



**Dear Reader,**

The UN climate summit in Durban has ended. It again became clear in South Africa that it's time to act – quickly and comprehensively. The political UN processes for a globally binding, effective agreement are necessary, but slow. It is therefore all the more important to take responsibility for specific action in your own decision making and behaviour in your household, company, municipality, region or country to achieve lower greenhouse emissions.

This is myclimate's approach. Over the past 12 months alone, we have managed to launch a dozen new projects, which will reduce hundreds of thousands of tonnes of CO2 every year: from biogas plants at farms in Switzerland and India, to solar power plants in Ethiopia through to efficient cookers in Bolivia. All these projects contribute to creating the foundation for a long-term, clean and sustainable energy supply around the globe, reduce greenhouse gas emissions and promote a sustainable development in the project countries. None of this would be possible without your financial support. And we wish to thank you for this at the end of the year!

The news in brief:

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Are you still looking for a Christmas present? Why not give climate protection as a present and simultaneously support a family in Madagascar with an [efficient cooker](#)! You will be given a nice certificate to present to your loved ones. An email to [info@myclimate.org](mailto:info@myclimate.org) is all it takes – first come, first served!

On behalf of the myclimate team, I wish you a merry Christmas and a happy New Year.

Kathrin Dellantonio  
Head Sales, Marketing and Communication, myclimate

\*\* Would you like to tell your friends and acquaintances of myclimate? Please feel free to redirect our newsletter. Thank you for spreading the news! \*\*



## **myclimate expands its international presence**

In recent years, myclimate has consistently expanded its [global network](#) of representatives and is today active in 12 countries. On 11 November 2011, [myclimate Japan](#) was officially established. Shortly before that, myclimate concluded a [partnership with the United Arab Emirates Business Council](#) in Dubai. And myclimate Germany recently launched its

own [website](#).



## New carbon offset projects in Bolivia and the Dominican Republic

myclimate initiated a good dozen new projects in 2011 and now supports a total of 55 carbon offset projects. Two have recently been added: one promotes [solar and efficient cookers in Bolivia](#). The other, in the Dominican Republic, plans to install the biggest [solar power plant in Latin America](#).



## Project visit in South Africa

myclimate managing director René Estermann took the occasion of the climate conference in Durban to [visit the myclimate project in Letaba](#) together with myclimate representatives from Norway. In the northeast of the country, the biggest South African fruit juice processor is switching vapour generation from fossil fuels to climate friendly biomass.



## Carbon offset project in Madagascar opens fifth centre

In November 2011, ADES, our project partner in Madagascar, opened its [fifth centre](#) in the northwest of the island. Solar and efficient cookers are being produced and sold to local households at a discount as part of the project.



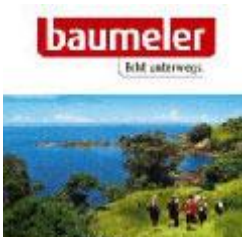
## Climate neutral globe-trotting with Studiosus

Studiosus travellers have been able to offset their emissions via myclimate for some years now. As of 2012, Studiosus will be the first cultural tour operator to offer all trips over land and on water in the travel services of Studiosus and Marco Polo on a [climate neutral](#) basis. Currently, the Studiosus group is the European market leader with thousands of tours on offer in more than 100 countries.



## Dorfhotel and Iberotel in Germany now climate neutral

The German hotels of TUI hotel brands Dorfhotel and Iberotel will offset their CO2 emissions via myclimate and thereby offer their guests "[100 percent climate neutral vacations](#)" as of 2012. The hotels at Boltenhagen, Fleesensee and Sylt have already been committed to the environment and conservation for many years, and are therefore taking a decisive step towards sustainable hotel management.



## Baumeler offers full CO2 offsetting

As of 2012, guests of Baumeler Reisen can [book fully climate neutral trips](#). The voluntary CO2 offsetting goes beyond the flight and includes all accommodation, transfers and other tourist services in the country of destination. Baumeler Reisen is also doubling the "climate franc" of its guests and is thereby supporting the creation of new [climate audio trails](#) in

Switzerland over the next three years.



## Huge climate celebration: more than 500 happy climate pioneers

On 9 November, the "Climate Pioneers" initiative celebrated its first pioneer generation with a huge climate get-together. The Solar Impulse founders and pilots Bertrand Piccard and André Borschberg, ambassadors to the project, thanked the young attendees. At the same time, the **new web platform for Climate Pioneers** was launched. Climate Pioneers is an initiative of Swisscom, Switzerland's leading telecom provider, with partners Solar Impulse and myclimate, and is sponsored by the Swiss Federal Office for the Environment FOEN.



## Hot Stuff – Chill Out: the blog from Durban 2011

At the start of the UN climate conference in Durban, myclimate launched a **blog** as part of **Hot Stuff - Chill Out**, which combines contributions from young people from all over the world on climate change and the climate conference. Where do the contributors see the consequences of climate change in their everyday lives? What do their friends, family and people in the street think? What do they say after Durban? In addition to answers to these questions, the blog grants a view behind the scenes at the conference.



## Carbon footprint of ODLO underwear products

For the 12/13 winter season, **ODLO** is launching a new underwear product made from alternative materials. myclimate has examined this product in respect of its climate and environmental impact and compared it with existing products. A long-sleeve shirt for women generates about a quarter less CO<sub>2</sub> emissions. As regards the total environmental impact, it is nearly a third better.



## First climate neutral nursery in the UAE

The Blossom nursery in Dubai has become the **first climate neutral nursery** in the United Arab Emirates. Farnek Avireal, a facility management company and partner of myclimate in the Middle East, supported the educational facility in an advisory capacity and calculated the CO<sub>2</sub> emissions to be offset. As such, the Blossom nursery is now climate neutral.



## Climate friendly travel in the Alps with RIDE GREENER

Together with myclimate, Swiss snowboarders have launched the **RIDE GREENER** campaign. RIDE GREENER promotes ecologically sustainable snowboarding and skiing, and makes young people aware of environmental topics surrounding global warming in a playful way. Specific tips on how to reduce one's own carbon footprint are also provided.

Protection Partnership  
Sternenstrasse 12  
CH-8002 Zürich  
Tel +41 (0)44 500 43 50  
Fax +41 (0)44 500 43 51

