Climate-neutral Printing

myclimate Performance Programme for the graphics industry

Analyse
Avoid/reduce
Offset

Recommended by: viscom
Schweizerischer Verband für visuelle Kommunikation
Association suisse pour la communication visuelle
Associazione svizzera per la comunicazione visiva
Active climate protection

Actively countering climate change through targeted action. Because your customers think it’s important to contribute to the environment and provide for future generations. Be a pioneer of voluntary climate protection – with climate-neutral printing, for example.

**How does it work?**

By offsetting all unavoidable emissions relating to a print product – from extracting the raw materials to delivery. This means that the equivalent volume of emissions is eliminated elsewhere via a carbon offset project, by replacing fossil fuels and propellants with renewable energies and energy-efficient technologies. All this adds a minimal 1 per cent to the cost of the print product.
What will my involvement achieve?

— Position your company as innovative and responsible
— Integrate climate protection into your corporate philosophy
— Secure a competitive advantage
— Offer your customers a product with real added value: climate neutrality
— Acquire new customers and customer segments
— Boost your energy efficiency and save resources and costs in the long term
— Reach 40 points for climate-neutral printing in line with the Viscom sustainability analysis
— Take positive action to counter global climate change, because it doesn’t matter where the CO₂ is eliminated
Why myclimate?

— Switzerland’s most famous and best-known non-profit organisation with a pioneering role in climate protection
— Carbon offset projects have been developed by us; a broad portfolio of Swiss and international projects is available
— One of the world’s best offsetting providers; our carbon offset projects meet the highest quality standards (CDM, Gold Standard)
— Guaranteed transparent and effective use of funding: at least 80% of offset payments are used directly in projects
— Many years’ experience in the printing sector: CO₂ and eco-balancing, benchmarking
— We are preparing tomorrow’s achievers: 3,500 apprentices in Switzerland have already successfully realised projects thanks to the myclimate Climate Laboratory
— Recommended Viscom partner

We have received national and international awards for our dedication and our high-quality projects:

UNFCCC Momentum for Change Lighthouse Activity – Award 2012

Environmental Award
Swiss Environmental Foundation
3 steps to climate-neutral printing – myclimate Performance Programme

1. Analyse

All of your company’s CO₂-relevant activities and material flows are documented on a year-by-year basis. This covers raw materials from paper to ink, energy consumption, printing including further processing, and transport. Our “myclimate performance 2.0” software supports efficient and structured data compilation.

The software lets you calculate your carbon footprint and manage the performance of your resources and CO₂-relevant activities. Our experts assess the potential for energy efficiency in your business. You receive initial suggestions for optimisation and we work to produce a package of actions. We calculate the energy-specific impact and cost effectiveness of each action. Targeted operational optimisation allows you to deliver major energy and cost savings with short payback times.
3 steps to climate-neutral printing – myclimate Performance Programme

2. Avoid/reduce – energy and resource efficiency

Individual actions are implemented step-by-step. As well as the annual review of all relevant data (carbon footprint), we also assess actions that have already been realised and the company’s development. From the second year onwards, a benchmark report provides insights into your company’s status in the market. At the same time, it is proof of performance and serves as the basis for communicating to end customers. We also train and prepare your personnel to be competent on matters of climate protection and climate-neutral printing, including their contact with customers.
3 steps to climate-neutral printing – myclimate Performance Programme

3. Offset …

… as order-specific offsetting
At the customer’s request you can attach the myclimate “climate-neutral printed matter” Performance Label to a print order. Any emissions for that specific printed product are offset. Use the online booking platform* to easily and quickly calculate the emissions for each individual printed item in your customer orders, and to generate quotes.

… as a climate-neutral print shop
All of your company’s unavoidable greenhouse gas emissions are offset via myclimate carbon offset projects. That makes your company and all printed matter produced by you 100 per cent climate neutral. You also receive the myclimate “climate-neutral print shop” Performance Label and a certificate to show everyone your commitment.

*It is possible to integrate the platform into existing industry software, such as Printplus.
— Meet the world’s highest and most rigorous quality standards (CDM, Gold Standard)

— Are wholly designed to directly reduce emissions. Categories: renewable energies, energy efficiency and reducing methane emissions

— Are completely sustainable: the local population benefits from social, economic and environmental improvements (job creation, knowledge and technology transfer, improved quality of life)

myclimate carbon offset projects …

UNFCCC Momentum for Change
Lighthouse Activity – Award 2012

Madagascar
Solar and efficient cookers

Sudan
Clean water and efficient cooking

Nepal
Organic waste composting

India
Installation of domestic biogas plants
Print orders are offset either in the international myclimate Gold Standard Portfolio or in a specific project, according to your customer’s requirements. Additionally, and exclusive to the print industry, there is a print portfolio consisting of one Swiss project and one international project.

**Swiss project – local reduction in emissions**

Energy and heat is being generated through the construction of two agricultural biogas plants, while at the same time cutting methane emissions. This is the first, and so far only, Swiss project to comply with guidelines set out by the Federal Office for the Environment (FOEN).

**International project – FSC forest management**

The project in Brazil’s Amazon region uses FSC wood waste used to generate electricity. It provides half of the electricity required by the nearby town (formerly diesel generators).
Confirmation, label and tracking

You, your customers, and recipients of printed matter can use the tracking number shown on the labels to monitor your commitment through to the carbon offset project. This creates outstanding transparency and reinforces trust.
Your communication and customer value

— Position your company as responsible
— Communicate your commitment to climate protection
— myclimate Performance Label is proof of your efficiency measures
— Use of every means of communication for your climate protection commitment, such as labels, confirmations, project images, websites, brochures and press releases. We are also happy to support you in terms of content
— We will publicise your company on the myclimate website
— Help your customers increase their own commitment to the environment and climate protection
— Climate-neutral printing: a good opportunity for your customers to stand out from the crowd
Climate-neutral printing – climate protection made easy

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