

Analyse,
avoid and reduce,
offset

Climate neutral solutions for the graphic industry

Recommended by:

viscom⁺

 **myclimate**
shape our future

Active climate protection

What are your benefits?



Actively counter climate change through targeted action. As your customers think it's important to contribute to the environment and provide for future generations. Be a pioneer of voluntary climate protection – e.g. with climate-neutral printing.

How does it work?

By compensating all unavoidable emissions relating to printed products. – from raw material extraction to delivery. Through this the equivalent volume of emissions is eliminated elsewhere in the world via carbon offset projects, by replacing fossil fuels and propellants with renewable energies and energy-efficient technologies. This is possible with a small surcharge of around 1 per cent on the printed product.

Position yourself as a forward-looking, responsible company.

Integrate climate protection into your corporate philosophy.

Secure a competitive advantage.

Offer your customers a product with real added value: climate neutrality.

Gain new clients and customer segments.

Achieve 20 points for climate-neutral printing in line with the viscom sustainability analysis.

You take positive action to counter global climate change, in that it doesn't matter where CO₂ is saved.

Identify your energy savings potential and save resources as well as costs in the long term.

Why myclimate?

A renowned and best-known Swiss non-profit foundation with a pioneering role in climate protection.

All carbon offset projects have been developed by us – with a broad portfolio of Swiss and international projects available.

One of the world's best offsetting providers – our carbon offset projects meet the most rigorous quality standards (CDM, Gold Standard).

Recommended partner of viscom for over ten years.

Transparent and effective use of funding guaranteed: as a non-profit organisation, at least 80 per cent of the offsetting funds flow directly into carbon offset projects.

More than ten years experience in the printing sector: CO₂-balancing, life cycle assessment and benchmarking.

Preparing tomorrow's achievers: More than 9000 apprentices in Switzerland have already successfully realised projects thanks to the myclimate Energy and Climate Laboratory.

Climate-neutral printing in three steps

1. Analyse



All of your company's CO₂-relevant activities and material flows are documented on an annual basis. This covers raw materials from paper to ink, energy consumption, printing including further processing, and transport.

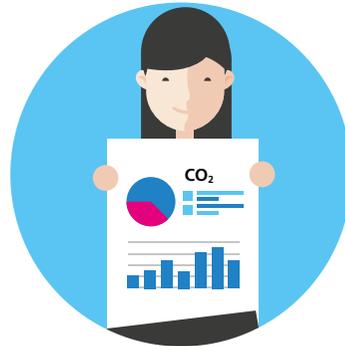
Our "myclimate smart 3" software supports efficient and structured data compilation. The software enables the calculation of carbon footprinting, performance management of your resources and CO₂-relevant activities, and can be used for certifications such as ISO 14001.

Our experts will analyse the potential for energy and resource efficiency in your company on request. With this you receive initial optimisation recommendations as well as a catalogue of improvement measures. For each measure, we calculate the energy-specific impact and cost effectiveness.

Targeted operational optimisation allows you to deliver major energy and cost savings with short payback times.

Climate-neutral printing in three steps

2. Avoid and reduce, energy and resource efficiency

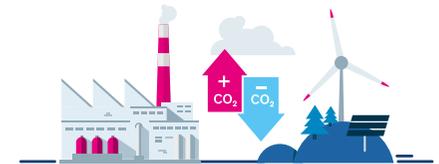


Individual actions are implemented step-by-step. Besides the annual review of all relevant data (carbon footprinting), we also evaluate measures that have already been realised and the company's development.

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 in their communication with customers.

3. Offset



a) Climate-neutral print shop

All of your company's unavoidable greenhouse gas emissions are compensated 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" Label and a certificate to demonstrate your commitment.



b) Order-specific offsetting

At the customer's request, you can attach the myclimate "climate-neutral printed matter" 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.

* It is also possible to integrate the platform into your existing industry software, such as Printplus.

myclimate Carbon offset projects



Switzerland
Animal, nature and climate protection



Madagascar
Solar cookers and efficient cookers



Nepal
Compost from organic waste



India
Building biogas plants

➤ meet the world's highest and most rigorous quality standards (CDM, Gold Standard)

➤ are wholly designed to directly reduce emissions: use of renewable energies, energy efficiency measures and reduction of methane emissions

➤ are fully sustainable – the local population benefits from social, economic and environment improvements: it creates jobs, transfer of knowledge and technology, and improves quality of life

Swiss and international projects

Print orders are offset either in the international myclimate 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 emissions reduction

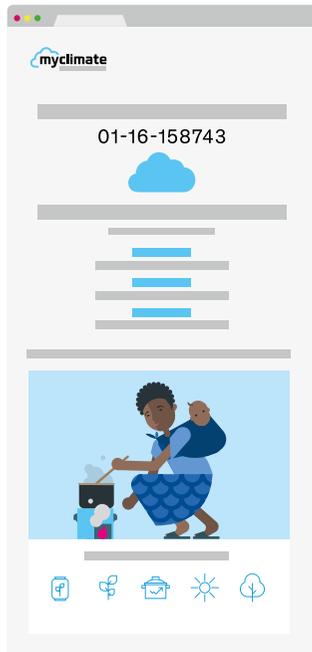
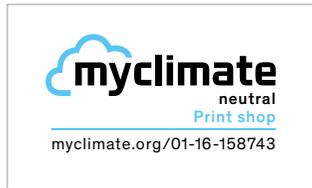
This is the first Swiss project to comply with guidelines set out by the Federal Office for the Environment (FOEN). Energy and heat are provided by two newly constructed biogas plants, that simultaneously avoid methane emissions.

International project – FSC forestry

The project in Brazil's Amazon region uses FSC wood waste to generate electricity. It provides half of the electricity required by the nearby town (previously powered by diesel generators).



Certification, label and tracking



You, your customers and recipients of printed matter can use the tracking number shown on the label to monitor your commitment to the

specific carbon offset project.

This creates outstanding transparency and reinforces trust.

Your communication and customer value

Position your company as responsible.



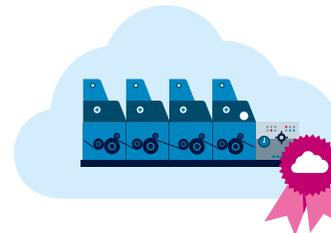
Communicate your commitment to climate protection.

myclimate Label is proof of your efficiency measures.

Help your customers increase their own commitment to the environment and climate protection.

We will publicise your company on the myclimate website.

Use all communication tools for your commitment to climate protection, such as labels, certification, image material of projects, website, brochures and press releases. We are also happy to support you in terms of content.



Climate-neutral printing: a good opportunity for your customers to stand out from the crowd.

Climate-neutral solutions for the graphic industry



“We are noticing a change. Among end customers, there is a palpable increase in the interest in climate-neutral printing. With this service, businesses can improve both customer retention and acquisition.”

Stefano Gazzaniga, Deputy Director, viscom

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