

## Press release

# The times they are a changing' – myclimate declares record figures

**Zurich, 25 May 2020 – The Swiss climate protection foundation myclimate is today publishing its annual results for 2019. Total income from the three business areas – Education, Consulting and Solutions, and Carbon Offsetting – have increased significantly on the previous year. In 2019, this was more than 27 million francs. One-and-a-half million tonnes of CO<sub>2</sub> have been offset by companies, organisations and private individuals. This corresponds to an increase of 50 percent on the previous record year. In view of stagnating political climate protection efforts and in consideration of the current coronavirus situation, myclimate CEO Stephen Neff is advocating even stronger economical, societal and political collaboration, to master climate change and other challenges of our time.**

Throughout 2019, companies in particular were seeking concrete solutions and measures towards greater climate protection and sustainability. This was evident through their marked increase in demand for myclimate offers. The areas of interest were measures for transferring knowledge, awareness raising and stimulation, consulting and solutions on CO<sub>2</sub> management, and strategic integration of climate protection into business processes. As a result, the total amount of voluntarily offset carbon tonnage reached new heights. Stephen Neff, CEO of myclimate, has this to say: “How to run or further develop your own business sustainably has become a strategic question for the economy. This corresponds to our own customers’ needs, and is closely enmeshed with entrepreneurial thinking on the subject of contributing to a more climate-friendly world. We are delighted that in 2019 we were able to convince many new companies at home and abroad with our range of tried-and-tested solutions and newly-developed instruments.”

### **myclimate 2019: Overall result**

The Foundation’s total income amounted to 27.25 million francs. In 2018, myclimate reported returns of 20.2 million francs. The myclimate business unit Carbon Offsetting contributed 22.96 million francs to the result in 2019. Returns from the other key areas Education and Consulting and Solutions amounted to 2.29 and 1.5 million francs respectively. Offsetting and donations from private individuals, institutions and small businesses via the myclimate web calculator proved to be strong growth drivers in 2019. These increased by 180 percent compared to the previous year.

At the end of 2019, the myclimate Climate Protection Portfolio included 125 projects in 37 countries. Thanks to these projects, more than 8.3 million tonnes of CO<sub>2</sub> emissions have been avoided since myclimate was founded. The climate protection and education projects have been shown to contribute to the achievement of the UN’s Sustainable Development Goals. Since 2002, a total of 6.5 million people around the world have benefited from myclimate’s activities. More than 25,000 school children, more than 10,000 apprentices, and 1,400 students were motivated to take action around the world. By building 700,000 efficient cooking stoves and around 90,000 biogas plants, myclimate counteracted the problem of air pollution in enclosed spaces, and its devastating health consequences. By planting 5.6 million trees, and protecting vast tracts of forest and other nature reserves, myclimate contributed to the protection of biodiversity and the prevention of extreme weather events.

**The myclimate 2019 Annual Report, including detailed consolidated accounts revised by KPMG Ltd., can be reached via the following link:**

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

### **New partnerships and selected success stories from the 2019 annual report**

Switzerland's biggest sporting event was completely climate-neutral. To this end, the 2019 Swiss Wrestling and Alpine Festival ("Eidgenössisches Schwing- und Älplerfest") in Zug implemented numerous measures, as part of the myclimate programme "Cause We Care", which involved visitors and sponsors. The sustainability report prepared in conjunction with myclimate, and published in May 2020, provides an evaluation of experience that can be used for the most sustainable confirmation of hosts, planning and implementation of future events.

With the support of the government of the Principality of Liechtenstein and many partners from business and society, myclimate is using two programmes to motivate the children and teenagers of an entire country for the first time on the topics of sustainability and climate protection.

The high demand for holistic approaches has led myclimate to offer strategic advice. This includes analyses of current situations, target-setting, action plans, support in implementation and monitoring the achievement of goals set. The pioneering companies in tackling climate protection holistically are Griesser and Georg Utz.

myclimate Deutschland GmbH has been a subsidiary since the end of 2009. In the meanwhile, myclimate Deutschland is also in a strong growth phase, and serves numerous important companies, such as Lufthansa, Kyocera and Naturstrom. myclimate Deutschland has offices in Berlin and Düsseldorf as well as headquarters in Reutlingen.

### **Optimism despite the shadow: Outlook for the 2020 financial year**

"The current corona related situation is naturally casting a shadow over our positive results. Even though the final outcomes for our partners are currently not foreseeable, we remain firmly convinced that climate protection will be extremely important in 2020 and beyond. We already have the reliable knowledge and solutions to combat climate change. Seizing the day with courage massively strengthens people's powers of resistance, but also has the same effect on industry, national economies and the global economy", Stephen Neff says optimistically of the future.

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## About myclimate

myclimate is a partner for effective climate protection, globally and locally. Together with industry partners and private individuals, myclimate wants to shape the future of the world through advisory services and educational programmes, as well as its own projects. It does so in a market-oriented and customer-focused way as a non-profit organisation.

This international initiative with Swiss roots is one of the world's quality leaders in voluntary CO<sub>2</sub>-compensation measures. 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 other countries such as Germany, Austria, Sweden or Norway.

The high-quality projects promote quantifiable climate protection and greater sustainability worldwide. CO<sub>2</sub> emissions are currently compensated voluntarily by means of more than 125 climate protection projects in 37 countries. Emissions are reduced there by replacing fossil energy resources with renewable energies, and by implementing local afforestation measures with smallholder farmers and energy-efficient technologies. myclimate climate protection projects meet the highest standards (Gold Standard, Plan Vivo), which are not only proven to reduce greenhouse gases locally and regionally, but also make a positive contribution to sustainable development.

myclimate encourages everyone to make a contribution to our future, through interactive and action-orientated educational programmes. With this aim in mind, myclimate has already reached more than 25,000 school children and 10,000 trainees in Switzerland, and established a global network of 1,600 students and young professionals. Moreover, the foundation also advises on integrated climate protection with tangible added value. In the field of CO<sub>2</sub> and resource management, myclimate supports companies with advice, analyses, IT tools and labels. The portfolio ranges from simple carbon footprints (emissions calculations) at the corporate level through to comprehensive life cycle assessments for products. Our experienced advisors help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since the foundation was established, the myclimate climate protection projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. Not least because of this, the German Federal Environment Agency is explicitly showcasing myclimate as a supplier for voluntary CO<sub>2</sub> compensation. In both 2015 and 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate projects as "game-changing Climate Lighthouse Activities", which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conferences in Paris and Doha. In addition, the myclimate education project "KlimaLokal" was awarded the Milestone Prize in 2012, the Swiss tourism industry's highest distinction. In May 2016, myclimate received the Swiss sustainability award PrixEco.

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