

the time
is ripe



The time is ripe for large-scale action to protect the climate!

From pioneers to great deeds!

Climate protection is one of the greatest challenges of our time; just as great as that of digitisation. Both of these challenges cannot be seen as separate from each other, however. Why should the ground-breaking innovations of the digital world not be used for effective climate protection too? Digital solutions enable many industries to manage environmental data better, more accurately and faster. Particularly in the financial sector, digitally available, transparent and automated data is key to more sustainable investments.

In 2017, we were also able to use very specific technological solutions for our climate protection projects. Mobile processed credits enable people

in Africa to switch to clean energy solutions. Thanks to GSM interfaces the mentioned solutions have a much better and transparent performance. Digitalised tools for climate protection also work here in Switzerland. The best example is eGain, an automated solution that digitally adjusts heating systems depending on the weather, thus saving a great deal of energy and emissions.

While digitisation brings about disruptive changes, climate change processes are slower. Political decisions and efforts are an important step in the right direction, but unfortunately they are rather long-winded and often difficult to implement. However, this should not be an excuse for refraining from innovative and ambitious CO₂ laws.

Ambitious technical standards and full pricing of CO₂ costs are still the most effective means, providing that the funds are also reinvested and earmarked for climate protection, in local and international projects. In the long term, Switzerland can position itself here as a technological and knowledge service provider that is both nationally important for politicians, but also globally, important for our economy.

For years, we at myclimate have tried to pioneer climate protection with our partners. By the end of 2017, we were able to activate CHF 100 million for climate protection projects, thereby reducing 6 million tonnes of CO₂ emissions! Strong partners like Migros, Coop and last but not least you, have made a significant contribution to this.

An “awesome future” will only become reality if we act now. Find out more in this annual report.

This foreword is also my final word as myclimate CEO. After almost twelve years of challenges and great success stories, I am now leaving myclimate in 2018. I would like to thank you sincerely for your trust and the partnership-based, and

indeed often friendly, cooperation. Together, we have created successful, established solutions that are now outgrowing the pioneer phase and having a great impact. I am convinced that these solutions represent the start of a long-term path to success for climate protection and sustainable development. I wish myclimate and you all the best!

The time is ripe for big climate protection deeds!

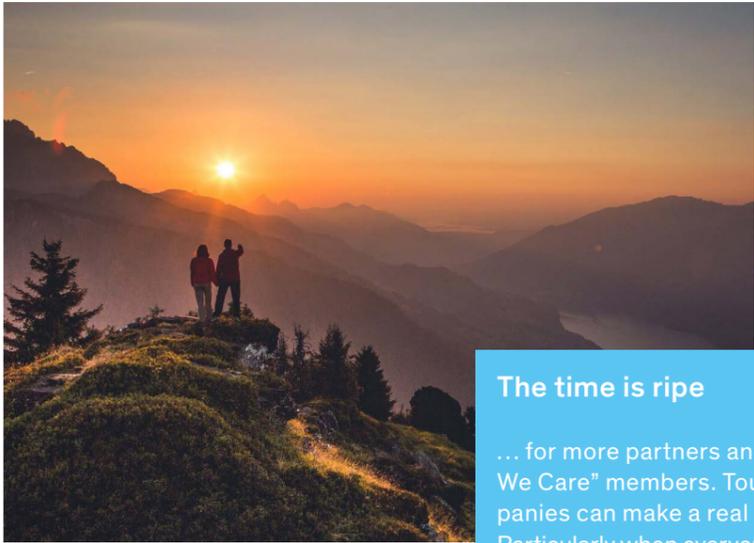


René Estermann
Managing Director
Foundation myclimate

“Cause We Care”

Working Together for Sustainable Tourism

In 2017, together with 15 partners myclimate launched “Cause We Care”. myclimate “Cause We Care” is a voluntary initiative for climate protection and sustainability in Swiss tourism. Here, both customer and provider take on responsibility. myclimate “Cause We Care” has a double impact. On the one hand, climate damaging emissions from products and offers are compensated. On the other, sustainability measures are initiated directly on site. myclimate “Cause We Care” is supported by the Swiss State Secretary for Economic Affairs (SECO) through the “Innotour” programme.



The time is ripe

... for more partners and “Cause We Care” members. Tourism companies can make a real difference. Particularly when everyone is pulling together. This is the direction we want to take.



Credits: R20 Martin Hess

The time is ripe

... for more sustainable investments. The more investors put their money into sustainable solutions, the greater the impact and correspondingly the more attractive the market. The potential is enormous; it is time now to exploit it.

myclimate on the World Stage

myclimate supports the R20 Foundation, founded in November 2010 by Arnold Schwarzenegger, as an exclusive partner for MRV (monitoring, reporting, verification) with a tailor made solution. As part of this work, myclimate is supporting the Impact Investment African Subnational Climate Fund and has defined criteria, in addition to corresponding key performance indicators, on the basis of which decisions will be made concerning investments in projects. The focus here is on projects in the area of “Green Infrastructure”. myclimate is also advising R20 with regard to evaluation methodology, establishing the connection to the SDGs and developing a comprehensible, modern means of reporting on the impact of the project (impact measurement).

Consumers & Solutions



Credits: Robert Hoernig

The time is ripe

... for a new standard! What has taken 15 years up until this point should now be achieved regularly. A greater and more lasting impact in a shorter time – the requirements and technology needed for this are at hand.

100 million francs for climate protection and sustainability

In 2017, myclimate reached the enormous milestone of 100 million francs in funds for climate protection! Over the last 15 years, these funds have been used to plant far in excess of 2 million trees, install more than 600,000 efficient cookers and create more than 9000 jobs. A total of 5.4 million people are benefiting from these funds. The sum made up of compensation earnings, donations and the involvement of the population and economy is not simply a milestone, it signifies effective and measurable climate protection and sustainable development worldwide. A big thank you to all those who have made this possible!

Historical milestone

myclimate soirée

Pioneers – an Exclusive Event

myclimate patron Dr Bertrand Piccard impressed more than 100 invited guests at the myclimate “Pioneers” event. At “kraftwerk”, the new centre of innovation in Zurich, the solar aviation pioneer spoke about pioneering spirit, entrepreneurship, effective climate protection and the courage to have new ideas. Later, Dr Bertrand Piccard opened the discussion session with Thomas Binggeli, founder of myStromer Ltd., Georgette Vun, from the start up Spark Horizon and René Estermann. At the end of the event, myclimate presented a new project with Solibrium and received initial support for this straight away.

The time is ripe

... for the comprehensive implementation of sustainable solutions. Because solutions like these have existed for a long time and have already proven to be effective. Now it is time to act, to take measures and implement intentions.





SDG Impact Measurement

Measuring Impact

Since its founding in 2002, myclimate has actively contributed to the achievement of measurable, sustainable development goals, through its climate protection projects on a social, economic and ecological level. Since the adoption of the Paris Agreement in 2015, these goals have been universally referred to as Sustainable Development Goals (SDGs). Since 2016, myclimate has shown the measurable impact of each individual climate protection project upon each relevant SDG. To this end, the Key Performance Indicators have been systematically recorded and evaluated in myclimate's web-based software smart 3 since 2016. myclimate also offers these services along with the SDG Impact Measurement to its customers; R20 is the first international endorsement for this system.



myclimate smart 3 – Oberalp Group

CO₂ and resource management with myclimate smart 3

With brands like Salewa and Dynafit, the Oberalp Group are deploying a myclimate smart 3 System for CO₂ management, which has been adapted for their needs, across all their locations worldwide. Alongside the company itself, the CO₂ emissions within the supply chain for all product groups have been modelled. The Oberalp Group show the calculated values of these product groups, the locations (including shops) and the individual brands in their sustainability report.



Infographics for holiday makers

Summer Holidays and Carbon Footprint

Around the summer holidays, many travellers find themselves wondering about their personal carbon footprint and how this is influenced by each holiday scenario. As an aid to these questions, myclimate has created two infographics before the summer holidays. These also gained media appeal and were published, among others, on watson.ch and in the Tribune de Geneve.



Migros – a more sustainable M

For a long-term reduction in emissions

Migros and myclimate have been partners in climate protection for several years. Migros is now compensating all emissions caused by the transport of its goods by air. The compensation is carried out in climate protection projects, which myclimate implements in the Migros supply chain, both in Switzerland and internationally. The transaction takes place via the my M climate fund. Alongside compensation, the goal is to reduce emissions in the long term.



Michèle Hungerbühler,
Sustainability Manager Hotelplan
Suisse

“For over ten years, we have been actively informing customers about the option of CO₂ compensation for plane and boat travel. The climate ticket is a success and the rates of participation are constantly increasing. myclimate is a term familiar to the average Swiss person and a strong partner for us.”

Swiss Climate Protection Projects

Two new projects just launched

Innovative and energy efficient – this applies to both of the new Swiss climate protection projects, which myclimate initiated in 2017. With electric cargo bikes, inner-city goods transport is expected to shift from vans driven by fossil fuels to an environmentally friendly alternative. With the second project, the installation of eGain forecasting, you can significantly reduce the cost of heating your property thanks to the automatic consideration of weather forecasts.



Climate conference

Some 500 young people are working on the première of an extraordinary education project

Five hundred young people pulled it off. At the “myclimate Climate Conference Simulation” on 7 November in Reutlingen Town Hall, the school children succeeded in restricting global warming to 1.8°C by the year 2100. The goal of the event was to learn what effects the decisions of today have on the future, by means of three conferences in 2020, 2035 and 2050.



Workshops for Businesses

Efficient climate protection starts with employees

In 2017, myclimate carried out action-focused workshops with various partners. The focus here was on mobilising employees: in interactive training formats, employees discovered where and how they could contribute, personally and as a team, to climate protection and sustainable development in their everyday personal and professional lives. With support from myclimate, the employees derived concrete solution concepts from this training and considered the resultant advantages and steps required for implementation.



Ten years

Anniversary for the Energy and Climate Laboratory

One of the most successful environmental initiatives within Swiss professional education celebrated its tenth anniversary in 2017. To mark this occasion, the Energy and Climate Laboratory staged a travelling exhibition, designed by one of its trainees, which showed all 679 projects carried out by the ECL in its lifetime. The exhibition toured Switzerland for the entire year. At the same time, myclimate began the first energy and climate laboratory implementation at company level with the Emmi Company Challenge.



Marc Heim,
Head of Swiss Division
Emmi

Winner of the Prix Balance

myclimate awarded for the compatibility of work and private life

This award is given to companies who advocate for the compatibility of work and private life. In particular, the jury highlighted the part time culture for men and women at myclimate, the opportunity to work from home or on the go as well as the gender ratio in management positions.



Profit and loss account

IN CHF	2017	2016
INCOME		
Donations for CO ₂ offsetting	10 635 389	9 409 529
Donations and grants for climate education	1 610 879	1 749 107
Income from Carbon Management Services	1 455 152	1 316 843
Other income	586 979	466 038
TOTAL INCOME	14 288 400	12 941 519
EXPENSES		
Expenses for carbon offset projects	5 650 030	9 153 852
Climate education expenses	1 593 719	1 723 074
Expenses for Carbon Management Services	1 366 096	1 264 615
Expenses for administration	2 127 349	1 889 897
Other expenses	154 198	139 974
TOTAL EXPENSES	10 891 392	14 171 412
OPERATING RESULTS BEFORE ALLOCATION/WITHDRAWAL OF FUNDS	3 397 008	-1 229 893
Financial result	53 645	13 854
Other results	373 127	0
RESULTS BEFORE ALLOCATION/WITHDRAWAL OF FUNDS	3 077 526	-1 216 039
Fund changes	-2 955 934	1 553 753
Allocation of annual result to free capital	-121 592	-337 714
RESULT AFTER ALLOCATION TO ORGANISATION CAPITAL	0	0

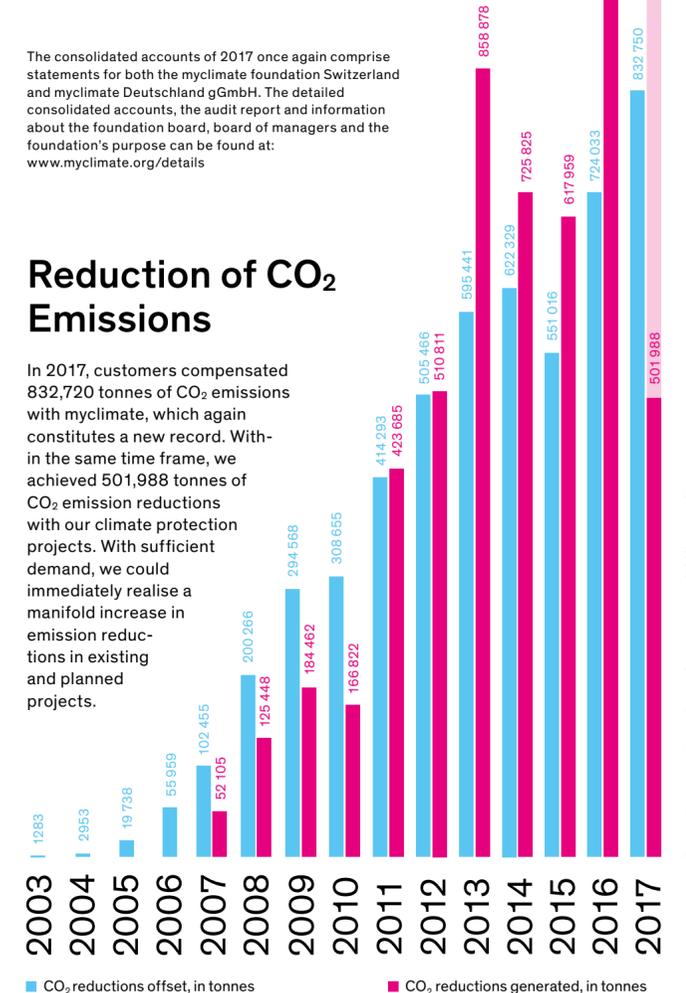
Balance sheet

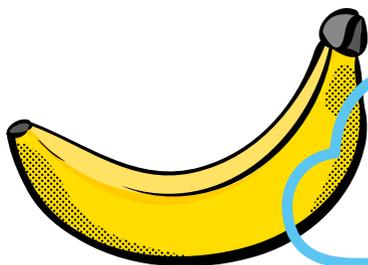
IN CHF	31.12.17	31.12.16
ASSETS		
Current assets		
Liquid assets	6 784 532	4 754 238
Accounts receivable	2 669 419	2 530 973
Prepaid expenses	514 432	368 404
Total current assets	9 968 383	7 653 616
Fixed assets		
Tangible assets	501 737	487 390
Holdings	42 000	53 458
Financial investments	45 763	45 692
Financial investments (loans)	414 104	483 653
Total fixed assets	1 003 604	1 070 194
TOTAL ASSETS	10 971 987	8 723 809
EQUITY AND LIABILITIES		
Short-term borrowings	1 786 337	2 625 070
Long-term borrowings	74 633	73 355
Earmarked funds	6 524 538	3 568 604
Organisation capital	2 586 480	2 456 781
TOTAL EQUITY AND LIABILITIES	10 971 987	8 723 809

The consolidated accounts of 2017 once again comprise statements for both the myclimate foundation Switzerland and myclimate Deutschland gGmbH. The detailed consolidated accounts, the audit report and information about the foundation board, board of managers and the foundation's purpose can be found at: www.myclimate.org/details

Reduction of CO₂ Emissions

In 2017, customers compensated 832,720 tonnes of CO₂ emissions with myclimate, which again constitutes a new record. Within the same time frame, we achieved 501,988 tonnes of CO₂ emission reductions with our climate protection projects. With sufficient demand, we could immediately realise a manifold increase in emission reductions in existing and planned projects.





Online with links:
[www.myclimate.org/
annualreport](http://www.myclimate.org/annualreport)

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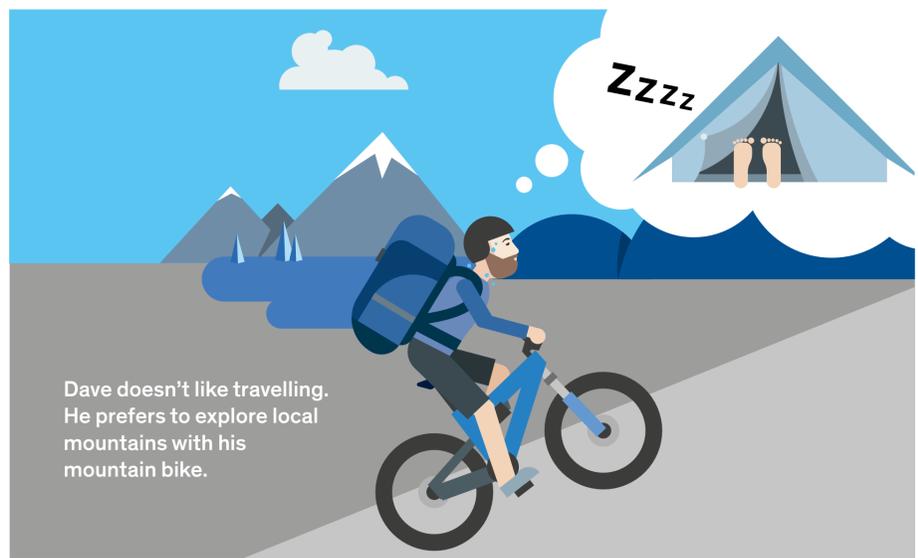
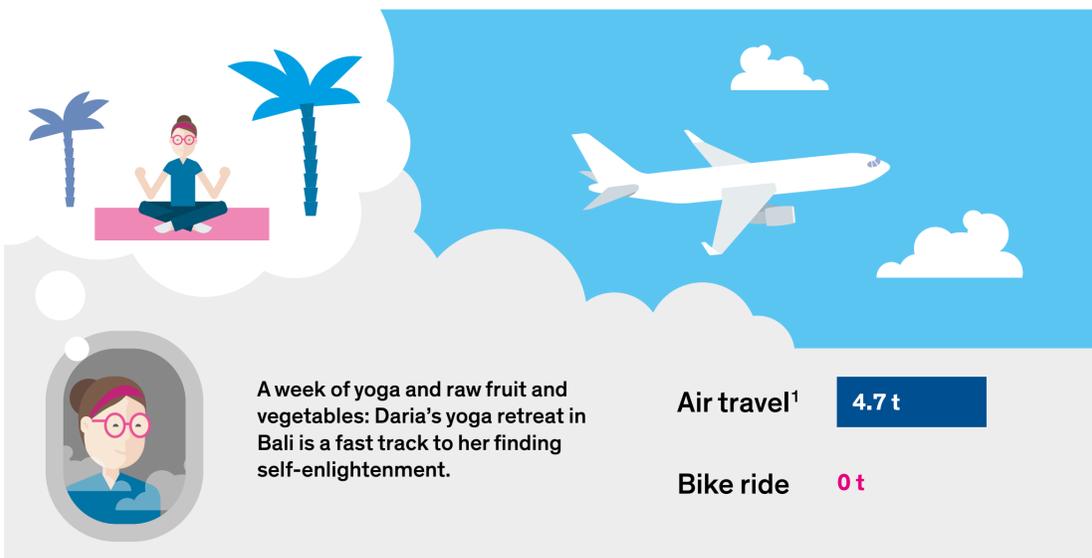
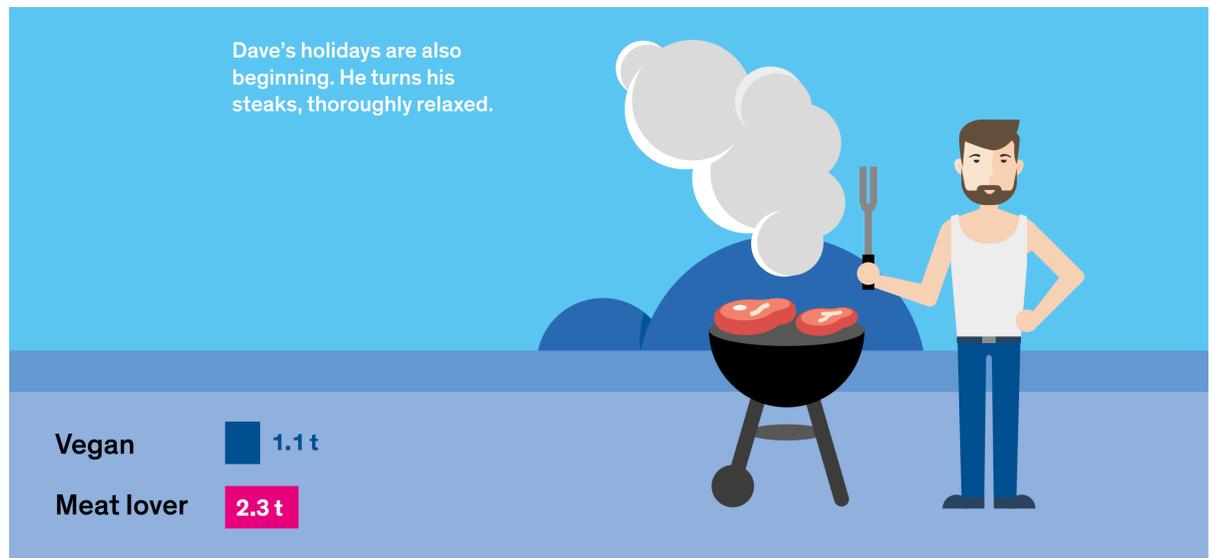
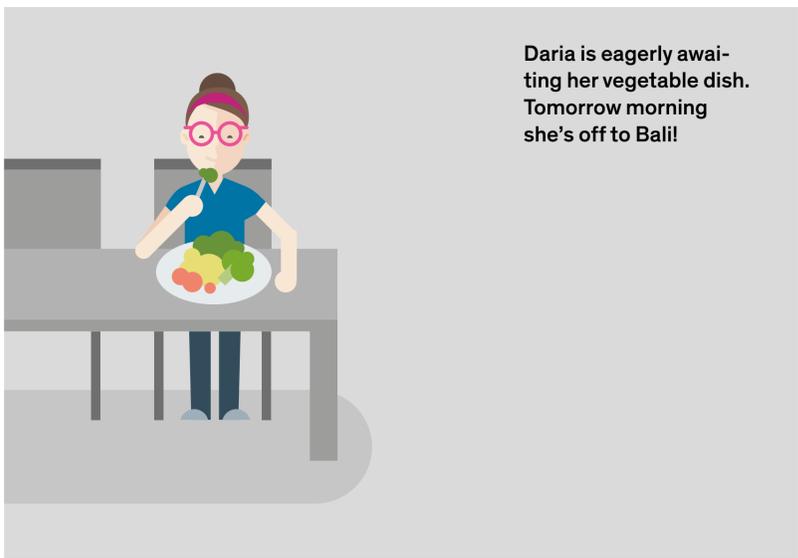
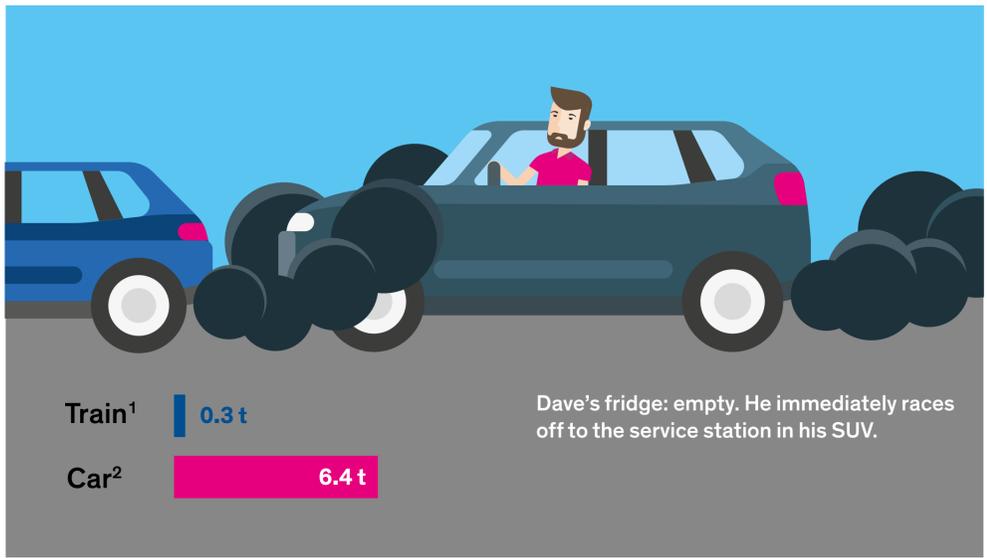
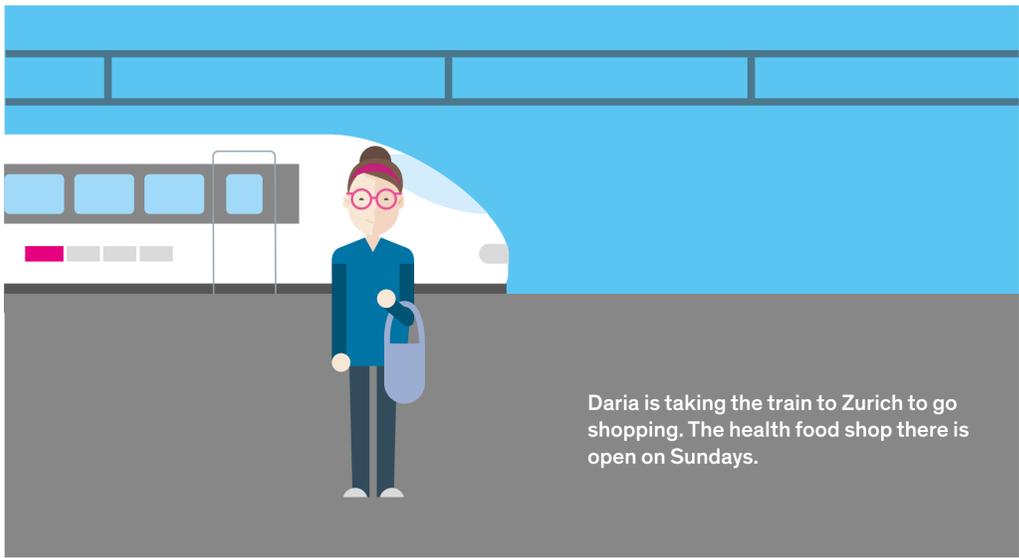
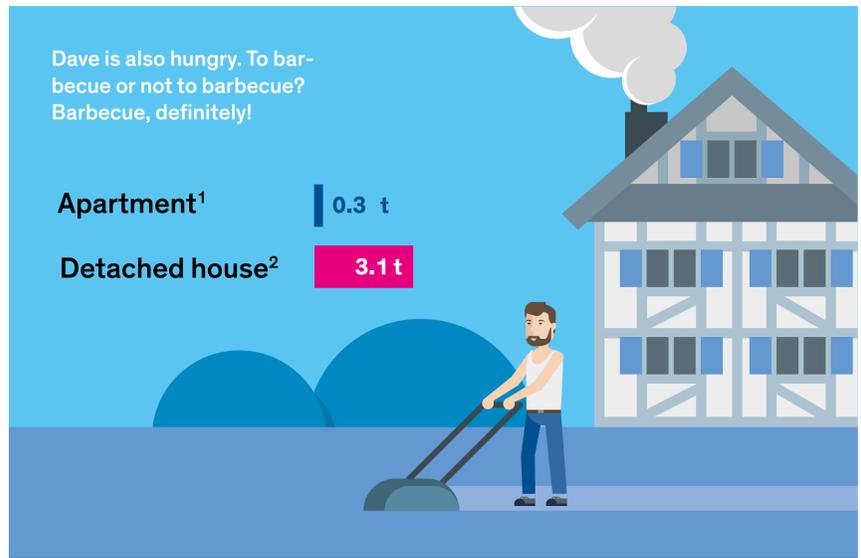
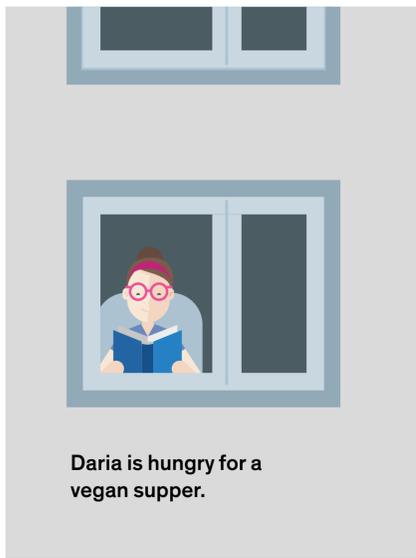
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Stockholm, Kampala, Nairobi,
Athens, Dubai, Tehran, Bangalore,
Lima, Tokyo, Shanghai

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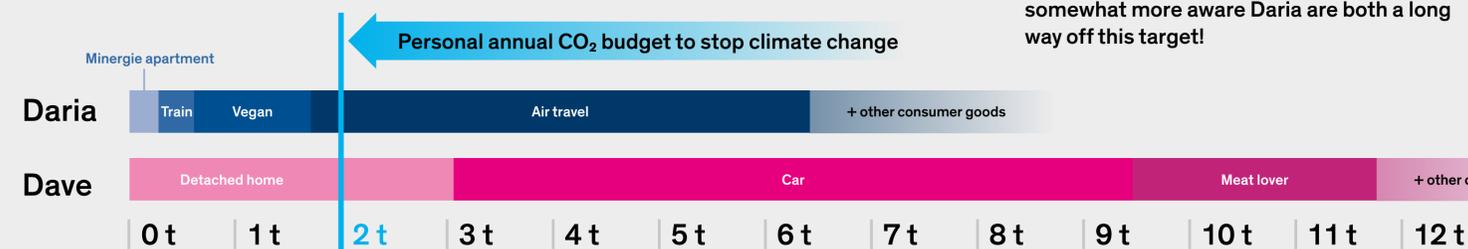
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A Summer Fairy Tale

Sunday, summer, sun. Daria is sat reading in her comfortably cool Minergie loft in Baden. Dave is more resistant to the heat. He is mowing the lawn in front of his detached house in Spiez – the loud petrol engine is music to his ears.



Carbon Footprint Overview



The average Swiss citizen has a carbon footprint of 12 tonnes per year (incl. grey emissions). In order to stop climate change, and in so doing adhere to Switzerland's mandatory target, CO₂ emissions must be reduced to below two tonnes per person, per year.

Unfortunately, Dave the SUV driver and the somewhat more aware Daria are both a long way off this target!

¹ Accommodation: 1 person, 100 m², Minergie, green energy, moderate energy consumption
 Train: 13,750 km within the Swiss rail network, average utilisation
 Air travel: Zurich – Denpasar return, Economy
² Detached home: 2 people, 160 m², built in 1992, oil heated, conventional energy, moderate energy consumption
 Car: 13,750 km petrol engine, 11.5 l consumption

Source: Ecoinvent, myclimate calculations, myclimate compensation calculator, Mobitool, Federal Statistical Office (FSO), Energy and Climate Laboratory (ECL), WWF