

myclimate press release

# myclimate 2024: Investing in the Future Despite a Challenging Environment

**Zurich, 17 June 2025 – myclimate, the international climate protection foundation based in Zurich, published its annual report for the 2024 financial year today. In a tense economic environment characterised by global uncertainty and declining willingness to invest in climate protection, the Foundation myclimate has set an important strategic course and provided new strategic impetus. In 2024, the focus was on investing in technology, infrastructure and strengthening teams – with the aim of securing the company's future viability and increasing its impact on climate protection in the long term.**

## myclimate 2024 in figures

The foundation's total income amounted to CHF 55.67 million in 2024, 3.17 per cent below the previous year's figure (CHF 57 million). Income from donations and climate protection contributions again accounted for the largest share of income at CHF 47.86 million. The "Education" and "Consulting and Solutions" areas continued to develop, contributing CHF 1.75 million and CHF 3.74 million to revenue, respectively. In the past financial year, myclimate invested in the launch of the digital carbon management platform "myclimate EcoCloud", which went into operation in late 2024, in expanding into Germany and Austria, and in digitalising the myclimate "Cause We Care" programme. These two projects represent milestones in the foundation's digital transformation. As an investment, they contributed around CHF –2.1 million to the negative overall result.

In 2024, companies and private individuals took responsibility for more than 2.6 million tonnes of CO<sub>2</sub>. At the same time, myclimate projects generated 3.6 million tonnes of certified carbon reductions. Since the founding of the company in 2002, a total of more than 22.7 million tonnes of CO<sub>2</sub> have been avoided or sequestered. The projects not only help reduce emissions, they also work toward meeting the UN's Sustainable Development Goals (SDGs). That includes the 86,122 biogas plants that were installed, the 6.2 million trees planted and more than 11.5 million people worldwide who were directly reached through projects.

"2024 was a year of active shaping and the courageous decision to invest in sustainable climate protection. We created modern, digital solutions for the benefit of our partners. We advocated for our causes and in the field of politics, we committed to clear framework conditions for climate protection. Despite the major economic and social challenges, we succeeded in making an impact – together with our partners," says Kai Landwehr, Director of Global Marketing at myclimate and Co-Executive Director of the foundation.

## Education: the key to transformation

myclimate is setting new standards in the field of education. The first myclimate Education Report Switzerland, the expansion of the "Skills for Future" programme, and innovative formats such as "Psychology for Change" and "Climate Career 4.0" reached over 3,000 school pupils and 2,000 apprentices. The aim of this educational work is to empower people at school and at work to make an active contribution to climate protection through knowledge and skills.

## **Partnerships, projects and political commitment to the climate**

In 2024, myclimate expanded its range of climate protection financing with the forest management project in Dornbirn, Austria, the “Märchenwiese” moor restoration project in Germany and other international projects. At the same time, myclimate’s consulting services supported new company clients such as refurbished, Mäder Kräuter, YASAI and BVZ Holding on their decarbonisation journey. myclimate was also active at the political level – with statements on the EU Supply Chain Directive, for instance, and an active presence at the global climate protection conference COP29 in Baku, Azerbaijan.

## **Links**

[The myclimate Annual Report 2024](#)

[Complete consolidated accounts](#)

## **For further information, please contact:**

**Kai Rasmus Landwehr**  
**Director of Global Marketing**  
kai.landwehr@myclimate.org  
Tel. +41 44 500 43 50

**Foundation myclimate**  
Pfingstweidstrasse 10  
8005 Zurich, Switzerland  
[www.myclimate.org](http://www.myclimate.org)

### About myclimate

myclimate sees itself as 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.

As an international climate protection organisation with Swiss roots, myclimate offers individual industry solutions and climate strategy consulting for business clients from scientific experts. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. From its headquarters in Zurich and various locations in Germany and Austria, myclimate supports companies, institutions and private individuals worldwide.

Its high-quality projects promote quantifiable climate protection and greater sustainability worldwide. myclimate has developed and supported more than 210 climate protection projects in 48 countries around the world since its foundation in 2002. These have included reducing emissions by replacing fossil fuels with renewable energies, implementing local afforestation measures with small farmers and introducing energy-efficient technologies. myclimate climate protection projects meet the highest standards (Gold Standard, Plan Vivo) and, in addition to reducing greenhouse gases, make a demonstrable, positive contribution to the UN's Sustainable Development Goals (SDGs) both locally and regionally.

myclimate encourages everyone to make a contribution to our future through interactive and action-oriented educational programmes, which have already reached around 74,000 schoolchildren and more than 12,800 apprentices in Switzerland, Germany and Liechtenstein. In total, more than 200,000 people have benefited from myclimate education projects.

myclimate supports the development and achievement of corporate climate goals with our consultancy and solutions tailored to the needs of organisations in the areas of climate protection and the environment. These include services for compliance with the CSRD Directive and ESG corporate reporting, product-specific carbon footprints (PCF) and life cycle assessments (LCA), company-wide carbon footprints (CCF), target definitions according to various standards, hotspot analyses and action plans, as well as support with their implementation as part of an integrated climate strategy.

Since the foundation was established, the climate protection projects that myclimate has developed and supported have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. In recognition of this, the German Federal Environment Agency explicitly highlights myclimate as a provider for voluntary climate protection measures. Several projects were named "Game Changing Climate Lighthouse Activities" by the Secretariat of the UN Framework Convention on Climate Change (UNFCCC) and honoured personally by UN Secretary-General Ban Ki-Moon at the UN Climate Change Conferences in Paris and Doha.

myclimate is ISO 9001 certified. The foundation's financial statements are subject to standard audits by KPMG. SGS verifies the accuracy of the carbon accounting on an annual basis. The Swiss Federal Supervisory Authority for Foundations monitors myclimate's claim to non-profit status.