

ANNUAL REPORT

2012

10 JAHRE FIGHT CO₂ myclimate¹⁰ PROTECT OUR PLANET

*** ALLE FIGHTS – ALLE ERFOLGE ***

GRÜNDUNGSJAHR

2002 1283 KÖPFCHEN HERZBLUT

2003 2953 RING FREI

2004 GONG! WACHSTUM 2. RUNDE

2005 19'738 FIT FÜR DIE WELT SPITZE

2006 MYCLIMATE IST TOP

2007 103'075 SCHLAG AUF SCHLAG

2008 200'261

2011 421'720

2010 303'271

2009 234'019

2012 JUBILÄUM

14/09/12 BERN BUNDESPLATZ
22/09/12 ZÜRICH FREESTYLE.CH

LOW CARBON SOCIETY

MYCLIMATE PROTECT OUR PLANET



10 JAHRE FIGHT CO₂ myclimate¹⁰ PROTECT OUR PLANET

14/09/12 BERN BUNDESPLATZ
22/09/12 ZÜRICH FREESTYLE.CH

CAPTAIN CLIMATE

VS.

EL REY LOCO₂

COOP
MIGROS

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INTRODUCTION

01



A LOOK BACK AT 2012



We can only marvel at the crowning finish to myclimate's very successful and exciting jubilee year. Nine projects were recognised as "Lighthouse Activities" at the "Momentum for Change" programme of the UN United Nations Framework Convention on Climate Change (UNFCCC) in Doha, Qatar, in early December. We were deeply moved to see two myclimate projects singled out from

among the 100-plus other projects – an honour almost rivalling the eulogy by Ban Ki-moon. The UN General Secretary emphasised the importance and crucial nature of day-to-day, on-the-ground action, citing the lighthouse activities honoured as classic examples.

As if that were not enough, we also received a celebrated award in the area of climate education. The "KlimaLokal Zurich North" project launched by Marriott's Hotel Courtyard and myclimate competed with 92 other tourism projects from across Switzerland. It came as an even more welcome surprise, then, when the judges' panel chose us for the Swiss tourism industry's MILESTONE environmental award.

Success for the Foundation myclimate took other forms in 2012 besides the recognition we received for our projects. Between the foundation's establishment in 2002 and the end of 2012, we sold a total of 1.915 million tons of CO₂ offsetting – and at the beginning of 2013, we sold our two billionth. That came hard upon the heels of our first million, which we marked only two years ago. Based on that 720-day period, we calculate that we sold one ton of CO₂ per minute. This rapid growth not only reaffirms our beliefs, it spurs us on. We are also pleased to see how dynamically our subsidiaries – myclimate Germany, myclimate Turkey, and myclimate Japan – have grown.

The demand for our CO₂ balance services, for our recognition of climate-friendly products and companies, and for our efficiency measures remained high over the past year. One climate balance of unprecedented scope stands out: For Migros, myclimate completed a life cycle assessment for 850 products with industrial-calibre precision and in record time. These climate balances have been available for anyone to view on the Migipedia product information platform since the beginning of 2013.

During the ten years since it was founded, myclimate has come on leaps and bounds, giving us plenty of reasons to celebrate. Our motto perfectly summarises all of our efforts and the accomplishments they yielded: Fight CO₂! We therefore likened our fight against CO₂ emissions to a wrestling match: Our standard-bearer, CAPTAIN CLIMATE, heroically pitted his strength in the ring against the long-time champion and polluter, EL REY LOCO₂. The duel came to a gratifying end: CAPTAIN CLIMATE has won the first round. Still, the winner has not been decided.



This awareness, along with the recognition and our growth, not only affirm us in our day-to-day work, but also drive us to accomplish more. They encourage us to keep pursuing innovative carbon offset projects and activities, both locally and globally, in the years to come. There is one key point that we cannot stress enough: myclimate's work would not be possible without the long-time trust and active support from our dedicated customers, partners, donors, sponsors and friends, whose ranks have swelled over the years. Nor would we have had any chance of prevailing in our fight. For this, we would like to express our deepest gratitude. We look forward to sharing our successes – both in the ring and out – with you in the future. Our structure and our outlook give us the ideal foundation for many more successes in climate protection!

With climate-friendly regards,

René Estermann, CEO of myclimate

Dr. Giatgen-Peder Fontana, Chairman of the Foundation Board

02



**CARBON
OFFSET
PROJECTS**

NEWS FROM THE CARBON OFFSET

PROJECTS DEPARTMENT

Number of carbon offset projects by region/country



Number of carbon offset projects by technology



In 2012, nine more carbon offset projects joined the existing projects, yielding a total of 69. myclimate conducts and funds climate protection activities in 29 countries worldwide! Our projects display an enormous diversity: From biogas plants in India and cook stove projects in Africa and South America, all the way to biomass plants in Asia, the portfolio encompasses an array of technologies and covers all continents.

The carbon offset projects within Switzerland are also very successful: In the Central Switzerland biogas project, we received the first certification issued by the Swiss Office for the Environment (FOEN). We at myclimate view the climate protection work being carried on in Switzerland as extremely important, and we intend to expand our efforts in the years to come.

PROJECT DEVELOPMENT IN PERU

EELA stands for “Eficiencia Energética en Ladrilleras Artesanales” (energy efficiency in local brick production) and is a project that was initiated and financed by the Swiss Agency for Development and Cooperation (SDC) and is being carried out by Swisscontact. Its aim is to enable independent brick producers, who make up the majority of brick producers in Latin America, to manage production more sustainably using more efficient firing techniques.

myclimate was commissioned by the SDC and Swisscontact to convert EELA into a certified carbon offset project. During the first half of 2012, we conducted a feasibility study to determine what CO₂ mechanisms and standards would be best suited to the programme. Now in its second phase, the project is being developed into what is known as a Gold Standard Micro Scale Programme (GS Micro PoA) so that it can participate in the voluntary offsetting market. The GS Micro PoA is a new model that combines various small, isolated projects in one programme. Over the long term, the additional funds this generates will make it easier for brick producers to keep pace with advancing technology.

The starting point is a pilot project on the outskirts of Cuzco in Peru that will later expand to other regions of the country and to Ecuador. Current plans are to include five to ten regions in the programme. New, more efficient kilns and ventilation systems reduce CO₂ emissions because they require less firewood or coal for the same amount of thermal energy. Among the advantages of the project: reduced deforestation and air pollution, improved technologies, lower energy costs and a better quality of life for brick producers.

Fuel savings mean the new technologies will reduce emissions by up to 50 percent. Our aim is for each multi-producer location to potentially reduce CO₂ emissions at the rate of 10,000 tons per year. The programme was honoured as one of nine Lighthouse Activities at the 2012 UN climate conference in Doha.



The new, more efficient kilns have better ventilation systems.

COMPOSTING IN NEPAL

Since 2012 it has been possible to submit composting projects for the “Gold Standard” label, and myclimate wasted no time in seizing this opportunity. The composting project in Nepal is the first of its kind to be listed under the “Gold Standard.”

Waste is a major problem plaguing Kathmandu, the capital of Nepal. Almost 70 percent of the city’s waste is organic. Biocomp Nepal was established to counteract the waste problem. In March 2011 it launched a pilot project with a composting plant on the outskirts of Kathmandu. Waste from various produce markets is collected and composted at the plant by means of aerobic decomposition methods. During the pilot phase, roughly 140 tons of organic waste (two to three tons a day) were collected, yielding 15 tons of high-quality compost. The project had such a successful start that it was expanded. More composting plants will be built in 2013. Because poor waste management is also a major problem in other places, the project could potentially see similar implementation in other cities of Nepal and other countries.



Organic fertiliser helped this farmer to harvest a gigantic white radish – and garner a local prize for his vegetables.



There is a need for easily available, cheap fertiliser such as compost.

The project benefits two stakeholder groups: The population in and around Kathmandu no longer has to suffer stinking mountains of rubbish, while farmers can use the high-quality compost to bring in better harvests and manage their crops more sustainably. Moreover, the first Biocomp plant has created ten jobs for local inhabitants – and supports equal opportunities for men and women by giving hiring priority to women who experience discrimination from their families. Expanding the project will create further jobs.

The project was honoured as one of nine Lighthouse Activities at the 2012 UN climate conference in Doha.

SOLAR PANELS IN BOLIVIA

This project reduces greenhouse gas emissions mainly by replacing electricity produced in gas-fired power plants with solar energy. Households benefit from lower energy costs and a more reliable shower system.

Today, most Bolivian households use unreliable continuous-flow water heaters powered by electricity. Solar water heating systems, or SWH systems for short, supply the population with water heated by renewable solar energy. A SWH system comprises a panel containing a medium (usually water) that is heated by the sun and a tank that stores the heated water. In passive solar systems, this water does not require any external energy source, because thermal convection ensures that the water circulates. This thermo-siphon, as it is known, can be manufactured locally at a reasonable price.

The project, developed by the non-profit organisation Energetica, concentrates on domestic use in urban and suburban areas where users have access to tap water.

The project facilitates the distribution of up to 10,000 SWH systems. The aim is to benefit a total of roughly 50,000 people – there are about five people in an average Bolivian household – with a collector surface covering an area of about 30,000 square metres. The families will also experience lower energy costs and a safer, more convenient shower system.

Only SWH units that have been produced or at least assembled in Bolivia are permitted for the project. This raises sales volume for local producers, which in turn will mean a higher rate of employment. The project improves access to clean and affordable energy, while also helping the population to achieve technological independence. It is also aimed at reducing unwelcome energy shortages in the national grid.



Production of a flat-panel collector for the solar water heating system in Cochabamba.

INTERVIEW WITH JARED BUOGA



director of the Tembea Youth Centre for Sustainable Development in Kenya

How is your home country of Kenya affected by climate change?

Rainfall has become irregular and unpredictable, and at the same time more intense. On the other hand, temperatures have risen throughout the country. Extreme and harsh weather is now a norm in Kenya. The most visible feature is the increased fluctuation in precipitation year to year, and during the year.

When and how did you come across myclimate, and what motivated you to cooperate with us?

In July 2007, I attended a summer school course under the auspices of the Swiss Federal Institute of Science and Technology in Braunwald, Switzerland. The course, dubbed "Youth Encounter on Sustainability (YES)", brought together international faculties as well as teams of experts drawn from Swiss institutions. myclimate, a spinoff company whose ideas had been presented at one of the previous YES courses, was also represented. During the informal sessions, I presented my project idea to both Mr Martin Stadelmann and his colleague, Mr Walter Ernst. When I got back to Kenya, the three of us developed a project outline, which served as the basis for the partnership and the project.

How is the cooperation with myclimate?

Our cooperation with myclimate has been professional and above board from the beginning. In this partnership, Tembea has benefited greatly from the increased capacity and organisational strengthening, including infrastructural improvements, hence building a robust grassroots organisation. In developing the project, we have enjoyed mutual support on a continuous basis since the inception of the first contact with myclimate seven years ago.

Some questions about the project:

What are/were the most formative experiences?

Our initial idea was to combine two technologies, solar and rocket stove, bundled into one project. It was quite difficult as both technologies required different approaches when it came to dissemination and subsequent adoption by end users. When we finally settled on a rocket stove, again it took a long time to settle on a robust model of an energy-efficient cook stove.

What are/were the biggest challenges regarding the implementation of the project?

One of our biggest challenges during implementation has been the high demand, which overstretches our capacity to meet it, due to the fact that the project is designed to integrate two components. These include the community savings and loaning groups as a platform that enables households to acquire cook stoves and pay them off through instalments. The other part is the construction of the Tembea efficient cook stove. These two components must go hand in hand and it has taken a while to fully develop this system to meet the needs of the communities while fulfilling the required project standards.



and the impact it has on society, gives me motivation and passion.

http://www.youtube.com/watch?feature=player_embedded&v=xTqSLWLCra0

OFFSET VS. GENERATED CO₂ REDUCTIONS

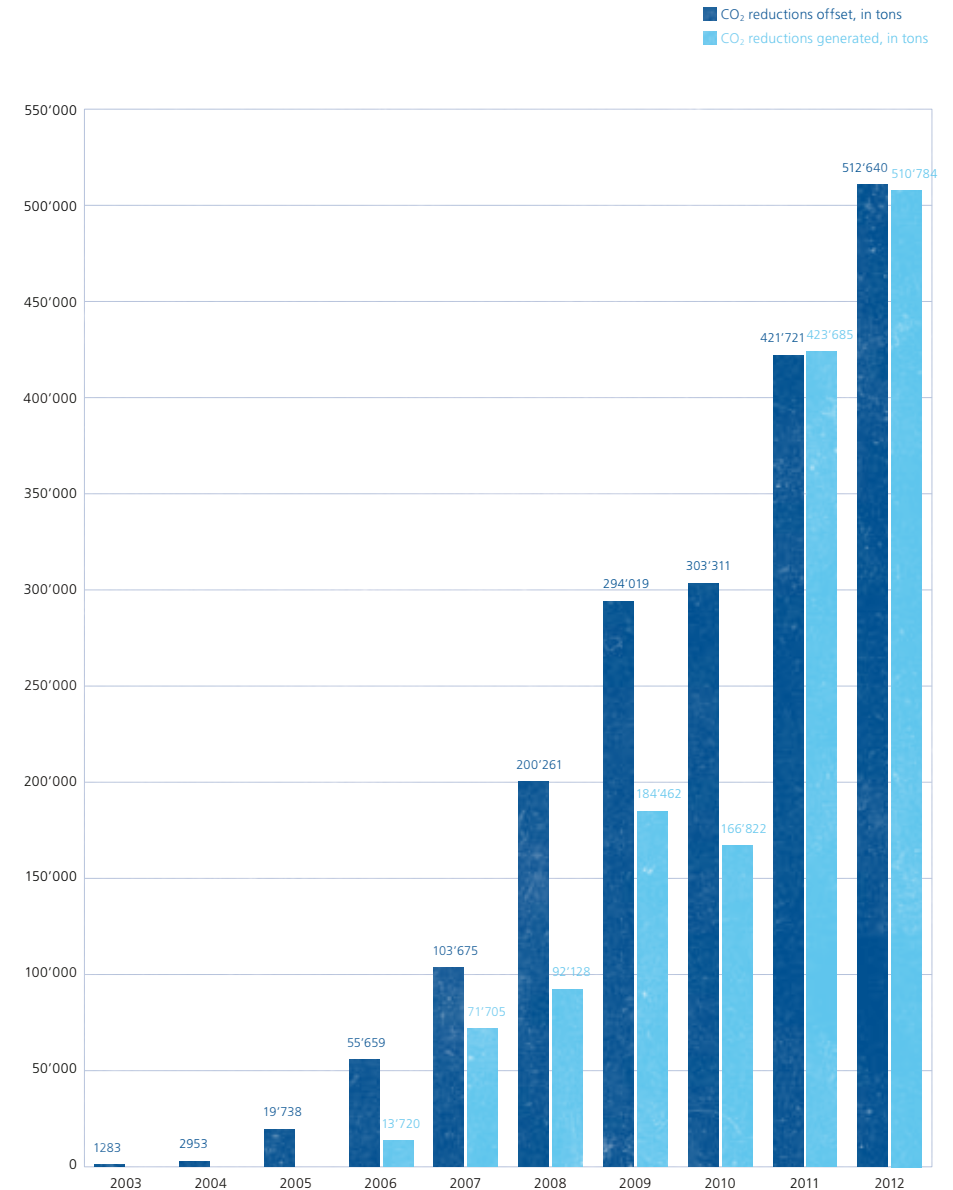
The chart shows that the projects have begun to bear fruit. The many years of patient development are now paying off: For the first time, both the offset and the generated CO₂ reductions passed the mark of one-half million tons. Overall, over the entire project term, all of the myclimate projects together have achieved a volume of

more than 6.8 million tons in reduced emissions.

Besides the many projects that have already been implemented and supported, however, there is an abundance of others still in our pipeline. Given sufficient funding, many of the projects could be realised, thus generating further emission reductions!

In addition to the funding it provides, demand for myclimate's carbon offset project services is growing. Specific projects are being developed for certain customers, feasibility studies conducted and projects evaluated on request, workshops and training courses held, due diligence carried out, and risk assessed.

In 2012, customers offset 512,640 tons in CO₂ emission with myclimate's help. This can be compared to the 510,784 tons of CO₂ reductions that myclimate carbon offset projects generated in the same year.



CLIMATE EDUCATION



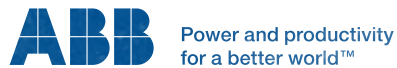
03

FACTS ABOUT CLIMATE EDUCATION

myclimate's climate education department disseminates action-oriented climate knowledge to a broad and diverse target group, guiding children, young people and adults toward a climate-friendly way of life. Climate education projects owe their entire existence to generous donations from foundations, institutions, companies and private individuals. It is only with this support that myclimate is able to implement projects to share knowledge on all aspects of climate change and climate protection. Children, young people and adults learn how they can contribute individually and locally, in their everyday lives, to climate protection.

SOURCE OF CLIMATE EDUCATION DONATIONS

SOURCE OF CLIMATE EDUCATION DONATIONS	%
Donations from companies	66
Donations from private individuals	15
Donations from foundations	11
Government subsidies and grants from educational institutions	8



swisscom



Eidgenössisches Volkswirtschaftsdepartement EVD
Bundesamt für Berufsbildung und Technologie BBT



AVINA STIFTUNG



ZÜRICH NORD

CLIMATE PIONEERS

Children learn through play and experimentation how they can protect the climate, becoming “climate pioneers” in the process.

Started in: September 2010

Target group: School students, from kindergarten to secondary school

Scope: More than 7,000 students from Switzerland hailing from mountain villages like Guttannen (Bernese Oberland) or Parpan (Graubünden); classes based in towns like Auw (AG), Niederbipp (BE), Gettnau (LU), Diepoldsau (SG) and Gais (AR); and children from Berne, Basel, Zurich, Lucerne and other cities. There are also Climate Pioneers programmes in French-speaking Switzerland, with classes from Lausanne, Porrentruy, Coeuve, Neuchâtel and now also Ticino. Since it was launched, the initiative has reached more than 260 classes!



Kindergarten project, class 2: The children from the nursery in Birch plant their own vegetables, and now eat vegetarian meals twice a week.

CLIMATE LABORATORY – CLIMATE PROTECTION AND CLEANTECH IN VOCATIONAL EDUCATION

Students in the Climate Laboratory implement carbon offset projects right in their study environment and learn how climate protection can be integrated into everyday practice.

Started in: 2007 – our first climate education project

Target group: Vocational education students from across Switzerland

Scope: To date, we have reached more than 3,500 students and 100 vocational schools and companies and implemented 256 projects. The project received the 2010 Energy Globe Award Switzerland.



Over the long term, LED bulbs save electricity and money.

HOT STUFF CLIMATE NET

Hot Stuff Climate Net connects young people across the globe. They discuss local causes of climate change and ideas on how to protect the climate.

Started in: 2009

Target group: Young people and young adults ages 13 to 24 throughout the world

Scope: Since 2009, roughly 2,000 participants from 14 countries on four continents implemented projects and shared their views about climate change. Besides Switzerland, the focus is on the following countries: Kenya, Uganda, Tanzania and India.



At the Murunyu school in Kenya, a class proudly presents its handmade designer recycling bags.

MYCLIMATE AUDIO ADVENTURES

A network of myclimate Audio Adventures is spreading across Switzerland, informing visitors of local ideas on climate protection and the exciting ways they are being implemented in their communities.

Started in: The first Audio Adventure opened in Zermatt in 2010. In 2012, Audio Adventures in St.Gallen, Goms and Zurich North joined them.

Target group: For inquisitive souls of any age

Scope: There are already myclimate Audio Adventures for young and old in Zermatt, Zurich, Goms, St. Gallen, and, since the beginning of 2013, also in Scuol and Winterthur. More destinations are planned.



At 20 audio stations scattered across Goms, you can find out interesting facts about history, the climate, and renewable energies.

CUSTOMER HIGHLIGHTS

04



MYCLIMATE CERTIFIES FIRST CO₂-NEUTRAL

HOUSING DEVELOPMENT IN SWITZERLAND

The area surrounding the potter's workshop in Embrach (Zurich) is home to a structure that is breaking new ground in many respects. The „Blickpunkt Töpferei Embrach“ project by Odinga und Hagen AG aims to achieve that delicate balance between environment, mobility, individuality and community. Optimised design, efficient energy generation and an innovative mobility concept are among its most convincing features. Buyers will benefit from an end-to-end e-mobility infrastructure including charging stations and parking, and will have access to e-cars and e-bikes.

Odinga und Hagen AG has already put measures in place to deal with the CO₂ emissions produced as a result of the construction, usage and mobility induced by the building throughout its lifespan. Emissions will be calculated in line with the SIA 2040 standard and then offset in a myclimate carbon offset project. This makes the new structure of 75 owner-occupied flats Switzerland's first ever climate neutral housing development.



HOSTELLING INTERNATIONAL MAKES

CLIMATE NEUTRAL LODGING A REALITY

Since April 2012, Hostelling International (HI) offers its guests the option, currently offered in 13 countries, of offsetting when booking overnight stays. myclimate is reviewing hostels in 10 more countries and will then launch the option at those hostels too. All contributions will then flow to three international myclimate Gold Standard Projects in Peru, China and Malawi. HI also adds a donation of 0.10 GBP per night for its own sustainability fund, which finances internal climate protection activities.

The model is the same one that the Swiss Youth Hostels have practised successfully for several years. We are very pleased to have inspired an international youth hostel organisation to follow this innovative example and thus expanded the reach of climate protection initiatives to the rest of the world!



CLIMATE-FRIENDLY DRIVING

WITH TUI CARS RENTALS

Private passenger traffic plays a huge role in the emission of greenhouse gases. Global car emissions rose by almost 45% between 1990 and 2007 alone. That's why the world needs concepts for sustainable mobility.

TUI Cars is one of Germany's largest car hire providers, and thus bears a particular responsibility for the environment. Consequently, starting in the 2013 tourist season, TUI Cars customers will be driving climate neutral rentals. Other TUI companies and divisions, such as Iberotel, Dorfhotel and TUIfly.com, have already worked successfully with myclimate on climate protection issues for several years.

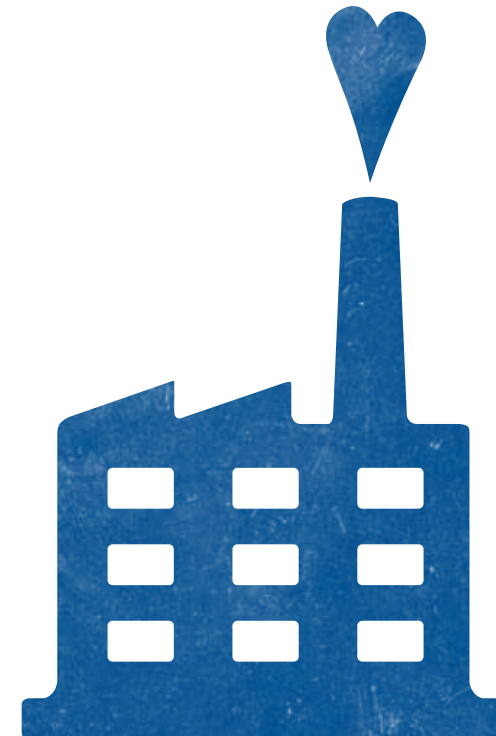


VAUDE BLAZING A TRAIL

FOR CLIMATE NEUTRALITY

The compass of southern German mountain sport equipment company Vaude points in one direction: becoming Europe's most sustainable outdoor sports company. It has now passed another milestone on its trail; the emissions of the entire corporate headquarters in Tettwang, and all products manufactured there, are being offset in a myclimate carbon offset project in China and are thus climate neutral.

"Climate neutrality is a key building block in our overall sustainability efforts," says CEO Dr. Antje von Dewitz. Vaude is the first company in Europe's outdoor equipment sector that has consistently put its mission into practice by offsetting all unavoidable emissions.



CARBON FOOTPRINTS FOR AROUND

900 MIGROS PRODUCTS

The Migros Cooperative Association (Migros-Genossenschafts-Bund, MGB) had myclimate calculate the carbon footprints for many of the items in its product range. In what was a truly Herculean task, myclimate computed the carbon footprints for around 900 products in 22 product groups by the end of 2012. The results are now publicly available and can be found by searching for the term "Klimadeklaration" on Migros' Migipedia page. climatop, an independent organisation, has translated the data into straightforward colour codes so customers can quickly and easily compare the carbon footprints of different products.

Carbon footprints cover the entire product lifecycle. By calculating and transparently declaring the carbon footprints for its products, MGB is making good on a Generation M promise as part of its sustainability strategy.

GENERATION M

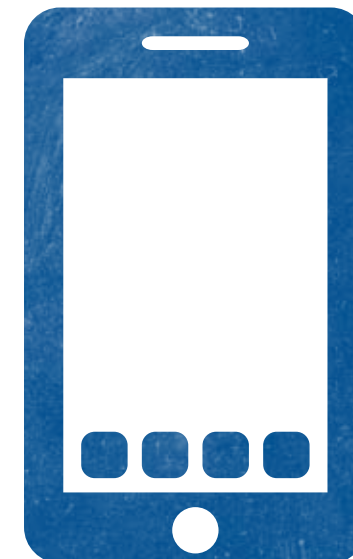


ON THE HUNT FOR CLIMATE PIONEERS, SWISSCOM

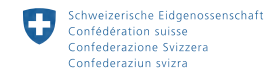
AWARDS ECO-POINTS FOR MOBILE PHONES

Swisscom and myclimate collaborate in various areas, and one of them is mobile devices. They have joined hands in developing a methodology for assigning environmental ratings. Swisscom is the first Swiss mobile technology provider to award five eco-points for exemplary devices. The company rates all mobile phones on their power consumption, the energy used to produce them, and the raw materials chosen for them. When buying new mobile phones, Swisscom mobile phone customers can now see instantly how eco-friendly the device they are buying actually is.

Under the Climate Pioneers initiative, Swisscom joins myclimate and Solar Impulse in identifying tomorrow's pioneers: During the 2011/2012 school year, children from 77 classes became active climate pioneers. As a token of thanks, pupils between the ages of 6 and 16 got a chance to attend the main Klimafest event and meet their hero, project patron and Solar Impulse pilot Bertrand Piccard.



PARTNERSHIPS FOR CLIMATE PROTECTION



PARTNERSHIPS FOR CLIMATE PROTECTION (SELECTION)

A

ABB
Adecco Human Resources AG
AirPlus International AG
Amt für Umweltschutz Liechtenstein
Avina Stiftung
AXA Winterthur
Axfood AB

B

badenova AG & Co. KG
Bank Julius Bär
Baumeler Reisen AG
BC Medien AG
berg-welt AG
BKW FMB Energie AG
Blickpunkt Lebensraum - Odinga und Hagen AG
Brauerei Locher AG
Buchbinderei Burkhardt AG
Bundesamt für Berufsbildung und Technologie BBT

C

Canon (Schweiz) AG
Chiquita Brands International
Christoph Merian Stiftung
Coop
Courtyard Marriott Zürich Nord

D

Danone Schweiz
Die Schweizerische Post
Druckerei Bloch AG
Druckerei Hürzeler AG
Dyson Service Center

E

Egger AG

Elco AG
EMC Computer Systems AG
energieregion GOMS
Engadin St. Moritz
Ernst Basler + Partner AG
Ernst Schweizer AG
ETH Departement Umweltwissen-
schaften
EURELECTRIC
Eurobus AG

F

Ferienart Resort & Spa
Festival del Film Locarno
FIFA
Fröhlich Info AG

G

gdz AG
GE Money Bank
Globetrotter Travel Service AG
Greenpeace International
Griesser AG

H

Helvetas
HERMA
Hostelling International
Hotelplan Suisse
Hyga SA
Hyundai Suisse

I

Interxion

K

Kuehne + Nagel
Kuoni AG
KYOCERA

L

London School of Economics and
Political Science (LSE)
Deutsche Lufthansa AG

M

Mammut Sports Group AG
Matterhorn Gornergrat Bahn
Max Havelaar-Stiftung (Schweiz)
Migrol AG
Migros
Mobility Car Sharing
Mövenpick Hotels and Resorts
Management AG

O

Orange Cinemas (Bern, Basel, Zürich)
Switzerland Global Enterprise

P

Papyrus Schweiz AG
paysafecard.com Wertkarten AG
peyer bern Umzüge und Transporte AG
PMC Print Media Corporation
PricewaterhouseCoopers AG

S

Saropack AG
SBB Cargo
Schweizer Bundesämter
Schweizer Jugendherbergen
Schweizerischer Nationalfonds
Seat (Schweiz)
Sika Schweiz AG
Stadt St. Gallen
Stadt Winterthur
Stämpfli Publikationen AG
Stuedler Press AG
Studiosus Reisen München GmbH
Sunstar Hotels
Swiss International Air Lines AG
Swisscom AG

swissôtel Zürich
Swissprinters AG
Switcher SA

T

Team Reisen AG
The Coca Cola Company
Tourismus Engadin Scuol Samnaun
Val Müstair AG
Transtec
TUI AG

U

UBS AG
UD Print AG
Umbrella Organisation U + O AG
Universität Bern

V

Valmedia AG
VAUDE Sport GmbH & Co. KG
Virgin Atlantic Airways
Viseca Card Services SA
Vogt Schild Druck AG

W

Welti-Furrer AG
Weltklasse Zürich
Wir sind Frankreich GmbH
World of Games GmbH
WWF Schweiz

Z

Ziegler Druck- und Verlags-AG
Zürich Tourismus

INNOVATIVE MYCLIMATE PRODUCTS



PROJECT INVESTMENT AND DEVELOPMENT

CO₂ offsetting is normally used to finance the price difference between existing fossil energy resources and those that are renewable or more efficient. But that also means that the funding for carbon offset projects must come from another source besides CO₂ offsetting. This is the obstacle that often prevents projects from being realised.

To help its customers overcome this obstacle, myclimate offers them the opportunity to invest in a project right from its inception and thus to assume responsibility for basic financing. Customers can use such project investments, for example to finance a certain number of biogas plants in India, water-saving fixtures in Mexico or Solvatten water treatment systems in Africa. All emission reductions generated by these units are then credited to the investors. Investors can use these to offset their own emissions.

But investors gain more than just reduced emissions: They are aware that their involvement in the project is crucial to its existence, so their identification with it runs very deep. Certain projects even allow for customer branding. For example, biogas plants in India can be marked with a specific abbreviation. What's more, customers receive regular updates on the projects and the families they support.



FEASIBILITY STUDY IN VIETNAM



Japan's Ministry of Economy, Trade and Industry (METI) has tasked a consortium with the development of a feasibility study for a Nationally Appropriate Mitigation Actions (NAMA) project to distribute electric scooters throughout Vietnam. As a member of the consortium, myclimate is gaining a foothold in another area: developing new market mechanisms in international climate protection.

A recently published study illustrates the benefits of using electric scooters instead of their petrol counterparts in Vietnam and Japan. Electric scooters cut operating costs by more than 80 percent and dramatically lower CO₂ emissions.

According to myclimate Japan Managing Director Tomomichi Hattori, Vietnam has 25 million scooters. Going electric would not only greatly improve air quality, but would also bring enormous economic benefits, as Japan has shown.

MYCLIMATE PERFORMANCE 2.0

myclimate performance 2.0 is a web-based sustainability platform for businesses that focuses on CO₂ emissions. This platform offers not only standardised carbon footprint calculations for SMEs, but also complex calculations for major corporations and manufacturers in a variety of industries. It lends itself well to individual configuration to adjust for system limits, specific emissions factors, languages and company structures. Various companies are already using the platform:

Adecco

Adecco is using myclimate performance 2.0 to compute global greenhouse gases as part of its involvement in the Carbon Disclosure Project (CDP). The world's largest staffing service provider uses the myclimate online tool to input and analyse data centrally, and has improved its CDP score by more than 35 percent.

Aduno

Since 2010, the Aduno Group has calculated its corporate carbon footprint according to the specifications of the internationally recognised Greenhouse Gas (GHG) Protocol. The Aduno Group comprises a variety of service providers – Viseca Card Services SA, Aduno Payment Services SA, cashgate AG, Vibbek AG, Vibbek GmbH, Aduno Finance AG, and Revi-Leasing und Finanz AG. The group's calculations to date have taken nine of their locations into account.

As early as 2010 and 2011, myclimate issued a balance sheet covering greenhouse gases for the company. In 2012, Aduno used the new myclimate performance 2.0 platform for the first time to enter and analyse its data. Because the legacy data were transferred to the new system as well, it was possible to prepare an analysis that covered all three years.

Performance-programme for print shops

Seventy print shops already use myclimate's Performance software to collect and analyse their data. The benchmark reports make it possible for the businesses not only to analyse their environmental performance over a specific period of time, but also to compare it to competitors in the same market.

Papyrus

Papyrus was the first company to complete the performance programme for transport companies. Since 2010, all of its transports have been climate neutral. Compared to its baseline year, Papyrus' used 38 percent less natural gas and 8 percent less electricity in 2010, thanks to the process optimisations it achieved in its cooperation with myclimate. In its fleet transport as well, the myclimate transport solution has yielded impressive figures for Papyrus: Although distance driven dropped by about 17 percent, Papyrus' fleet transported roughly 28 percent more goods in 2010. Putting the motto, "Do your best and offset the rest", the company offsets the remaining emissions in a myclimate carbon offset project.

MicroEnergy

myclimate is a select partner in the EcoMicro project in Latin America. The project, initiated by the Multilateral Investment Fund and the Nordic Development Fund, has set itself the objective of developing sustainable microloans and using the funds to support projects that track the effects of climate change. Its implementation partner is the Te Creemos bank, which specialises in microloans for small and medium-sized enterprises. The first step is a survey of almost 100 locations in Mexico. This is where myclimate performance 2.0 comes into play: The software enables the bank to enter and analyse emissions in an efficient and consistent manner. The focus is on efficient technologies, popularising renewable energy sources, research and raising the awareness of employees and customers in order to permanently reduce emissions that damage the climate. A risk analysis of the consequences of climate change and adaptive measures are further modules of the project being implemented by myclimate in cooperation with its partners.

TUI Cruises

In 2012, TUI Cruises sought a strategic partner to help compute the footprint of all of its emissions. It settled on myclimate, primarily for its software. myclimate performance 2.0 forms the basis for a systematic environmental management scheme. It is easy to adapt to accommodate individual needs and boasts an especially simple user interface and navigation menu. Its flexible language choice feature, modular nature, and user structures all lend themselves to data entry that is both professional and self-explanatory.

myclimate performance 2.0 helps TUI Cruises enter all of the energy consumption data for its own cruise ships and administrative capacities. The software computes and reports not only all greenhouse gases, but also all nitrogenous, sulphurous, and particulate emissions of the TUI cruise ships. The data on maintenance and waste disposal are also detailed and comprehensive, providing an opportunity to consider further action and improvements over the years.

TUI Dorfhotel

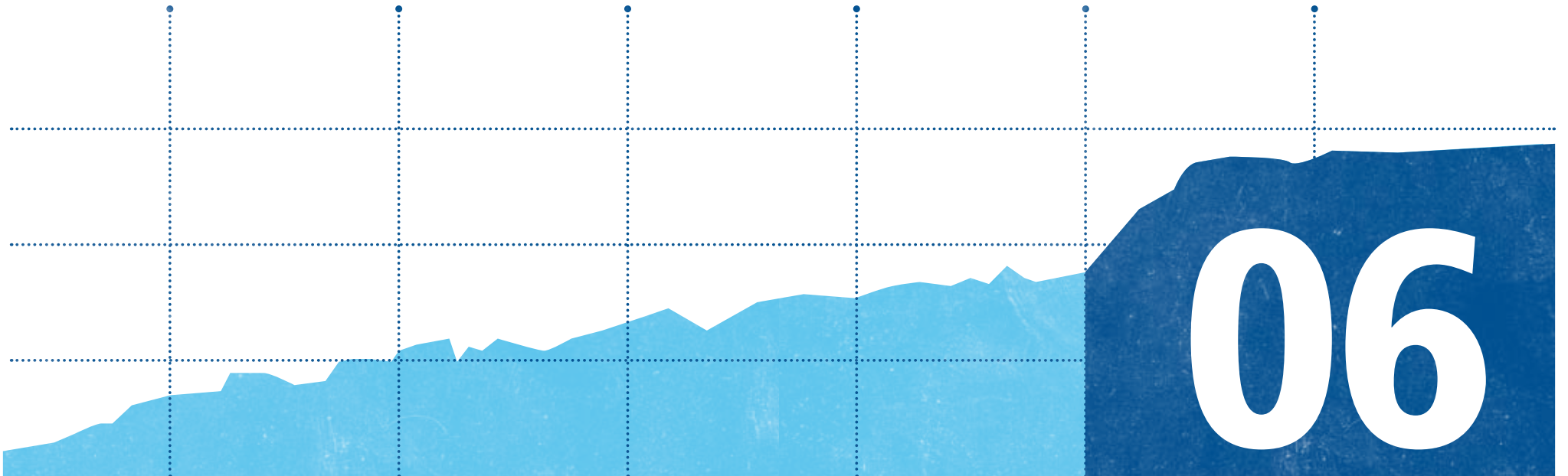
TUI's German hotel brands, Dorfhotel and Iberotel, offset all of their residual emissions through myclimate. This enables them to offer their guests "100 percent climate neutral holidays". They use myclimate performance 2.0 to enter, compute and analyse relevant emissions. In one of the company's first CO₂ reduction measures, TUI Hotels decided to switch to green electricity. The hotels in Boltenhagen, on the Fleesensee and on the island of Sylt have been committed for many years to the cause of protecting the environment and natural resources, so sustainable hotel management represents the next logical step.

Yüksel Insaat

Yüksel Insaat is a leading construction company. It operates both in Turkey and in the Middle East. Since 2011, Yüksel Insaat has been computing its annual carbon footprint according to the Greenhouse Gas Protocol. In the coming year, Yüksel Insaat will use myclimate performance 2.0 to calculate the emissions produced by all of the company's business activities. Computing and analysing the relevant emissions will enable Yüksel Insaat to instigate measures to permanently reduce its own emissions.



FINANCES



BALANCE SHEET AND PROFIT AND LOSS ACCOUNT

The consolidated accounts for 2012 are encouraging, indicating sustained growth in all divisions. Income from CO₂ offsetting increased by almost 11 million francs. For the first time, subsidies for climate education exceeded the 1 million-franc mark. Carbon Management Services contributed income of approximately 1.1 million francs, bringing total income to just under 13.5 million francs.

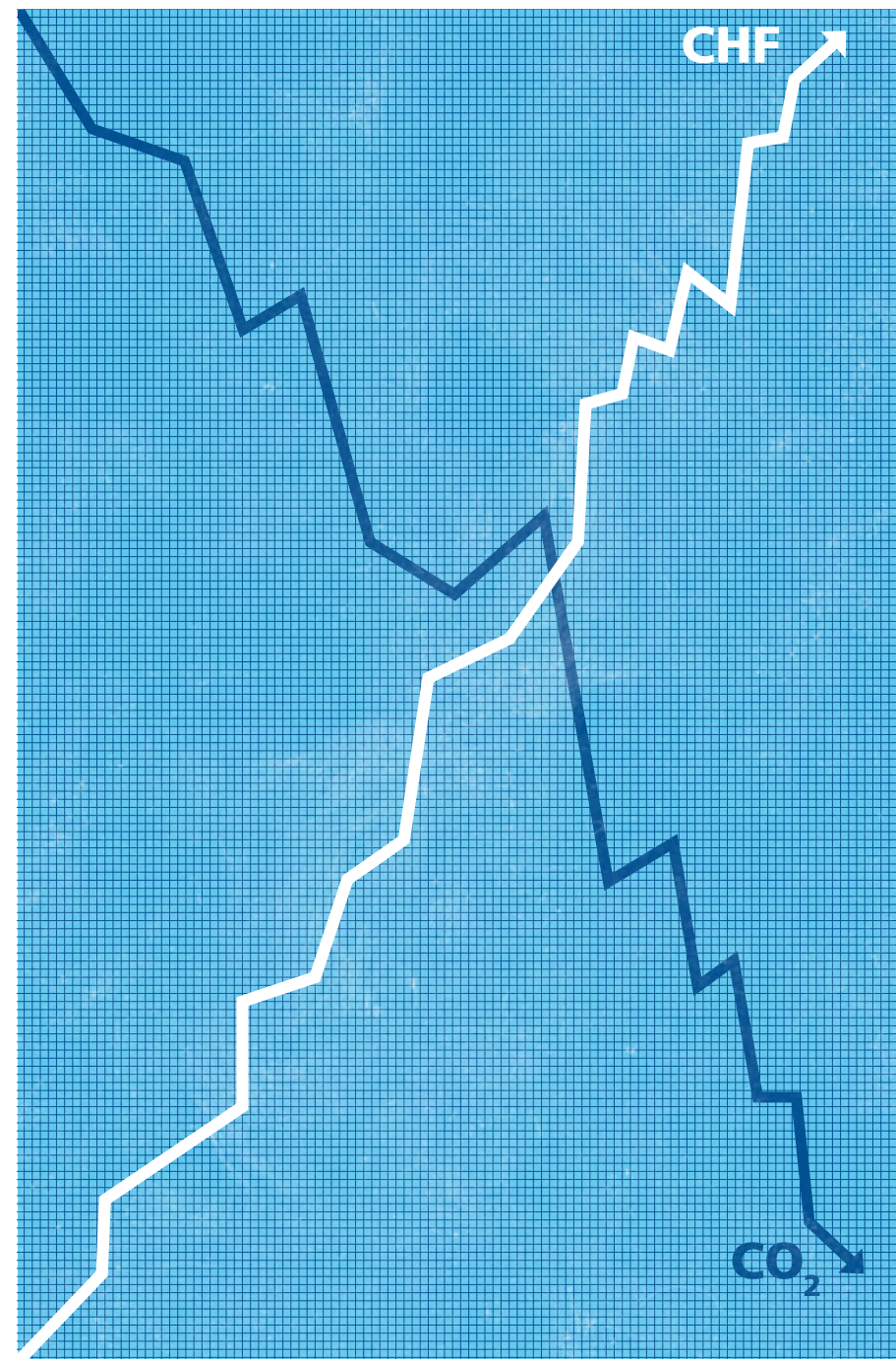
Emission reductions realised in carbon offset projects saw significant growth. In 2012, the project fund's disbursements to offsetting projects came to 9.1 million francs, signalling the first time they exceeded deposits to the fund from offsetting income of 8.9 million francs. These payments rose year-on-year by one third. In other words, the projects are now tapping their full potential – it is time to reap what we have sown. The number of emission reductions generated came to 510,784 (or more than 650,000, if prepaid emission reductions are included). For the first time, the fund's assets decreased slightly, to 14 million francs, in fulfilment of our CO₂ offsetting obligations.

Enhanced services and a larger headcount also caused administrative expenses to increase to 2.1 million francs. The organisation capital saw a gratifying increase of 267,000 million francs, bringing the current total to 1.56 million francs.

This gives myclimate a solid financial basis for further growth in its climate protection programmes.

Accounting is carried out in accordance with the Swiss GAAP FER Accounting and Reporting Recommendations. The financial overview presented here represents a summary of the 2012 consolidated financial statements audited by KPMG AG. To read the detailed Consolidated Financial Statements, please go to

www.myclimate.org/details



BALANCE SHEET

IN CHF	31.12.2012	31.12.2011
Liquid assets	13'051'320	11'821'785
Accounts receivable	4'440'469	3'034'755
Prepaid expenses	227'890	609'437
TOTAL CURRENT ASSETS	17'719'679	15'465'978
Financial assets	30'702	1'263'689
Tangible assets	305'694	326'510
Participations, loans and profit participation rights	178'354	72'128
TOTAL FIXED ASSETS	514'750	1'662'328
TOTAL ASSETS	18'234'429	17'128'305
Short-term borrowings	2'304'319	1'479'994
Long-term borrowings	0	70'000
Earmarked funds	14'505'190	14'420'207
Organisation capital	1'424'920	1'158'104
TOTAL EQUITY AND LIABILITIES	18'234'429	17'128'305

PROFIT AND LOSS ACCOUNT

IN CHF	2012	2011
INCOME		
CO ₂ offsetting donations	10'962'531	10'713'761
Donations and grants for climate education	1'130'155	905'437
Income from Carbon Management Services	1'144'582	1'075'053
Other income	254'766	272'224
TOTAL INCOME	13'492'034	12'966'475
EXPENSES		
Expenses for climate protection projects	9'014'171	6'167'274
Climate education expenses	908'014	746'445
Expenses for Carbon Management Services	1'014'657	924'971
Administrative expenses	2'113'641	1'631'432
Other expenses	215'267	156'014
TOTAL EXPENSES FOR SERVICES	13'265'750	9'626'136
RESULT OF OPERATIONS BEFORE ALLOCATIONS/WITHDRAWALS	226'284	3'340'338
Financial result	56'410	7'934
Other results	70'000	-63'114
RESULTS BEFORE ALLOCATION/WITHDRAWAL	352'694	3'285'159
Results from withdrawal/allocation of earmarked funds	-84'983	-2'774'981
Result for organisation capital	-267'711	-510'178
RESULTS AFTER ALLOCATION/WITHDRAWAL	0	0

JUBILEE

07



2012

FIGHT CO₂! MARKS 10 YEARS

10 YEARS FIGHT CO₂

organised by: **myclimate** **14/09/12 BERN BUNDESPLATZ** **22/09/12 ZÜRICH FREESTYLE.CH**

CAPTAIN CLIMATE VS. EL REY LOCO₂

COOP MIGROS WWF

10 YEARS FIGHT CO₂ myclimate PROTECT OUR PLANET

*** ALL FIGHTS - ALL ACHIEVEMENTS ***

2012 10th ANNIVERSARY

2002 Subsidy groups of the EU have been...
2003 ...
2004 ...
2005 ...
2006 ...
2007 ...
2008 ...
2009 ...
2010 ...
2011 ...

“FIGHT CO₂!” gets to the heart of what myclimate has been doing for the past decade: working for climate protection and against CO₂ emissions on every possible level! That’s why we made FIGHT CO₂ the motto for myclimate’s jubilee campaign. The campaign expressed the fight in tangible form – as a wrestling match: in myclimate’s corner, CAPTAIN CLIMATE, taking on a challenge from the long-time contender and polluter, EL REY LOCO₂ for the ultimate contest.

In a somewhat unconventional approach, myclimate presented its 2011 annual report as a poster advertising a wrestling match, adding invitations to two real-life fights: one at the main jubilee celebration in Berne, and the other at Europe’s largest freestyle sporting event at freestyle.ch in Zurich.

Even from the trailer it is obvious that the fight between the two wrestlers unites athletic entertainment with plenty of good fun. By deliberately taking a different and positive approach, we hoped to draw attention to the issue of climate change. It was at the jubilee celebration in Berne, before a select group of myclimate’s customers and partners, that CAPTAIN CLIMATE first met EL REY LOCO₂. Fortunately, at this encounter and the subsequent one at freestyle.ch, CAPTAIN CLIMATE managed to hold his own – but ultimate victory is far from certain!

Other jubilee activities besides the fights included the myclimate Jubilee Grant initiative for innovative carbon offset projects. myclimate is offering 100,000 euros to support three carbon offset projects that are either very small or at a very early stage of development.

With the myclimate Innovation Award, myclimate honoured an innovative product that cuts greenhouse gases and thus actively contributes to climate protection. The three most interesting projects were nominated from the numerous applications received.



<http://www.youtube.com/watch?v=dv0MSU7Xfbk>

BATTLE OF WORDS

On my right:

the challenger.

We've been watching him rise over the past 10 years.

He's a wonder.

Word on the street is that no one fights a cleaner fight.

That the future is his for the taking.

And that wherever he strikes, the grass grows back.

Let's hear it for:

And on my left:

the dominator.

He was born sometime in the 19th century.

He's the dirtiest fighter of all time.

The merciless king of the ring.

He breaks all the rules.

and anyone who opposes him.

Give it up for:

CAPTAIN CLIMATE!



EL REY LOCO₂

EL REY LOCO₂:

Hey CLIMATE! You call yourself a CAPTAIN? You look more like an ordinary seaman in your little baby-blue suit. Did it get that way from greenwashing ... or is it all just hogwash?

EL REY LOCO₂:

Low-tech? Look at me. I'm the storm that will wipe you off the landscape. I'm the rising sea level, and I'm going to drown you. Blub blub blub!

EL REY LOCO₂:

CLIMATE, better hold your breath. Are you sure you can recover your energy? Stop hugging those trees and get in the ring with me. I'll give you a hug that you'll never forget – that is, if you're still alive afterwards.

EL REY LOCO₂:

Don't make me laugh, CLIMATE! Remember Kyoto? Copenhagen? Durban? Who was down for the count there? You just go on doing your best and offsetting the rest – you won't get anywhere with that.

EL REY LOCO₂:

What???

CAPTAIN CLIMATE:

Hey, REY LOCO₂! Is that really a number two on your back? Way to live up to your name, you bloated king of the losers!

CAPTAIN CLIMATE:

Oh, LOCO. Enough with the hot air. It's all a big waste of energy. You'd better save it – you'll need all that lung power for later. Your style is completely low-tech.

CAPTAIN CLIMATE:

Blah blah blah! I thought you didn't believe in climate change! That's the last time you pollute my good name, LOCO! You call yourself the Dominator? You're nothing but a domino – and I'm going to knock you down when I step into the ring!

CAPTAIN CLIMATE:

Right, LOCO. You can squeeze all you want, but you won't get much CO₂ out of me. Watch out, I'm going to send a thousand new carbon offset projects your way before you can count to CO TWO!

CAPTAIN CLIMATE:

Psst, LOCO, can you hear that?

CAPTAIN CLIMATE:

That ticking noise? That's your timer. And it's running out. While my friends and I work away at building our low carbon society, you'll just disappear into thin air – like any other filthy gas.

BIG JUBILEE CELEBRATION IN BERNE



PUBLIC FIGHT AT FREESTYLE.CH



PUBLISHING DETAILS

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Account for international donations:

IBAN: CH35 0900 0000 9137 7511 5

BIC/SWIFT: POFICHBE



We would like to express our deepest gratitude to KSP Werbeagentur AG, Station AG, onfilm AG, Swiss Championship Wrestling, Papyrus Schweiz AG and 24translate for their generous support.

Editorial team: Foundation myclimate – The Climate Protection Partnership

Design: KSP Krieg Schlupp Partner Werbeagentur AG

Online version: Station AG

Translation: 24translate GmbH

Photos: Joke Loosli, Marco Finsterwald, myclimate

Films: onfilm AG / Hans Kaufmann