

Press release

Ideas and Innovations for an “Awesome Future” – myclimate has a new Website, Film and Campaign

Zurich, 27 November 2018 – In future, the climate protection organisation myclimate will focus its communications on projects and companies that are already laying the foundations for a climate- and people-friendly future. myclimate has also adapted its own website and produced a new image film. Agency partner Maxomedia from Bern provided myclimate with considerable support during creation and design.

The future remains the guiding theme of myclimate’s communication activities. The eye-catching “Awesome Future” slogan dominates motifs, alongside the slightly altered tagline “The future begins today. What it will look like is up to us.” Starting immediately, myclimate will present positive solutions for a sustainable future that is worth living. These will replace the previous, rather sarcastic communications, which referenced undesirable alternative futures with the promotion of “bananas from Finland”, for example.

Three new campaign subjects will touch on very different areas. Through “East Africa illuminated”, myclimate tells the story of its own climate protection projects, which promote the distribution of solar panels for families in remote regions in Kenya, Rwanda and Tanzania. “A greenhouse without the greenhouse effect” shows a climate-friendly alternative to the cultivation of green salad in Switzerland. This ultra-modern and efficient greenhouse was able to be placed into operation in 2016 in Oftringen, Aargau, thanks partly to a myclimate calculation. Finally, “Around the world with no emissions” picks up on the pioneering achievements of Dr Bertrand Piccard, Andre Borschberg and the Solar Impulse team. With their record flight around the world, back in 2016 they proved that clean aviation is within the realms of possibility for the future. Visually the motifs turn their back on the impressions and feel of the 1960s and reflect the visionary character of the ideas through the use of futuristic design elements.

“Through our offers we are working to ensure a climate-friendly future that is worth living. In our communications we want to bear witness to the many ideas and projects that are already showing that such a future is possible and, above all, desirable”, says Kai Landwehr, Head of Marketing at myclimate, when speaking of the campaign’s objective. The idea behind the campaign’s realisation is explained by Andrey Klemenkov, Creative Director at Maxomedia: “Advertising for environmental topics often works with apocalyptic or disturbing future visions. We wanted to do something enabling and optimistic. It is our job to show that the situation is not hopeless and lots of good things are happening already. The future will come anyway, and there are ways to make it awesome. We believe that a positive agenda will encourage people to take part and help to shape an awesome future together.”

Instagram as Campaign Platform

The motifs are designed to be used in both digital formats and classic print media. To get things started, myclimate is planning implementation on selected eboards and in online channels as well as in designated print formats. The campaign and the pioneering ideas will receive a permanent platform on the myclimate Instagram channel and on LinkedIn. “There are countless examples of

how sustainable solutions are already being used for an 'awesome future'. We want to offer a platform for these solutions, which do not necessarily have to have a connection with myclimate. For that reason, we invite each and every person to share their specific ideas and projects with us. Our aim is to inspire as many people as possible through these innovative projects with the vision of a climate-friendly future that is worth living", explains Kai Landwehr.

New Website

Alongside the introduction of the campaign, myclimate has also adapted its online presence and comprehensively revised its own website. Visitors to myclimate.org are now intuitively shown the different paths for working towards climate protection and greater sustainability. These range from compensating for individual CO₂ emissions to being active through measures for greater climate protection and the reduction of existing emissions as well as sharing knowledge of climate change and options for taking action in everyday personal and professional life.

myclimate in 80 Seconds

A new film lasting 80 seconds also demonstrates the opportunities for working with myclimate on behalf of climate protection and a future worth living as an individual or company. The future vision also plays a key role in the design of the film. For example, the text was recorded using an automatically generated voice.

The following individuals are responsible for the "Awesome Future" campaign, the website and the film:

At Maxomedia: Simon Muster (overall responsibility), Andrey Klemenkov (Creative Director), Stefanie Pfeffer (Consulting), Stefan Kern (Social Media), Eliane Gees (Social Media), Christoph Hübner (Graphics), Yves Krähenbühl (Graphics), Roland Tanner (Text), Martial Schmutz (3D), Boutiq (Motion Design).

At myclimate: Kai Landwehr (Head of Marketing), Kathrin Dellantonio (Area Head of Sales, Marketing, Communication), Bea Müller-Schellenberg (Digital Marketing), Birte Rinas (Digital Marketing), Christina Ritter, Stephan Hayoz (Project Manager Visual Communication) and Jonas Huber (Social Media).

Links

www.myclimate.org (new website)

www.youtube.com/myclimate (new myclimate film)

www.myclimate.org/future (campaign website with background information on the motifs)

www.instagram.com/awesomefuture_myclimate (Awesome Future campaign on Instagram)

For further information and interviews please contact:

Kai Landwehr, media contact myclimate

kai.landwehr@myclimate.org, Tel. +41 (0)44 500 37 61

Stefan Kern, Maxomedia

Stefan.kern@maxomedia.ch, Tél. +41 (0)31 370 01 42

About myclimate – The Climate Protection Partnership

myclimate is a partner for effective climate protection- both locally and globally. Together with partners from the economic sector as well as private individuals, myclimate wants to shape the future of the world through consultation, education and climate protection projects. myclimate pursues this as a science-based and business-orientated non-profit organisation.

The international initiative with its Swiss roots, belongs to the global leaders in voluntary quality compensation measures. Its clients include large, medium and small businesses, public administrations, non-profit organisations, event organisers and private individuals. Through its partner organisations myclimate is represented in eight countries: Germany, Austria, Sweden, Norway, Luxembourg, Greece, the United Arab Emirates and Japan.

With projects of the highest quality, myclimate promotes quantifiable climate protection and long-lasting development worldwide. Emissions are currently voluntarily compensated by means of more than 100 climate protection projects in 30 countries. Emissions are reduced there by replacing fossil energy with renewable energies, by realising local reforestation measures with small-scale farmers and by implementing energy-efficient technologies. myclimate climate protection projects meet the highest standards (Gold Standard, CDM, Plan Vivo), which, as well as reducing greenhouse gases, have a proven positive impact on sustainable development (SDGs), both locally and regionally.

Through our interactive and action-oriented educational programmes, myclimate encourages everyone to make a contribution towards our future. With this goal, myclimate has already reached around 20,000 school pupils and more than 9,000 trainees in Switzerland, and has also established a global network of 1,600 students and young professionals. Moreover the foundation offers consultancy on integrated climate protection with tangible added value. myclimate provides this through analyses, IT solutions, labels and resource management. Services range from simple carbon footprints for businesses to sophisticated product life cycle assessments (LCA). Experienced advisors help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since the establishment of the foundation, myclimate's climate protection projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. Not least because of this, the German Federal Environment Agency is explicitly showcasing myclimate as a supplier for voluntary CO₂ offsetting. In both 2015 and 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate projects as "game-changing Climate Lighthouse Activities", which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conferences in Paris and Doha. Furthermore, in 2012 myclimate's climate education project "KlimaLokal" was awarded the Milestone Prize, the Swiss tourism industry's highest distinction. In May 2016, myclimate won the prix-eco, the Swiss sustainability prize and in 2017 the "Prix Balance" for its exceptional work-life balance.

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