

# MyClimateLux - The Climate Protection Partnership



The nonprofit organisation MyClimateLux was founded in June 2008 by Energieageance, the Centre de Recherche Public Henri Tudor and Enovos Luxembourg. The activities of the association concentrate primarily on programmes and projects initiated to reduce greenhouse gases. In this context, MyClimateLux has now also entered into a partnership agreement with the Swiss foundation The Climate Protection Partnership. Science-based and market-oriented, MyClimateLux offers a comprehensive package of services for offsetting in accordance with the principles of «avoid – reduce – offset» and «do the best and offset the rest». This is how myclimate turns the challenge of climate change into your opportunity.

## myclimate services



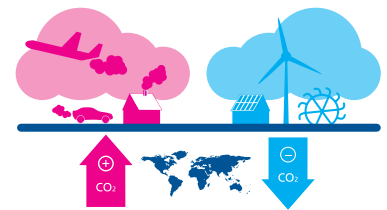
### Carbon Management Services

Using carbon assessments and carbon reports as well as other comprehensive LCA (Life Cycle Assessments), myclimate assesses the ecological footprint of products and processes. In addition, MyClimateLux supports companies with a range of tools to help them develop a climate strategy and optimise their processes.



### myclimate carbon offset Projects

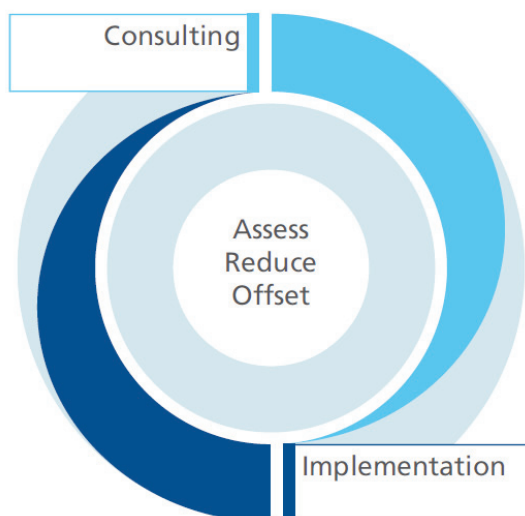
myclimate develops and supports carbon offset projects around the world that directly reduce greenhouse gases: Fossil fuels are being replaced by renewable energy or alternatively, allow the realisation of energy efficiency measures. myclimate carbon offset projects fulfil the highest standards (CDM, Gold Standard). They lead to a reduction in CO<sub>2</sub> emissions while making a significant contribution to sustainable development in the respective regions. At least 80 percent of the offset funds flow into the myclimate carbon offset projects.



### Offsetting

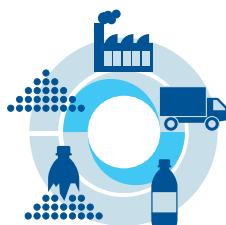
Thanks to MyClimateLux, individuals can fly in a climate neutral way and offset their car and household emissions. MyClimateLux also offers tailored solutions for businesses. For instance, it is possible to make individual departments, products or even entire companies climate neutral. Using the offset payments, MyClimateLux develops and supports high quality carbon offset projects around the world .

# Carbon Management Services (CMS)



Today, companies are facing numerous social and environmental challenges. One of the most important topics among them is climate change. With services such as Carbon Footprinting (i.e. CO<sub>2</sub> calculations), LCA (Life Cycle Assessments) or reporting, as well as support in communications and competence development, Carbon Management Services turns the climate change challenge into your opportunity!

## The three factors of success



### Carbon Footprint

At which point in the product lifecycle do most of the greenhouse gas emissions accumulate, and where are reduction measures meaningful? MyClimateLux provides answers to these questions by analysing greenhouse gas emissions of products or processes.



### Performance Management System

MyClimateLux supports companies in the collection and interpretation of relevant data for decision-making processes, as well as for the optimization of products or operations. The performance management system supports you with the data analysis and interpretation for planning and implementation, as well as for evaluation and reporting.

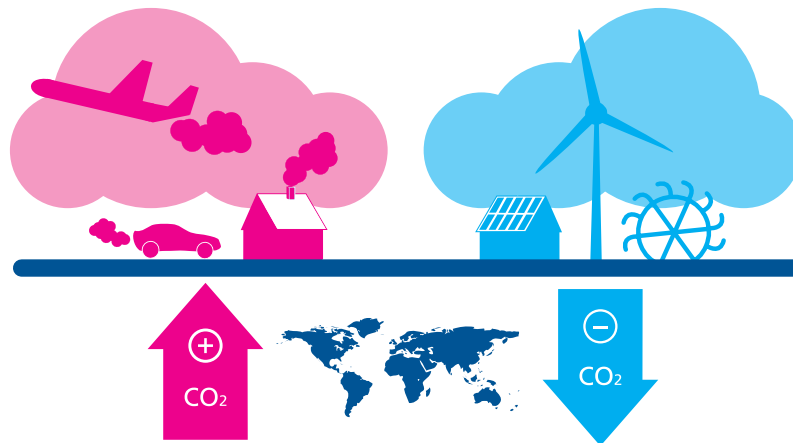


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### Communication

Many organisations are already doing their best to minimise greenhouse gas emissions. MyClimateLux reviews operational initiatives, creates fact-based performance statements, offsets unavoidable emissions and offers the «climate neutral» label as an innovative approach to communicate this commitment.

# Carbon offsetting



The average Luxembourg CO<sub>2</sub> output is around 21 tonnes per person and year. To guarantee a stable climate, this annual per capita output should be reduced to a maximum of 2 tonnes of CO<sub>2</sub> as soon as possible. This is the amount that is currently emitted during the normal operation of a car. Measures for reduction in the areas of personal activities and decisions are required. In addition, externally purchased CO<sub>2</sub> reductions can help to rapidly reduce global CO<sub>2</sub> emissions. myclimate offers conscientious businesses and other organisations a simple, innovative and easily teachable approach to making a contribution to carbon offsetting. By supporting carbon offset projects in developing nations and emerging countries, they can offset their climate impacting emissions in other countries around the world.

## The principle of carbon offsetting

As a first step, myclimate calculates the amount of greenhouse gas emissions produced during a specific activity (e.g. the production process or a business trip).

To offset the calculated greenhouse gas emissions, one pays a specific amount of money, which MyClimateLux then invests in carbon offset projects. The offset payments allow climate-impacting fossil energy sources to be replaced with renewable energies or alternatively, they allow the realisation of energy efficiency measures. In this way, the same amount of emissions which are originally produced are later saved. Thanks to the carbon offsetting mechanism, emissions are reduced at those locations where it is most economically effective. For instance in developing nations carbon offset projects may be implemented at lower costs compared to within Luxembourg. In addition, the MyClimateLux carbon offset projects contribute to sustainable development in the respective project regions.

## Climate neutral with myclimate

Depending on the type of organisation, climate damaging emissions are generated from various sources. The most significant ones being the following:

- **Travel: business flights, other business trips and employee commuting**
- **Infrastructure: heating, air conditioning and power consumption**
- **Production and distribution: energy consumption during the production and distribution of products**
- **Waste disposal and paper consumption**
- **Food and drinks**

## The way to climate neutrality

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Standard calculations can be performed using existing emissions calculators, and the resulting amounts of greenhouse gas emissions can then be offset. Some examples:

- **Climate neutral business flights:** calculation and offsetting of the emissions produced by business flights
- **Climate neutral businesses:** calculation and offsetting of the emissions produced by business activities
- **Climate neutral events:** calculation and offsetting of the emissions produced by events

For more complex scenarios, myclimate offers calculations tailored to specific requirements. For instance, it is possible to calculate and offset the emissions produced by individual business departments, products or specific processes.

MyClimateLux supports clients and partners in effectively communicating their carbon offsetting contribution with texts, pictures and a label that certifies climate neutrality. In addition, MyClimateLux publishes the commitment via the myclimate website, its newsletter and other suitable channels (events, brochures, media, exhibition stalls etc.).

## Price

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Via the offsetting mechanism, MyClimateLux finances the additional costs arising through the application of renewable energy sources compared to the use of fossil energy. This cost varies depending on the size of the project, the technology used and the country in which the project is implemented. For instance, the costs involved in reducing a tonne of CO<sub>2</sub> output differ considerably between a wind project in Madagascar and a biogas system in Nepal. This is why the cost per ton of CO<sub>2</sub> varies from project to project. MyClimateLux calculates an average cost per portfolio which comes about as an average of all the carbon offset projects that are part of the portfolio. Individually selected projects will have a specific cost.

## Selected projects

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MyClimateLux offers business clients with an offset volume of over 100 tons of CO<sub>2</sub> per year the choice of offsetting within individually selected carbon offset projects. In the case of emissions certificates not being able to be generated and retired within the desired project, myclimate will replace them with emissions reduction certificates of the same quality (e.g. Gold Standard with Gold Standard certificates, CERs with CERs).

## Projects Standards

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The myclimate Gold Standard portfolio comprises overseas projects that fulfil the Gold Standard CDM criteria (Gold Standard CERs) or generate Gold Standard VERs.

### CER - Certified Emission Reductions

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CER projects are official projects of the Clean Development Mechanism (CDM), which is regulated according to the Kyoto Protocol. These bigger projects are implemented in developing and emerging countries and are registered with the United Nations.

CER projects generate Certified Emission Reductions (CERs). These emission reduction certificates can be traded within the European emission trading system and bought by companies or countries to help them achieve their reduction targets. The certificates are also suitable for voluntary offsetting.

### VER - Verified Emission Reductions

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The acronym VER stands for «Verified Emission Reduction» and describes the kinds of certificates that may only be used for voluntary greenhouse gas offsetting. In contrast to the CDM projects, to which a single and internationally recognised regulation applies, such unified standards do not exist for VER projects. However, myclimate also develops and controls the voluntary projects according to the strict CDM guidelines. All myclimate VER projects fulfill the tight guidelines of the Gold Standard or are on their way to Gold Standard registration.

### Luxembourg carbon offset projects

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One of the objectives of MyClimateLux is to generate a climate protection project in Luxembourg, in order to promote energy efficiency and renewable energy in the Grand Duchy of Luxembourg.



# Carbon offset projects



myclimate offsets greenhouse gas emissions exclusively with high quality carbon offset projects in developing or emerging countries. To assure high transparency and emission reductions over the whole project life cycle, myclimate finances and implements together with partners its own carbon offset projects. Because of myclimate's requirement to support only high quality projects, international, independent studies acknowledge myclimate as one of the world's leading provider of offsetting measures in the voluntary market.

## Hight quality requests

### Permanency

By replacing fossil and climate affecting energy sources by environmentally friendly ones, all myclimate carbon offset projects reduce greenhouse gas directly at the source. myclimate exclusively supports projects that apply renewable energy technology, implement energy efficiency measures or reduce methane emissions.

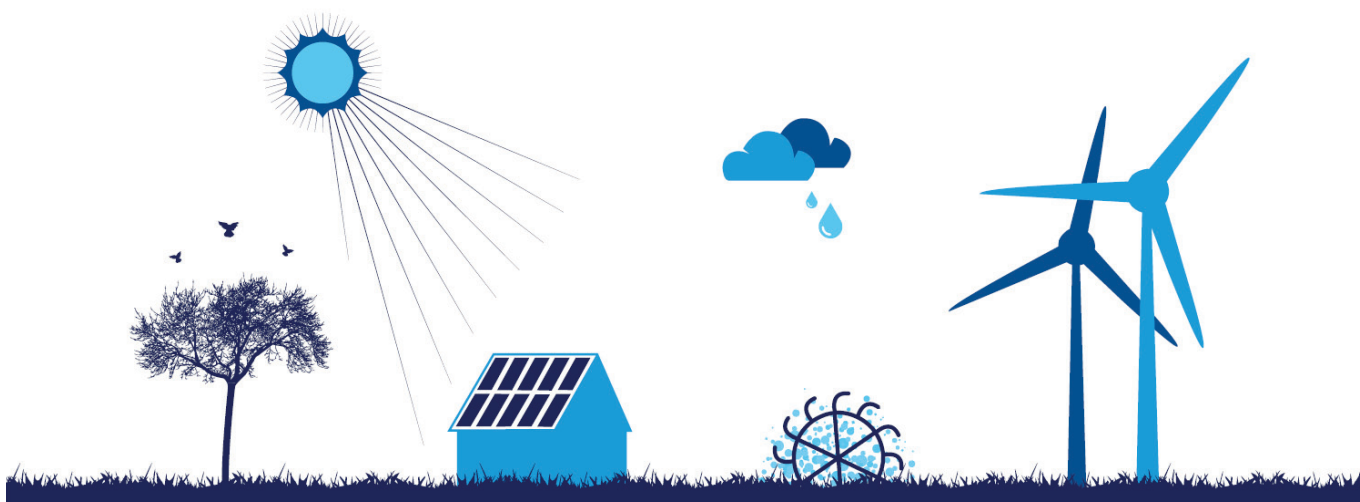
### Sustainable development

Besides the reduction of CO<sub>2</sub>, all myclimate carbon offset projects are required to make a positive contribution to sustainable development in the respective regions. Some of the positive sustainability effects are, for instance, the reduction of air and water pollution, the improvement of the quality of life of the local population, the transfer of knowledge and technology, and the creation of jobs. The sustainability criteria of the Gold Standard are regarded as guidelines for all myclimate carbon offset projects.

### Additionality

The principle of additionality states that emission reductions have to be additional to every reduction which would happen without the Kyoto Protocol. In other words: A project would not have been implemented without the funds raised by the purchase of emission reductions through myclimate. Projects that would have been implemented anyway, or which would only have earned extra profits through myclimate contributions are not supported.

# Facts in favour of MyClimateLux



To counteract climate change, greenhouse gases need to be avoided and reduced as much as possible and the rest emissions that can't be prevented need to be offset. With the activities climate education, carbon management services and carbon offsetting myclimate offers widespread services from one source. As a non-profit foundation it's possible for myclimate to apply offset earnings and contributions efficiently. At minimum 80 percent of the offset earnings are put directly into the carbon offset projects which are developed by myclimate and partners. Because of the proximity to the projects total transparency concerning the input of the finances and the improvements of the different projects can be assured. Moreover MyClimateLux provides detailed project information.

## Effective use of donations

In accepting donations from voluntary carbon offsetting, myclimate is committed to reducing the corresponding amount of CO<sub>2</sub> emissions. myclimate guarantees that the amount of CO<sub>2</sub> that is reduced is at least the same as the amount generated by the donor. As a non-profit organisation, myclimate further guarantees that at least 80 percent of offset payments are channelled into carbon offset projects. By international comparison, this represents one of the highest figures.

## High-quality carbon offset projects

myclimate carbon offset projects meet the strictest international quality standards (CDM and/or Gold Standards). Apart from reducing greenhouse gases, these projects demonstrably contribute to sustainable development in the region. Therefore, both the local population and the climate benefit.

## Project development

myclimate evaluates and selects projects very carefully. The foundation accompanies the project partners in the respective countries from the outset and maintains a close and collaborative relationship with them. By entering the scene early on as a trusted coach, myclimate can influence the development of the project and ensure compliance with its high quality standards.

## Guaranteed emission reductions

myclimate guarantees its clients the best possible use of donations through the validation of carbon offset projects at their beginning as well as annual verification of the achieved emission reductions in accordance with UN standards and/or the Gold Standard. The foundation's support of carbon offset projects is performance related, i.e. according to actual and declared emission reductions. The donations are accordingly only invested in projects once the emissions performances have been ascertained by an external UN recognised certification organisation such as SGS, TÜV or DNV.

## International recognition

International surveys (eg. ENDS Carbon Offset Guide 2008 or Evaluation of Tufts University, [www.myclimate.org/en/portrait/reactions-to-myclimate/studies](http://www.myclimate.org/en/portrait/reactions-to-myclimate/studies)) have reviewed myclimate and recommended it as one of the world's leading carbon offset providers. Some of the factors that prove decisive in these appraisals are the high-quality carbon offset projects, the transparency, the user-friendly CO<sub>2</sub> calculators, as well as the non-profit organisation status. The constantly growing, responsible client base of the dedicated NGO also shows the broad recognition and credibility.

# Your contribution to climate protection



In recent times the focus of public awareness has moved toward the ecological and social responsibility of organizations, with the battle against climate change being a central theme. Being involved in climate protection is a key tool for increasing brand acceptance and customer loyalty, as well as constituting an important sales criterion. MyClimateLux helps to make a real contribution to climate change by helping you reduce your CO<sub>2</sub> output. Position yourself as a responsible organisation and make a contribution to climate protection!

## Ways to cooperate

With the principle of «avoid – reduce – offset» MyClimateLux offers an all-embracing service package from one source. MyClimateLux shows how everyone by oneself can avoid or reduce significantly greenhouse gas emissions. Carbon management services calculates the carbon footprint for products and processes and offers a solid basis for decision for effective reduction measures. Inevitable rest emissions can be offset in high quality carbon offset projects in developing and nearly industrialised countries.

## Calculation of CO<sub>2</sub> emissions

At which point within the product lifecycle, and within which of your company processes, are the highest amounts of emissions produced, and where are measures to reduce them best applied? MyClimateLux answers such questions with scientifically-based analyses of the environmental and climate impact of products and processes. In addition, MyClimateLux offers you an effective tool in the form of tailor-made CO<sub>2</sub> calculators which you and your employees can use for instance in your intranet and internet to calculate emissions generated by activities and products.

## Climate neutral with MyClimateLux

Reduce your emissions with high quality carbon offset projects from MyClimateLux. MyClimateLux offers a range of different ways to offset emissions. The «climate neutral» label may be applied to the entire company but also to specific departments, individual products or events.

### Your specific benefits

- You make a distinct contribution to climate change, one of the greatest challenges of the 21st century!
- You will be among the trendsetters in voluntary carbon offsetting!
- You will be effective at reducing CO<sub>2</sub>!
- You will position yourself as a responsible organisation within sensitized surroundings!
- You will create additional value in your environmental management system.
- By communicating your involvement for the climate you increase brand acceptance and customer loyalty!

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