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INTRODUCTION
The demand for our CO₂ balance services, for our recognition of climate-friendly products and companies, and for our efficiency measures remained high over the past year. One climate balance of unprecedented scope stands out: For Migros, myclimate completed a life cycle assessment for 850 products with industrial-calibre precision and in record time. These climate balances have been available for anyone to view on the Migipedia product information platform since the beginning of 2013.

During the ten years since it was founded, myclimate has come on leaps and bounds, giving us plenty of reasons to celebrate. Our motto perfectly summarises all of our efforts and the accomplishments they yielded: Fight CO₂! We therefore likened our fight against CO₂ emissions to a wrestling match: Our standard-bearer, CAPTAIN CLIMATE, heroically pitted his strength in the ring against the long-time champion and polluter, EL REY LOCO₂. The duel came to a gratifying end: CAPTAIN CLIMATE has won the first round. Still, the winner has not been decided.

This awareness, along with the recognition and our growth, not only affirm us in our day-to-day work, but also drive us to accomplish more. They encourage us to keep pursuing innovative carbon offset projects and activities, both locally and globally, in the years to come. There is one key point that we cannot stress enough: myclimate’s work would not be possible without the long-time trust and active support from our dedicated customers, partners, donors, sponsors and friends, whose ranks have swelled over the years. Nor would we have had any chance of prevailing in our fight. For this, we would like to express our deepest gratitude. We look forward to sharing our successes – both in the ring and out – with you in the future. Our structure and our outlook give us the ideal foundation for many more successes in climate protection!

With climate-friendly regards,

René Estermann, CEO of myclimate
Dr. Giatgen-Peder Fontana, Chairman of the Foundation Board
02

CARBON OFFSET PROJECTS
In 2012, nine more carbon offset projects joined the existing projects, yielding a total of 69. Myclimate conducts and funds climate protection activities in 29 countries worldwide! Our projects display an enormous diversity: From biogas plants in India and cook stove projects in Africa and South America, all the way to biomass plants in Asia, the portfolio encompasses an array of technologies and covers all continents.

The carbon offset projects within Switzerland are also very successful: In the Central Switzerland biogas project, we received the first certification issued by the Swiss Office for the Environment (FOEN). We at myclimate view the climate protection work being carried on in Switzerland as extremely important, and we intend to expand our efforts in the years to come.
EELA stands for “Eficiencia Energética en Ladrilleras Artesanales” (energy efficiency in local brick production) and is a project that was initiated and financed by the Swiss Agency for Development and Cooperation (SDC) and is being carried out by Swisscontact. Its aim is to enable independent brick producers, who make up the majority of brick producers in Latin America, to manage production more sustainably using more efficient firing techniques.

myclimate was commissioned by the SDC and Swisscontact to convert EELA into a certified carbon offset project. During the first half of 2012, we conducted a feasibility study to determine what CO₂ mechanisms and standards would be best suited to the programme. Now in its second phase, the project is being developed into what is known as a Gold Standard Micro Scale Programme (GS Micro PoA) so that it can participate in the voluntary offsetting market. The GS Micro PoA is a new model that combines various small, isolated projects in one programme. Over the long term, the additional funds this generates will make it easier for brick producers to keep pace with advancing technology.

The starting point is a pilot project on the outskirts of Cuzco in Peru that will later expand to other regions of the country and to Ecuador. Current plans are to include five to ten regions in the programme. New, more efficient kilns and ventilation systems reduce CO₂ emissions because they require less firewood or coal for the same amount of thermal energy. Among the advantages of the project: reduced deforestation and air pollution, improved technologies, lower energy costs and a better quality of life for brick producers.

Fuel savings mean the new technologies will reduce emissions by up to 50 percent. Our aim is for each multi-producer location to potentially reduce CO₂ emissions at the rate of 10,000 tons per year. The programme was honoured as one of nine Lighthouse Activities at the 2012 UN climate conference in Doha.
Since 2012 it has been possible to submit composting projects for the “Gold Standard” label, and myclimate wasted no time in seizing this opportunity. The composting project in Nepal is the first of its kind to be listed under the “Gold Standard.”

Waste is a major problem plaguing Kathmandu, the capital of Nepal. Almost 70 percent of the city’s waste is organic. Biocomp Nepal was established to counteract the waste problem. In March 2011 it launched a pilot project with a composting plant on the outskirts of Kathmandu. Waste from various produce markets is collected and composted at the plant by means of aerobic decomposition methods. During the pilot phase, roughly 140 tons of organic waste (two to three tons a day) were collected, yielding 15 tons of high-quality compost. The project had such a successful start that it was expanded. More composting plants will be built in 2013. Because poor waste management is also a major problem in other places, the project could potentially see similar implementation in other cities of Nepal and other countries.

The project benefits two stakeholder groups: The population in and around Kathmandu no longer has to suffer stinking mountains of rubbish, while farmers can use the high-quality compost to bring in better harvests and manage their crops more sustainably. Moreover, the first Biocomp plant has created ten jobs for local inhabitants – and supports equal opportunities for men and women by giving hiring priority to women who experience discrimination from their families. Expanding the project will create further jobs.

The project was honoured as one of nine Lighthouse Activities at the 2012 UN climate conference in Doha.
This project reduces greenhouse gas emissions mainly by replacing electricity produced in gas-fired power plants with solar energy. Households benefit from lower energy costs and a more reliable shower system.

Today, most Bolivian households use unreliable continuous-flow water heaters powered by electricity. Solar water heating systems, or SWH systems for short, supply the population with water heated by renewable solar energy. A SWH system comprises a panel containing a medium (usually water) that is heated by the sun and a tank that stores the heated water. In passive solar systems, this water does not require any external energy source, because thermal convection ensures that the water circulates. This thermo-siphon, as it is known, can be manufactured locally at a reasonable price.

The project, developed by the non-profit organisation Energetica, concentrates on domestic use in urban and suburban areas where users have access to tap water.

The project facilitates the distribution of up to 10,000 SWH systems. The aim is to benefit a total of roughly 50,000 people – there are about five people in an average Bolivian household – with a collector surface covering an area of about 30,000 square metres. The families will also experience lower energy costs and a safer, more convenient shower system.

Only SWH units that have been produced or at least assembled in Bolivia are permitted for the project. This raises sales volume for local producers, which in turn will mean a higher rate of employment. The project improves access to clean and affordable energy, while also helping the population to achieve technological independence. It is also aimed at reducing unwelcome energy shortages in the national grid.
**INTERVIEW WITH JARED BUOGA**

**How is your home country of Kenya affected by climate change?**

Rainfall has become irregular and unpredictable, and at the same time more intense. On the other hand, temperatures have risen throughout the country. Extreme and harsh weather is now a norm in Kenya. The most visible feature is the increased fluctuation in precipitation year to year, and during the year.

**When and how did you come across myclimate, and what motivated you to cooperate with us?**

In July 2007, I attended a summer school course under the auspices of the Swiss Federal Institute of Science and Technology in Braunwald, Switzerland. The course, dubbed “Youth Encounter on Sustainability (YES)”, brought together international faculties as well as teams of experts drawn from Swiss institutions. myclimate, a spinoff company whose ideas had been presented at one of the previous YES courses, was also represented. During the informal sessions, I presented my project idea to both Mr Martin Stadelmann and his colleague, Mr Walter Ernst. When I got back to Kenya, the three of us developed a project outline, which served as the basis for the partnership and the project.

**How is the cooperation with myclimate?**

Our cooperation with myclimate has been professional and above board from the beginning. In this partnership, Tembea has benefited greatly from the increased capacity and organisational strengthening, including infrastructural improvements, hence building a robust grassroots organisation. In developing the project, we have enjoyed mutual support on a continuous basis since the inception of the first contact with myclimate seven years ago.

**Some questions about the project:**

**What are/were the most formative experiences?**

Our initial idea was to combine two technologies, solar and rocket stove, bundled into one project. It was quite difficult as both technologies required different approaches when it came to dissemination and subsequent adoption by end users. When we finally settled on a rocket stove, again it took a long time to settle on a robust model of an energy-efficient cook stove.

**What are/were the biggest challenges regarding the implementation of the project?**

One of our biggest challenges during implementation has been the high demand, which overstretches our capacity to meet it, due to the fact that the project is designed to integrate two components. These include the community savings and loaning groups as a platform that enables households to acquire cook stoves and pay them off through instalments. The other part is the construction of the Tembea efficient cook stove. These two components must go hand in hand and it has taken a while to fully develop this system to meet the needs of the communities while fulfilling the required project standards.

*Director of the Tembea Youth Centre for Sustainable Development in Kenya*
The chart shows that the projects have begun to bear fruit. The many years of patient development are now paying off: For the first time, both the offset and the generated CO₂ reductions passed the mark of one-half million tons. Overall, over the entire project term, all of the myclimate projects together have achieved a volume of more than 6.8 million tons in reduced emissions.

Besides the many projects that have already been implemented and supported, however, there is an abundance of others still in our pipeline. Given sufficient funding, many of the projects could be realised, thus generating further emission reductions!

In addition to the funding it provides, demand for myclimate’s carbon offset project services is growing. Specific projects are being developed for certain customers, feasibility studies conducted and projects evaluated on request, workshops and training courses held, due diligence carried out, and risk assessed.

In 2012, customers offset 512,640 tons in CO₂ emission with myclimate’s help. This can be compared to the 510,784 tons of CO₂ reductions that myclimate carbon offset projects generated in the same year.

<table>
<thead>
<tr>
<th>Year</th>
<th>CO₂ reductions offset, in tons</th>
<th>CO₂ reductions generated, in tons</th>
</tr>
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<tbody>
<tr>
<td>2003</td>
<td>13,123</td>
<td>15,738</td>
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<tr>
<td>2004</td>
<td>25,713</td>
<td>36,485</td>
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<tr>
<td>2005</td>
<td>72,127</td>
<td>81,746</td>
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<tr>
<td>2006</td>
<td>80,000</td>
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<td>103,675</td>
<td>113,481</td>
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<td>200,261</td>
<td>234,919</td>
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<td>2009</td>
<td>303,311</td>
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<tr>
<td>2010</td>
<td>421,721</td>
<td>421,721</td>
</tr>
<tr>
<td>2011</td>
<td>512,640</td>
<td>512,640</td>
</tr>
<tr>
<td>2012</td>
<td>500,000</td>
<td>510,784</td>
</tr>
</tbody>
</table>

In 2012, customers offset 512,640 tons in CO₂ emission with myclimate’s help. This can be compared to the 510,784 tons of CO₂ reductions that myclimate carbon offset projects generated in the same year.
myclimate’s climate education department disseminates action-oriented climate knowledge to a broad and diverse target group, guiding children, young people and adults toward a climate-friendly way of life. Climate education projects owe their entire existence to generous donations from foundations, institutions, companies and private individuals. It is only with this support that myclimate is able to implement projects to share knowledge on all aspects of climate change and climate protection. Children, young people and adults learn how they can contribute individually and locally, in their everyday lives, to climate protection.
**CLIMATE PIONEERS**

Children learn through play and experimentation how they can protect the climate, becoming “climate pioneers” in the process.

**Started in:** September 2010  
**Target group:** School students, from kindergarten to secondary school  
**Scope:** More than 7,000 students from Switzerland hailing from mountain villages like Guttannen (Bernese Oberland) or Parpan (Graubünden); classes based in towns like Auw (AG), Niederbipp (BE), Gettnau (LU), Diepoldsau (SG) and Gais (AR); and children from Berne, Basel, Zurich, Lucerne and other cities. There are also Climate Pioneers programmes in French-speaking Switzerland, with classes from Lausanne, Porrentruy, Coeuve, Neuchâtel and now also Ticino. Since it was launched, the initiative has reached more than 260 classes!

![Kindergarten project, class 2: The children from the nursery in Birch plant their own vegetables, and now eat vegetarian meals twice a week.](image1)

**CLIMATE LABORATORY – CLIMATE PROTECTION AND CLEANTECH IN VOCATIONAL EDUCATION**

Students in the Climate Laboratory implement carbon offset projects right in their study environment and learn how climate protection can be integrated into everyday practice.

**Started in:** 2007 – our first climate education project  
**Target group:** Vocational education students from across Switzerland  
**Scope:** To date, we have reached more than 3,500 students and 100 vocational schools and companies and implemented 256 projects. The project received the 2010 Energy Globe Award Switzerland.

![Over the long term, LED bulbs save electricity and money.](image2)
HOT STUFF CLIMATE NET

Hot Stuff Climate Net connects young people across the globe. They discuss local causes of climate change and ideas on how to protect the climate.

Started in: 2009
Target group: Young people and young adults ages 13 to 24 throughout the world
Scope: Since 2009, roughly 2,000 participants from 14 countries on four continents implemented projects and shared their views about climate change. Besides Switzerland, the focus is on the following countries: Kenya, Uganda, Tanzania and India.

MYCLIMATE AUDIO ADVENTURES

A network of myclimate Audio Adventures is spreading across Switzerland, informing visitors of local ideas on climate protection and the exciting ways they are being implemented in their communities.

Target group: For inquisitive souls of any age
Scope: There are already myclimate Audio Adventures for young and old in Zermatt, Zurich, Goms, St. Gallen, and, since the beginning of 2013, also in Scuol and Winterthur. More destinations are planned.
MYCLIMATE CERTIFIES FIRST CO₂-NEUTRAL HOUSING DEVELOPMENT IN SWITZERLAND

The area surrounding the potter’s workshop in Embrach (Zurich) is home to a structure that is breaking new ground in many respects. The „Blickpunkt Töpferei Embrach“ project by Odinga und Hagen AG aims to achieve that delicate balance between environment, mobility, individuality and community. Optimised design, efficient energy generation and an innovative mobility concept are among its most convincing features. Buyers will benefit from an end-to-end e-mobility infrastructure including charging stations and parking, and will have access to e-cars and e-bikes.

Odinga und Hagen AG has already put measures in place to deal with the CO₂ emissions produced as a result of the construction, usage and mobility induced by the building throughout its lifespan. Emissions will be calculated in line with the SIA 2040 standard and then offset in a myclimate carbon offset project. This makes the new structure of 75 owner-occupied flats Switzerland’s first ever climate neutral housing development.

HOSTELLING INTERNATIONAL MAKES CLIMATE NEUTRAL LODGING A REALITY

Since April 2012, Hostelling International (HI) offers its guests the option, currently offered in 13 countries, of offsetting when booking overnight stays. myclimate is reviewing hostels in 10 more countries and will then launch the option at those hostels too. All contributions will then flow to three international myclimate Gold Standard Projects in Peru, China and Malawi. HI also adds a donation of 0.10 GBP per night for its own sustainability fund, which finances internal climate protection activities.

The model is the same one that the Swiss Youth Hostels have practised successfully for several years. We are very pleased to have inspired an international youth hostel organisation to follow this innovative example and thus expanded the reach of climate protection initiatives to the rest of the world!
CLIMATE-FRIENDLY DRIVING
WITH TUI CARS RENTALS

Private passenger traffic plays a huge role in the emission of greenhouse gases. Global car emissions rose by almost 45% between 1990 and 2007 alone. That’s why the world needs concepts for sustainable mobility.

TUI Cars is one of Germany’s largest car hire providers, and thus bears a particular responsibility for the environment. Consequently, starting in the 2013 tourist season, TUI Cars customers will be driving climate neutral rentals. Other TUI companies and divisions, such as Iberotel, Dorfhotel and TUIfly.com, have already worked successfully with myclimate on climate protection issues for several years.

VAUDE BLAZING A TRAIL
FOR CLIMATE NEUTRALITY

The compass of southern German mountain sport equipment company Vaude points in one direction: becoming Europe’s most sustainable outdoor sports company. It has now passed another milestone on its trail; the emissions of the entire corporate headquarters in Tettnang, and all products manufactured there, are being offset in a myclimate carbon offset project in China and are thus climate neutral.

“Climate neutrality is a key building block in our overall sustainability efforts,” says CEO Dr. Antje von Dewitz. Vaude is the first company in Europe’s outdoor equipment sector that has consistently put its mission into practice by offsetting all unavoidable emissions.
CARBON FOOTPRINTS FOR AROUND
900 MIGROS PRODUCTS

The Migros Cooperative Association (Migros-Genossenschafts-Bund, MGB) had myclimate calculate the carbon footprints for many of the items in its product range. In what was a truly Herculean task, myclimate computed the carbon footprints for around 900 products in 22 product groups by the end of 2012. The results are now publicly available and can be found by searching for the term “Klimadeklaration” on Migros’ Migipedia page. climatop, an independent organisation, has translated the data into straightforward colour codes so customers can quickly and easily compare the carbon footprints of different products.

Carbon footprints cover the entire product lifecycle. By calculating and transparently declaring the carbon footprints for its products, MGB is making good on a Generation M promise as part of its sustainability strategy.

GENERATION M

ON THE HUNT FOR CLIMATE PIONEERS, SWISSCOM
AWARDS ECO-POINTS FOR MOBILE PHONES

Swisscom and myclimate collaborate in various areas, and one of them is mobile devices. They have joined hands in developing a methodology for assigning environmental ratings. Swisscom is the first Swiss mobile technology provider to award five eco-points for exemplary devices. The company rates all mobile phones on their power consumption, the energy used to produce them, and the raw materials chosen for them. When buying new mobile phones, Swisscom mobile phone customers can now see instantly how eco-friendly the device they are buying actually is.

Under the Climate Pioneers initiative, Swisscom joins myclimate and Solar Impulse in identifying tomorrow’s pioneers: During the 2011/2012 school year, children from 77 classes became active climate pioneers. As a token of thanks, pupils between the ages of 6 and 16 got a chance to attend the main Klimafest event and meet their hero, project patron and Solar Impulse pilot Bertrand Piccard.
PARTNERSHIPS FOR CLIMATE PROTECTION

swisscom  coop  dyson  GREENPEACE  SEAT  MIGROS  WWF
DANONE  KUONI  GLOBALTROTTER TRAVEL SERVICE  PAPYRUS  mobility
Fröhlich  MIGROL  Schweizer Jugendherbergen  pwc  DIE POST
TUI  EMC²  KYOCERA Document Solutions  baumeler  Studiosus
La Cordee  transtec  HERMA  AirPlus  udprint
AVINA STIFTUNG  BKW  merian stiftung basel  VADE
Sheni  Chiquita  SWITZERLAND GLOBAL ENTERPRISE  EKAM

Customer Highlights  Customer Highlights
## Partnerships for Climate Protection (Selection)

| A | ABB  
|   | Adecco Human Resources AG  
|   | AirPlus International AG  
|   | Amt für Umweltschutz Liechtenstein  
|   | Avina Stiftung  
|   | AXA Winterthur  
|   | Axfood AB  
| B | badenova AG & Co. KG  
|   | Bank Julius Bär  
|   | Baumeler Reisen AG  
|   | BC Medien AG  
|   | berg-welt AG  
|   | BKW FMB Energie AG  
|   | Blickpunkt Lebensraum - Odinga und Hagen AG  
|   | Brauerei Locher AG  
|   | Buchbinderei Burkhardt AG  
|   | Bundesamt für Berufsbildung und Technologie BBT  
| C | Canon (Schweiz) AG  
|   | Chiquita Brands International  
|   | Christoph Merian Stiftung  
|   | Coop  
|   | Courtyard Marriott Zürich Nord  
| D | Danone Schweiz  
|   | Die Schweizerische Post  
|   | Druckerei Bloch AG  
|   | Druckerei Hürzeler AG  
|   | Dyson Service Center  
| E | Egger AG  
| F | Elco AG  
|   | EMC Computer Systems AG  
|   | energieregion GOMS  
|   | Engadin St. Moritz  
|   | Ernst Basler + Partner AG  
|   | Ernst Schweizer AG  
|   | ETH Departement Umweltwissenschaften  
|   | EURELECTRIC  
|   | Eurobus AG  
| G | Ferienart Resort & Spa  
|   | Festival del Film Locarno  
|   | FIFA  
|   | Fröhlich Info AG  
| H | gdz AG  
|   | GE Money Bank  
|   | Globetrotter Travel Service AG  
|   | Greenpeace International  
|   | Grieser AG  
| I | Helvetas  
|   | HERMA  
|   | Hostelling International  
|   | Hotelpian Suisse  
|   | Hyga SA  
|   | Hyundai Suisse  
| J | Interxion  
| K | Kuehne + Nagel  
|   | Kuoni AG  
|   | KYOCERA  
| L | London School of Economics and Political Science (LSE)  
|   | Deutsche Lufthansa AG  
| M | Mammut Sports Group AG  
|   | Matterhorn Gornergrat Bahn  
|   | Max Havelaar-Stiftung (Schweiz)  
|   | Migrol AG  
|   | Migros  
|   | Mobility Car Sharing  
|   | Mövenpick Hotels and Resorts Management AG  
| O | Orange Cinemas (Bern, Basel, Zürich)  
|   | Switzerland Global Enterprise  
| P | Papyrus Schweiz AG  
|   | paysafecard.com Wertkarten AG  
|   | peyer bern Umzüge und Transporte AG  
|   | PMC Print Media Corporation  
|   | PricewaterhouseCoopers AG  
| S | Saropack AG  
|   | SBB Cargo  
|   | Schweizer Bundesämter  
|   | Schweizer Jugendherbergen  
|   | Schweizerischer Nationalfonds  
|   | Seat (Schweiz)  
|   | Sika Schweiz AG  
|   | Stadt St. Gallen  
|   | Stadt Winterthur  
|   | Stämpfli Publikationen AG  
|   | Steudler Press AG  
|   | Studiosus Reisen München GmbH  
|   | Sunstar Hotels  
|   | Swiss International Air Lines AG  
|   | Swisscom AG  
| T | Team Reisen AG  
|   | The Coca Cola Company  
|   | Tourismus Engadin Scuol Samnaun  
|   | Val Müstair AG  
|   | Transtec  
|   | TUI AG  
| U | UBS AG  
|   | UD Print AG  
|   | Umbrella Organisation U + O AG  
|   | Universität Bern  
| V | Valmedia AG  
|   | VAUDE Sport GmbH & Co. KG  
|   | Virgin Atlantic Airways  
|   | Viseca Card Services SA  
|   | Vogt Schild Druck AG  
| W | Welti-Furrer AG  
|   | Weltklasse Zürich  
|   | Wir sind Frankreich GmbH  
|   | World of Games GmbH  
|   | WWF Schweiz  
| Z | Ziegler Druck- und Verlags-AG  
|   | Zürich Tourismus  

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Kundenhighlights Kundenhighlights
INNOVATIVE MYCLIMATE PRODUCTS
CO₂ offsetting is normally used to finance the price difference between existing fossil energy resources and those that are renewable or more efficient. But that also means that the funding for carbon offset projects must come from another source besides CO₂ offsetting. This is the obstacle that often prevents projects from being realised.

To help its customers overcome this obstacle, myclimate offers them the opportunity to invest in a project right from its inception and thus to assume responsibility for basic financing. Customers can use such project investments, for example to finance a certain number of biogas plants in India, water-saving fixtures in Mexico or Solvatten water treatment systems in Africa. All emission reductions generated by these units are then credited to the investors. Investors can use these to offset their own emissions.

But investors gain more than just reduced emissions: They are aware that their involvement in the project is crucial to its existence, so their identification with it runs very deep. Certain projects even allow for customer branding. For example, biogas plants in India can be marked with a specific abbreviation. What’s more, customers receive regular updates on the projects and the families they support.

Japan’s Ministry of Economy, Trade and Industry (METI) has tasked a consortium with the development of a feasibility study for a Nationally Appropriate Mitigation Actions (NAMA) project to distribute electric scooters throughout Vietnam. As a member of the consortium, myclimate is gaining a foothold in another area: developing new market mechanisms in international climate protection.

A recently published study illustrates the benefits of using electric scooters instead of their petrol counterparts in Vietnam and Japan. Electric scooters cut operating costs by more than 80 percent and dramatically lower CO₂ emissions.

According to myclimate Japan Managing Director Tomomichi Hattori, Vietnam has 25 million scooters. Going electric would not only greatly improve air quality, but would also bring enormous economic benefits, as Japan has shown.
myclimate performance 2.0 is a web-based sustainability platform for businesses that focuses on CO₂ emissions. This platform offers not only standardised carbon footprint calculations for SMEs, but also complex calculations for major corporations and manufacturers in a variety of industries. It lends itself well to individual configuration to adjust for system limits, specific emissions factors, languages and company structures. Various companies are already using the platform:

**Adecco**
Adecco is using myclimate performance 2.0 to compute global greenhouse gases as part of its involvement in the Carbon Disclosure Project (CDP). The world’s largest staffing service provider uses the myclimate online tool to input and analyse data centrally, and has improved its CDP score by more than 35 percent.

**Aduno**
Since 2010, the Aduno Group has calculated its corporate carbon footprint according to the specifications of the internationally recognised Greenhouse Gas (GHG) Protocol. The Aduno Group comprises a variety of service providers – Viseca Card Services SA, Aduno Payment Services SA, cashgate AG, Vibbek AG, Vibbek GmbH, Aduno Finance AG, and Rev-Leasing und Finanz AG. The group’s calculations to date have taken nine of their locations into account.

As early as 2010 and 2011, myclimate issued a balance sheet covering greenhouse gases for the company. In 2012, Aduno used the new myclimate performance 2.0 platform for the first time to enter and analyse its data. Because the legacy data were transferred to the new system as well, it was possible to prepare an analysis that covered all three years.

**Performance-programme for print shops**
Seventy print shops already use myclimate’s Performance software to collect and analyse their data. The benchmark reports make it possible for the businesses not only to analyse their environmental performance over a specific period of time, but also to compare it to competitors in the same market.

**Papyrus**
Papyrus was the first company to complete the performance programme for transport companies. Since 2010, all of its transports have been climate neutral. Compared to its baseline year, Papyrus’ used 38 percent less natural gas and 8 percent less electricity in 2010, thanks to the process optimisations it achieved in its cooperation with myclimate. In its fleet transport as well, the myclimate transport solution has yielded impressive figures for Papyrus: Although distance driven dropped by about 17 percent, Papyrus’ fleet transported roughly 28 percent more goods in 2010. Putting the motto, “Do your best and offset the rest”, the company offsets the remaining emissions in a myclimate carbon offset project.

**MicroEnergy**
myclimate is a select partner in the EcoMicro project in Latin America. The project, initiated by the Multilateral Investment Fund and the Nordic Development Fund, has set itself the objective of developing sustainable microloans and using the funds to support projects that track the effects of climate change. Its implementation partner is the Te Creemos bank, which specialises in microloans for small and medium-sized enterprises. The first step is a survey of almost 100 locations in Mexico. This is where myclimate performance 2.0 comes into play. The software enables the bank to enter and analyse emissions in an efficient and consistent manner. The focus is on efficient technologies, popularising renewable energy sources, research and raising the awareness of employees and customers in order to permanently reduce emissions that damage the climate. A risk analysis of the consequences of climate change and adaptive measures are further modules of the project being implemented by myclimate in cooperation with its partners.
TUI Cruises

In 2012, TUI Cruises sought a strategic partner to help compute the footprint of all of its emissions. It settled on myclimate, primarily for its software. myclimate performance 2.0 forms the basis for a systematic environmental management scheme. It is easy to adapt to accommodate individual needs and boasts an especially simple user interface and navigation menu. Its flexible language choice feature, modular nature, and user structures all lend themselves to data entry that is both professional and self-explanatory.

myclimate performance 2.0 helps TUI Cruises enter all of the energy consumption data for its own cruise ships and administrative capacities. The software computes and reports not only all greenhouse gases, but also all nitrogenous, sulphurous, and particulate emissions of the TUI cruise ships. The data on maintenance and waste disposal are also detailed and comprehensive, providing an opportunity to consider further action and improvements over the years.

TUI Dorfhotel

TUI's German hotel brands, Dorfhotel and Iberotel, offset all of their residual emissions through myclimate. This enables them to offer their guests "100 percent climate neutral holidays". They use myclimate performance 2.0 to enter, compute and analyse relevant emissions. In one of the company's first CO₂ reduction measures, TUI Hotels decided to switch to green electricity. The hotels in Boltenhagen, on the Flesensee and on the island of Sylt have been committed for many years to the cause of protecting the environment and natural resources, so sustainable hotel management represents the next logical step.

Yüksel Insaat

Yüksel Insaat is a leading construction company. It operates both in Turkey and in the Middle East. Since 2011, Yüksel Insaat has been computing its annual carbon footprint according to the Greenhouse Gas Protocol. In the coming year, Yüksel Insaat will use myclimate performance 2.0 to calculate the emissions produced by all of the company’s business activities. Computing and analysing the relevant emissions will enable Yüksel Insaat to instigate measures to permanently reduce its own emissions.
The consolidated accounts for 2012 are encouraging, indicating sustained growth in all divisions. Income from CO₂ offsetting increased by almost 11 million francs. For the first time, subsidies for climate education exceeded the 1 million-franc mark. Carbon Management Services contributed income of approximately 1.1 million francs, bringing total income to just under 13.5 million francs.

Emission reductions realised in carbon offset projects saw significant growth. In 2012, the project fund’s disbursements to offsetting projects came to 9.1 million francs, signalling the first time they exceeded deposits to the fund from offsetting income of 8.9 million francs. These payments rose year-on-year by one third. In other words, the projects are now tapping their full potential – it is time to reap what we have sown. The number of emission reductions generated came to 510,784 (or more then 650,000, if prepaid emission reductions are included). For the first time, the fund’s assets decreased slightly, to 14 million francs, in fulfilment of our CO₂ offsetting obligations.

Enhanced services and a larger headcount also caused administrative expenses to increase to 2.1 million francs. The organisation capital saw a gratifying increase of 267,000 million francs, bringing the current total to 1.56 million francs.

This gives myclimate a solid financial basis for further growth in its climate protection programmes.

Accounting is carried out in accordance with the Swiss GAAP FER Accounting and Reporting Recommendations. The financial overview presented here represents a summary of the 2012 consolidated financial statements audited by KPMG AG. To read the detailed Consolidated Financial Statements, please go to

www.myclimate.org/details
### Balance Sheet

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Liquid assets</td>
<td>13'051'320</td>
<td>11'821'785</td>
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<td>Accounts receivable</td>
<td>4'440'469</td>
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<td>Prepaid expenses</td>
<td>227'890</td>
<td>609'437</td>
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<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td><strong>17'719'679</strong></td>
<td><strong>15'465'978</strong></td>
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<td>Financial assets</td>
<td>30'702</td>
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<td>Tangible assets</td>
<td>305'694</td>
<td>326'510</td>
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<td>Participations, loans and profit participation rights</td>
<td>178'354</td>
<td>72'128</td>
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<tr>
<td><strong>TOTAL FIXED ASSETS</strong></td>
<td><strong>514'750</strong></td>
<td><strong>1'662'328</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
<td><strong>18'234'429</strong></td>
<td><strong>17'128'305</strong></td>
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<td>Short-term borrowings</td>
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<td>Long-term borrowings</td>
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<td>Earmarked funds</td>
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<td>Organisation capital</td>
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<td>1'158'104</td>
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<td><strong>TOTAL EQUITY AND LIABILITIES</strong></td>
<td><strong>18'234'429</strong></td>
<td><strong>17'128'305</strong></td>
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### Profit and Loss Account

<table>
<thead>
<tr>
<th>IN CHF</th>
<th>2012</th>
<th>2011</th>
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<tbody>
<tr>
<td><strong>INCOME</strong></td>
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<td>CO₂ offsetting donations</td>
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<tr>
<td>Donations and grants for climate education</td>
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<td>Income from Carbon Management Services</td>
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<td>Other income</td>
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<td><strong>TOTAL INCOME</strong></td>
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<td><strong>EXPENSES</strong></td>
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<td>Expenses for climate protection projects</td>
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<td>Climate education expenses</td>
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<td>Expenses for Carbon Management Services</td>
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<td>Administrative expenses</td>
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<td>Other expenses</td>
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<td><strong>TOTAL EXPENSES FOR SERVICES</strong></td>
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<td><strong>RESULT OF OPERATIONS BEFORE ALLOCATIONS/WITHDRAWALS</strong></td>
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<td>Financial result</td>
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<td>Other results</td>
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<td><strong>RESULTS BEFORE ALLOCATION/WITHDRAWAL</strong></td>
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<td>Results from withdrawal/allocation of earmarked funds</td>
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<td>-2'774'981</td>
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<td>Result for organisation capital</td>
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<tr>
<td><strong>RESULTS AFTER ALLOCATION/WITHDRAWAL</strong></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
myclimate partners

FiGht co2! mARks 10 yEARS

CLASS
tonnes of CO₂

Change, reorganisation: The second generation arrives

supporters, who become involved on a

sharing: clever mobility gets climate neutral

WORLD-


EUROBUS, EWZ, Ferienart, Festival del Film Locarno, Fleurop Deutschland, Fröhlich Info, Fürstentum Liechtenstein, ... Bern, PlanetSolar, Ringier Print Adligenswil, Roche, ROPRESS, Schoch, Auer & Partner, Scholz & Friends Zürich, SECO,

myclimate partners (selection): 20 Minuten, ABB, Adecco, Aduno, Adveq, AirPlus, Arval, Ast + Fischer, Avina Stiftung, Axa ... Jubiläumsstiftung, Coca-Cola, Danone, Druckerei Bloch, Druckerei Hürzeler, Elco, ENSI, ETH Depart. Umweltwissenschaften,

RING!

10 YEARS

Thomas Stocker join the patronage commit-

the 1st myclimate carbon offset project!

Rica, develops a calculator for flight
to sustainability congress in Costa

first customers are

neutral organic smoothies are launched

of Transportation in Lucerne

"Verkehrshaus", the Swiss Museum

forces

climate and the CLiPP foundation join

ALL FIGHTS – ALL ACHIEVEMENTS

1-0 victory for the climate:

Traktor: the first climate
tone of CO₂

takes up the fight with his longtime dominator EL REY LOCO₂. Everything is allowed.

A spectacle is guaranteed. Follow and support the fighters starting mid-July on

car emissions

verified CO₂ register

with ice from the North Pole and glacier wood

Awarded by studies (Tufts)

1st Gold Standard

CERs worldwide from carbon offset project in

condensed climate knowledge: Climate

new Swiss projects

1st Gold Standard

tonnes of CO₂

Vision and climate protection

join the patronage committee

Jubiläumsstiftung, Coca-Cola, Danone, Druckerei Bloch, Druckerei Hürzeler, Elco, ENSI, ETH Depart. Umweltwissenschaften,

Vision and climate protection

mission set out  establish-

ment of myclimate Germany  
reinforcement from the ... customers: SBB Cargo, 
 Appenzeller Bier, UBS, Principal-
ity of Liechtenstein (1st country  
with Gold Standard CERs)

Climate education for all travel en-

thusiasts: "Fly Cool" exhibition at the 
"Verkehrshaus", the Swiss Museum 

my-

climate and the CLiPP foundation join 
forces  Traktor: the first climate 
neutral organic smoothies are launched

BY INVITATION

2 ND  ROUND  
OF GROWTH

from the numerous applications received.

climate protection. The three most interesting projects were nominated

freestyle.ch, CAPTAIN CLIMATE managed to hold his own – but ultimate

victory is far from certain!

Other jubilee activities besides the fights included the myclimate Jubilee Grant initiative for innovative carbon offset projects. myclimate is offering 100,000 euros to support three carbon offset projects that are either very small or at a 

very early stage of development.

With the myclimate Innovation Award, myclimate honoured an innovative product that cuts greenhouse gases and thus actively contributes to 

climate protection. The three most interesting projects were nominated from the numerous applications received.

"FiGht CO₂!" gets to the heart of what myclimate has been doing for the past decade: working for climate protection and against CO₂ emissions on every possible level! That’s why we made FiGht CO₂ the motto for myclimate’s jubilee campaign. The campaign expressed the fight in tangible form – as a wrestling match: in myclimate’s corner, CAPTAIN CLIMATE, taking on a challeng-

e from the long-time contender and polluter, EL REY LOCO₂ for the ultimate contest.

In a somewhat unconventional approach, myclimate presented its 2011 annual report as a poster advertising a wrestling match, adding invitations to two real-life fights: one at the main jubilee celebration in Berne, and the other at Europe’s largest freestyle sporting event at freestyle.ch in Zurich.

Even from the trailer it is obvious that the fight between the two wrestlers unites athletic entertainment with plenty of good fun. By deliberately taking a different and positive approach, we hoped to draw attention to the issue of climate change. It was at the jubilee celebration in Berne, before a select group of myclimate’s customers and partners, that CAPTAIN CLIMATE first met EL REY LOCO₂. Fortunately, at this encounter and the subsequent one at freestyle.ch, CAPTAIN CLIMATE managed to hold his own – but ultimate victory is far from certain!

http://www.youtube.com/watch?v=dv0M5U7XEbk
On my right:
the challenger.
We've been watching him rise over the past 10 years.
He's a wonder.
Word on the street is that no one fights a cleaner fight.
That the future is his for the taking.
And that wherever he strikes, the grass grows back.
Let's hear it for:

CAPTAIN CLIMATE!

And on my left:
the dominator.
He was born sometime in the 19th century.
He's the dirtiest fighter of all time.
The merciless king of the ring.
He breaks all the rules.
and anyone who opposes him.
Give it up for:

EL REY LOCO₂

EL REY LOCO₂:
Hey CLIMATE! You call yourself a CAPTAIN? You look more like an ordinary seaman in your little baby-blue suit. Did it get that way from greenwashing... or is it all just hogwash?

EL REY LOCO₂:
Low-tech? Look at me. I'm the storm that will wipe you off the landscape. I'm the rising sea level, and I'm going to drown you. Blub blub blub!

EL REY LOCO₂:
CLIMATE, better hold your breath. Are you sure you can recover your energy? Stop hugging those trees and get in the ring with me. I'll give you a hug that you'll never forget – that is, if you're still alive afterwards.

EL REY LOCO₂:
Don't make me laugh, CLIMATE! Remember Kyoto? Copenhagen? Durban? Who was down for the count there? You just go on doing your best and offsetting the rest – you won't get anywhere with that.

EL REY LOCO₂:
What???

CAPTAIN CLIMATE:
Hey, REY LOCO₂! Is that really a number two on your back? Way to live up to your name, you bloated king of the losers!

CAPTAIN CLIMATE:
Oh, LOCO. Enough with the hot air. It's all a big waste of energy. You'd better save it – you'll need all that lung power for later. Your style is completely low-tech.

CAPTAIN CLIMATE:
Blah blah blah! I thought you didn't believe in climate change! That's the last time you pollute my good name, LOCO! You call yourself the Dominator? You're nothing but a domino – and I'm going to knock you down when I step into the ring!

CAPTAIN CLIMATE:
Psst, LOCO, can you hear that?

EL REY LOCO₂:
Pst, LOCO, hörst du das auch?

CAPTAIN CLIMATE:

CAPTAIN CLIMATE:
That ticking noise? That's your timer. And it's running out. While my friends and I work away at building our low carbon society, you'll just disappear into thin air – like any other filthy gas.
We would like to express our deepest gratitude to KSP Werbeagentur AG, Station AG, onfilm AG, Swiss Championship Wrestling, Papyrus Schweiz AG and 24translate for their generous support.

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**Films:** onfilm AG / Hans Kaufmann