

myclimate Mission Statement

In brief

Why

Our vision is a society with net-zero greenhouse gas emissions that allows for a high standard of living within planetary boundaries. To drive the necessary social transformation, we implement ambitious and effective climate protection in line with sustainable global development. Thus, together with our partners, we are building a future worth living.

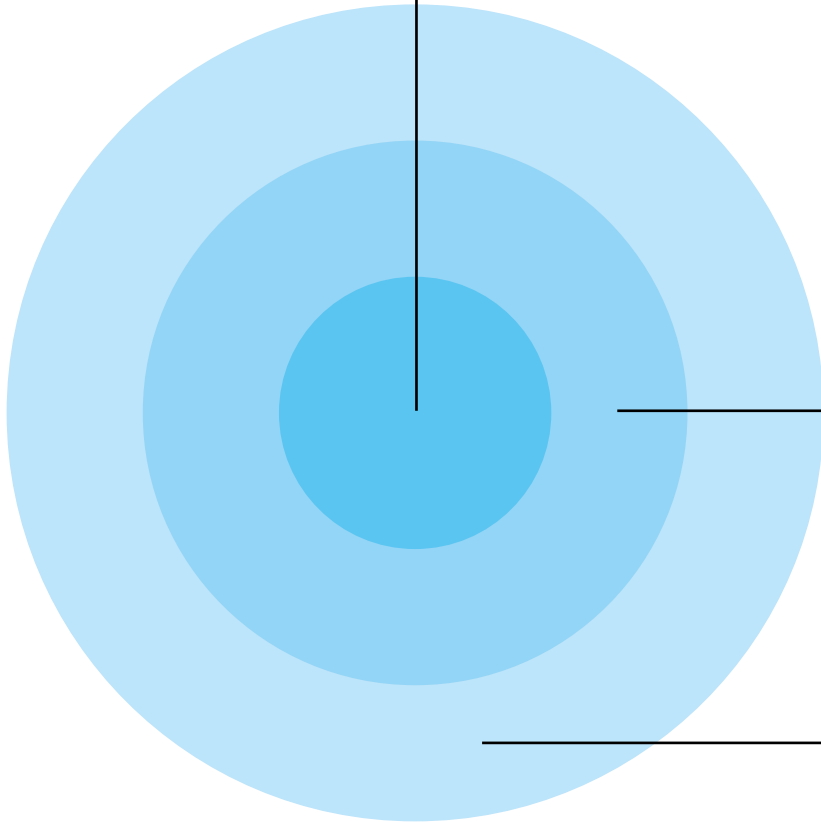
How

As a non-profit, self-sustaining organisation, our work is market-oriented and customer-focused. Our aim in this is always to achieve the maximum possible impact in climate protection. We boldly strike new paths with a clear, focused strategy, which we put into practice together. In an atmosphere of trust, authenticity and respect, with communication and collaboration, we are constantly developing further and contributing in creative ways.

We make competent and transparent decisions – wherever in the organisation the expertise is greatest. When we discover that we lack the necessary skills to fulfil our function or role to the best possible standard, we either acquire those skills or bring in support. We create and maintain suitable parameters for a successful work-life balance in order to safeguard our high-quality work for the long term.

What

We mobilise people and organisations for climate protection and sustainable development – both locally and globally. Our offering covers high-quality products and services in the business areas of consulting, education and climate protection projects. Our offerings lead to behavioural changes in accordance with the principle: “Avoid and reduce greenhouse gas emissions – promote climate protection”.



Why



Our vision is a **society with net-zero greenhouse gas emissions** that allows for a high standard of living within **planetary boundaries**. To drive the necessary **social transformation**, we implement ambitious and effective climate protection in line **with sustainable global development**. Thus, together with our partners, we are building a future worth living.

Details on the why

The purpose of our foundation is climate protection. We are aware that good living conditions on our planet depend not only on successfully limiting climate change. In this regard the concept of “planetary boundaries” serve as a guide, to illustrate the main relationships affecting the stability of the ecosystems on Earth. Respecting these boundaries requires changes in attitude and behaviour, which we are actively helping to bring about.

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Strategy

The Foundation Board and Executive Board define the strategic orientation of our organisation and involve the staff in the process of developing the strategy.

We aim for positive business results and the generation of financial surpluses in order to enable maximum investment in effective climate protection.

Values, Leadership and Collaboration

Courage, curiosity and openness to change are values that are important to us. Because our market environment – which is affected by the political framework concerning climate protection, a critical public, digitalisation and rapidly increasing regulation – is one that changes very quickly.

This calls for attentive observation, speed and determination on our part, without negatively affecting the quality of our work. Clearly defined remits, accountabilities, responsibilities and core processes are important to us, especially for routine activities. At the same time, we question existing processes and adapt them to current needs if required. The principle of experimentation to find new approaches is firmly embedded in our organisation.

We consider myclimate to be an organism with great vitality (interconnected, alive, capable of change and development, not completely predictable), in which everyone plays their part in a professional and responsible manner. All members of staff work on an equal footing towards the achievement of mutually agreed goals. In our daily work we place confidence in each other.

If tensions or conflicts arise, we recognise them early on, discuss them and solve them, conscious of the motto: “Clear on the issue – fair on the person”. We give each other prompt, honest and constructive feedback. At the same time, we accept feedback with an open mind and place a strong emphasis on the skill of self-reflection. A safe atmosphere is a necessary requirement for each staff member to be able to contribute as an individual, with all their varied characteristics.

Decision-making Ability and Processes

In order for everyone to be able to fulfil their own role as independently as possible, decisions are made within an agreed framework in accordance with the principle: “Skill-based over hierarchy-based”. We communicate with all those affected early on as to how we will reach our decision and how we will assess the expected success of the outcome.

In order to be agile, we decide on controversial topics by consent as our preferred method of decision-making. In doing so, we gather comments and major objections to a proposal early on and incorporate them into the process.

Individual and Collective Further Development

We consider ourselves to be a learning organisation. We use mistakes as opportunities.

We are continually working on further developing all the skills (specialist, methodological, interpersonal, or relating to leadership and character) that are necessary for our Why. To this end, we include both internal and external input. We check across sectors and internationally what expertise we need and how we can make knowledge available. We are fair and transparent in settling how and to what extent individual development is supported by the organisation.

General Conditions

We care for ourselves – as individuals and as an organisation. That includes attractive conditions in terms of space and working hours, in which we can bring ourselves in as complete human beings, while remaining healthy, motivated and enthusiastic, and contribute our potential for the good of the myclimate Purpose (Why). That is the foundation stone for our long-term success. If something significantly impacts our individual or collective well-being, we address the issue and look for solutions together.

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Products and Services

In the Consulting and Solutions department we offer analysis based on environmental science (e.g. greenhouse gas footprint calculations) as well as a broad range of consulting services (e.g. climate strategy development). During these processes it is important to us that we provide optimal support to our customers in the way they need at any given time – in terms of both the intensity of the support and the depth of specialist scientific detail.

Our impact- and solution-oriented educational programmes empower, inspire and support people at school and at work, with the aim of promoting effective climate protection through broader expertise. The myclimate educational programme addresses everyone’s specific level of prior knowledge and individual scope for action, and motivates them to actively leverage these assets. We are guided here by the principles of education for sustainable development (ESD) and the Sustainable Development Goals (SDGs). This enables us to promote sustainable thinking and action, together with the self-efficacy of our participants.

Our climate protection projects meet the highest quality standards (e.g. Gold Standard, Plan Vivo) and contribute towards meeting the SDGs. This means that, in addition to the reduction of greenhouse gas emissions, we also promote social, ecological and economic development in the project re-

gion (e.g. better quality of life, health, job creation, empowerment, knowledge and technology transfer). That way we ensure that we continue to have an effect even beyond the duration of the project – for both people and climate.

When it comes to all our products, processes and services, high quality, a consistent grounding in science and continual innovation are important to us in order to overcome

Customers and Partners

What we have in common with our customers and partners is our ambitious commitment to effective climate protection. We offer them the opportunity to join with us to structure and deepen their engagement in order to attain real progress in climate protection and to communicate it credibly.

By actively nurturing these relationships we achieve long-term partnerships. We are proactive in shaping the discourse around climate protection and social transformation, and transparent in our interactions with all stakeholders. With this in mind, we enter into strategic alliances (e.g. with connections in politics, business and associations) that enable effective and credible climate protection.

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