

Press release
For immediate release

25 October 2010

Sharjah signs carbon management agreement with myclimate

myclimate signs MOU with UAE Business Council for Sustainable Development, enhancing national awareness of sustainability issues

Switzerland-based non-profit foundation, myclimate, has partnered with the UAE Business Council for Sustainable Development (UAE BCSD) to raise awareness of national issues of sustainability and drive green initiatives within the local private sector, regarding the Carbon Footprint.

Myclimate, which is represented in the UAE by Dubai-based sustainability expert Farnek Avireal, was formed in 2002 as a joint project between students and professors in Zürich, Switzerland, becoming a leading global provider of voluntary and compliance carbon offsetting solutions, using offset payments to develop and support carbon offset projects around the world.

myclimate aims to introduce measures to offset carbon emissions, with the UAE BCSD through a series of seminars and exhibitions in the UAE among its first approaches in this regard. These events themselves will be carbon neutral.

The first of these seminars will be the LEED workshop program 2011-2012 initiated by the UAE BCSD, which consists of four workshops running from July 2011 to April 2012 at the Sharjah Chamber of Commerce & Industry, Sharjah, UAE.

Highlighting the ideal fit with the UAE and Gulf region in general, a key emphasis of myclimate is the carbon offsetting solutions via effective carbon offset projects with renewable energy sources and other energy efficiency measures.

“This memorandum of understanding will help achieve both the objectives of myclimate and the UAE BCSD - to build greater awareness of sustainability, especially carbon management and offset programmes, within the UAE.” said Rene Estermann, CEO, myclimate.

In a second step, vertical industries across the UAE will be provided with tailor-made carbon neutral solutions for their various business sectors. For instance, among the first industries to be targeted is the UAE’s burgeoning tourism and hospitality sector, with the myclimate - UAE BCSD partnership providing carbon neutral alternatives to various processes used within hotels. Likewise, printing companies and aviation companies across the UAE will be shown the benefits of carbon neutral alternatives and solutions.

A further feature of the partnership is a competition, with entries requested from projects that reduce or neutralise carbon emissions for various industries. Winning candidates within the competition will also have the potential to put their ideas into practice, under the backing and guidance of UAE BCSD.

“myclimate and UAE BCSD will carry out the initial judging process in determining which projects qualify for The Gold Standard Premium quality carbon credits,” said Van T. Tran, Head of Development, UAE Business Council for Sustainable Development.

The Gold Standard is an independent label that certifies high-quality carbon offset projects and the emission reduction certificates they generate. The sustainability criteria outlined in this standard are the guidelines adopted for all myclimate projects.

-Ends-

Photo caption: (L-R) Rene Estermann, CEO, myclimate signs the MoU with HE Hussain Mohamed Al Mahmoudi, Director General, Sharjah Chamber of Commerce & Industry in the presence of Markus Oberlin, General Manager, Farnek Avireal.

About myclimate

myclimate is a Swiss non-profit foundation that is making a significant and innovative contribution to climate protection and sustainable development. myclimate is well-connected globally and is a leading quality provider of climate education and carbon management services. myclimate is also a renowned partner for carbon offsetting solutions via effective carbon offset projects. For more details about myclimate, please visit www.myclimate.org/en

About UAE Business Council for Sustainable Development (UAE BCSD)

UAE BCSD is an NGO – Regional Network of the World Business Council for Sustainable Development (WBCSD) – Headed in Geneva. **WBCSD** is a CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development. **Our mission** is to provide business leadership as a catalyst for change toward sustainable development, and to support the business license to operate, innovate and grow in a world increasingly shaped by sustainable development issues.

UAE BCSD is committed to bring best practices applicable in the Gulf region. The Council provides a platform for companies to explore sustainable development, share knowledge, experiences and best practices, and to advocate business positions on these issues in a variety of forums, working with governments, non-governmental and intergovernmental organizations.

About Farnek Avireal

Farnek Avireal is a joint venture company between Khalifa Juma Al Nabooda Group of the UAE and Avireal AG of Switzerland. The company has grown into one of the region’s foremost property and facilities management outsourcing companies. With a skilled workforce of more than 1,200 people, Farnek Avireal maintains over 1,000 properties in Dubai alone on behalf of

many international and regional companies. For more details about Farnek Avireal, please visit www.farnekk.com

Media contact

Josse Dulka
Senior Account Executive
Shamal Marketing Communications
Dubai, United Arab Emirates
Office: +9714 365 2713
E-mail: josse@smc-pr.com