



Annual Report  
2018



 **myclimate**  
shape our future

# Future is now



# “The price of freedom is voluntariness!”

With this short concise statement, Gottlieb Duttweiler\* summarised a key liberal position that has held true for many years. Under this motto, myclimate has been activating young and old to voluntarily avoid, reduce and as a last option offset CO<sub>2</sub> emissions for more than 15 years. But, is this voluntary approach enough or do we need stronger regulations and incentives to slow down and stop the rise in global temperature?

This very valid question, along with many others, is being asked by young people worldwide, as can be witnessed by the climate strikes. Waiting for the arrival of a panacea that will fix the problem of climate change is truly the worst option. Granted, new technologies and ideas, such as digitalisation, AI or the shared economy, can be a driving force to reduce emissions but also a stumbling block. CO<sub>2</sub>-related ICT emissions are grow-

ing and are, seen on a global scale, already on a par with emissions produced by the airline industry.

In a liberal democratic society, bans on flying or streaming videos, for instance, are completely incompatible with the fundamental rights enshrined in our culture and institutions. But this right is not a 'carte blanche' to actively ignore the call for action by the international scientific community. This implies that each member of society, each company and each organisation should have a clear plan in place as to how they will reduce their CO<sub>2</sub> footprint in future.

It is not just about protecting our planet in the short term but shaping the future and working towards a desirable future worldwide. This sounds like a tall order but there are already many means available to do just this without a huge financial cost or impact on a high quality of life. We at myclimate think that we just need more courage to try new business ideas and socio/economic models coupled with innovative technologies as a start.

myclimate's mission is to facilitate and support the change to a low carbon society. For me personally as the new CEO, it is a great feeling to

be able to contribute to this goal together with a motivated and growing team in Switzerland and Germany as well as our partners world-wide. On that note, I invite you to discover for yourself the enthusiasm that myclimate has for climate protection in this year's report and to quote Gottlieb Duttweiler again: "There is nothing more beautiful in the world than to live for a cause."



**Stephen Neff**  
CEO  
Foundation myclimate

\* Swiss entrepreneur and politician



## Trailblazers Destination Engadin

“Climate protection and nature conservation are very close to our hearts. We are all dependent on nature remaining intact for the long term, Those who advertise and make their living from showing an intact environment must also work to preserve it – especially within tourism. As a partner of myclimate ‘Cause We Care’, we have a specific sustainability tool to hand to achieve our goals.”  
[Martina Stadler, Tourismus Engadin Scuol Samnaun Val Müstair AG](#)

Credits: Swiss Climate Foundation



## Yverdon- les-Bains Énergies

“As the people in charge of a city’s supply department, we are better placed than most to contribute to the fight against climate change. We can influence and promote cleaner energy sources. The supply office of each community should be at the centre of the fight against global warming. One of our strategies is carbon off-setting to lessen the impact of burning natural gas with myclimate.”  
[Pierre Dessemontet, City Councillor of Yverdon-les-Bains](#)



## Jobs for Future

“With Jobs for Future, the persons responsible at myclimate were able to show all the pupils where and how they can actively encourage sustainability in their working life. The two-hour block on career choices with ideas for all professions inspired me, as a teacher, and the pupils.”  
[Donata Schmid, Liestal Secondary School](#)



## Communal Reforestation

“We want to promote the individual local authorities together, open up income opportunities for families, act as a role model for others and, last but not least, create an awareness of environmental issues in the population.”  
[Elsa Gonzales, Head Community Technician and Office Manager Taking Root Nicaragua](#)



## SDG Impact Measurement

### Measuring Impact

myclimate not only reduces CO<sub>2</sub> emissions with its carbon offset projects, but has actively contributed to the achievement of the Sustainable Development Goals (SDGs) – on a social, economic and ecological level. Since 2016, myclimate has shown the measurable impact of each individual carbon offset project and the effect on each relevant SDG. To this end, the Key Performance Indicators are systematically recorded and evaluated and communicated on various channels in myclimate's web-based smart 3 software.



## Carbon offsetting in the supply chain

### Coop and Migros



myclimate identifies and develops carbon offset projects within the value chain of companies – both in Switzerland and internationally. When these companies offset their CO<sub>2</sub> emissions in projects within their own value chain, this is called "carbon insetting". myclimate successfully developed several carbon insetting projects for Migros and Coop in 2018.

## Anniversary

### Climate-neutral printing for ten years

The Swiss printing industry celebrates a 10-year anniversary in 2018. The industry has been working in partnership with myclimate since 2008. The partnership is a success story, since a lot has been achieved for climate protection and sustainability in Switzerland in cooperation with Swiss printing companies and their customers. Since 2008 more than 160'000 tons of CO<sub>2</sub> emissions have been offset in the programme.



## Moorland protection is climate protection

### Offsetting and promotion of species conservation



Since 2018 companies and individuals have been able to offset their CO<sub>2</sub> emissions via myclimate through Swiss moorland restoration projects. Despite 30 years of moorland protection the moorland in Switzerland is in bad shape. Drained peat bogs release around 20,000 tons of CO<sub>2</sub> each year. A new approach is providing relief by rewatering the moors, thereby ensuring that less carbon is converted into CO<sub>2</sub>.

## Cause we care

### Are you in?

With myclimate "Cause We Care", Swiss tourism providers show how it is possible to double the impact with a single step. Guests and customers take responsibility for their emissions and, at the same time, enable sustainability projects to be initiated locally by their supplier. The new campaign is geared precisely to this unique principle. Over 20 providers from a variety of sectors in the tourism value chain got involved with myclimate "Cause We Care" in 2018.



"I think it's good that Swiss tourism operators are getting involved in climate protection and reducing their own CO<sub>2</sub> emissions. I am happy to pay my 'Cause We Care' climate protection contribution, because I want my kids and grandkids to be able to experience our beautiful natural world."



Dave

## Company Challenge

### Swiss companies are investing in their trainees

In 2018 Switzerland's first Company Challenge was successfully completed with Emmi. The 17 projects were presented and prizes were awarded at a closing event. In the shape of Griesser Ltd and Valiant Bank, two more companies added the topic of internal sustainability to their vocational training. A total of 116 trainees from the three companies developed ideas and specific projects for more climate protection and sustainability in their respective companies as part of the myclimate Company Challenge.



## Electromobility

### Sustainability partner of the Zurich E-Prix

The 2018 Julius Bär Zurich E-Prix celebrated its premiere this year and thrilled more spectators than any other sporting event. As a sustainability partner, myclimate offered attendees the chance to touch, marvel at, and try out climate protection. Swiss E-Prix Operations Ltd. and myclimate have concluded a long-term partnership aimed at improving the event's carbon footprint and offsetting its CO<sub>2</sub> emissions with myclimate.



"I calculated my CO<sub>2</sub> emissions and was amazed that I have a very high climate impact despite having what I consider to be an environmentally friendly lifestyle. In future I will offset all the flights I take. However, I have realised that I don't necessarily have to fly somewhere to discover beautiful places."



Daria

## Protecting a biodiversity hotspot

### New climate protection project in Rwanda

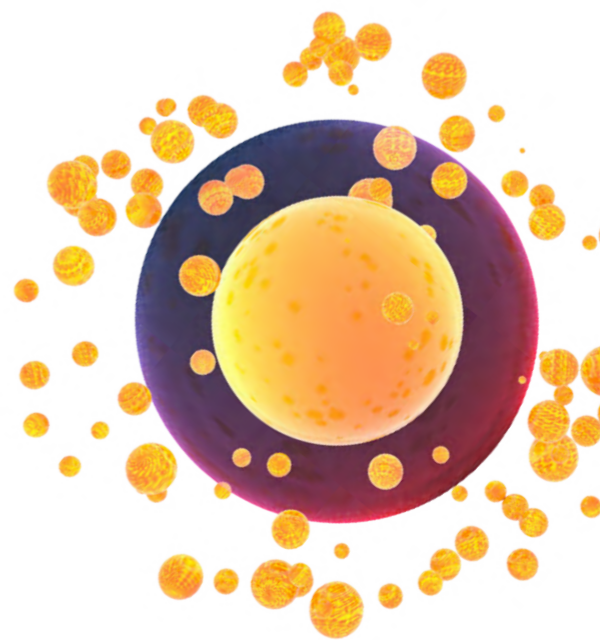


Around the cloud forests of North-West Rwanda the population and therefore the demand for wood for cooking is on the increase. As a result, the habitats of the mountain gorillas and golden monkeys are under threat. The new myclimate project is reducing the demand for wood and therefore CO<sub>2</sub> emissions, thanks to energy-efficient cookers, and at the same time protecting biodiversity and improving the living quality of women and girls in particular.

## Print Green

### Kyocera – Partner for five years

One gram of CO<sub>2</sub> is generated when a DIN-A4 page is printed. The volume of printing and copying in many companies offers huge potential to relieve the burden on the environment and improve your own carbon footprint. This is where "Kyocera Print Green" comes in. Thanks to the partnership with myclimate Germany, the toners of the Japanese document management provider have been climate-neutral for over five years.



## P&L account and balance sheet

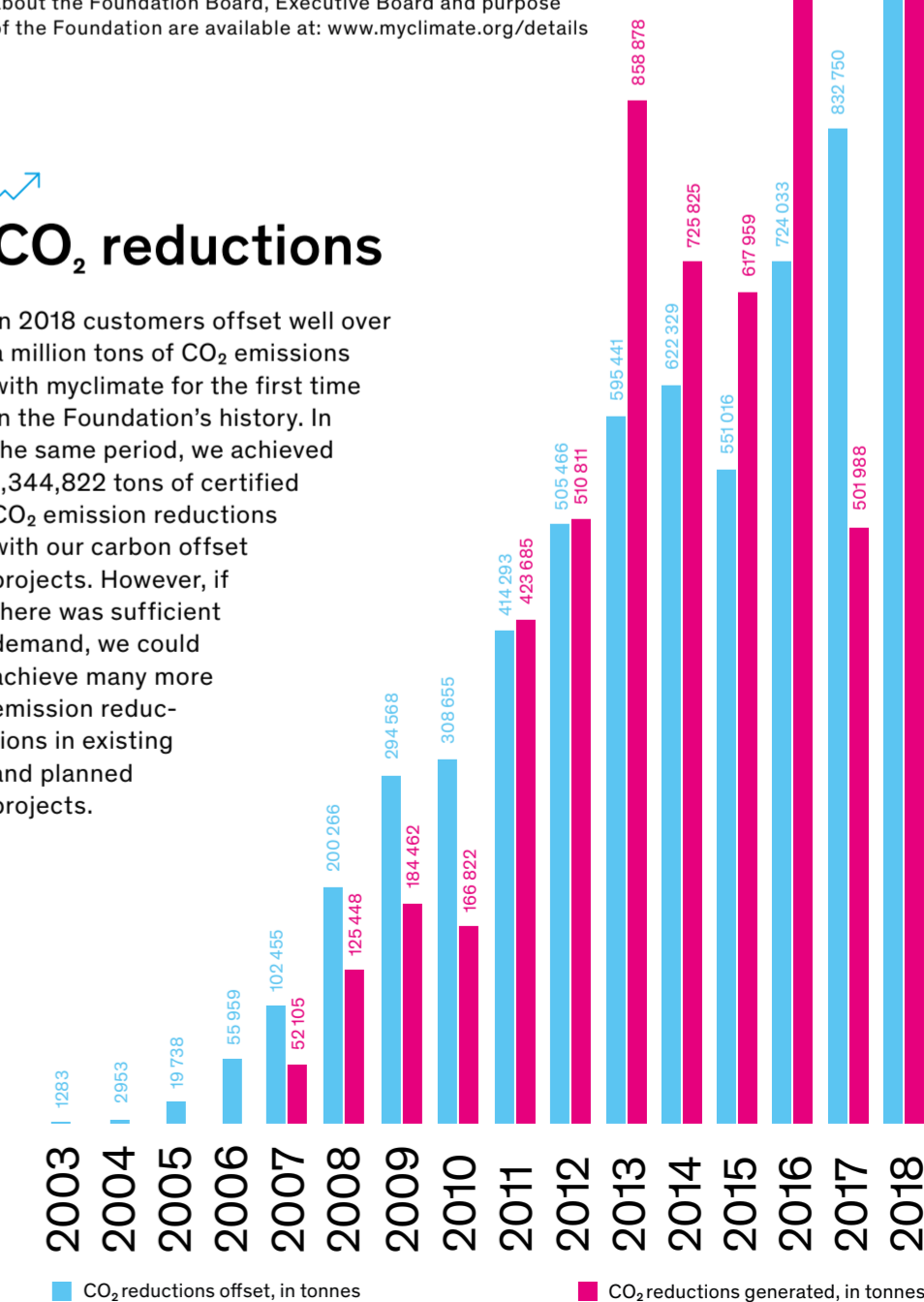
IN CHF	2018	2017
<b>INCOME</b>		
Donations for carbon offsetting	16 970 279	10 635 389
Donations and grants for climate education	1 664 080	1 610 879
Income from carbon management services	1 312 594	1 455 152
Other income	259 930	586 979
<b>TOTAL INCOME</b>	<b>20 206 883</b>	<b>14 288 400</b>
<b>COSTS</b>		
Costs for carbon offset projects	-9 888 285	-5 650 030
Climate education costs	-1 483 371	-1 593 719
Costs for carbon management services	-1 498 853	-1 366 096
Costs for administration	-3 161 143	-2 127 349
Other operating expenses	-69 508	-154 198
<b>TOTAL COSTS</b>	<b>-16 101 160</b>	<b>-10 891 392</b>
<b>RESULT OF OPERATIONS</b>	<b>4 105 723</b>	<b>3 397 008</b>
Financial result	-43 897	53 645
Other results	-125 655	-373 127
<b>RESULT BEFORE CHANGE IN FUND CAPITAL</b>	<b>3 936 171</b>	<b>3 077 526</b>
Change in fund capital	-4 321 030	-2 955 934
<b>P&amp;L FOR THE YEAR</b>	<b>-384 859</b>	<b>121 592</b>

IN CHF	31.12.18	31.12.17
<b>ASSETS</b>		
Cash	10 321 997	6 784 532
Receivables	2 535 874	2 669 419
Accrued income	1 951 841	430 000
Prepayments	56 217	84 432
<b>Total current assets</b>	<b>14 865 929</b>	<b>9 968 383</b>
Tangible and intangible assets	546 537	501 737
Participations	42 000	42 000
Investments	319 397	459 867
<b>Total fixed assets</b>	<b>907 934</b>	<b>1 003 604</b>
<b>TOTAL ASSETS</b>	<b>15 773 863</b>	<b>10 971 987</b>
<b>EQUITY AND LIABILITIES</b>		
Trade payables	1 586 554	713 079
Deferred income	1 078 487	1 073 258
<b>Total short-term liabilities</b>	<b>2 665 041</b>	<b>1 786 337</b>
<b>Total long-term liabilities</b>	<b>66 507</b>	<b>74 633</b>
<b>Total fund capital</b>	<b>10 845 568</b>	<b>6 524 538</b>
<b>Total organisation capital</b>	<b>2 196 746</b>	<b>2 586 480</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>15 773 863</b>	<b>10 971 987</b>

The 2018 consolidated financial statements include the financial statements of the foundation myclimate Schweiz and of myclimate Deutschland gGmbH. The detailed consolidated financial statements, audit report and information about the Foundation Board, Executive Board and purpose of the Foundation are available at: [www.myclimate.org/details](http://www.myclimate.org/details)

## CO<sub>2</sub> reductions

In 2018 customers offset well over a million tons of CO<sub>2</sub> emissions with myclimate for the first time in the Foundation's history. In the same period, we achieved 1,344,822 tons of certified CO<sub>2</sub> emission reductions with our carbon offset projects. However, if there was sufficient demand, we could achieve many more emission reductions in existing and planned projects.





# Across the world without emissions.

Future is now. How it looks, is on us.

[myclimate.org/future](http://myclimate.org/future)

 **myclimate**  
shape our future

Solar Impulse

© Solar Impulse / Jean Revillard / Rezo.ch.

Online with links:  
[www.myclimate.org/  
annualreport](http://www.myclimate.org/annualreport)

**Foundation myclimate**  
Pfungstweidstrasse 10  
CH-8005 Zurich  
Switzerland

T +41 44 500 43 50  
[info@myclimate.org](mailto:info@myclimate.org)  
[www.myclimate.org](http://www.myclimate.org)

**myclimate Deutschland gGmbH**  
Borsigstraße 6  
D-72760 Reutlingen  
Germany

T +49 7121 9223 50  
[kontakt@myclimate.de](mailto:kontakt@myclimate.de)  
[www.myclimate.de](http://www.myclimate.de)

 **myclimate**  
neutral  
Printed matter

01-14-247493  
[myclimate.org](http://myclimate.org)

