vivo), which, as well as reducing greenhouse gases, have a proven positive impact on sustainable development, both locally and regionally.

Moreover, myclimate uses diverse climate education projects to raise awareness of the topic of climate change and climate protection. myclimate is seeing strong growth in demand for its carbon footprints (lifecycle assessments) and sector solutions (printing, hotels, transport & logistics, communities). Also based on this is the label climatop, founded together with the Ökozentrum Langenbruck, which certifies products that are especially climate friendly. Find out more about myclimate on our website or on our social media channels.

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