

# Walk this Way



# There is no one Single Path

Last year, myclimate rolled out a wide variety of new solutions to protect the climate with assistance from numerous partners. These activities obviously form the focus of this introduction and the annual report as a whole. However, I have no choice but to bring up COVID-19 in my annual retrospective. Internal organisational issues loomed large this year: How do we protect our employees and project partners? How do we set ourselves up to work from home? How do we manage to succeed in such a difficult time? All while myclimate is still measuring success by how many partners and tools we can recruit to effectively combat climate change.

A year ago, we were not sure what the future would bring – including the relevance of climate protection for companies. Today, we can happily report that myclimate is still on target. The carbon offsets reported in this annual report once again exceeded the prior year's record-setting level. Demand for Consulting & Solutions and Climate

Education was also very strong last year. We grew our team in Zurich, Reutlingen, Berlin and Düsseldorf despite the challenges faced in 2020. By broadening its knowledge base, myclimate is equipped to develop and provide impressive solutions and custom implementations for climate protection today and in the future.

## Strategically Integrated Climate Protection is a Present and Future Challenge

Despite the predictions of gloom and doom, 2020 did not force companies to choose between survival and sustainability. On the contrary, many businesses used this opportunity to broaden their perspective. Countless new and current partners reached out to us, having realised that climate protection should be permanently and strategically integrated in their business model.

Their motivations were all different but shared an overall theme: Sustainable

governance is the order of the day and an insurance policy for the future. The future of Swiss and global industry will be shaped by companies who make socially, economically and environmentally positive contributions. There is no “one single path”. Strategic climate protection is about innovative solutions and products, modelling corporate social responsibility and sustainably developing motivated employees. We present those kinds of strategic partnerships for climate protection in this annual report.

## Coming Together for a Better Tomorrow

Much as I have been encouraged by some companies embracing climate protection and others doubling down on it – such as our many partners in the tourism industry, segments of which have been hit very hard – I am optimistic about the future for other reasons, too. For one, we saw how quickly industry can act and innovate. Just consider how rapidly the vaccines

were developed. Also, the vast majority of the population demonstrated tremendous solidarity and understanding in supporting and contributing to efforts to get through this crisis.

The time for climate action is now. So let us tackle the climate crisis together, deal with its current effects and move our economy and society in a more positive, sustainable direction.



**Stephen Neff**  
CEO of Foundation myclimate

# SDG Impact Reporting

## More than CO<sub>2</sub> Reduction

This report not only describes how myclimate has reduced CO<sub>2</sub> emissions but also presents the concrete social, economic and environmental impacts of its carbon offset projects. We quantify and detail these impacts using the United Nations' Sustainable Development Goals (SDGs). On this page, we have presented some of these contributions to eight selected SDGs since our foundation was established. However, myclimate carbon offset projects contribute to all 17 SDGs. We track the various impacts in our smart3 software platform and announce the specific contributions on the projects' websites. We also generate SDG impact reports describing a specific project's effect on request.

**7 AFFORDABLE AND CLEAN ENERGY**

**147,726**  
solar technologies installed, replacing fossil energy sources

**15 LIFE ON LAND**

**13.7 million**  
trees planted, enabling subsistence farming families to earn income

**8 DECENT WORK AND ECONOMIC GROWTH**

**16,600**  
permanent and temporary jobs created on the ground

**1 NO POVERTY**

**8.5 million**  
people benefit directly from myclimate carbon offset projects

**6 CLEAN WATER AND SANITATION**

**1.4 billion**  
litres of drinking water produced with 1153 water filters for 688,000 students

**3 GOOD HEALTH AND WELL-BEING**

**762,303**  
efficient cook stoves installed, improving the health of women and children

**5 GENDER EQUALITY**

**187,632**  
biogas plants installed, making the lives of women and girls easier

**13 CLIMATE ACTION**

**9.65 million**  
tonnes of CO<sub>2</sub> offset in myclimate carbon offset projects

## Profit and Loss Account and Balance Sheet

IN CHF	2020	2019
<b>INCOME</b>		
Donations and Income from Carbon Offsetting	23 556 438	22 967 922
Donations and Income from Services for Climate Education	1 565 793	2 292 786
Income from Consulting and Solutions	2 103 526	1 502 719
Other Income	632 795	490 579
<b>TOTAL INCOME</b>	<b>27 858 552</b>	<b>27 254 007</b>
<b>EXPENDITURE</b>		
Expenses for Carbon Offset Projects	-15 538 975	-10 610 248
Expenses for Climate Education	-1 471 989	-1 887 224
Expenses for Consulting and Solutions	-1 371 164	-1 878 056
Other Expenses for Services	-153 230	-104 107
<b>Total Expenses for Services</b>	<b>-18 535 358</b>	<b>-14 479 635</b>
<b>Total Expenses for Administration</b>	<b>-4 537 951</b>	<b>-3 640 974</b>
<b>TOTAL EXPENSES</b>	<b>-23 073 309</b>	<b>-18 120 609</b>
<b>RESULT OF OPERATIONS</b>	<b>4 785 243</b>	<b>9 133 398</b>
Financial Result	-34 089	-187 414
Other Results	355 509	-44 302
<b>RESULT BEFORE ALLOCATION/WITHDRAWAL OF FUNDS</b>	<b>5 106 663</b>	<b>8 901 681</b>
Allocation/Withdrawal of Funds	-4 337 663	-8 554 576
Allocation to Organisation Capital	-769 000	-347 106
<b>RESULT AFTER ALLOCATION/WITHDRAWAL OF FUNDS</b>	<b>0</b>	<b>0</b>

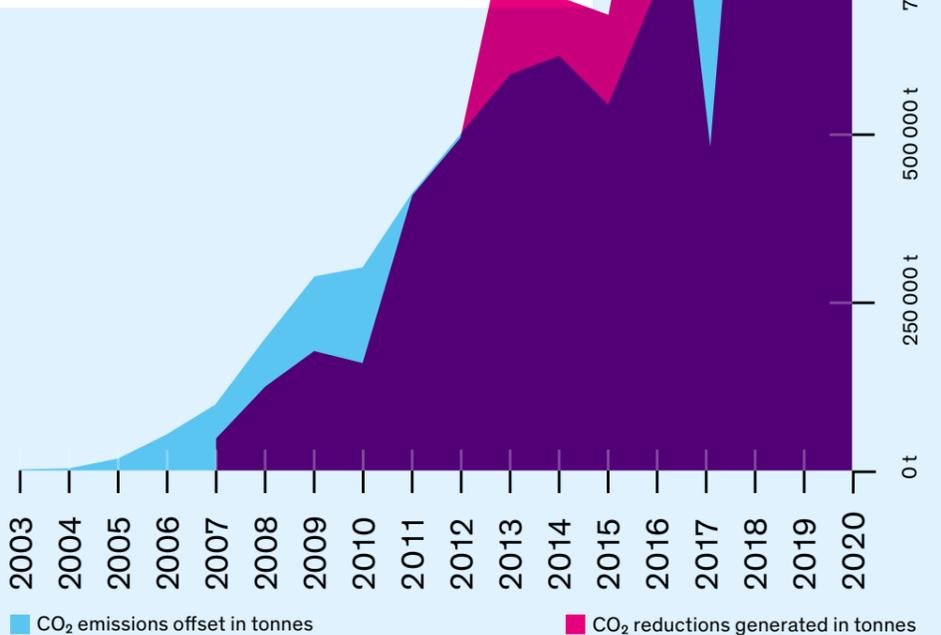
IN CHF	31.12.20	31.12.19
<b>ASSETS</b>		
Cash	18 209 234	18 178 695
Accounts Receivable	4 186 934	5 046 463
Unbilled Services	2 329 912	1 542 330
Prepaid Expenses	98 713	99 410
<b>Total Current Assets</b>	<b>24 824 793</b>	<b>24 866 898</b>
Financial Investments	5 252 396	252 760
Holdings	42 000	42 000
Tangible and Intangible Assets	584 146	632 533
<b>Total fixed Assets</b>	<b>5 878 541</b>	<b>927 292</b>
<b>TOTAL ASSETS</b>	<b>30 703 335</b>	<b>25 794 190</b>
<b>EQUITY AND LIABILITIES</b>		
Trade Payables	1 709 712	1 616 123
Accruals and Deferrals	1 815 778	2 154 940
<b>Total Short-Term Liabilities</b>	<b>3 525 490</b>	<b>3 771 063</b>
<b>Total Long-Term Liabilities</b>	<b>139 631</b>	<b>93 188</b>
<b>Fund Capital</b>	<b>23 737 807</b>	<b>19 400 143</b>
<b>Organisation Capital</b>	<b>3 300 407</b>	<b>2 529 795</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>30 703 335</b>	<b>25 794 190</b>

The 2020 consolidated financial statements include the financial statements of the foundation myclimate Schweiz and of myclimate Deutschland GmbH. The detailed consolidated financial statements, audit report and information about the Foundation Board, Executive Board and purpose of the Foundation are available at: [www.myclimate.org/details](http://www.myclimate.org/details)

## CO<sub>2</sub> Reduction

### How much CO<sub>2</sub> has been Offset with myclimate

In 2020, companies and individuals offset 1,955,141 tonnes of CO<sub>2</sub> emissions with myclimate. Offsetting CO<sub>2</sub> emissions did not decline despite the COVID-19 pandemic, underscoring the continued significance of climate protection. At the same time, 2,528,301 tonnes of certified CO<sub>2</sub> emissions reductions were generated from myclimate carbon offset projects. Since offsetting – i.e. the retirement of carbon credits – may be delayed, surplus emissions reductions can be used as offsets in past and future years.



# Sustainability in Professional Football

What is the Bundesliga doing for the Climate?

myclimate asked the football clubs in Germany's Bundesliga about their climate protection plans and efforts. We determined where and how the clubs were attempting to sustainably and permanently reduce their CO<sub>2</sub> emissions – in transport, energy, catering, merchandising and waste management. Our conclusion: The clubs are doing quite a bit, but have left plenty of room to do more for the climate.



German Bundesliga clubs differ in their sustainability performance. Picture: Foundation myclimate



# Climate Protection in Work and Training

Every Profession Offers an Opportunity to help Protect the Climate

In its educational programmes, myclimate focuses heavily on the professional universe. We help companies, professionals and students capitalise on everything their profession has to offer – from managers and employees to trainees in a Company Challenge or our Jobs for Future project to young people picking a profession.

**"We get 140 Swiss Post students in all training programmes actively involved in designing our sustainability strategy thanks to the myclimate Company Challenge."**

Bruno Schumacher, Head of Career Start at Swiss Post



Pictures: Foundation myclimate; Swiss Post Ltd.



Ground vegetation in the forest in Aetigkofen (Solothurn, Switzerland). Picture: Claudia Schlup

# Carbon Offset Projects right on the Doorstep

myclimate adds Regional Projects to its Portfolio

myclimate is launching more and more carbon offset projects in Switzerland, Germany and Austria. We have been expertly developing efficient local carbon offset projects since 2007 – from individualised projects for customers to projects for the compliance market right up to new services for voluntary carbon offsetting. All in all, myclimate has launched 36 carbon offset projects in Switzerland and two in Germany – more than one quarter of all the projects executed by myclimate worldwide. We added eight new Swiss projects in 2020 alone.



Picture: Foundation myclimate

# The myclimate Climate Booklet

Climate Protection Facts and Figures in a Compact Format

The myclimate Climate Booklet is a compact, attractively designed collection of facts and information about sustainability and climate protection. We have revised and updated all the information from the first edition of the Climate Booklet. The second edition of our Climate Booklet has been published as a Swiss version (German, French) and an international version (English). Order the booklet from us free of charge.

# New Version of Offset Calculators

Fuel Type and Power Mix make all the Difference

After relaunching the myclimate flight calculator in 2019, the myclimate experts updated many other calculators – particularly the car calculator, which added new powertrain technologies and fuel types. Now, electric vehicles have the lowest average values.



Picture: Johannes Hofmann, Unsplash

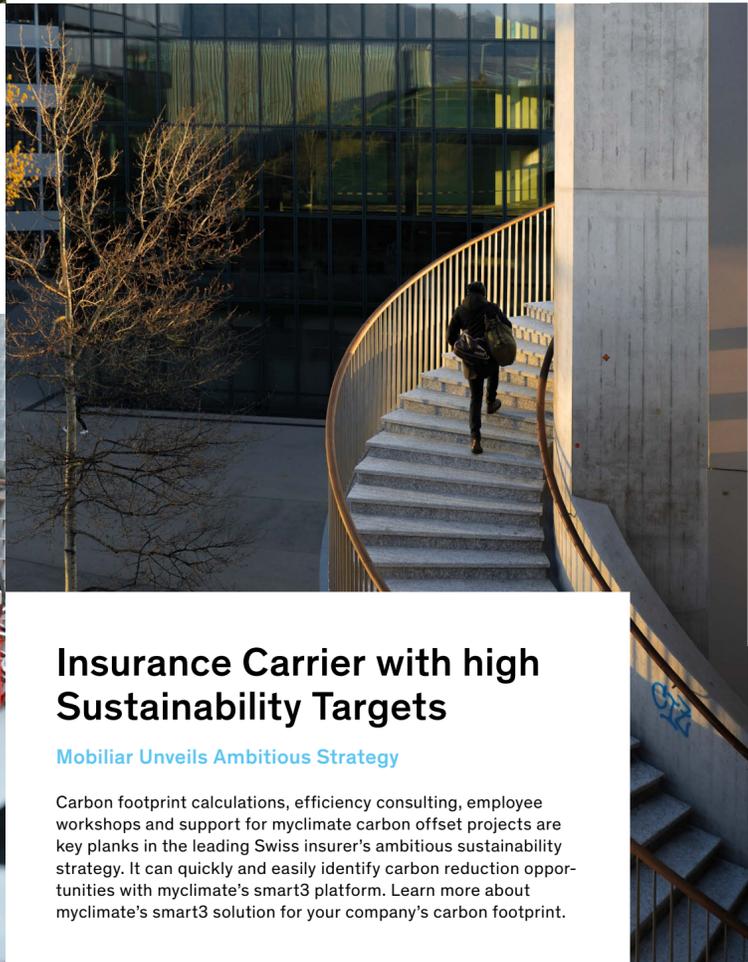
# Sharing Economy: Tomorrow's Business Model

Sustainability is Part of Mobility's DNA

Sharing cars instead of owning them conserves resources and protects the environment. Mobility, Switzerland's leading car-sharing cooperative, has set its climate goals very high: It not only plans to assemble a vehicle fleet powered solely by renewable energy but also intends to become a fully climate-neutral organisation by 2040. Instead of simple carbon offsetting, Mobility now offers its customers an enhanced solution. Thanks to myclimate's «Cause We Care» programme, Mobility now doubles all of its customers' offset payments and invests in international climate protection as well as its own sustainability measures.



Mobility will soon have converted its entire fleet to electric power. Picture: Mobility Cooperative



# Insurance Carrier with high Sustainability Targets

Mobilair Unveils Ambitious Strategy

Carbon footprint calculations, efficiency consulting, employee workshops and support for myclimate carbon offset projects are key planks in the leading Swiss insurer's ambitious sustainability strategy. It can quickly and easily identify carbon reduction opportunities with myclimate's smart3 platform. Learn more about myclimate's smart3 solution for your company's carbon footprint.

Mobilair aims high with its sustainability strategy. Picture: Foundation myclimate

# Awards in Switzerland and Liechtenstein

Apprentices Demonstrate their Creativity

The Energy and Climate Laboratory – the myclimate educational competition for apprentices in Switzerland and Liechtenstein – gave awards to the best projects developed by students in training programmes in September in Schaan and Rapperswil. The prizes went to the most innovative, practical apprentice projects that advance climate protection initiatives at their companies or business schools.



The Solar4all project aims to highlight the potential that renewable energy has to offer. Picture: Foundation myclimate



# Second-hand

Increased Sustainability Awareness Changes Consumption Patterns

More people are now buying things second-hand. It's a good way to find exquisite one-of-a-kind items. However, it also dramatically shrinks the environmental foot-print of each product. Ricardo, the biggest auction platform in Switzerland, joined forces with myclimate in September to hold the first Swiss Second-Hand Day and call for more consumption of previously used items. The purchases made on this one day prevented a total of 1458 tonnes of CO<sub>2</sub>.

**"We initiated the first national Second-Hand Day at the end of September 2020 with myclimate at our side as a climate protection expert. myclimate actively helped us to calculate the CO<sub>2</sub> emissions eliminated by sales of second-hand products on Ricardo and played a big role in making Second-Hand Day a huge success."**

Francesco Vass, CEO Ricardo



Pictures: Chodimeafotime, Shutterstock; Ricardo



Annual Report  
as PDF:  
[www.myclimate.org/  
annualreport](http://www.myclimate.org/annualreport)

Printed climate-neutrally onto Balance Pure, paper made out of 100% recycled fibres.  
Picture: asoggetti, Unsplash

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# Climate Protection at Companies – Paths and Adding Value

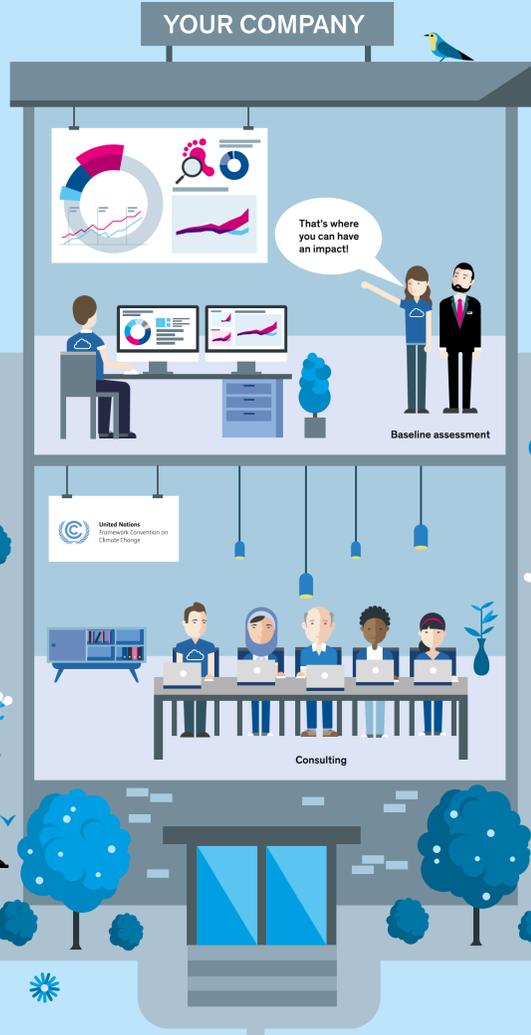
Companies can take effective action to combat climate change. They have many paths to choose from. Follow these paths and find out where you can add the most value for yourself and the climate – from standalone measures to a holistic strategic approach.

## 1 Baseline assessment: Where do I currently stand? Where am I headed?

myclimate will support you in laying the foundation for sustainable business success. To do that, we will conduct a baseline assessment with you. We will calculate your carbon footprint, analyse your current programmes and sit down with you to discuss the legal and competitive environment and the risks that climate change poses to your business model.

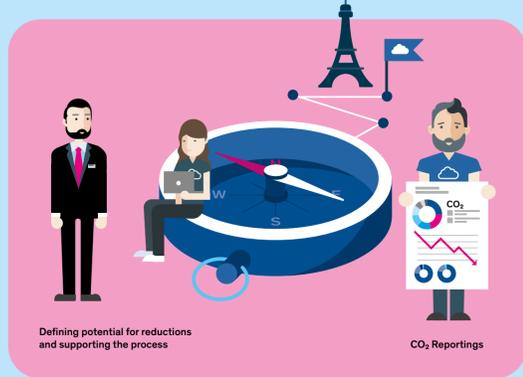
### YOUR COMPANY

Walk this Way



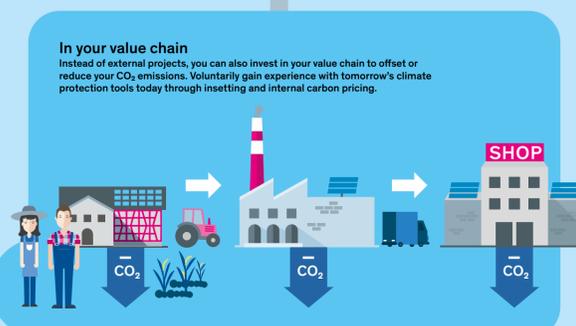
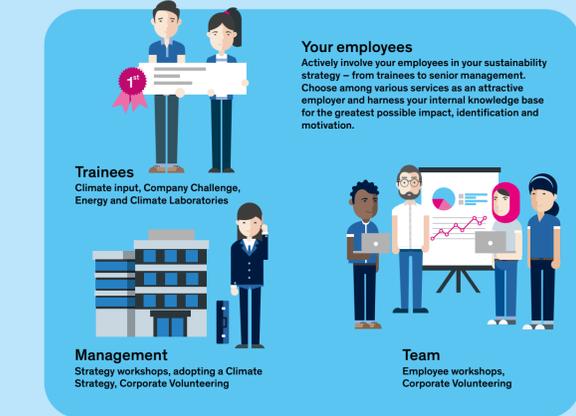
## 2 Setting goals and analysing opportunities: Where do you want to head? How far do you want to go, and how quickly?

Together, we will discuss the areas where you can maximise your environmental impact over the short, medium and long term, and what methods to use. We will advise you on setting your goals and focusing on certain stakeholders. With our help, you can select anything from standalone approaches to a fully integrated strategy.



## 3 Adding concrete value for your company, your employees and the market

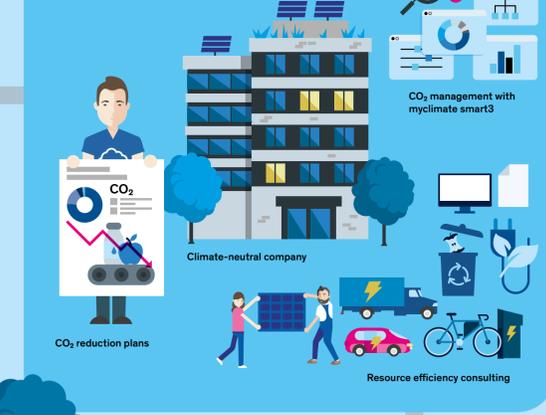
You've defined the areas of your organisation where integrated climate protection can have an impact. Which route have you chosen? More efficiency and CO<sub>2</sub> reduction in process management, more climate-friendly products and services, your market positioning, training your employees to be internal sustainability ambassadors – or everything together?



**For your customers**  
Impress your customers with your effective, credible climate protection efforts. You can also give your customers the ability to actively do something good for the climate with myclimate's help. Supporting local climate protection efforts with myclimate educational projects only strengthens your positioning as a sustainable company.

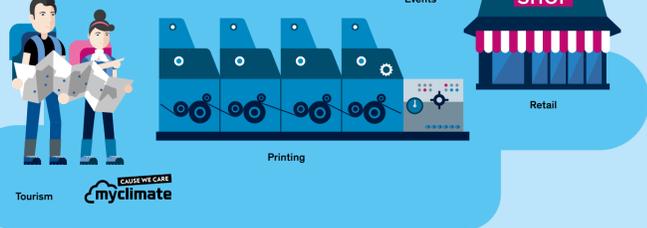


**At your company and in your processes**  
You receive a detailed report on the CO<sub>2</sub> emissions in your processes and at your sites. We will then use this information to identify specific actions you can take so you can start your reduction journey.



## Industry solutions

myclimate provides custom programmes and action packages for certain industries – from the myclimate «Cause We Care» initiative for tourism to our solutions for the hospitality sector, retailers, mass events or the printing industry.



## 6 Communications

To publicise your climate protection efforts, we will gladly help you communicate with external stakeholders such as your customers or the media. You can establish yourself as a good corporate citizen in your immediate community by visibly contributing to local projects.



## 5 Progress tracking

We document your progress and accomplishments using our experts and automated web-based tools. We individualise this data for your reporting and prepare them for reports using international standards such as Greenhouse Gas Protocol (GHG) or for your commitment to the Science Based Targets initiative (SBTi).



## 4 Offset unavoidable emissions with carbon offset projects

Offsetting your CO<sub>2</sub> emissions effectively contributes to climate protection. You will be making valuable, measurable contributions to achieving international climate targets and the Sustainable Development Goals (SDGs). That is good for the climate, the environment, local communities, your company's positioning and, last but not least, a good fit for your corporate social responsibility stance.

