myclimate Label Guidelines

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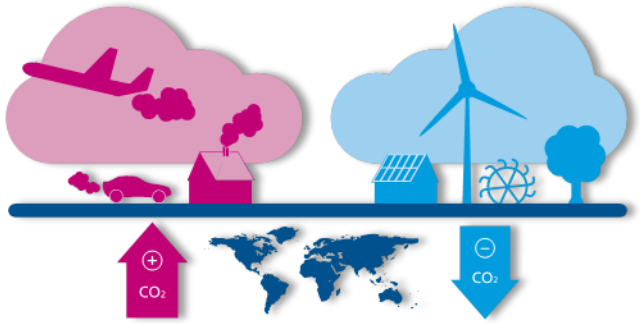
How does CO_2 offsetting works?



myclimate provides the option to offset unavoidable emissions by means of climate protection 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 get into the atmosphere and where they are reduced. The important thing is for greenhouse gas emissions to be reduced overall worldwide. Therefore, it makes sense for emissions that get into the air at one location to be saved at another.

Using the offsetting mechanism, myclimate finances the additional costs that are, for example, incurred through the use of renewable energy sources compared to the use of fossil fuels. This price depends on the project size, the technology used and the country in which the project is carried out. Focusing on developing and emerging countries, the donations are used to replace climate-damaging fossil energy sources with renewable energies or implement energy efficiency measures. This makes it possible to compensate the same amount of climate-impacting emissions. Therefore, offsetting means that effectively no harmful greenhouse gases are released.

How to earn the myclimate label

myclimate has developed the climate-neutral label in recognition of especially responsible companies and products.

These guidelines outline in brief, which areas myclimate takes into account to calculate the carbon footprint (system limits). Based on the carbon footprint / the CO_2 calculation, the climate-neutral label is awarded where emissions are successfully offset.

The climate-neutral label thus distinguishes organisations or products that offset their CO_2 emissions in myclimate climate protection projects. The climate-neutral label is not only intended for entire companies, but also individual company divisions, products or events. The myclimate climate-neutral label is available with and without individual tracking numbers.

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Methods and underlying data

Myclimate employs international standards to calculate the carbon footprint.

The primary data for calculating the carbon footprint are collected at the source wherever possible and completed using data from recognised eco-balance databases such as the ecoinvent database (2010, 2013) and the available literature.

Global warming potential

The contribution to global warming is calculated on the basis of greenhouse gases, emitted along the life cycle of the product / service / system in question. According to IPCC (2007), the global warming potential relative to a period of 100 years is used as an indicator. The most common greenhouse gas is carbon dioxide (CO_2), which is produced when fossil fuels are burned. Besides CO_2, other greenhouse gases such as methane (CH4) and nitrous oxide (N2O) are emitted in numerous processes. The effect of these gases can be expressed by means of an equivalent amount of CO_2. The climate impact is therefore generally expressed using the unit "kg CO_2e", i.e. "Kg CO_2 equivalents", in which the effect of all greenhouse gases is added.[1]

Tab. 1: Global warming potential of the most important greenhouse gas (over a 100-year period).

Greenhouse gas	CO_2 equivalent(CO_2e):
Carbon dioxide (CO_2)	1
Methane (CH_4)	25
Nitrous oxide (N_2O)	298
HFC-23 (Hydrofluorocarbon)	14,800
HFC-134a (Hydrofluorocarbon)	1,430
Sulphur hexafluoride (SF_6)	22,800

System limit

The system limits generally include all processes along the life cycle of the product / service / system in question. The system limits for a product, an event, a business location and a company are shown below. Sector-specific programmes are available for some industries. In exceptional cases, an individual solution is recommended.

[1] The indicator, which is expressed in "kg CO_2e" and represents the air pollution, is the global warming potential relative to a period of 100 years (GWP 100a). For detailed information, see "2007 IPCC Fourth Assessment Report", chapter 2, available online.

Climate-neutral product

A life-cycle approach is pursued that takes into account all relevant upstream and downstream processes. The methodology is based on the ISO standards ISO 14040/44 and ISO 14067.

Key categories include:

- Energy/Cooling energy consumption
- Materials incl. their delivery
- Ancillary materials incl. their delivery and water consumption
- Waste
- Packaging incl. its delivery
- Distribution
- Usage phase (if relevant)
- Disposal and recycling of the product and packaging after use
- Optionally: Other activities, such as business operations, printed matter and stationery

Climate-neutral event

A life-cycle approach is pursued that takes into account all relevant upstream and downstream processes. The methodology is based on the ISO standards ISO 14040/44 and ISO 14067.

Key categories include:

- Energy consumption
- Water consumption
- Printed matter and consumables incl. their delivery
- Promotional gifts /give-aways
- Waste disposal and recycling
- Mobility: Arrival of the participants and guests, as well as mobility of the organisers
- Meals (food and drink) during the event
- Accommodation of the participants, guests and organisers
- Optionally: Other activities, which vary significantly depending on the type of event, for example exhibition stands, special transport

Climate-neutral business location

The business location's carbon footprint is calculated according to the Greenhouse Gas (GHG) Protocol (WRI and WBCSD, 2004). This takes into account all direct greenhouse gas emissions (Scope 1), all indirect emissions resulting from the consumption of electricity, district heating and cooling (Scope 2) and selected other indirect emissions (Scope 3). These include the following categories:

- Energy consumption
- Employee commuting
- Business travel and accommodation
- Consumables such as IT and printed matter
- Water consumption and operational waste
- Meals (food and drink)

For service enterprises, these categories normally already cover all relevant company emissions and when offset thus qualify the company for the "climate-neutral company".

Climate-neutral company

The company's carbon footprint is calculated according to the Greenhouse Gas (GHG) Protocol (WRI and WBCSD, 2004). This takes into account all direct greenhouse gas emissions (Scope 1), all indirect emissions resulting from the consumption of electricity, district heating and cooling (Scope 2) and all other relevant indirect emissions (Scope 3). In contrast to the climate-neutral location assessment, where the focus is on operations, the climate-neutral company assessment also factors in raw materials and their delivery, as well as the delivery, use and disposal of the final products. These additional categories contribute significantly to the carbon footprint especially in manufacturing companies. The following categories are taken into consideration:

- Energy consumption
- Employee commuting
- Business travel and accommodation
- Consumables such as IT and printed matter
- Water consumption
- Disposal and recycling of operational waste
- Meals (food and drink)
- Raw and auxiliary materials incl. their delivery
- Delivery
- Use and disposal of the final products

As a result, all products of the company are climate-neutral and may be awarded the "climate-neutral product" label.

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