



# myclimate Label Guidelines

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## 1 Awarding of the myclimate climate-neutral label

myclimate has developed various labels to recognise the climate neutrality of activities. Activities are climate neutral or carbon neutral if they do not put a strain on the climate by creating greenhouse gases. Climate neutrality can be achieved by reducing the associated greenhouse gas emissions and offsetting any remaining emissions in carbon offset projects. When assessing climate neutrality, other greenhouse gases are taken into account in addition to CO<sub>2</sub>, such as methane (CH<sub>4</sub>) or nitrous oxide (N<sub>2</sub>O). The effect of these gases is converted into CO<sub>2</sub> equivalents (CO<sub>2</sub>e, greenhouse potential for a period of 100 years).

The procedure is based on PAS 2060. In order to award the myclimate label, a carbon footprint must exist for the residual greenhouse gas emissions and the remaining emissions must be offset in high quality carbon offset projects of myclimate. Chapter 2 lists the minimum criteria for the carbon footprint for the respective myclimate labels.

The label thus distinguishes activities for which the greenhouse gas emissions are offset in myclimate carbon offset projects. The label is not only intended for entire companies, but also individual company divisions, products or events.

### 1.1 How does carbon offsetting work?



myclimate provides the option to offset unavoidable emissions by implementing carbon offsetting measures elsewhere. Because – in contrast to air pollution – it generally makes no difference to the climate where on the surface of the earth the unwanted gases enter the atmosphere and where they are reduced. What is important is that global greenhouse gas emissions decrease in total. It therefore makes sense to save emissions that enter the atmosphere in one place, somewhere else.

Using the offsetting mechanism, myclimate finances the additional costs that are incurred, for example, when using renewable energy sources compared to fossil fuels. This price depends on the size of the project, the technology used and the country in which the project is carried out. The funds are used predominantly in developing countries and emerging economies to replace climate-damaging fossil energy sources with renewable energies or to implement energy efficiency measures. This makes it possible to compensate the same amount of climate-impacting emissions. The bottom line is that, thanks to offsetting, the global carbon footprint remains the same.

## 2 Calculation basis

### 2.1 General procedure

A carbon footprint is used to systematically measure and analyse the greenhouse gas emissions of a specific system, for instance products, services or companies as a whole. In addition to CO<sub>2</sub>, footprinting also factors-in other greenhouse gases, such as methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O). The effect of these gases is converted into CO<sub>2</sub> equivalents (CO<sub>2</sub>e, greenhouse potential for a period of 100 years).

An activity is deemed climate neutral when the following criteria for the carbon footprint are met:

- Inclusion of the respective predefined methodology and system boundary
- Conservative calculation approach so that the calculated greenhouse gas emissions at least correspond to the real situation and thereby enabling climate neutrality to be guaranteed
- Use of recognised background databases for life cycle inventories such as ecoinvent, World Food LCA Database or AGRIBALYSE, among others.

### 2.2 Labels for products, services, printed matter, packaging or transport

#### 2.2.1 Methodology

For a climate-neutral product (incl. service, printed matter, packaging or transport), all climate-impacting emissions along the life cycle of a product are taken into account, from the extraction of raw materials to the use of the product and its subsequent disposal or recycling.

The methodology is based on the life cycle assessment standards ISO 14040/44 and ISO 14067.

#### 2.2.2 Minimum system boundary requirements

The following categories must be included in the carbon footprint so that offsetting on this basis is sufficient for awarding the myclimate climate neutral label:

- Energy consumption for production
- Materials and auxiliary materials incl. delivery
- Disposal and recycling of production waste
- Packaging, including delivery, disposal and recycling
- Delivery of the product to the direct customer
- Spare parts and service during the product's use phase
- Disposal and recycling of the product after its use phase

#### 2.2.3 Recommendations

It is recommended that the following categories are also included in the carbon footprint:

- Energy consumption during the use phase

- Delivery of the product to the end customer

## **2.3 Label for events**

### **2.3.1 Methodology**

For a climate-neutral event, all direct and indirect climate-impacting emissions during the event services are taken into account.

The methodology is based on the life cycle assessment standards ISO 14040/44 and ISO 14067.

### **2.3.2 Minimum system boundary requirements**

The following categories must be included in the carbon footprint so that offsetting on this basis is sufficient for awarding the climate neutral label:

- Energy consumption during the event
- Travel to and from the event by participants, guests and organisers as well as mobility during the event
- Disposal and recycling of waste generated during the event
- Meals (food and drinks) during the event
- Accommodation of participants, guests and organisers during the event
- Printed matter

### **2.3.3 Recommendations**

It is recommended that the following categories are also included in the carbon footprint:

- Energy consumption for setting up and dismantling
- Mobility for preparatory and post-event activities
- Recycling and disposal of waste generated before or after the event
- Catering and accommodation during the preparation, set-up, dismantling and post-event activities
- Consumables, promotional gifts and give-aways
- Other event-specific activities that are particularly energy or material intensive

## **2.4 Labels for companies, organisations, print shops**

### **2.4.1 Methodology**

For a climate-neutral company (including organisations and print shops), all relevant direct and indirect climate-impacting emissions from the company's annual activities are taken into account. The methodology is based on the guidelines of the Greenhouse Gas Protocol (WRI and WBCSD, 2004) and ISO 14064.

## 2.4.2 Minimum system boundary requirements

The following categories must be included in the carbon footprint so that offsetting on this basis is sufficient for awarding the climate neutral label:

- Energy and fuel consumption incl. upstream emissions
- Business travel and accommodation
- Catering for employees (meals and drinks) in the company's own cafeteria/canteen
- IT and printed matter
- Disposal and recycling of operational waste
- Water consumption
- Raw materials, auxiliary materials and packaging incl. delivery
- Delivery of the product to the direct customer

## 2.4.3 Recommendations

It is recommended that the following categories are also included in the carbon footprint:

- Use phase, and disposal and recycling of the products after their use phase.  
Note: As a result, all products of the company are climate-neutral and may be awarded the “climate-neutral product” label.
- Employee commuting

## 2.5 Label for operations

### 2.5.1 Methodology

For climate-neutral operations, the annual direct and indirect climate-impacting emissions from an organisation's operations are taken into account. What primarily differentiates a climate-neutral company is the omission of directly product-related emissions from the materials, packaging, delivery, use and disposal of the products.

The methodology is based on the guidelines of the Greenhouse Gas Protocol (WRI and WBCSD, 2004) and ISO 14064.

### 2.5.2 Minimum system boundary requirements

The following categories must be included in the carbon footprint so that offsetting on this basis is sufficient for awarding the climate neutral label:

- Energy and fuel consumption incl. upstream emissions
- Business travel and accommodation
- Catering for employees (meals and drinks) in the company's own cafeteria/canteen
- IT and printed matter
- Disposal and recycling of operational waste
- Water consumption

### **2.5.3 Recommendations**

It is recommended that the following categories are also included in the carbon footprint:

- Employee commuting

# References

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