

## Press Release

# myclimate launches in Austria with Christof Fuchs

**Zurich/Vienna, 31 January 2022 – Since January 2022, myclimate has been officially represented in Austria as myclimate gGmbH. In the shape of Christof Fuchs, MBA, myclimate has appointed an experienced manager as Managing Director with a penchant for sustainability. Working from Vienna, he will support both companies and private customers and will coordinate the development of the brand and the climate protection offering.**

The foundation myclimate, active since 2002 as an internationally renowned provider of carbon offset solutions for businesses and private individuals, is entrusting Christof Fuchs with the development of the organisation in Austria. A native of Vienna, he can look back on 30 years of experience in various leading management, marketing and sales positions. Until 2020, he was responsible for realising a successful import strategy and the market launch of electric vehicles for several brands in Austria as Managing Partner of FHVG GmbH. Previously, Christof Fuchs worked as Head of Marketing & Sales at MIA Feinkost GmbH for two years, where he focused on the reorientation of sales in particular.

It was as General Manager and Managing Director with responsibility under trade and industry law that Christof Fuchs built up zipcar, the first nationwide car sharing system in Austria. During his seven-year period in office, he initiated the partnership with Austrian Federal Railways (ÖBB) and Wiener Linien, the company largely responsible for public transport in Vienna, as an effective last-mile solution. Christof Fuchs took his first professional steps in advertising, before heading up marketing and promotional events at Casinos Austria for 13 years.

Christof Fuchs studied business management at Vienna University of Economics and Business and also has an MBA from the University of Applied Sciences Kufstein in automotive management. He lives with his family in Vienna, from where he will be in charge of the development of myclimate in Austria. The office of the new myclimate Austria gGmbH is located in Vienna's third district.

### **“We are not Progressing Quickly Enough”**

Christof Fuchs underlines the challenges involved in his task: “We are not progressing quickly enough when it comes to climate protection. Every company in Austria needs to rethink how it does business, now and in the future. Global warming is one of the biggest threats for our society; there are dramatic consequences looming if we fail to act. With the help of the proven myclimate solutions, I want to support companies in working towards a joint goal of becoming climate-neutral businesses.

Stephen Neff, myclimate CEO, comments: “Christof Fuchs impressed us with his extensive professional background in various managerial positions and his broad network. His expertise in

the field of mobility and his associated interest in sustainable change inspired us. He is a competent and creative partner for effective corporate climate protection for companies in Austria. I am looking forward immensely to working with him.”

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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 144 climate protection projects in 41 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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