



For a good climate

2008



Composting on Bali: situation in Gianyar, in the south-east of the island of Bali, before the launch of the myclimate composting project from Kuoni.



Contents

Preface	3
Portrait	5
Carbon offset projects	6
Madagascar	7
Cambodia	8
Nepal	9
Peru	10
Bali	11
Melchnau	12
Current projects 2008	13
Carbon Management Services	14
Life cycle assessments	15
The "climatop" label	15
Custom-made emissions calculators	16
Total solution, example "climate-neutral printing"	16
Climate education	18
Hot Stuff – Chill Out	19
Climate booklet	19
Climate schoolbook	20
Project list	20
Publicity	21
Partners & clients	22
Sunstar	23
Globetrotter	23
Swiss Youth Hostels	23
TUfly	23
Switcher	24
UBS	24
Griesser	24
LeasePlan	24
SEAT	24
International resellers	25
Norway	26
Canada	26
Greece	27
Sweden	27
Personnel	28
myclimate team	29
Outlook	30
CO₂ verification	31
Finances	32
Foundation: Balance sheet 2008	32
Foundation: Profit and loss account 2008	32
Earnings, costs, assets, balance	33
Association: Balance sheet 2008	33
Association: Profit and loss account 2008	33
Clients (extract)	34
Imprint	35

Quality is more important than quantity.

Preface

Dear readers,

We are proud to be able to look back on 2008 as an important year. myclimate has developed into one of the leading and most important voluntary CO₂ offset providers in the international market.

The personnel has grown to 20 full-time employees. Three new members have joined the Foundation Board as replacements for those who have left. The business volume has once again doubled in 2008, partly due to offset projects and also services such as life cycle assessment and climate education. In addition to clients from the tourism branch, we have also been able to gain clients from many other business sectors, including the automobile, energy, textile, and retail branches.

Our success has been reflected in independent studies and worldwide ranking lists, with myclimate achieving in 2008 a position in the top 3 from 170 international offset providers in the independent ENDS Carbon Offsets Guide 2008. This clearly indicates that we are heading in the right direction. Further growth is also predicted for myclimate in 2009. Let us positively utilise the economic crisis together and concentrate on sustainable values. We will once again rely in the coming year on your support, and would like to take this opportunity to express our warm thanks for the continuing trust you have shown in our organisation.

With climate-friendly regards

R. Jeker *Sabine Perch-Nielsen*



Chairperson
Foundation Board
Dr. Rolf Jeker,
President OSEC Business
Network Switzerland



President Association Board
Dr. Sabine Perch-Nielsen
Academic Awardee of Politics,
Swiss Parliament



Composting on Bali: the eco park after the refurbishment. The pilot building has been converted to an education centre.

We work with power because the energy is running out!

Portrait

The Swiss non-profit foundation myclimate is among the world leaders when it comes to voluntary CO₂ offsetting measures, a fact which has been confirmed by independent studies. The ENDS Carbon Offsets Guide 2008 put myclimate under the top 3 of the 170 providers assessed.

Through the use of renewable energy and energy efficiency measures, myclimate has realised tens of thousands of tons of CO₂ reductions each year in almost 30 carbon offset projects in conjunction with local partners throughout the world. The myclimate projects promote climate protection and sustainability, and are validated and certified externally according to the highest international standards of the UNO and/or the Gold Standard.

In the Carbon Management Services department, a competent team provides CO₂ assessments and reports, as well as comprehensive life cycle assessments. In syndicate with partners, myclimate implements industry-specific solutions for print-related industries, for example, and recently also for the hotel sector.

The myclimate climate education sensitises and promotes active climate protection through the use of creative projects. The main target groups are young people, and companies and their employees. Three climate education projects, Hot Stuff – Chill Out, the Monte Rosa climate education trail, and the climate schoolbook, have all been initiated in 2008.

Thanks to its high demand for quality and the credible market position, myclimate can continue to successfully expand its partners and clients internationally. The partner and client list includes businesses of varying sizes and representing a whole range of branches, public administration institutions, non-profit organisations, event organisations, and private people.

In order to ensure effective and efficient climate protection, myclimate is continually expanding its international network of project partners and resellers. myclimate is represented through partner organisations in Greece, India, Canada, Luxembourg, New Zealand, Sweden, and Norway.

Management



René Estermann
Chief Executive Officer



Alain Schilli
Deputy Chief Executive Officer

Sales, Marketing & Communications



Kathrin Dellantonio
Head of Department



Annett Sterzel



Stefanie Gründl



Angela Zimmermann

Carbon Management Services



Jeroen Loosli
Head of Department



David Wettstein



Thomas Kägi



Daniel Kammerer

Climate Education



Julia Hofstetter
Head of Department



Patrick Jäger



Valérie Gros Assam



Sarah Ravaoli



Maria Sautter



Stephan Hayoz

Carbon Offset Projects



Thomas Finsterwald



Martin Jenk



Veruska Muccione



Tobias Hoeck



Martin Stadelmann

IT & Programming



Renato Nüesch
Bereichsleiter



Urs Bachofen

Administration



Lars Bünger



Andrea Altorfer

For air, water, and forests. For us!

Carbon offset projects

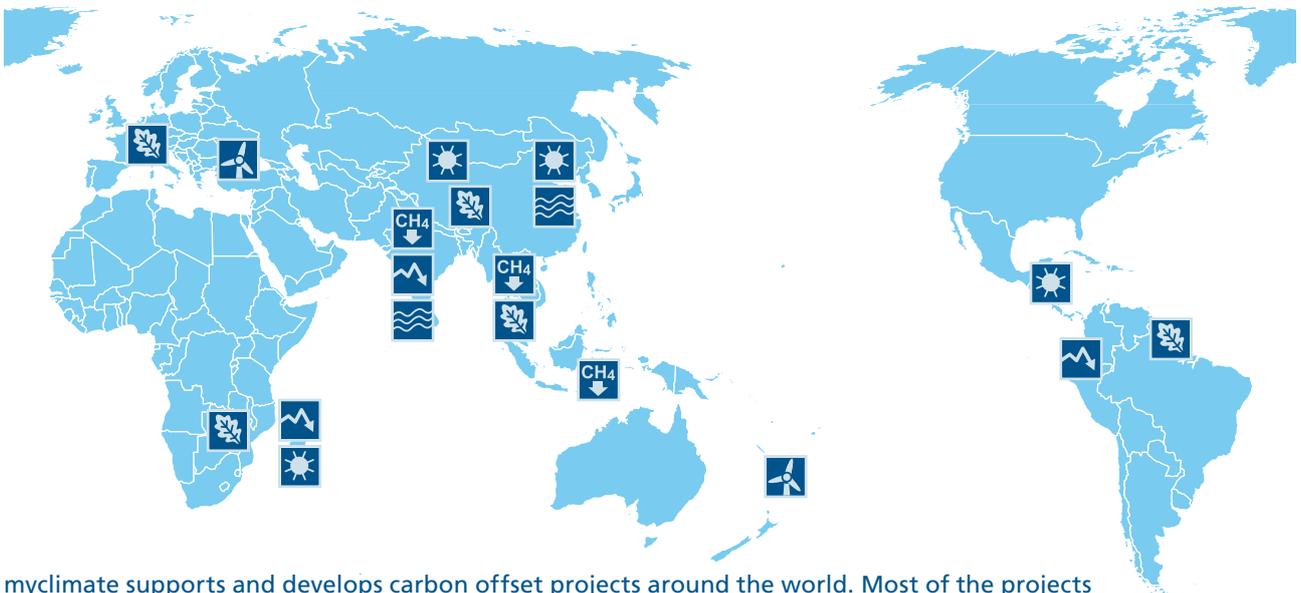
Thanks to the increasing demand for offset in 2008, more money could once again be invested in sustainable projects than in the previous years. 13 projects were assessed, taken under contract, and added to the myclimate portfolio. The new projects are spread internationally, with eight being in Asia, two in Africa, one in Latin America, and two in Europe, of which one project is in Switzerland. In the business year 2008, a total of four projects were validated and registered, two under the Gold Standard, and two under the Clean Development Mechanism (CDM). The technology involved ranges from biomass heating, such as the woodchip project in Switzerland, through to biogas utilisation for electricity and heat production.

Through the replacement of fossil fuels with renewable energy and energy efficiency measures, and in some cases through the reduction of methane emissions, myclimate has realised tens of thousands of tons of CO₂ reductions each year in almost 30 carbon offset projects in conjunction with local partners throughout the world. The myclimate projects are validated and certified externally according to the highest international standards of the UNO and/or the Gold Standard. They encourage climate protection and sustainability, as well as the optimisation of the local living conditions, health promotion, local education and employment, and the improvement of environmental aspects.

For Verified Emission Reduction (VER) projects, myclimate supports only those which have also been awarded the Gold Standard quality label. Many of the CDM projects are also in the process of being Gold Standard registered. An exception here are the projects in Switzerland for which, due to legal reasons, only certification as VER projects is possible.

Responsible myclimate contacts

Alain Schilli, Thomas Finsterwald, Martin Jenk, Veruska Muccione, Tobias Hoeck, Martin Stadelmann



myclimate supports and develops carbon offset projects around the world. Most of the projects are in developing and threshold countries, in Africa, Latin America, and Asia.

 Water
  Sun
  Biomass/Biogas
  Wind
  Energy efficiency
  Methane reduction



Efficient cookers in south-west Madagascar

In order to counter the increasing deforestation on Madagascar, myclimate has been supporting the manufacture and distribution of climate-friendly solar cookers (solar box cookers and solar parabolic cookers) and efficient cookers since January 2008. In the first year, around 1'700 of these cookers have already been sold in south-west Madagascar.

The Swiss-Madagascan organisation ADES (Association pour le Développement de l'Energy Solaire) has been producing solar cookers in the sunny south-west of Madagascar for five years and selling them at a reduced price to local households.

The climate-friendly cookers save the local population the purchase of expensive charcoal, as well as the tiresome gathering of firewood. Women and children are less exposed to the health-damaging air particles that are generated during the combustion of wood and charcoal. Through the solar cookers, the quickly advancing deforestation in Madagascar that is harmful to the climate can be countered, and CO₂ thus be bound. At the same time, the provinces in the south-west become less dependent on wood and charcoal.

The change-over to solar cooking requires a modification in cooking habits. That is why ADES holds special sensitisation and training programmes on the island. myclimate supports ADES through the CO₂ offsetting mechanism, which enables the expansion of the project and its extension into other provinces. Over the next 7 years, up to 44'000 solar cookers and energy-efficient supplementary cookers will lead to a reduction of up to 238'000 tons of CO₂.

In autumn 2008, this carbon offset project was submitted to TÜV SÜD for validation (external evaluation). The conclusion of this assessment and the subsequent registration by Gold Standard is expected in either spring or summer 2009.



The climate-friendly cooker produces no harmful smoke, which is beneficial to the health of women and children.

Important facts



Project type
Project name

Project location
Project standard
Emission reductions
Situation without project



Sun, energy efficiency
ADES solar cookers in south-west Madagascar
Madagascar, Tulear region
VER, Gold Standard intended
238'000 t CO₂-eq. (over 7 years)
Consumption of non-renewable firewood and charcoal



Heat and power from biogas in Cambodia

In rural Cambodia, near the border to Vietnam, stands the manioc starch factory of the company T.T.Y Agricultural Plant Development and IMEX Co. Ltd. The energy required for the processes has until now been supplied through heavy oil, as is customary in Cambodia. The waste water is treated anaerobically in sewage lagoons. Through the launched project, the methane emissions, which otherwise reach the atmosphere unhindered, are collected and the fossil oil replaced with biogas.

The carbon offset project includes both the change in the waste water treatment and the energy supply of the industrial processes. Through the installation of a so-called CIGAR plant (Covered In-Ground Anaerobic Reactor) of a New Zealand company, a sewage system is established which enables the anaerobic decomposition of organic matter and thus its transformation into biogas. The collected biogas is routed into an existing boiler (4 MW) and into newly installed biogas power generators via corresponding connection pipes. Every year, 2'700 m³ of heavy oil are substituted through the supply of process heat.

The project contributes in many ways to sustainable development in the Cambodian region Kompong Cham by significantly improving the local water and air quality through the new sewage treatment, in addition to reducing the greenhouse gases CO₂ and methane. The local added value is increased, work places are created, and the agricultural industry in Cambodia is strengthened. The technology transfer from the industrial nations leads to the utilisation of a technology, which was hardly known in Cambodia until now and was not used in the starch industry of the country.

Without the additional means from the sale of the emission reductions, the implementation of the project would be inconceivable. Up until now, both the technical know-how and the locally available technology, as well as the financial stimuli have been missing.

The project was included in the myclimate portfolio in 2008. The myclimate partner Carbon Bridge carried out the validation in 2008, and in September 2008, the project was successfully registered by the UNFCCC as a CDM project. The physical implementation and the additional Gold Standard registration should follow in the first half of 2009. The project was launched for Liechtenstein. The Principality was the first land to fulfil part of its Kyoto obligations with the best standards worldwide in a Gold Standard project from myclimate.



The root of the manioc plant is processed into starch in Memot, Cambodia.

Important facts



Project type
Project name
Project location
Project standard
Emission reductions
Situation without project



Biomass/Biogas
TTY Biogas in Cambodia
Cambodia, Kompong Cham, Memot region
CDM, Gold Standard intended
350'000 t CO₂-eq. (over 7 years)
Methane emissions and heavy oil as energy sources



Biogas plants for cooking in Nepal

The Nepalese region Terai Arc includes several areas with animal and plant species worthy of protection. In order to protect the local ecosystems, 7'500 small biogas plants are being constructed and installed for farmers and their families. The biogas plants reduce the demand for non-sustainable firewood and thus diminish CO₂ emissions as a consequence of deforestation.

The newly installed, cupola-shaped plants which are sunk into the floor were developed in Nepal and deliver sufficient cooking energy for a family with at least two cows or buffaloes. The cattle manure is mixed with water and added to the plant. The anaerobic decomposition of the organic substance leads to the development of biogas, which is routed via pipe connections into the kitchen and used for cooking.

The project in the south-west of Nepal offers several advantages to the local population: the time-consuming search for firewood is no longer necessary, hundreds of jobs are created during the planning, construction and maintenance of the plants, and the latrines that are connected to the biogas plants are improved. Moreover, in contrast to firewood, the use of biogas for cooking causes no health-damaging smoke. The digestate from the biogas plants can be used as a biological fertiliser which improves the agricultural crops.

The myclimate Deputy Chief Executive Officer, Alain Schilli, travelled to Nepal in 2008 and was able to check on site that the project implementation satisfies the high myclimate standards. The close cooperation with WWF was also strengthened through this project in Nepal, leading finally to the inclusion of the project in the myclimate portfolio in 2008. The TÜV NORD was appointed for the validation as Gold Standard VER project, and the first plants have already been installed and are in use.



In order to protect animal and plant species in Nepal, WWF created biogas plants in the local villages.

Important facts



Project type	Biomass/Biogas
Project name	WWF Biogas in Nepal
Project location	Nepal, Terai Arc region
Project standard	VER, Gold Standard intended
Emission reductions	200'000 t CO ₂ -eq. (over 7 years)
Situation without project	Non-renewable wood as energy source



Efficient cookers in Peru

Under the Programme of Activities (PoA) “Cookstove diffusion” in Peru, multiple similar project activities throughout the land are combined. This PoA supports the local production and use of efficient cookers with chimneys in remote households. The programme in the regions Ancash and Cusco, in which the myclimate partner, Microsol, and currently two non-governmental organisations are involved, primarily aims to improve the living conditions of the local population in the long run. This is made possible through the introduction of the cookers. In addition, the demand for non-sustainable wood resources can be lowered. This leads to a reduction of CO₂ emissions and protects the local forest.

Thanks to the optimal construction of the cookers using clay tiles and other local materials, the need for collection or purchase of firewood by the population is reduced. Since the new ovens are equipped with a chimney, the thick smoke which is produced with traditional cookers can be routed out of the house. This has an especially positive effect on the health of women and children. The sensitisation and training are an important and integral component of the project. Local institutions and villagers are trained both in the construction and use of the ovens and instructed in the areas of technology, health, and the environment.

Numerous efficient ovens have already been built in 2008 in the first project phase. By early 2009, all necessary documentation had been collected and the PoA submitted to the Gold Standard for a “pre-feasibility assessment”. Should this be approved, then the programme can be validated in summer 2009.

Only through the support of myclimate through the voluntary CO₂ offsetting mechanism can the project be realised in this size throughout the country. In the next nine years, up to 175'000 tons of CO₂ emissions will be reduced. Further similar projects will only be taken up in the programme when they fulfil the strict criteria required.



The efficient ovens require less wood and the villagers save themselves the tiresome task of gathering firewood.

Important facts



Project type	Energy efficiency
Project name	Cusco cookers in Peru
Project location	Peru
Project standard	VER PoA, Gold Standard intended
Emission reductions	175'000 t CO ₂ -eq. (over 9 years)
Situation without project	Consumption of non-renewable firewood



Composting on Bali, Indonesia

Bali, the most important tourism destination in Indonesia, has a growing waste problem which is already having an impact on the tourism sector. In the so far untouched landscape, waste is being illegally disposed of in rivers and lakes, canals, and along the streets. The small amount of gathered waste from the project region Gianyar, in the south-east of the island, is disposed of on a tip in the vicinity of the village Temesi. The methane developing from such a tip is neither collected nor burnt and therefore rises unhindered into the atmosphere. Methane is one of the most harmful greenhouse gases and contributes in large quantities to the destabilisation of the climate.

In the face of the deterioration of the situation on-site, the Rotary Club of Bali Ubud decided to counteract this problem and planned and implemented a composting plant. myclimate supports this project.

85 per cent of the waste in this region is derived from organic material, which can be composted and does not have to be brought to the tip. Another 5 per cent, mainly plastics, can be recycled so that after the implementation of the project only 10 per cent are dumped on the tip. Since aerobic composting does not cause methane emissions, a considerable reduction of greenhouse gas emissions can be achieved.

In addition to the effect on the climate, the local population also benefits, in that the air pollution from the tip is reduced, the waste volume is reduced by 90 per cent, and more than 80 jobs are created.

All parties involved hope that through this model project, composting will spread to new areas on Bali and all of Indonesia. A theme park next to the plant will sensitise visitors to the waste problem and give them a better understanding of composting.

The project evaluation, preparation, and the project visit through the myclimate project manager, Martin Stadelmann, took place in 2007. The most important steps regarding implementation and certification were completed in 2008. The plant started operation in spring 2008 and has since then generated con-

siderable emission reductions. The successful external assessment carried out in November 2009 led to its registration as a CDM project. The theme park has already provided many visitors with information regarding rubbish, waste water, and climate change. The project was distinguished in August 2008 as a showcase project by the Asia-Pacific Forum for Environment and Development (APFED) – great recognition for the work carried out. Additionally, this is a project which is exclusively supported by the Kuoni travel company.

KUONI



In the eco park building, people are informed about various topics such as solar drinking water disinfection, or the problems regarding rubbish disposal.

Important facts



Project type	Methane reduction
Project name	Composting on Bali
Project location	Indonesia, Bali, Temesi region
Project standard	CDM
Emission reductions	90'000 t CO ₂ -eq. (over 10 years)
Situation without project	Methane emissions from the tip



Heat from woodchips in Melchnau

The project is being implemented by the association Sagiweg Melchnau, an amalgamation of local farmers from Melchnau. It is their goal to replace as many decentralised oil-fired heating systems as possible with the new central woodchip heating system and to use renewable energy as a heat source.

Following start-up, a total of more than thirty customers are to be connected to the local heating network – from private dwellings, to small businesses, to school buildings. The sold output of 1'020 kW corresponds to a usable energy quantity of 2'200 kWh per year. The woodchip heating covers over 90 per cent of the energy demand, an existing oil-fired heating will only be used to cover the peak load and in case of malfunctions. The economic and technical implementation of the plant is being tested by the external committee "QM Holzheizungen".

The required woodchips are purchased from the local forestry. Since the forest growth exceeds the clear-cutting quantity, the wood can be used as a renewable energy source and eventually leads the project to an annual emission reduction of 580 tons of CO₂ equivalents (CO₂-eq).

Although the economic viability of such plants has improved over the past years, the plant in Melchnau depends on external contributions. Through the support of myclimate in form of the purchase of the achieved emission reductions, the financial risks of the plant become acceptable. Only in this way can the project be realised.

On the basis of the project evaluation and the discussions with the project owners from the previous year, all contracts could be signed in May 2008 and the project was taken up in the Swiss myclimate portfolio. Thanks to the assurance of the myclimate contributions, the association Sagiweg Melchnau was able to advertise the project. With the target in sight of providing heat from renewable energy sources by autumn 2009, a large part of the building work had already been completed by the end of 2008.



Houses in the Melchnau region are connected to the local heating network.

Important facts

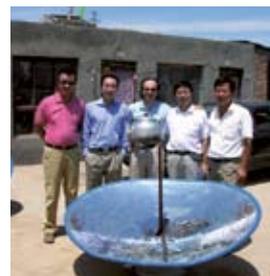


Project type	Biomass/Biogas
Project name	Heat from biomass in Melchnau
Project location	Switzerland, Bern, Melchnau
Project standard	VER (Swiss project)
Emission reductions	5'800 t CO ₂ -eq. (over 10 years)
Situation without project	De-centralised oil heating

Current projects 2008

Solar cookers in Ningxia Hui, China

Project type	Sun
Project standard	CDM, Gold Standard intended
Emission reductions	350'000 t CO ₂ -eq. (over 10 years)
Situation without project	Coal consumption in households



Efficient ovens in Debub, Eritrea

Project type	Energy efficiency
Project standard	VER, Gold Standard intended
Emission reductions	8'680 t CO ₂ -eq. (over 7 years)
Situation without project	Non-sustainably cut wood



Biomass briquettes and efficient cookers in Uttarakhand, India

Project type	Biomass/Biogas, energy efficiency
Project standard	VER, Gold Standard intended
Emission reductions	142'000 t CO ₂ -eq. (over 7 years)
Situation without project	Use of fossil fuels (liquefied petroleum gas and coal)



Water power in Hunan, China

Project type	Water
Project standard	VER, Gold Standard intended
Emission reductions	84'230 t CO ₂ -eq. (over 7 years)
Situation without project	Power from the combustion of fossil fuels



From coal to biomass in Limpopo, South Africa

Project type	Biomass/Biogas, energy efficiency
Project standard	VER, Gold Standard (in registration process)
Emission reductions	163'540 t CO ₂ -eq. (over 10 years)
Situation without project	Coal firing



Wind power in Izmir, Turkey

Project type	Wind
Project standard	VER, Gold Standard
Emission reductions	50'000 t CO ₂ -eq. (proportion of total reductions)
Situation without project	Regional fuel mix



We count on you!

Carbon Management Services

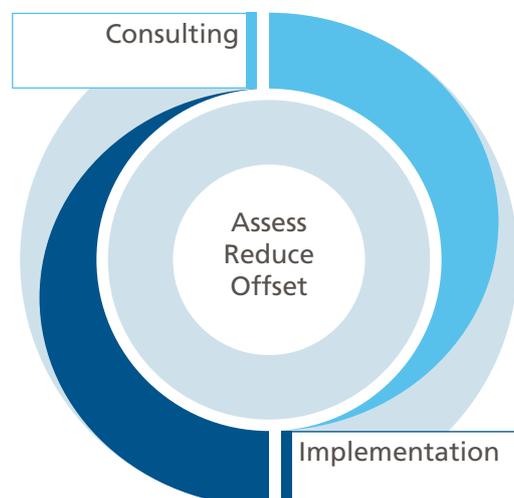
Today, many businesses are confronted with numerous social and ecological challenges. One of the most important topics among them is climate change. Surveys show that climate protection – next to the loss of the job – is a main concern of society. In 2008, myclimate decided to utilise its inherent strengths in order to support businesses in the internal optimisation in relation to environmental protection matters. The new department, Carbon Management Services, unites knowledge with economic efficiency, and responsible trading with marketing.

The increasing complexity of new technologies and the entrepreneurial environment stipulates an adapted and networked mode of operation. As a spin-off of the ETH Zürich, myclimate not only has its own experts, but also has access to different industry and technology experts. myclimate can therefore offer complex solutions from one source.

Various services are offered and coordinated by the Carbon Management Services department: carbon footprinting, life cycle assessment, performance management for data management in preparation for decision processes or environmental reports, CO₂ calculators, support in the integration of business portals, preparation of communication documentation, competence education and process optimisation with specialised partners, or employee sensitisation programmes with myclimate relating to climate education. Together with experts, measures are proposed which not only serve the environment, but also reduce costs. The total solution packages created blend into the strategic management of resources and the environment, and thus reward companies who engage themselves in climate protection.

Responsible myclimate contacts

Jeroen Loosli, David Wettstein, Thomas Kägi, Daniel Kammerer



Carbon Management Services provides myclimate with a wide selection of services.



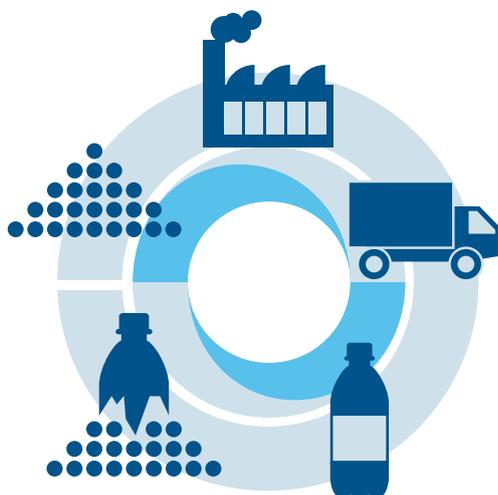
Life cycle assessment

Since 2008, myclimate offers a service which uniformly calculates the impact on the climate of products or processes over their entire life cycle – so-called carbon footprinting or life cycle assessment (LCA).

Thanks to these analyses, different information is gained, which then leads, for example, to climate-relevant improvements in the manufacturing process or to the reduction of the resource consumption within the business. The product comparison provides information for the optimal purchase or manufacturing process for the development of new, more climate-friendly products. Depending on the task, life cycle assessments can be carried out either as a cost-effective, fast analysis, or as a comprehensive analysis with external verification according to the life cycle assessment standard ISO 14040. The assessments by myclimate take place on the basis of internationally acknowledged data by the Swiss Centre for Life Cycle Inventories, ecoinvent, a worldwide recognised joint initiative between the Swiss Federal Institute of Technology Zurich (ETHZ), and the government.

References 2008 (selection):

Migros, Bookfactory, Birkhäuser+GBC AG, Ricoter AG, Dyson SA, BusinessObjects, TeleSon, Ferienart, Xella, Planetair/Unisféra



Life cycle assessments determine the emissions created by a product throughout its entire life cycle.

The “climatop” label

Together with the Ökozentrum Langenbruck (BL), myclimate is co-founder and partner of the independent organisation “climatop”. The goal is to distinguish products which pollute the climate significantly less than comparable products.

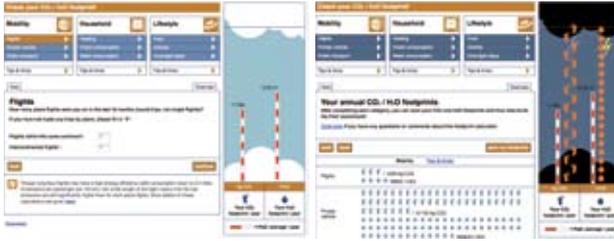
Through the simple marking of the most climate-friendly products, the “climatop” label promotes a climate-friendly consumer purchase decision. For producers, the transparency triggers an entrepreneurial contest for emission-reduced production.

The distinction as a climate-friendly product is based on a comprehensive life cycle assessment (ISO 14040). This assessment takes into consideration all environmentally relevant emissions which a product or service causes from its manufacture right up to its disposal. The calculations are checked by further independent experts. Only products with CO₂ emissions at least 20 per cent lower than comparable other products qualify for the label.



Example: Migros

As the first business in Switzerland, Migros asked myclimate to calculate the CO₂ emissions of chosen products in 2008. By the end of 2008, seven different articles had been awarded the “climatop” label, including the washing powder “Total Cool Active”, the toilet paper “Soft Recycling”, as well as the Max Havelaar cane sugar in bio-quality from Paraguay. These CO₂ champions are clearly marked for the customer with the “climatop” label.



Custom-made emission calculators

In the business year 2008, myclimate developed many custom-made emission calculators for clients and partners. These calculators allow the user to independently calculate the environmental effects of various activities or products at any time. The selection of tools ranges from simple Excel instruments right up to complex Internet solutions which can be tailored to meet individual requirements in every detail.

These custom-made calculators are particularly suitable for sensitisation or for calculations which are frequently repeated, for example, the CO₂ emissions of printing orders as they are realised in the industry solution for printing. The calculator can also be used for employee or customer sensitisation, in which case, the use of animation ensures entertainment value.

myclimate prepares emission calculators custom-made to suit individual requirements and capable of being fully integrated – from concept right up to implementation. Each calculator can be directly incorporated into the user's Internet portal, whereby the "look and feel" is adapted to the specific wishes and the corporate identity of the user. Data integrity is promoted via interfaces, which avoids time-consuming multiple entries, for example, when billing customers. Thus, information can be transmitted precisely and in a target group oriented manner.

References 2008 (selection):

- PricewaterhouseCoopers – Lifestyle CO₂ calculator and grey water of personal consumption
- Rotary – Lifestyle CO₂ calculator
- UBS – Lifestyle CO₂ calculator
- International Airport Geneva – flight calculator for passengers
- Köln Bonn Airport – flight calculator for passengers
- Globetrotter – flight calculator for passengers

printed climate neutrally
myclimate.org / natureOffice.ch / CH-123-456789



Total solution, example "climate-neutral printing"

Together with Lemon Consult and Nature Office, myclimate has provided for the printing industry a total solution package which is marked with the "climate-neutral printing" label since 2008. Based on an analysis of the current situation, measures to increase efficiency, which lead to cost reductions, are determined.

The offer of the consortium integrates methodical, procedural, and energy-related optimisation on both product and operational levels. Additionally, an annual CO₂ profile analysis is prepared. This specific emissions key is carried over into a booking system for printing orders in which the emissions per printing order are calculated. Only when the order is finalised is a logo generated with a tracking number for the printed product. Using this number, the consumer can follow back the order online and check whether all declarations are correct, and into which project their money has flowed.

Via an annual analysis, the business is accompanied on the path to sustainability. The IT-based performance management system by myclimate evaluates the implemented measures as well as the annual development of the printing business. A proof of performance serves as a basis for the communication with the end customers.

The largest Swiss printers' association, Viscom, recommends the total solution package to its members. Altogether, more than 30 companies in the Swiss printing industry rely on the services of myclimate, including the largest rotary printing businesses in Switzerland such as Ziegler Druck, Birkhäuser+GBC or Swissprinters, specialised companies such as Kyburz AG, and small companies such as FröhlichINFO AG.

In Germany, 23 printing businesses offset with myclimate through its printing industry partner natureOffice.



Due to the sloping pipe, water pressure is created on the turbine, which then produces power in a hydroelectric plant in Indonesia.



Climate protection starts in the mind.

Climate education

myclimate has shown its intentions for the future by increasing its personnel in the climate education department and creating projects which inspire on an emotional level and awaken the creativity – forward-thinking, competent, and sustainable.

“I am proud that other children will later think about my idea”, said a fifth class pupil from Zurich when taking part in one of the newly launched climate education projects from myclimate. Working together with myclimate, she and over one hundred other children acted as co-authors for the teaching aid regarding climate and energy. Shared decision-making, shared involvement and the development of individual values – myclimate takes these basics of modern education seriously. The organisation ensures key experiences by making sustainability come alive and making abstracts tangible. For example, the UNESCO distinguished game, triCO2lor, developed in cooperation with the Ökozentrum Langenbruck (BL) shows what effects our actions have for future generations, and clearly displays the importance of renewable energy sources to those participating. The climate laboratory is a further project which proved its success in 2008 with nearly one thousand participating trainees and a successful and emotional prize awards ceremony. Simon, an IT trainee in his 3rd year, is impressed: “Each employee only needs to be conscious of the effects of one of his actions and already everything gets moving.” Get moving is also what happens to the visitors of the latest exhibition opened by myclimate at the end of 2008 in the Museum of Transport, Lucerne. Here, the visitors can put their weight behind the pedals in the bright yellow exhibition bus in order to find out how much resistance there is between the steel wheels of a train and the tracks on which they move. The myclimate climate education points to the future and shows how we can lead a sustainable, forward-looking life-style, whilst still being able to enjoy the present.

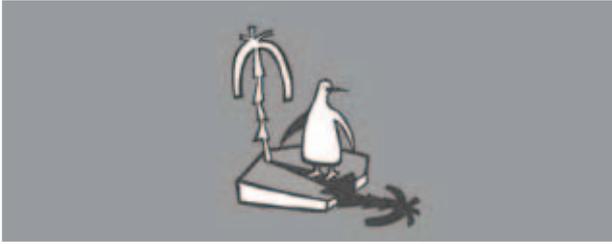
The myclimate climate education is funded by foundations, the state, cantons, business contributions, the membership contributions of the myclimate association and through private donations.

Responsible myclimate contacts

Julia Hofstetter, Patrick Jäger, Valérie Gros Assam, Sarah Ravaioli



It is thanks to these sponsors that myclimate has been able to realise many successful climate education projects.



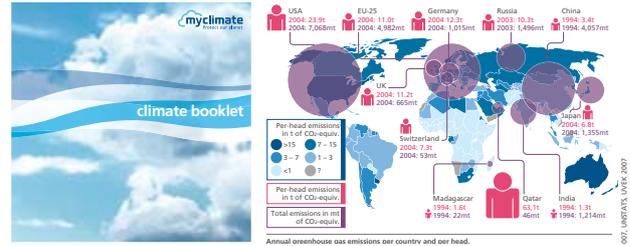
Think globally, act locally: Hot Stuff – Chill Out

The climate education department utilises the international partnerships of myclimate in Hot Stuff – Chill Out. “These are projects of the type which I would wish in school in a meaningful and future-oriented framework! I would certainly like to take part with my class.” The reaction of a cantonal school teacher from Berne reflects the echo from throughout the world. The preparations for the project, started in 2008, have finished by the end of April 2009. The website is up and running and the relationships with the country coordinators are already fixed.

International partnerships let students rethink their own climate habits and work together for a better future. They swap stories about the impact of climate change in each other’s countries and advise each other with a view toward sustainability. The young people recognise multi-level cause and effect relationships and motivate themselves and each other to take responsibility together for a sustainable future. What emotions does climate change create in young Tanzanians – is it anger, fear or indifference? What kind of headlines about climate change does a young Peruvian woman read in her local newspaper? What does a young New Yorker have to say about climate change?

Terms such as empathy, joint responsibility, and solidarity become tangible and understandable. The goal is to implement projects around the world which raise awareness and are as effective and economical as possible in their use of energy and resources. CO₂ emissions also need to be reduced. Hot Stuff – Chill Out meets a global challenge with an international response. Each class receives its own profile in the website www.hotstuffchillout.org in which the exchanges with their partner class are documented and a climate diary is maintained.

Funding: Credit Suisse Foundation Jubilee Fund, Dietschweiler Foundation, Hamasil Foundation, Lottery funds of Canton Aargau, Federal Office for the environment (BAFU), myclimate Association



The hard facts and figures: climate booklet

How do our everyday actions impact climate change? The climate booklet, first released in 2008, contains the most important facts in a compact and clear format: it has plenty of answers to questions about CO₂ emissions and their cause and consequences, and it highlights their significance for Switzerland. It suggests ways to increase climate-friendly behaviour in everyday life. Due to the large demand for the booklet, it is now also available in English and French.

The climate debate certainly does not lack facts and figures. We are inundated with research results and statistics from all directions. But how useful and how comparable are all those figures? How can one keep an overview? The climate booklet contains the most important facts in a compact and clear format and is based on credible sources. Examples are specifically chosen for their relevance to people’s everyday lives, allowing them to make a connection with their day-to-day activities.

The climate booklet informs about the most important causes and consequences of climate change. Within the context of global developments, it demonstrates the effects of rising CO₂ emissions on Switzerland and its population.

The examples in the booklet are specifically chosen for their relevance to people’s everyday lives, allowing them to make a connection with their day-to-day activities. In the areas of transport, accommodation and consumption, the climate booklet points out ways to take action and make improvements on a personal level.

Funding: myclimate Association



A teaching aid on climate and energy: climate schoolbook

Together with middle school students from throughout Switzerland, myclimate climate education started developing in 2008 a teaching aid devoted to climate change. It is hoped that it will be published by the publishing house of the Zürcher Kantonalen Mittelstufenkonferenz (ZKM) in the autumn of 2009.

Concentrating hard, a fifth class pupil sticks a windmill on to a bright red roof. She is building the city of the future, the "anti-CO₂ city", as she calls it. The young boy next to her cuts small plates out of fabric remnants and lays them on a long table. "Everyone cooks and eats together. The people also have their offices in this area so that they can walk to work." Three girls are writing a poem with the title "Lisa's Wunsch" ("Lisa's wish").

With school classes from all over Switzerland, myclimate has put together a teaching aid which is unique of its kind. A teaching aid where the students themselves become authors, research fascinating facts, create, interview, think, and invent. Grandparents come into the class and tell how they travelled earlier, a boy interviews his godfather who bicycled his way around the world in four years, and an architect answers the questions of the children who want to know what is important when building a house for the future.

For teachers, the result will be a ready-to-use package. It contains worksheets and background information for the teacher. The DVD which accompanies it contains texts to test listening comprehension, films, material which can be used for presentations, and a computer game. "I have learned lots, the time with myclimate was good for me, and it was never boring", said one of the pupils.

Partly funded by: Department for the Environment in Canton Lucerne, Dietschweiler Foundation, Department for the Environment in Canton Appenzell Ausserrhoden, COMIT AG, Evangelical Reformed Church Seebach (Zurich), myclimate Association

Project list



Swiss Museum of Transport

In the Verkehrshaus, the Swiss Museum of Transport in Lucerne, the exhibition series "Traffic and the Environment" complements the existing exhibits concerning road, air and rail traffic with the aspect of sustainable mobility. Amazing facts and original exhibits show the visitors why train travel is particularly climate-friendly.



TriCO₂lor

In 2008, triCO₂lor was recognised and awarded by the Swiss UNESCO commission as a project supporting "Education for sustainable development" (BNE). Already, over 1'000 young people and adults have been activated to personal participation in society through playing triCO₂lor. The game was completely revised in 2008, and is now available for purchase or rental.



Climate laboratory

A total of 32 inventive measures were produced in the school year 2007/08. The following three main prizes were awarded at the award ceremony in September 2008: The "energy prize" was won by two micro designers from Ecole des Métiers Techniques, Porrentruy (JU), the "invention prize" by three design engineers from "Berufs- und Weiterbildungszentrum", Uzwil (SG), and the "planning prize" by two electricians and an automation engineer from "Scuola d'arti e mestieri", Bellinzona (TI).

Voice power for our planet.

Publicity

Once again in 2008, myclimate was present at many events, conferences, and exhibitions, etc. The individual departments presented themselves and their activities at the topic-specific event. For example, the Sales & Marketing department participated in the largest trade fair for the travel industry – the TTW in Montreux (VD) – as well as the ClimateForum in Thun (BE). The Sales Team also represented myclimate abroad, for example at the annual conference of the Austrian Hoteliers' Association (ÖHV), as well as at a Corporate Social Responsibility Conference in Athens. The Carbon Offsetting department was represented at a side event on the subject of "voluntary emission offset" at the annual UN Climate Change Conference (COP 14) in Poznan (Poland), as well as at several other events. The Climate Education department presented itself and its activities in front of 200 teachers at the Teacher's Day in the Swiss Museum of Transport in Lucerne, and at the Zurich Multimobil, to mention just a few.

Further public appearances (selection):

- Exhibition participation: Carbon Expo Cologne, LifeFair Zurich;
- Seminars: Pusch Conference, Klimarappen-Symposium, International Human Rights Forum Lucerne, Ring event University of Lucerne, Annual Conference Energiemodell Zurich, Sesec-Symposium Lausanne, Annual Conference IRF International Road Federation Geneva, GTZ Experts conference in Bonn.

An important milestone in the publicity activities was the relaunch of the myclimate website. With more detailed background information, new CO₂ calculators for events and companies, as well as further interactive tools, the new website should help in winning over even more people and companies for the climate protection cause. The new website can be viewed in German, English, and French. The layout of the quarterly newsletter will also match the new visual concept.

The media presence has also been intensively promoted. myclimate uses many press releases to inform on annual results, new carbon offset projects, clients, products, as well as projects. In addition, together with partners and clients in the co-branding, reports were released and media conferences held. In 2008, myclimate was mentioned in well over 1'000 articles – online and printed – the largest proportion of which appeared in Switzerland, but also in foreign media, mainly Germany, as well as in the countries where myclimate has a reseller.



myclimate stands for noticeable actions and comprehensive information.

They are the wind in our sails.

Partners & clients

A growing number of businesses and organisations appreciate the pragmatic approach of myclimate. In the past few years, specific client requests have led to various forms of cooperation. It basically follows that: when it is easy for the client to offset, that is, when the CO₂ offset is offered integrated into the product, then participation is high.

Many partners support myclimate in sales through offering their own customers offsetting possibilities. Such partners include, amongst others, travel agencies, travel companies, airlines, energy suppliers, and the hotel industry. With the industry solution for printers, the carbon offset organisation offers, together with partners, a complete package for energy efficiency and sustainable climate protection.

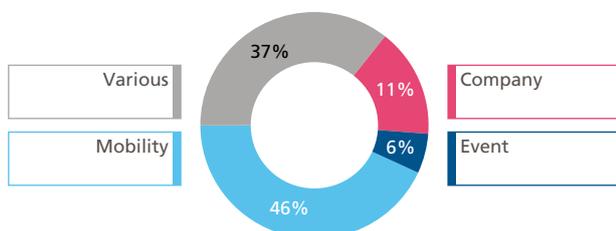
Which activities do business clients offset with myclimate (relating to tons of CO₂)?

- 46 per cent: mobility emissions from flights and cars
- 37 per cent: other climate-neutral activities such as CO₂-neutral products
- 11 per cent: business offsetting
- 6 per cent: event offsetting

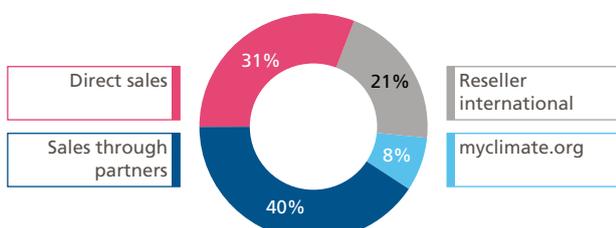
When one looks at the total offset volumes in tons CO₂ in relation to the various sale channels, the largest proportion was achieved in 2008 with 40 per cent through travel agencies, airlines, etc., and their internet platforms. The business clients who offset their own emissions follow in 2nd position with 31 per cent, and the sale through resellers – independent organisations who represent myclimate in their own countries – is in 3rd position with 21 per cent. 8 per cent of the sales are carried out through the offset calculators flight, car, house, and CO₂ on the myclimate website.

Responsible myclimate contacts

Kathrin Dellantonio, Stefanie Gründl, Annett Sterzel, Angela Zimmermann



What did business clients offset in 2008 with myclimate?



Offset volumes 2008 according to sale channels



Sunstar – climate-neutral holidays

The Swiss hotel chain Sunstar is the first completely climate-neutral hotel chain worldwide. Sunstar has pursued an innovative sustainability strategy for many years, the centre of which has been the insulation of windows and elevations, the installation of a wood pellet heating system, heat reclamation measures, and the installation of a centralised energy management system. The use of regional, seasonal produce and the diesel particle filters fitted to the hotel buses, as well as the distribution of free rail tickets to hotel guests for their journey to the hotel are further measures which also have additional value for both the guests and the environment. Sunstar offsets all unavoidable emissions from its hotels – from the power and heating oil consumption, through to purchasing, transport and disposal – by investing in carbon offset projects from myclimate without additional costs to the guests. The only thing not included in Sunstar offsetting is the arrival and departure of the guests by car or by plane. Sunstar does, however, provide the opportunity to plan these in a climate-neutral way.



Globetrotter

The Globetrotter Travel Service has its own offset calculator in its website since 2008. Additionally, the opportunity to offset flights is integrated in the booking system of the travel agencies so that offsetting can be easily carried out during each individual booking. A total of around CHF 130'000 was obtained in this way in 2008. In the Globetrotter travel offices, 12 per cent of customers offset their flight travel, thus offsetting 3'365 tons of CO₂. Globetrotter has therefore the most successful offsetting programme of all the Swiss travel companies.



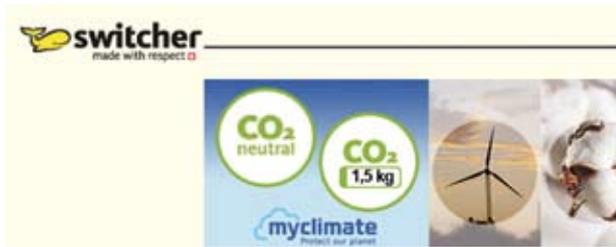
Swiss Youth Hostels – climate-neutral accommodation

Swiss Youth Hostels offer guests the option of a climate-neutral overnight stay. The total direct emissions (electricity, heating, and the most important delivery chains) are worked out for all the hostels, and then broken down into a "per night" charge. With a surcharge of just CHF –.30 per night the total direct emissions can be offset. With an additional CHF –.30 per night, further internal measures for emission reduction can be implemented. More than 50 per cent of the guests have paid the offsetting premium in the first year, and since project begin in December 2007, 1'650 tons of CO₂ have already been offset. Implementation of the premium is simple: the offsetting surcharge is already included in the reservation or invoice. Whoever does not wish to pay it, can refuse.



TUIfly

Since the end of 2008, passengers of TUIfly, part of the TUI group and the third largest German airline, can directly make a voluntary personal contribution to the protection of the climate when booking their flight online. TUIfly is therefore one of the first airlines in the world to have integrated offsetting in its booking process. The results so far have been particularly good: for approximately eight per cent of online tickets sold in 2008, passengers have already made a voluntary contribution to the protection of the climate, with almost half a million euros being received. Thus, around 21'000 tons of CO₂ have already been offset. With this high participation rate, TUIfly is one of the leading airlines worldwide with the most successful offsetting programmes. The money is used, amongst other things, in a climate protection project in Madagascar which promotes the use of solar cookers and efficient cookers.



Switcher

The Swiss textile company Switcher has recently started working together with myclimate in climate protection. All emissions of its "CO₂ neutral" collection, as well as print emissions of its catalogues, are offset in a biomass project in India. The step towards climate-neutral textiles is part of Switcher's long term sustainability strategy.



UBS

Within the framework of the programme "Employee Donations", UBS motivates its employees to donate money towards social and environmental projects. For every Swiss franc donated, UBS donates an additional franc. In the first 14 months of the programme, myclimate offset projects received CHF 116'000. Additionally, myclimate has developed a footprint emissions calculator for the UBS intranet so that the employees can calculate their private emissions.



Griesser

myclimate and Griesser AG, one of the leading suppliers of blinds and shutters in Switzerland and Europe, have been working together since the beginning of 2008. Griesser makes a money contribution to an offset project every time it removes old blinds or shutters. In January 2009, Walter Strässle, CEO of Griesser AG, presented a check for CHF 100'000 to myclimate; this represents an offset of 2'580 tons of CO₂.



LeasePlan

The fleet and vehicle management company has been offsetting its own vehicle emissions for a long time. The company developed last year, in response to the trend for environment-friendly mobility, a new product under the name of GreenPlan. Only vehicles with low CO₂ emissions which clearly lie below the maximum values laid down for the future are offered under GreenPlan. Additionally, information and recommendations for economical and ecological driving behaviour (Eco-Drive) are passed on to the customer. Consequently, offsetting is already included in the costs, and GreenPlan customers are therefore able to drive completely climate-neutral.



SEAT

At the Geneva Motor Show in March 2008, myclimate and SEAT announced their collaboration in the subject of climate protection. When purchasing a new SEAT car, fleet and special customers, e.g. driving schools and taxi businesses, receive the offsetting of all CO₂ emissions during the first operating year, or 20'000 km, free. SEAT offsets the emissions in selected myclimate carbon offset projects. In the first year of this cooperation, around 4'100 tons of CO₂ could be offset. Seat is the first car brand in Switzerland that gives its customers a certain amount of climate-neutral car kilometres as a gift.

They are our global voice.

International resellers

After establishing itself and gaining a good reputation in Switzerland, myclimate further expanded its international resellers network in 2008, and is thus more strongly represented around the globe.

Greece – CSE Centre for Sustainability and Excellence: The Centre for Sustainability and Excellence (CSE) provides advice to businesses regarding sustainability and CSR.

India – Zenith Energy: Zenith Energy is one of the leading organisations in India in the environmental management sector. The Zenith Foundation works as a representative of myclimate in India.

Canada – Unisféra: myclimate has found a trustworthy and well-established partner in the environmental research and consultancy centre Unisféra in Canada. The offsetting programme runs under the name of “Planetair”.

Luxemburg – MyClimateLux: Cegeedel, the Centre de Recherche Public Henri Tudor, and Agence de l’Energie in Luxembourg, together form the Luxembourg presence of myclimate. MyClimateLux is an NGO and was founded in June 2008.

New Zealand – AIRSHED: The AIRSHED organisation allows private individuals to personally reduce their CO₂ consumption and offset the unavoidable emissions in a carbon offset project.

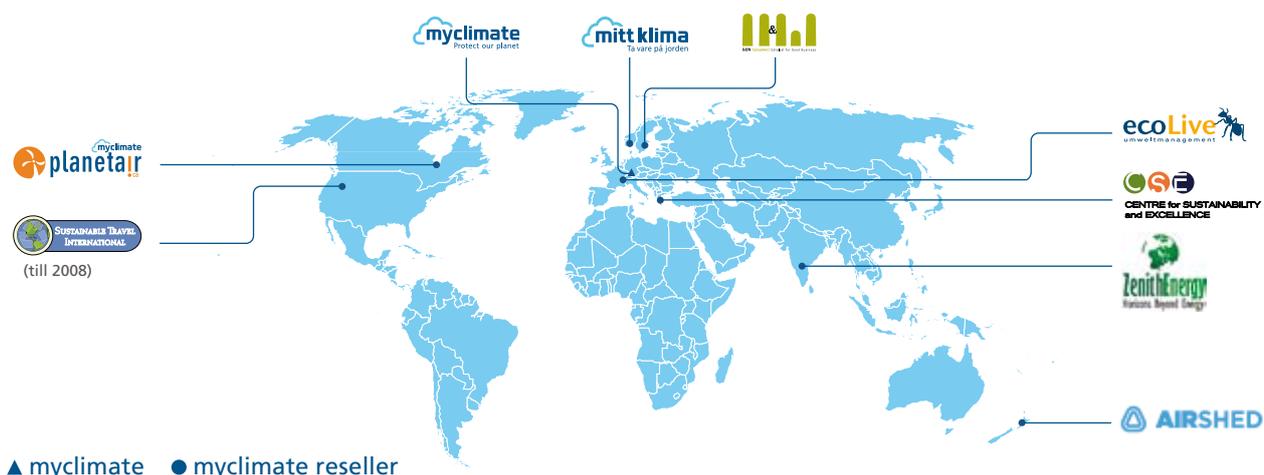
Norway – Framtiden i våre hender: Framtiden i våre hender (Future in our Hands) is Norway’s largest organisation dealing with global social changes. They work together with myclimate within the framework of “mitt klima”.

Sweden – U&W: U&W [you&we], a management consultancy with a focus on sustainability. This Swedish myclimate reseller has offered offsetting through myclimate carbon offset projects since autumn 2008. The offsetting programme is called “ZeroMission”.

Western Switzerland – ecoLive: the ecoLive consulting agency specialises in environmental management. ecoLive is the official partner of myclimate in western Switzerland.

Responsible myclimate contacts

Kathrin Dellantonio, Stefanie Gründl, Annett Sterzel, Angela Zimmermann





Norway

The Norwegian partner mitt klima was able to put many new cooperative projects into action in 2008. For example, BEVCO offsets its 3-litre wine packaging.

The car hire company Bærum bilutleie offsets the emissions of 20 small cars throughout their entire life cycle, and offers customers the possibility to offset the emissions of all other vehicle types. The councils of the towns Tromsø and Arendal, as well as the work organisation Delta, offset their business flights through VIA-Travel with mitt klima. The logistics company Kühne + Nagel offset in 2008 emissions from its container transport equivalent to around CHF 35'000. In the "climate-neutral products" sector, mitt klima initiated, together with Acento Finance, the programme "Acento Umwelt". This programme allows the climate-neutral sale, use, re-use, and recycling of IT equipment. In 2008, additional offsetting possibilities were integrated into the mitt klima website including car, house, meat and milk CO₂ calculators.

www.mittklima.no

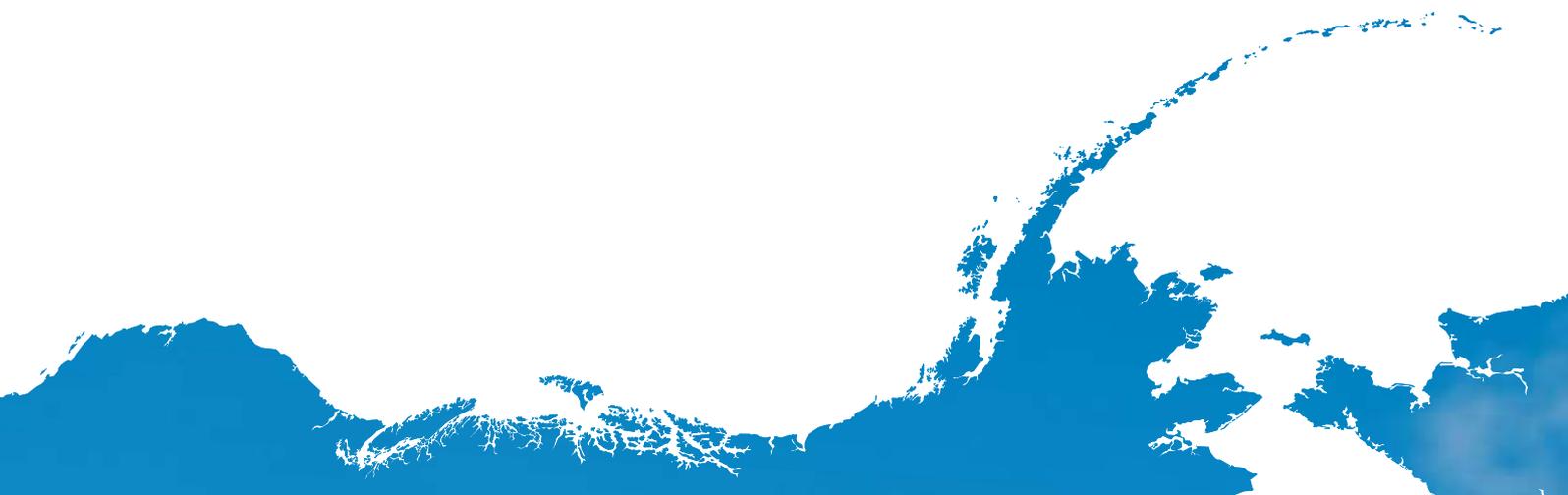
Canada

In 2008, Planetair signed a three-year contract with the organisers of the Montreal International Jazz Festival. This festival is one of the best known of its kind, and with the signing, the festival has committed itself to being climate-neutral in 2008, 2009, and 2010.

Thanks to the financial support of Rio Tinto Alcan, the Jazz Festival offsets the events emissions in a myclimate Gold Standard hydroelectric project in China. Thus, the Montreal International Jazz Festival is the first climate-neutral event of its kind in North America. Calculation of the emissions is carried out by the Fonds d'action québécois pour le développement durable (FAQDD). With its methods, the institute also supports other festivals in the calculation of their CO₂ emissions.

In addition, Planetair was able in 2008 for the second time to realise the offsetting for the successful "Carbon Neutral Challenge" of the National Hockey League (NHL) Players' Association. In cooperation with the David Suzuki Foundation, the players of the NHL offset their travel emissions for the entire season. In 2007, the first year of the cooperation, a total of 523 from 690 NHL team members (76 per cent) committed to offset their travel emissions in myclimate offsetting projects. The successful participation rate encouraged the partnership to repeat the "Carbon Neutral Challenge" in 2008.

www.planetair.ca





**CENTRE for SUSTAINABILITY
and EXCELLENCE**



U&W [you&we] Catalyst for Good Business

Greece

GAEA was founded in 1995 to position high quality, good tasting Greek agricultural products in the international market. In 2008, GAEA submitted the idea for a climate-neutral olive oil to the Centre for Sustainability and Excellence (CSE).

The aim was to calculate and offset all CO₂ emissions from the entire product life cycle – from manufacture of the raw materials, through production, right up to distribution. The calculation of the emissions is carried out by the CSE. In a first phase, GAEA decided to offset 250 tons of CO₂ in myclimate carbon offset projects. The world's first climate-neutral olive oil was given to the participants of this year's Oscar Awards as a present.

Gefyra AE has taken on the task of providing advice on the environmental aspects involved in the building, opening, and use of new roads. The company has used a campaign to sensitise, inform, and explain ecological driving, and with a brochure makes drivers aware of how they can reduce their own emissions through their driving habits. Gefyra AE offers on its website the possibility to calculate the emissions of different vehicles. The driver can find out how high the CO₂ emissions are from the vehicle and, at the same time, how they can be reduced. The emissions which are created by drivers during the period of the campaign in crossing the Rio Antirio bridge will be offset by Gefyra AE in a myclimate carbon offset project.

www.cse-net.org

Sweden

In October 2008, U&W officially became part of the myclimate family. The Swedish management consultancy company with a focus on sustainability, offers its customers the opportunity to offset CO₂ emissions in effective carbon offset projects.

U&W offers its services mainly in the business client sector, and the start of the offsetting has been a great success. One of the highlights was the co-operation with the Higab Group. This Swedish company owns and operates many buildings which are among the most famous and most important cultural monuments of the city of Göteborg, including the Göteborg City Museum and the Ullevi football stadium. Additionally, the Higab Group also constructs new buildings, for example, the new Gamla Ullevi stadium. The CO₂ footprint of the company, and respectively the resulting offset in 2008, amounted to 5'000 tons of CO₂. The Higab Group looks at this success as an incentive to drastically reduce its emissions over the next few years. The 5'000 tons of CO₂ were offset in myclimate carbon offset projects. U&W is proud of its partnership with myclimate.

www.uwab.se



The team behind myclimate.

Personnel

The myclimate team at the end of 2008 has grown to 27 employees, of which 20 are full-time positions. In 2008, 17 new members of staff were taken on. The qualifications of those in the team cover a wide range: climate specialists, doctoral candidates, IT programmers, communications specialists, teachers, and even a part-time chef. With two Italians, an Austrian, and several Germans, the team is really international.

With the continual employment for several months of two people carrying out non-military service, and sometimes trainees or students, myclimate also involves itself in the training process. The strong growth of the team has meant that the internal communication and management structures have had to be further developed. The management level, headed by both Chief Executive Officer and Deputy Chief Executive Officer, has been expanded with four additional department managers (Climate Education; Carbon Management Services; Sales, Marketing & Communication; and IT). Efficient internal communication functions through:

- weekly meetings at various staff levels, and a “knowledge lunch”;
- lunch together three times per week;
- annual departmental and quarterly management assessments;
- team excursions.

The quality of the workplace also increased dramatically with the move to larger offices in a central location on Lake Zurich in October 2008. All myclimate employees strive with passion and ambition, in cooperation with clients and partners, to provide concrete steps and pragmatic contributions towards a CO₂-reduced society.

[Photo on page 29: the myclimate team](#)

Foundation Board

Chairperson

Dr. Rolf Jeker

President OSEC Business Network Switzerland

Vice Chairperson

Dr. Sabine Perch-Nielsen

Academic Awardee of Politics, Swiss Parliament

Dr. Urs Egger (new since January 2009)

Executive Director Swisscontact

Dr. Giatgen-Peder Fontana

President of the Swiss Association for Environmentally Conscious Management (öBU), President Mobility Carsharing

Pankraz Freitag

Government Councillor of the Canton of Glarus

Prof. Dr. Volker Hoffmann (new since January 2009)

Professor for Sustainability and Technology, ETH Zurich

PD Dr. Sabine Kilgus, LL.M. (new since January 2009)

Lawyer, Administrative Board FINMA

Dr. Christoph Sutter

Partner and Managing Director from South Pole Carbon Asset Management Ltd.

Hans Wiesner

President of Administrative Board of rhz reisen AG, Lecturer for Tourism and Environment

Marcel Zuckschwerdt

Vice Director of the Federal Office for Civil Aviation (FOCA)

Dr. Jürg Krummenacher (until September 2008)

Former CEO Caritas Schweiz

Association

President

Dr. Sabine Perch-Nielsen

Academic Awardee of Politics, Swiss Parliament

Treasurer

Dr. Roger Baud

Director ACTIS GmbH

Observer

Adrian Bretscher

Member of Executive Board and Director Waterworks Elaqua AG (Partner of Axpo)

Observer

René Duveen

Project Management for the development of an ecovillage in Switzerland

Observer

Hans Kaspar Schiesser

Project Manager of Association of Public Transport (VöV)



It affects us all.

Outlook

Growth and change both challenge and encourage us in a positive way. Climate protection continues to boom – in contrast to the current economic situation. In 2009, new long-term climate-political directions will be set both on a national and international level for the “post-Kyoto” phase: in Switzerland the new CO₂ laws, and internationally the new “climate contract” on the occasion of the climate conference in Copenhagen – hopefully with really ambitious targets.

The economic crisis offers, alongside its unpleasant effects, the chance to concentrate on real values. This means the further development of suitable future technologies with the main focus on environmental protection, energy efficiency, and renewable energy sources. With the “Green New Deal”, myclimate wants to contribute to practical environmental protection with competence, innovation, and credibility.

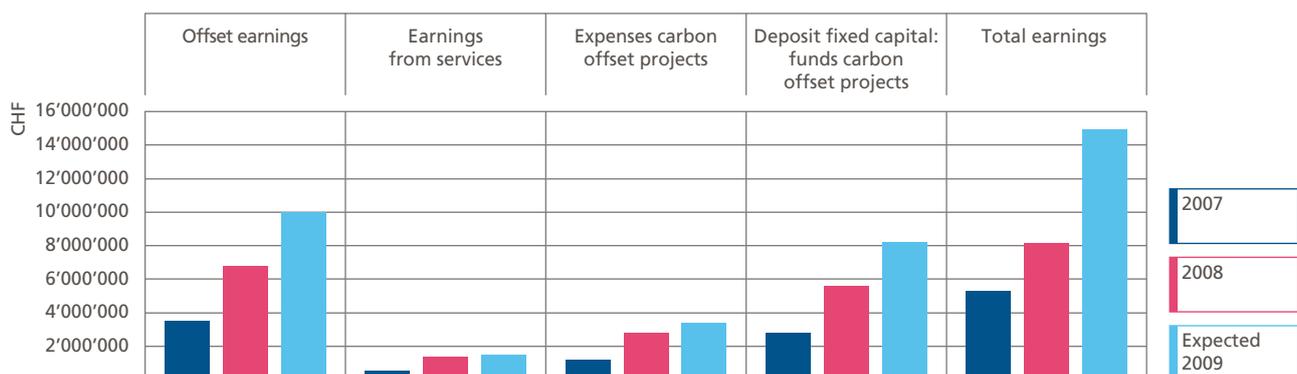
We want to sensitise young people and employees and encourage them to act with creative projects from our Climate Education department, we want to provide new total industry solutions with our scientifically based and business oriented Carbon Management Services, we want to better integrate CO₂ offsetting into products and services in cooperation with our partners, and we want to greatly improve the quality and quantity of projects in our national and international carbon offset project portfolio – also with new ideas. We are ambitious, innovative, and quality-conscious!

All this is possible thanks to the engagement of our partners: the distinguished Foundation Board, the highly motivated employees, the inquisitive media, and above all, the trust of demanding existing and new business partners, clients, members, donors, and patrons.

Working together, we want to take on big challenges in small steps – now and actively – for a good climate!

Responsible myclimate contacts

René Estermann, Chief Executive Officer, Alain Schilli, Deputy Chief Executive Officer



Putting it clearly.

CO₂ verification

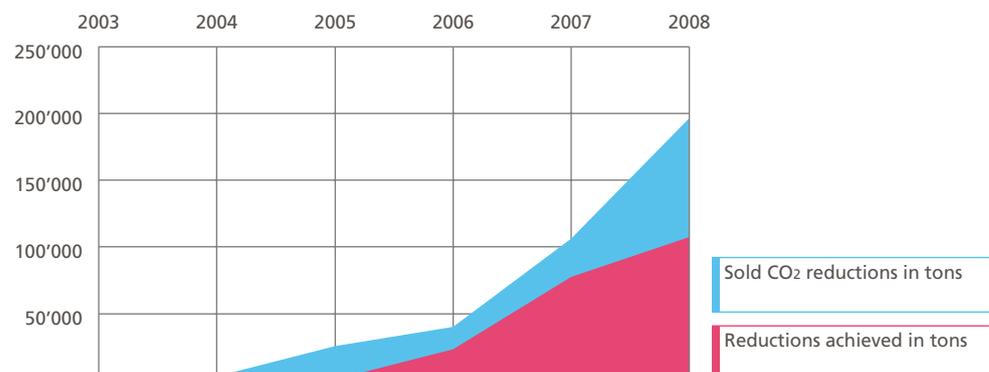
The myclimate CO₂ register documents the obligations to reduce emissions arising from the offsetting earnings and the expected, verified, and mothballed CO₂ emission reductions from the offset projects. This internal myclimate CO₂ register was changed over from an Excel-based version to a databank-based version in 2008. It allows an up-to-date and clear allocation of the offsetting earnings, project reservations, and project mothballing.

Increasing emission reductions

myclimate accounts have been opened in both the Swissflex and Gold Standard registers. The myclimate CO₂ register underwent an external assessment by the Société Générale de Surveillance (SGS) at the end of 2008.

myclimate obliges itself to the customer to realise the paid-in CO₂ offset money in the projects normally within two years, and to mothball within three years. The guarantee of high quality projects, that means, the best possible allocation of resources in effective and sustainable projects, has priority. The choice of project with reliable, efficient local partners, and the external assessment of the projects, as well as the certification process, all require a great deal of time and care. At the end of 2008, assets of CHF 5'237 million were present in carbon offset project funds. In this way, the pending offsetting obligations in myclimate projects can be continually financed through realised, verified CO₂ emission reductions.

- Offsetting sales 2008: 196'522 t CO₂ emission reductions, 98.5 per cent for international projects, 1.4 per cent for Swiss projects
- Realisation of 107'396 t CO₂ emission reductions in myclimate projects



Sustained high in carbon offset

Finances

As in the previous year, myclimate was again able to show a good financial result with the turnover being almost doubled, and a revenue surplus of CHF 310'119 being achieved.

Foundation: Balance sheet 2008

Balance sheet as of 31.12.	2008	2007
ASSETS	CHF	CHF
Cash and cash equivalents	5'825'016	1'774'593
Accounts receivable	1'312'919	745'311
Due from the myclimate Association	122'577	166'915
Accrued income and prepaid expenses	619'911	643'311
Work in progress	5'000	0
Total current assets	7'885'424	3'330'131
Material assets	88'500	8'700
Financial assets	30'316	0
Total fixed assets	118'816	8'700
TOTAL ASSETS	8'004'240	3'338'831
EQUITY AND LIABILITIES	CHF	CHF
Accounts payable	236'101	265'367
Accrued expenses, deferred income and short-term provisions	1'752'294	487'740
Provisions	353'000	0
Total borrowings	2'341'396	753'106
Carbon offset projects fund	5'237'000	2'320'000
Total fund capital	5'237'000	2'320'000
Corporate development fund, organisation	0	150'000
Foundation's capital	250'000	80'000
Acquired free capital	175'844	35'724
Total organisation capital	425'844	265'724
TOTAL EQUITY AND LIABILITIES	8'004'240	3'338'831

Foundation: Profit and loss account 2008

	2008	2007
INCOME	CHF	CHF
Offsetting	6'914'692	3'530'279
Climate education	885'888	543'964
Carbon Management Services	356'095	70'966
Other income	147'836	38'942
Total	8'304'511	4'184'151
DIRECT EXPENSES FOR SERVICES		
Carbon offset projects	-2'697'884	-1'154'868
Climate education	-646'084	-216'366
Carbon Management Services, other diverse income reductions, provisions, VAT	-262'126	0
	-374'378	-138'805
Total	-3'980'473	-1'510'039
ADMINISTRATIVE EXPENSES		
Personnel	-1'416'953	-612'755
Project related personnel	746'432	220'362
Travel and representation	-53'507	-12'593
Rental, energy, maintenance	-79'818	-16'456
Marketing	-249'677	-119'325
Other management, IT	-350'605	-213'736
Depreciations	-51'564	-5'851
Project related management	398'761	0
Total	-1'056'931	-760'354
SUBTOTAL RESULT BUSINESS	3'267'108	1'913'758
FINANCIAL RESULTS		
Interest	52'142	3'574
Currency losses	-89'131	0
Total	-36'989	3'574
Extraordinary expenses	-153'000	-49
Total	-153'000	-49
RESULT BEFORE FUND CHANGES	3'077'119	1'917'283
FUND CHANGES		
Withdrawn from carbon offset project fund	2'698'304	1'166'000
Investment in carbon offset project fund	-5'615'304	-2'827'000
Change fund organisation, corporate development	150'000	-150'000
Total	-2'767'000	-1'811'000
RESULT	310'119	106'283
ALLOCATIONS FROM RESULT		
Allocation to Foundation capital	-170'000	0
Allocation acquired free capital	-140'119	-106'283
Total	-310'119	-106'283
RESULT FOLLOWING ALLOCATIONS	0	0

Earnings

The offset earnings have increased to CHF 6.91 million, representing an offset volume of around 190'000 tons of CO₂ emission reductions. This is almost double that of the previous year, and an increase by a factor of 8.5 within two years. The service earnings amount to a total of CHF 1.4 million, in 2007, it was around CHF 0.5 million. Helping to create this significant increase were Climate Education, the newly created Carbon Management Services department, and IT services.

Costs

The offset earnings in 2008 could be invested to 81.2 per cent in the carbon offset projects fund, whereby the Foundation Board's target of 80 per cent was surpassed. From this project fund, myclimate invested in 2008 a total of CHF 2.698 million in its carbon offsetting projects, thus realising emission reductions of over 100'000 tons. The growth is reflected in the marked increase in personnel and management costs. As an ETH spin-off, myclimate has been able until autumn 2008 to profit from very favourable infrastructure costs (rent and IT services) in the Technopark. Rental expenses and IT costs are considerably higher in the myclimate offices. With an increase from 7 to 20 full-time employees, the personnel, management, rental and IT costs clearly increase accordingly.

Association: Balance sheet 2008

Balance sheet as of 31.12.	2008	2007
ASSETS	CHF	CHF
Cash and cash equivalents	178'000	241'775
Withholding tax credit	1'895	1'866
Total current assets	179'894	243'641
TOTAL ASSETS	179'894	243'641
EQUITY AND LIABILITIES		
Creditors	340	2'950
Current account myclimate Foundation	117'877	166'915
Accrued expenses, deferred income and short-term provisions	8'402	2'100
Provisions	0	20'000
Total borrowings	126'619	191'965
Association's capital	51'676	29'564
Profit	1'599	22'112
Total capital resources	53'275	51'676
TOTAL EQUITY AND LIABILITIES	179'894	243'641

Assets, balance

With the accounted profit of CHF 310'119, and the assets at the end of 2007 (CHF 116'000), the organisation's capital amounts at the end of 2008 to CHF 425'844. The Foundation Board decided to increase the Foundation capital to CHF 250'000. The assets of the carbon offset project fund (see balance sheet) at the end of the year amounts to CHF 5.237 million. Thus, the unfulfilled offsetting obligations of 160'000 tons of emission reductions can be met.

The accounts have been carried out for the first time by Dieter Pfeiffer (TDP Treuhand Wädenswil) according to the Standard Swiss GAAP FER, and audited by KPMG AG Zurich.

The detailed accounts can be viewed on the website.

Association: Profit and loss account 2008

	2008	2007
ASSETS	CHF	CHF
Members' contributions	35'059	36'057
Sponsors' contributions	13'626	16'170
Donations	39'344	56'487
Other income	20'000	15'550
(release of provisions)		
Interest income	803	967
Currency exchange profit	0	5'605
Total assets	108'832	130'837
EXPENSES		
Administrative expenses	4'061	4'429
To myclimate Foundation management and administration	20'000	21'166
Currency exchange differences, bank and post costs, diverse expenses	12'942	15'550
Total expenses	37'003	41'145
TOTAL NET INCOME	71'829	89'692
Project contribution to myclimate		
climate education	70'230	67'580
Climate booklet	14'000	
Publicity, exhibition costs	17'500	
Hot Stuff – Chill Out	8'000	
Work with school classes	10'000	
Game TriCO ₂ lor	5'730	
Climate schoolbook	15'000	
PROFIT/LOSS FOR THE YEAR	1'599	22'112

It's better to be swimming in clients than to be drowned at sea.

Clients (extract)

A

- A. Berger GmbH und Co. KG
- AirPlus International
- Akademie der Toblacher Gespräche
- akzente kommunikation und beratung gmbh
- Amnesty International – Schweizer Sektion
- Aqua Art AG
- Aqualips GmbH
- Architektur Rolf Stalder AG
- ARVAL (Schweiz) AG
- Ärztehaus Tannenhof
- Association of Corporate Travel Executives
- at rete ag
- aussenräume gmbh
- Autobritt Automobiles SA
- AXA Winterthur

B

- Bader. Kommunikation.
- Bank Lombard Odier Darier Hentsch and Company
- Banque Pictet & Cie
- Bau-, Verkehrs- und Energiedirektion des Kantons Bern (BVE)
- Ben & Jerry's Homemade Ltd
- bergpunkt AG
- berg-welt ag
- Bethlehem Mission Immensee
- Bio Suisse
- Bitplane AG
- BlueOrchard Finance SA
- Blueyou AG
- Blumen Rosinski
- Bravofly
- Büchi Labortechnik AG
- Bundesamt für Energie
- Bundesamt für Umwelt
- Bundesamt für Landwirtschaft
- Bundesamt für Meteorologie und Klimatologie MeteoSchweiz
- Bundesamt für Raumentwicklung

C

- «Cabinet du Ministre Benoît Lutgen»
- Camenzind + Co. AG
- Casa de Vinos Argentinos – Martin Rau AG
- CCB Management Services GmbH
- centre info
- Centro di competenze per la mobilità sostenibile infovel

- Chocolat Frey AG
- Cinerent OpenAir AG
- Coop car sharing
- Coordination Energie – Ökumenischer Rat
- cR Kommunikation AG

D

- Delbrück Bethmann Maffei AG
- Delica AG
- Die Gestalten Verlag GmbH & Co. KG
- Domino Reisen AG
- Dr. Clark Behandlungszentrum
- Druckerei Steudler Press AG
- dynamic-net.ch AG

E

- Eawag
- Eco-Conseil Entreprise
- Ecole Hôtelière de Lausanne
- Ecologie Libérale
- Ecoprogrosso
- Eidgenössisches Departement des Innern EDI
- Eidgenössisches Departement für Umwelt, Verkehr, Energie und Kommunikation UVEK
- Eidgenössisches Institut für Schnee und Lawinenforschung SLF – IDRC Davos 2008
- einfach mobil Carsharing GmbH
- Elektroplan Buchs & Grossen AG
- ELVIA
- Emanuele Centonze SA
- Emeraude Voyages SA
- Empa
- EnBW Energie Baden-Württemberg AG
- Energie Service Biel/Bienne
- Energiestadt Küssnacht
- Energissima – Espace Gruyère SA
- Engeler Automobile AG
- Environmental Defense
- Erklärung von Bern
- Ernst Basler + Partner AG
- Ernst Schweizer AG, Metallbau
- Estavayer Lait SA
- ETH Finanzabteilung
- ETH Zürich, Institut für Chemie- und Bioingenieurwissenschaften
- Ethos Services SA
- European Futurists Conference Lucerne
- Eventmaker Schorno (Street Parade)
- EWEA – European Wind Energy Association

F

- fair sicherungsberatung®
- Ferienart Resort & Spa
- Finass Reisen AG
- Fleuben-Garage AG
- Fleurop AG
- Florales GmbH
- FO Print & Media AG
- FOD Volksgezondheid, Veiligheid van de Voedselketen en Leefmilieu
- Fontana & Fontana AG
- Fraktion Bündnis90/Die Grünen – Sächsischer Landtag
- FröhlichINFO AG
- Fundación Ecología y Desarrollo

G

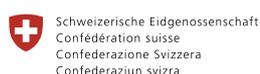
- Gaea Products SA
- Gaggia-Bräu
- Gaia Group Ltd
- Gammarus GmbH
- gango.com AG
- Garage de la gare Vevey SA
- Garage Roland Kaiser
- Garage Stüssi AG
- Geberit International AG
- Gemeindewerke Küssnacht ZH
- GerbAirtoours
- Gerster Consulting
- Global Events – The Coca-Cola Company
- Globetrotter Travel Service AG
- Greenpeace Netherlands
- Greenpeace Energy eG
- Griesser AG
- GSK – Environment Health & Safety

H

- Hapag-Lloyd Flug GmbH
- Hauptabteilung für die Sicherheit der Kernanlagen – HSK
- Häusermann Citygarage AG
- HEKS
- Helbling Reisen AG
- Helsinki Metropolitan Area Scouts and Guides
- Hotelplan Schweiz AG

I

- INFRAS
- Institut de Géographie (IGG) – Université de Neuchâtel



- Intep – Integrale Planung GmbH
- International Baccalaureate
- International Road Federation
- Internal Sàrl
- Irish Tours GmbH
- isofloc AG
- it factory ag

J

- Jossi AG
- JOWA AG

K

- Kellogg School of Management
- Kira Reisen AG
- Klimavent AG
- Knecht & Müller
- KS Oerlikon
- KS Wiedikon
- Kuoni
- Kur- und Wohnheim Rosenau

L

- Lanier (Schweiz) AG
- LeasePlan (Schweiz) AG
- LeShop SA
- Liechtensteinischer Entwicklungsdienst
- Liip AG
- local.ch ag

M

- M. Schwärzel Business Software
- M+W Zander (Schweiz) AG
- Mammut Sports Group AG
- MANROOF GmbH
- Maron AG
- Matter Engineering AG
- maxon motor ag
- McKinsey & Company, Inc.
- Menzi Eventtechnik
- Mibelle AG
- Micarna SA
- MIDOR AG
- Mifa AG
- Mifroma SA
- Migrol AG
- Migros-Genossenschafts-Bund
- MilleniumAssociates AG
- Mission Permanente de la Suède
- Mobility CarSharing Schweiz
- M-Travel Switzerland – MTCH AG
- Multimedia Networks AG

N

- natureOffice OHG
- NESTE OIL OYJ
- Nine Internet Solutions AG

O

- Ökodent GmbH
- Ökoinstitut Südtirol/Alto Adige

- ökoRausch c/o bureau gruen.
- OneWorld Consulting
- Open-Air-Kino Plaffeien
- Österreichisches Ökologie Institut

P

- Permanent Mission of Sweden to the UN in Geneva
- Peter Bütikofer & Company
- Pfenninger Garagen AG
- PricewaterhouseCoopers

Q

- Q-Cells AG
- qualityconsult AG
- QUELLGEBIET AG

R

- Radio- und Umweltchemie
- Rapp Trans (UK) Ltd
- Raptim Travel
- Rip Curl

S

- S.O.F. Save Our Future – Umweltstiftung
- SAN GmbH
- Scholz & Friends Brand Affairs GmbH
- Schwab Druck AG
- Schweizer Jugendherbergen
- Schweizerische Nationalbank Umweltfachstelle
- Schweizerischer Nationalfonds
- Schweizerischer Reisebüro-Verband
- SCNG – Ski Nautique Club de Genève
- Seba Aproz SA – Finances & Controlling
- Sesam Business Consultants
- Skytours GmbH
- SONNEN'BERN
- sotunga GmbH
- Stadt Luzern, Städtepartnerschaften
- Stäubli International AG
- Stiftung Klimarappen
- streamboat GmbH
- Studiosus Foundation e.V.
- Sunstar Hotels
- Sunwings Travel AG
- SWECO Norway
- Swedish Rescue Services Agency
- Swild
- Swiss Aerobatic Association SAA
- Switcher SA

T

- Team Reisen AG
- TECHNOPARK® Immobilien AG
- Terra Organica Vertretung in der Schweiz
- terre des hommes schweiz
- The Coca-Cola Company
- The Lisbon Council
- tigusto SA
- ToBeBalanced

- TUI AG
- TUI Deutschland GmbH

U

- UBS
- Umbrella Org. U+O AG
- UNEP/GRID Arendal
- Unilever
- University of Zurich – Center of Ethics
- University of Bern – Physics Institute
- University of St. Gallen

V

- VALUEworks
- VARISTOR
- Velo Zürich GmbH
- Verein Lucerne Marathon
- Virgin Atlantic Airways Ltd
- Viseca Card Services SA
- Vogt-Schild Druck AG
- Vollrath AG
- Volvo Automobile (Schweiz) AG

W

- WE DO communication GmbH
- Webermanagement
- Weber-Thedy AG
- Weisskopf Partner GmbH
- Wissenschaftsförderung der Sparkasse Finanzgruppe e.V.
- World Economic Forum
- WWF Deutschland
- WWF European Policy Office
- WWF Schweiz

Z

- Zahnarzt und Oralchirurgie Praxis Mitrovic
- ZHAW Wädenswil Campus Grüental
- Zwycervar GmbH

Imprint

Zurich, June 2009

Circulation: 2500 German, 500 English
 Editing: myclimate, myclimate.org
 Design: anamorph.ch,
 patrikferrarelli.ch

Slogans: simonlibsig.ch
 (except p. 3, 21, 30, 31)

Photographs: Moritz Hager (p. 5, p. 29),
 myclimate, myclimate.org

Proofreading: Jacqueline Dougoud
 Translation: Supertext, supertext.ch
 (English)

Print: FröhlichINFO AG, froehlich.ch

Climate-neutrally printed on
 100 per cent recycled paper





myclimate – The Climate Protection Partnership
Sternenstrasse 12, CH-8002 Zurich
Tel. +41 (0) 44 500 43 50
Fax +41 (0) 44 500 43 51
E-mail: info@myclimate.org
www.myclimate.org

www.myclimate.org
Account for donations Switzerland:
87-500648-6 (Post office account)
Account for donations other countries:
IBAN: CH35 0900 0000 9137 7511 5
BIC/SWIFT: POFICHBE

printed climate neutrally
myclimate.org / natureOffice.ch / CH-147-709936

