

myclimate awards pioneering companies in sustainable tourism at ITB Berlin NOW

Zurich/Reutlingen/Berlin, 11 March 2021 - myclimate, a long-standing provider of sustainable and climate-friendly solutions for companies in the travel industry, has awarded four companies with the myclimate Awards at ITB Berlin NOW 2021. The international non-profit organisation with Swiss roots honours climate-friendly and economically successful offers in tourism. The 2021 winners are the travel provider Kilroy from Copenhagen, the Cervo Mountain Resort from Zermatt, the destination My Leukerbad AG and the newly founded bus travel provider Pinkbus from Germany. Before the awards ceremony, myclimate hosted a panel discussion.

The Scandinavian travel company Kilroy has its origins in the student travel segment. Since 1991, it has been offering young adults and groups a comprehensive range of travel services, from flights to backpacker, sports, educational and training trips abroad. At the same time, Kilroy takes its responsibility towards the environment and society seriously. Together with myclimate, Kilroy has programmed a CO₂ calculator for its customers. This allows customers to analyse the CO₂ emissions of their trip and offset them through valuable, certified carbon offset projects. In addition, the company raises awareness among its customers about the various aspects of sustainable travel, provides tips and webinars on this topic and increases its range of sustainable travel products. For this comprehensive commitment, myclimate has awarded Kilroy as a "pioneer for holistic, sustainable and affordable travel experiences for young people".

Located above the village centre of Zermatt, the Cervo Mountain Resort proves how sustainability can be perfectly combined with the needs of a 5-star establishment. The menu is based on seasonality and locality - the ingredients travel no more than 150 km to reach the Cervo's plates. 95 % of the energy demand is covered by geothermal energy and in the future, the Cervo wants to use a sustainable solution for the remaining 5 % in the next few years. With the implementation of the myclimate "Cause We Care" programme as an umbrella for all measures, the Cervo actively involves its guests in its own sustainability activities. myclimate presented the Cervo Mountain Resort with the award "Pioneer of sustainable hotels - global and local" at the ITB Berlin NOW.

Leukerbad is the largest thermal spa destination in the Alps. In order to ensure that future generations can also enjoy the soothing and relaxing thermal water, sustainability and climate protection are strongly anchored in the destination. In addition to its own efficiency measures, such as investing in solar panels or replacing lighting elements, Leukerbad actively sensitises its guests to sustainable issues. Together with myclimate "Cause We Care", guests can book climate-neutral experiences and thus contribute to further sustainability measures on site. As one of only a few mountain railways, a climate protection contribution has been directly integrated into the sales price of the day and multi-day tickets. The skiing experience in the Torrent ski area is therefore climate-neutral for customers. And there are also sustainable offers on the mountain: In the Rinderhütte mountain restaurant, Leukerbad offers two local dishes in a climate-neutral way with an additional contribution of CHF 1.00 per dish. My Leukerbad AG receives the myclimate Award 2021 as a "pioneer for the integration of climate protection at destination level".

Pinkbus was founded as a start-up with a sustainable travel concept in the middle of the Corona times in 2020. From the very beginning, the bus travel provider has focused on climate protection and has taken responsibility for its customers. All trips booked with Pinkbus are automatically offset. The compensation is part of the offer and does not cost the customers any effort. For this courageous and consistent step in a difficult time, myclimate presents Pinkbus with the myclimate Award as a "pioneer of carbon neutrality in travel mobility".

Calculating and reducing CO₂ emissions in the accommodation sector

Before the award ceremony on Wednesday, 10 March, myclimate held a panel discussion on the topic "Calculating and reducing CO₂ emissions: A way for the hotel and accommodation industry to reduce costs and protect the climate". Dr. Bettina Kahlert, Head of Resource Efficiency at myclimate, presented the ways in which myclimate calculates emissions in the hotel industry and the most important emission factors as well as the most promising measures for reduction. Leo Maisen, Chief Executive Officer Hotel Operations at the Tschuggen Hotel Group, described from a practical perspective which measures the Tschuggen hotels were able to reduce their carbon footprint with after such a CO₂ analysis. The discussion was led by Christian Baumgartner, Professor for Sustainable Tourism at the University of Applied Sciences Graubünden in Chur.

myclimate and tourism

The myclimate foundation has also been involved in tourism, mobility and climate protection for more than 15 years. For this purpose, myclimate has designed many solutions tailored to the needs of international and national tourism providers, such as a simplified Corporate Carbon Footprint for hotel businesses. For many years, myclimate has been working together with well-known companies such as DER Touristik (formerly Kuoni), Hotelplan Suisse, the Lufthansa Group or Hostelling International. With the initiative myclimate "Cause We Care", the foundation offers service providers in Swiss tourism a concrete offer to promote climate protection locally and worldwide together with their own customers. The educational project "Shape Your Trip", on the other hand, focuses on the target group of young travellers and promotes awareness for sustainable travel.

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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 CO₂-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. CO₂ 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 CO₂ 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 CO₂ 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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