

**Your partner for  
climate action**

**Effective climate action**  
Solutions for SMEs and corporations

# Our clients join us in fighting global warming, thereby contributing to improve living conditions on Earth both today and tomorrow;

Today because they are supporting carbon offset projects that improve the daily lives of people in developing countries. Tomorrow because we are working to ensure that life on Earth continues to be worth living.

ClimatePartner offers solutions for climate action: We help companies to measure, reduce, and offset their carbon emissions and to develop sustainable climate action strategies.





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## Climate action

### Saving the planet for future generations

Scientists all over the world agree that two degrees of global warming is too much. However, implementing the goal to prevent more than two degrees of global warming remains a challenge.

The UN Climate Conference hosted in Paris in 2015 was a breakthrough; it was the first time that obligatory climate action goals were agreed upon by all the countries, rather than just industrialised or economically developed countries, as had been the case in the past.

In addition to national targets for reducing greenhouse gas emissions, voluntary climate action also plays a significant role. Using technology available today, economic activity is always associated with carbon emissions.

No matter how resource-efficient a company becomes, some emissions remain unavoidable.

In other words, we will never get a grasp on global warming without massive development of carbon offset projects.

Because carbon offset projects avoid and reduce emissions, companies can support certified carbon offset projects to offset their emissions, thereby rendering their products and services climate neutral – or even their entire company.

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## Climate action

# More than a good deed: Success strategy for companies

Climate neutral products represent an opportunity for consumers: they can do the right thing without completely changing their way of life. Food like strawberries and ice cream, products like pens and office paper, even heating oil, hotel accommodation and camping in a campervan: all kinds of things are now available climate neutrally.

Companies can actively engage in climate action by selling climate neutral products and services. They take responsibility for their unavoidable emissions by offsetting them, thereby enabling their customers to make climate-conscious decisions. Thus, their brand is perceived as responsible, and their portfolio becomes more attractive for environmentally conscious consumers.



# Climate action in five steps



## Corporate Carbon Footprint (CCF)

**Corporate Carbon Footprint (CCF)**  
Your company's carbon emissions

We calculate your Corporate Carbon Footprint in accordance with international standards like the Greenhouse Gas Protocol. The CCF is the foundation for emission reduction as well as for reporting emissions of individual products.



## Product Carbon Footprint (PCF)

**Product Carbon Footprint (PCF)**  
The carbon emissions of products

We also calculate the Product Carbon Footprint in accordance with widely accepted international standards like the Greenhouse Gas Protocol. It is based on the entire life cycle of a product.



## Avoid and reduce emissions

**Climate action strategy**  
Avoid and reduce emissions

Your Corporate Carbon Footprint is where we find the the greatest potential for reducing emissions. Together, we can create appropriate measures and integrate them into a concise climate action strategy.



## Offset emissions

**Carbon offset projects**  
Offset CO<sub>2</sub>

No matter how much you reduce, some carbon emissions are unavoidable. You can offset these emissions by supporting a recognised carbon offset project. Your product, your service, or your company will then be climate neutral, thus contributing to effectively protecting our environment.



## Communications

**Certificate and label**  
Communicate and market climate neutrality

Transparent and credible marketing of climate neutrality is based on the ClimatePartner label and ID. We'll help you to communicate your commitment accordingly: with content and images of carbon offset projects, marketing kits tailored to your industry, and even brochures or press releases.

# Truly climate neutral: Our label

Our label provides transparency and credibility in climate action.

Through a unique ClimatePartner ID, our clients and their consumers can track each individual carbon offset down to the last kilogram.

1

## The icon

Climate action is depicted by an icon in the shape of the Earth. Our initials represent the climate protecting our fragile planet at an angle of 23.4° – the same angle as Earth's axial tilt.

2

## Climate neutral

Our label confirms that all carbon emissions for the climate neutral product or service have been calculated and offset via recognised carbon offset projects.

3

## The category

Our label indicates exactly what is climate neutral: for instance the packaging or even the entire product – a distinction mandatory for transparency towards consumers.

4

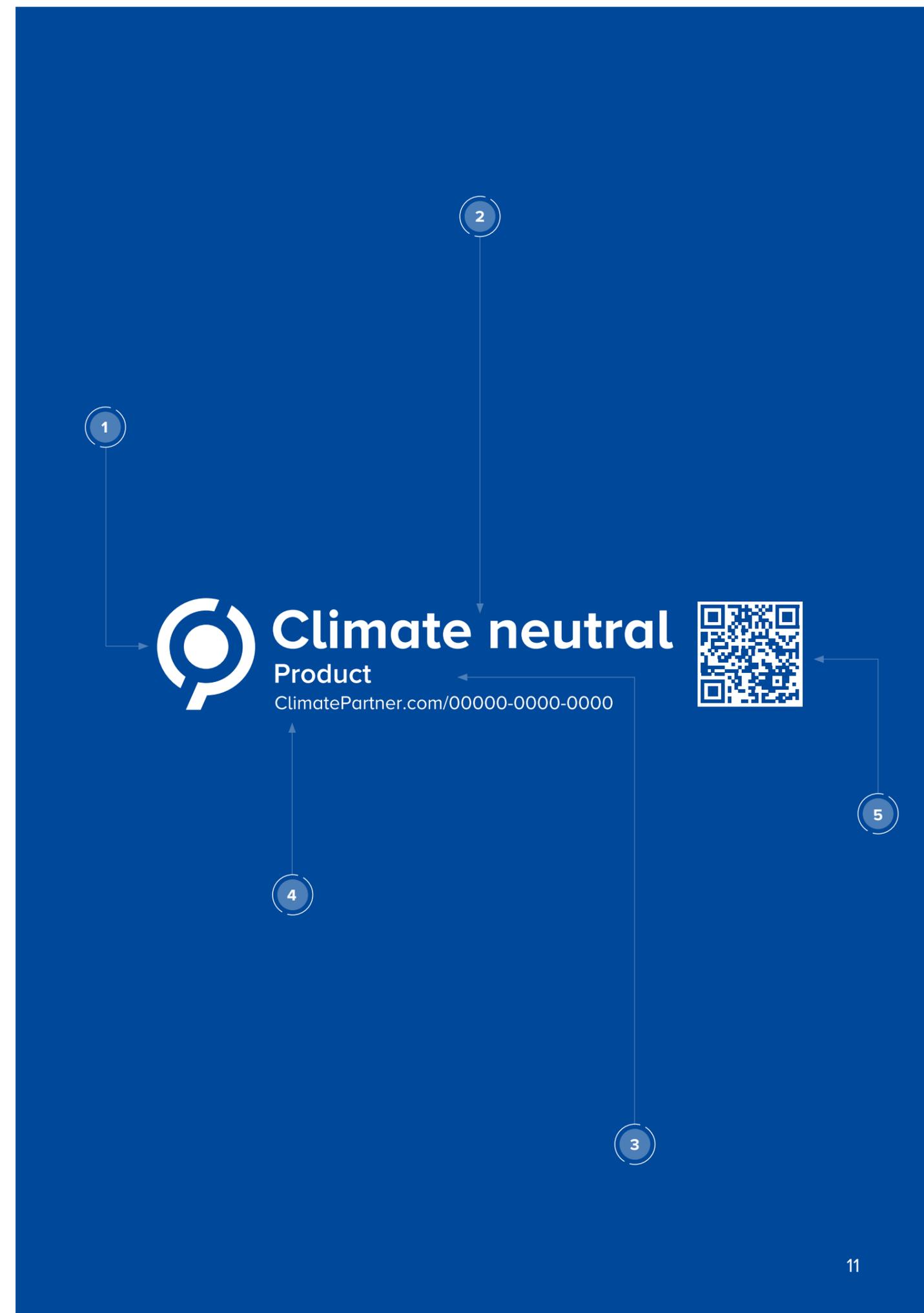
## ClimatePartner ID with tracking URL

The ID constitutes the core of our label: each carbon offset is assigned a unique ID in our system. This number and the associated web address make the offset traceable. The volume of the emissions generated and the supported carbon offset project can be identified online.

5

## Optional: the QR code

Those looking to make it especially easy for their customers to obtain further information will include a QR code on their label. It links to the tracking URL that displays the carbon offset at the touch of a button.



# Success stories: Our customers

## Swiss brand products packaged climate neutrally

“The cost and effort for climate neutral packaging for our brand products remain manageable because ClimatePartner takes care of coordinating our suppliers. At the same time, this aspect has an impact on our overall sustainability activities.”

Alain Studer,  
Lead Buyer Packaging Materials, Wander AG



## Climate neutral functional wear by Sympatex and bleed

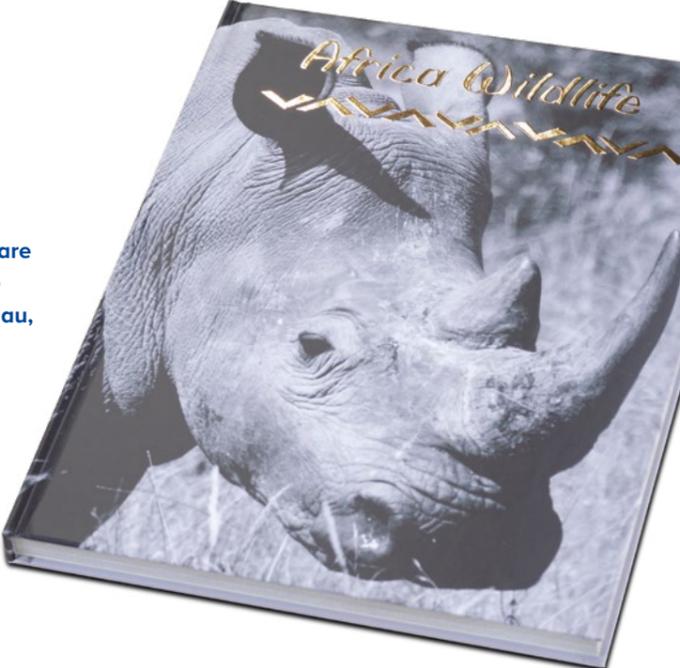
“When it comes to questions of sustainability and environment, we must not underestimate the consumer. The signs of a shift in awareness can be seen everywhere throughout society.”

Dr. Rüdiger Fox,  
CEO, Sympatex Technologies

## CEWE photo albums

“All CEWE photo albums and CEWE brand products are climate neutral. We also feel a special connection to our carbon offset project ever since our visit to Kasigau, Kenya.”

Dr. Matthias Hausmann,  
Director of Chemistry and Environment, CEWE Stiftung



## Climate Neutral Honey from Breitsamer

“Honey is a unique natural product. As a family company, we hold sustainability, fair trade with our suppliers as well as protecting the environment equally near and dear.”

Robert Breitsamer,  
Managing Director, Breitsamer & Ulrich GmbH & Co. KG



## Schneider Writing Utensils

“Climate neutral writing utensils complement our philosophy of being an environmentally conscious family company.”

Christian Schneider,  
Managing Director and Grandson of the Company Founder,  
Schneider Schreibgeräte



## Canon Office Paper

“Today more than ever, the environmental aspect is often the decisive criterion for a purchase decision. This is also a reason why climate neutrality is an important bonus point for our customers and their clients.”

Daniel Hahn,  
Regional Sustainability Manager DACH/NL, Canon



Find further examples of our customers at  
[www.climatepartner.com/success-stories](http://www.climatepartner.com/success-stories)

# Saving more than just emissions: Carbon offset projects



At their core, our carbon offset projects are development projects for the local community.



### Fuel switch in a coal paradise Biomass project in Soacha, Colombia

In the Bogotá metropolitan area, bricks are fired with cheap coal and used for mass construction. Santander has converted the brick factory to efficient kilns and is now running on renewable biomass. This is the first Gold Standard project in Colombia and saves 18,000 tonnes of carbon emissions annually.



### Living space for mountain gorillas Hydropower at the Virunga National Park, DR Congo

Virunga National Park is home to some of the last mountain gorillas on Earth. 97 percent of the people in this region live without electricity, lacking even the most basic infrastructure. The small hydropower plant now supplies 30,000 residents with electricity, thereby meeting one of the essential conditions for economic development.



### Clean water for India Water treatment in Odisha, India

Every year, two million children die from diseases like cholera or typhus. To prevent this, many families boil their water over an open fire. As an alternative, this project purifies water and then distributes it in villages. This generates fewer emissions and improves living conditions enormously.



### The rainforest as the basis for life Forest conservation in April Salumei, Papua New Guinea

For thousands of years, humans had been living in harmony with nature in the jungle in April Salumei, Papua New Guinea – that is until the government permitted the region to be exploited industrially and fall victim to deforestation. Indigenous groups joined together to fight for their forest. Today, they are able to protect a huge area of untouched rainforest.

## Carbon offset projects must meet four criteria

### 1. Additionality

Only projects that absolutely require additional financial support through certified emission reductions are recognised as carbon offset projects.

### 2. Permanence

Carbon savings must be guaranteed long-term.

### 3. Audited by independent third parties

The exact amount of carbon savings is retroactively audited by organisations like TÜV, SGS, or PwC.

### 4. Exclusion of double counting

Each tonne of carbon saved is strictly accounted for only once.

Find more information on these and other projects at [www.climatepartner.com/carbon-offset-projects](http://www.climatepartner.com/carbon-offset-projects)

# More ways we can support you: Additional services



## Consulting

We provide consulting services in all areas concerning climate action and sustainability: topics include carbon emission reduction, on-site workshops and events, defining science-based targets, impact assessments, sustainability reporting, carbon accounting, and more.



## Science-based targets

Science-based carbon emission reduction targets quantify the carbon reduction necessary at company level in order to effectively limit global warming to no more than two degrees. We support you with the methodology to identify the correct target upon which to base your climate action strategy.



## Our IT solution

In order to make climate action as easy and seamless as possible, our processes run via a central cloud-based online platform. You can use it to manage your carbon offsets or to access our diverse carbon offset project portfolio. This online platform is TÜV-certified (TÜV Austria, certificate no. TA 290 102005531).

Our interface allows our clients to use the platform for automated forwarding and processing of carbon offsets, including via their own online platforms.

We can integrate our solutions for calculating and offsetting emissions in various ERP systems and specialised solutions, such as integration into different online shops. Accordingly, our IT solutions provide you with support in simple and fully automated carbon offsetting from right within your own system!



## CDP consulting

We offer to guide you through the entire CDP process, from developing a climate protection strategy to filling out the application. As an official CDP consulting partner, we also offer a response check before you submit your final answers.



## ClimatePartner Academy

In sustainability circles, our climate action workshops have obtained a fixed slot in people's agendas. Sustainability newcomers are also very welcome. Our Academy is where managing directors, marketing and sales experts, buyers, product managers, and CSR officers learn how they can turn climate action into a measure of success for their company. Find additional information, upcoming dates, and register at [www.climatepartner.com/academy](http://www.climatepartner.com/academy)



## ClimatePartner supply chain solutions

With the help of our online platform and central administration of ID numbers, we can help you to integrate your suppliers into your climate action solutions. Cost and effort are minimal for you since we manage the entire process on your behalf.



Find more detailed information about our services at [www.climatepartner.com/services](http://www.climatepartner.com/services)

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## About us

### What we believe climate action is about

Protecting the environment must be extremely easy for companies, and especially for consumers. Everyone should be able to find a climate neutral alternative in a supermarket or online shop; this is how our idea was born.

Our solution makes it easy for companies to render their products and services climate neutral. We now have customers in many industries offering climate neutral products and services – be it food or non-food, cosmetics, packaging, print products, writing utensils, hotel accommodations, events, office paper, clothing. All bearing the ClimatePartner label.

Our goal is to implement climate action for our customers in an efficient, responsible, and credible manner.



## Your partner for climate action

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