



Why climate data matters

15 March 2021

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 **myclimate**
shape our future

**Foundation
myclimate**



Foundation myclimate

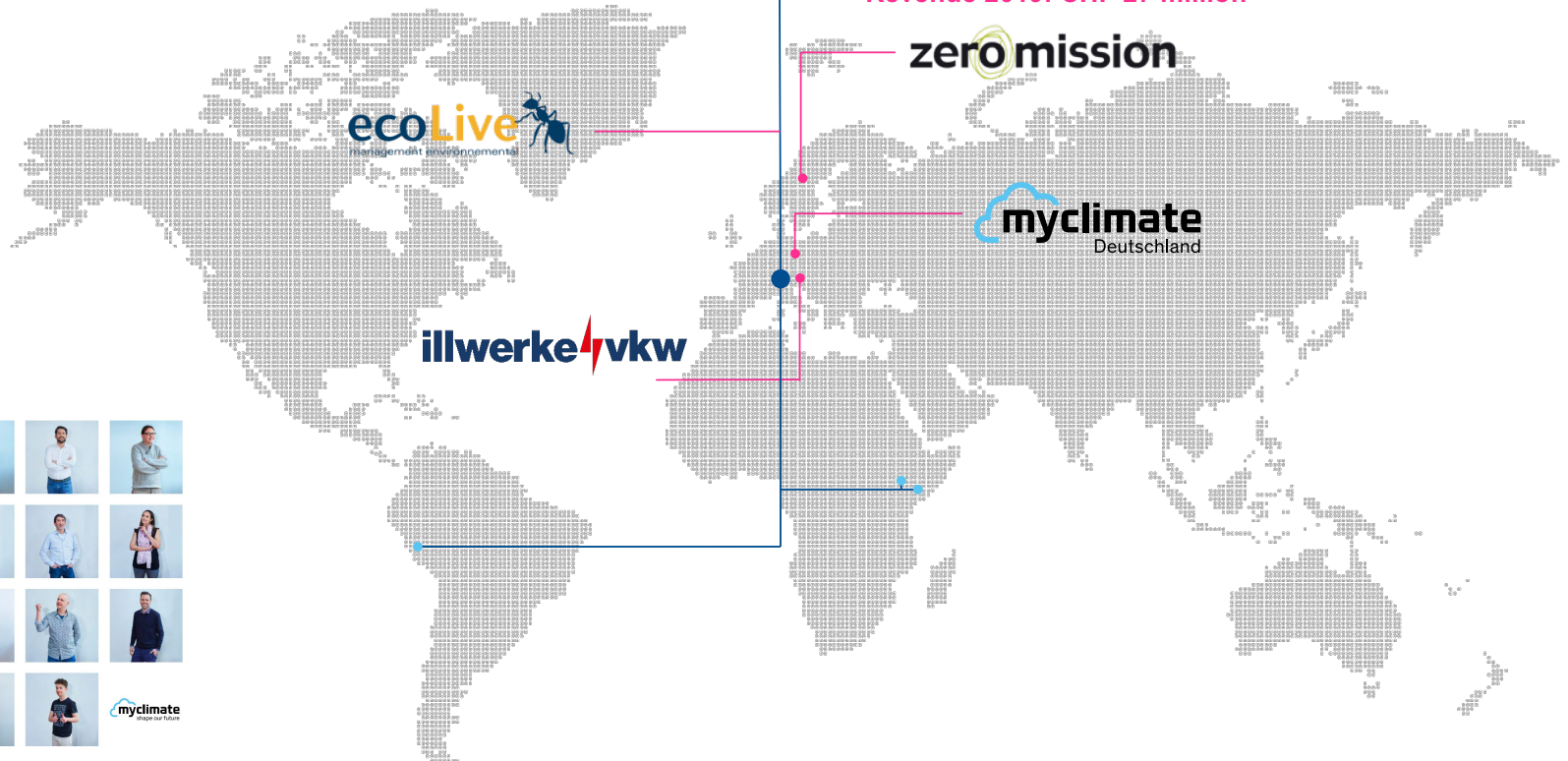
Since 2002, headquarters in Switzerland, international representatives, clients worldwide



Headquarter: Zurich, Switzerland

Worldwide > 90 employees

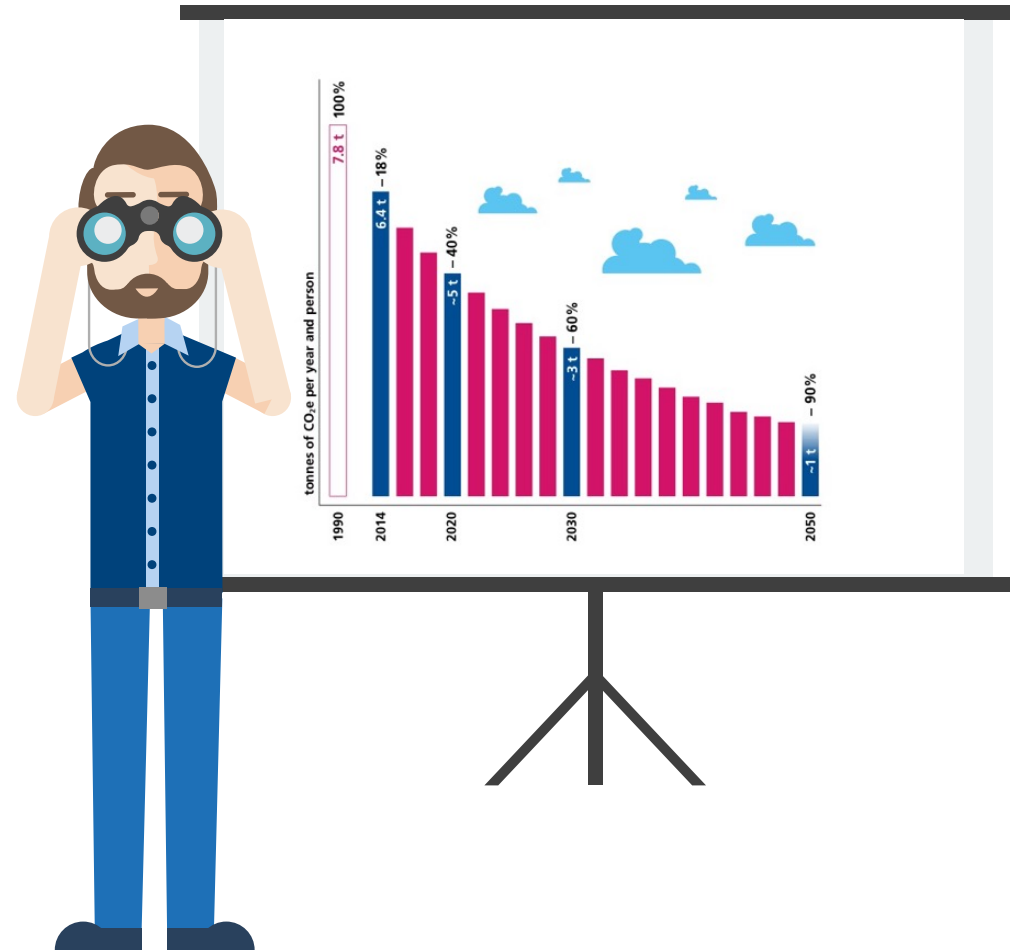
Revenue 2019: CHF 27 million



Vision

Net-zero Society

Together towards
0.6 ton CO₂ per
person.



Our Activities

Effective climate protection – locally and globally

Consulting Services



Climate Education



Carbon Offset Projects



a broad spectrum of individual solutions and long-standing expertise

Climate data



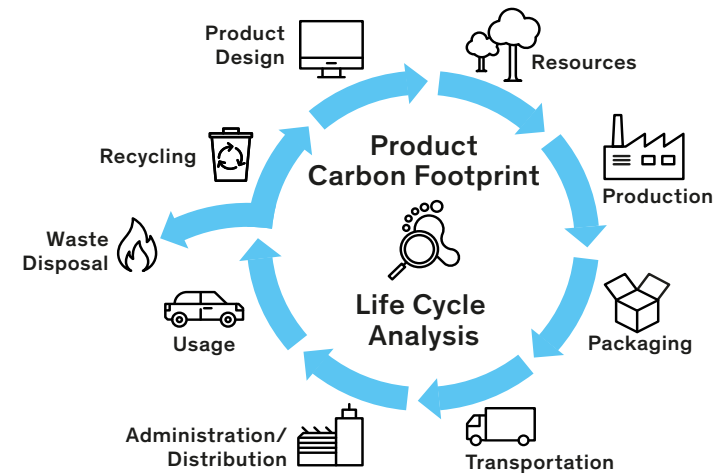
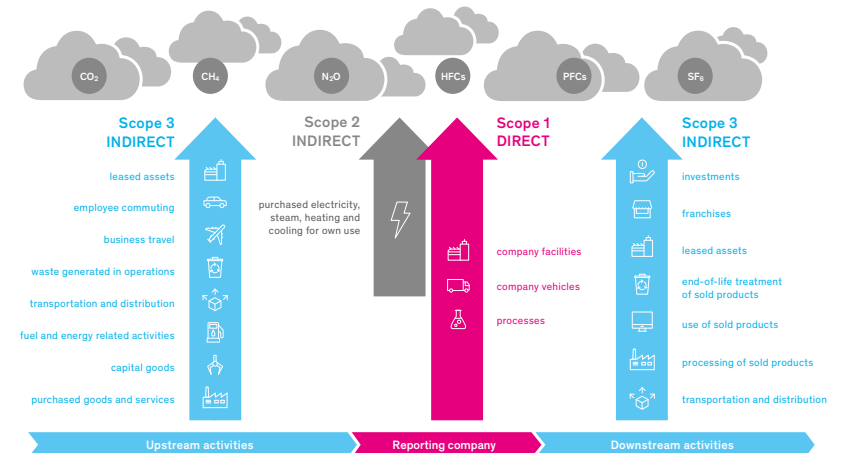
CO₂ and CO₂e

- CO₂
- CO₂e
 - CO₂ equivalent
 - standardizes the climate effects of various greenhouse gases

Calculation of CO₂ emissions

what myclimate does

- CO₂ emissions
 - calculation of CO₂ emissions of companies, products, events, services etc
 - PCF: Product Carbon Footprint
 - CCF: Company Carbon Footprint
 - individuals: flight, household, car, footprint



Calculation of CO₂ emissions

what myclimate does

- methodological basis
 - international standards
 - e.g. ISO 14'040/44, ISO 14'067, PAS 2050, GHG Product Life Cycle Standard, GHG Protocol, CDP, GRI).
 - emission factors: ecoinvent
 - LCA approach: Life Cycle Assessment
 - direct and indirect emissions

The individual carbon footprint

- every consumption decision (goods and services)
➡ better or worse for the climate
- CH: emissions/capita
 - 5.6 t CO₂e: direct emissions
 - 14 t CO₂e: emissions including indirect emissions
- emissions sources
 - mobility ➡ public transport, few/no flights
 - energy ➡ renewable energy
 - consumption ➡ most complex to reduce emissions

Calculation of CO₂ reductions

what myclimate does

- climate protection projects
 - measurable and verifiable reduction of CO₂ emissions
 - renewable energy
 - energy efficiency
 - increasing carbon sinks

SUSTAINABLE
DEVELOPMENT GOALS



Challenges

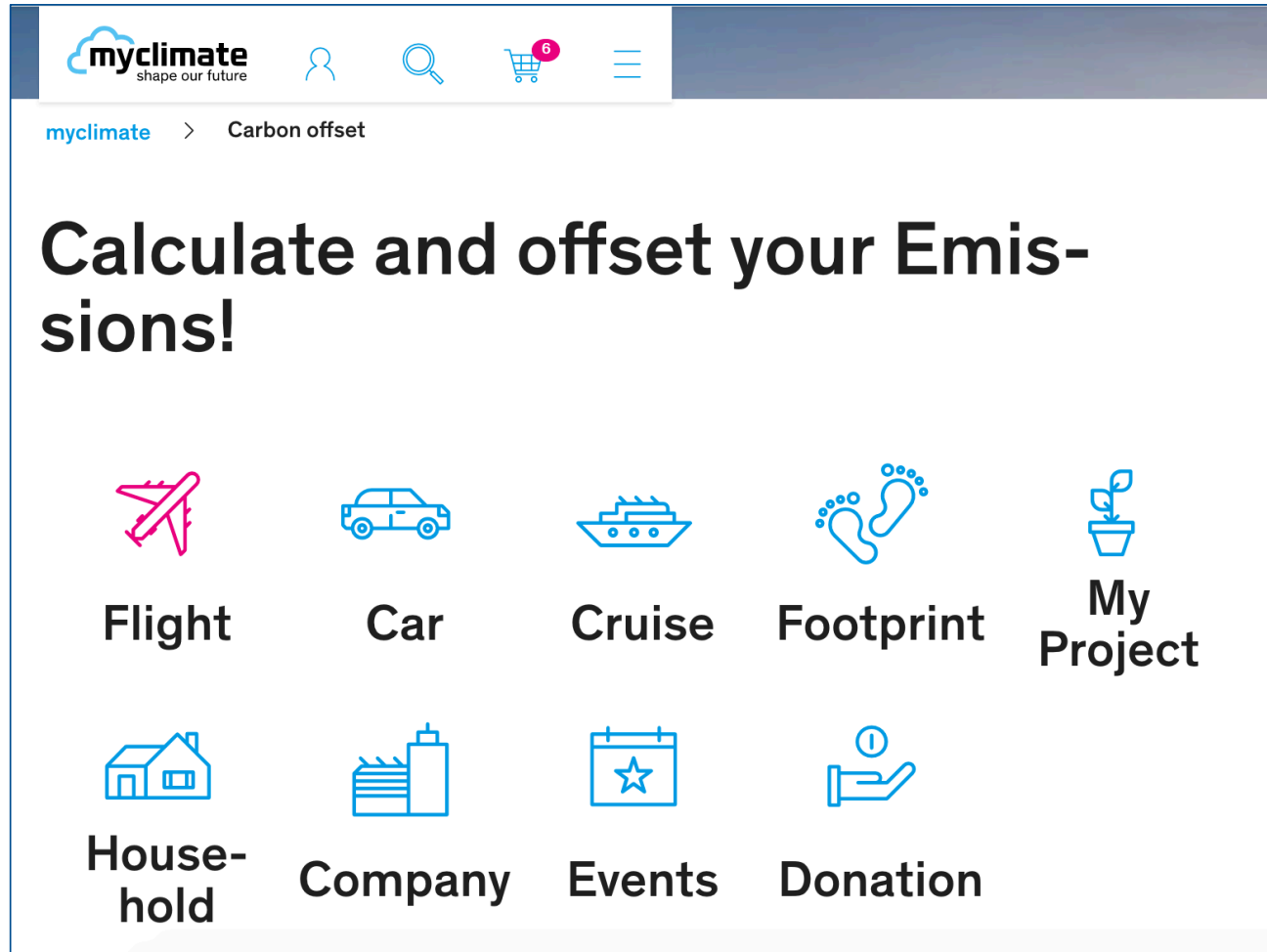


Challenges

- you can only manage what you know
 1. get to know your carbon footprint
 - individuals
 - companies
 2. reduce as much emissions as you can
 3. offset the rest of the emissions
- don't be scared of the complexity of the topic
- start simply

Calculate your CO₂ emissions!

<https://www.myclimate.org/carbon-offset>



Climate facts & figures

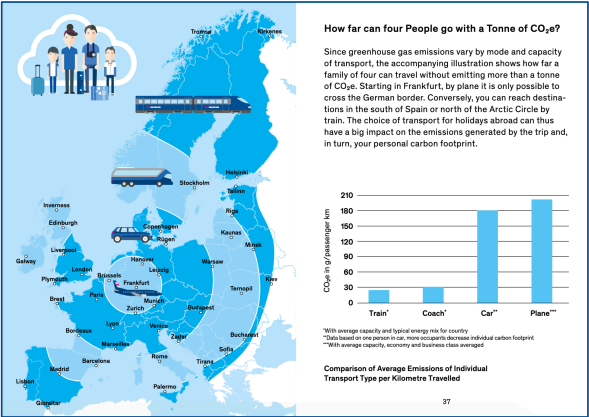
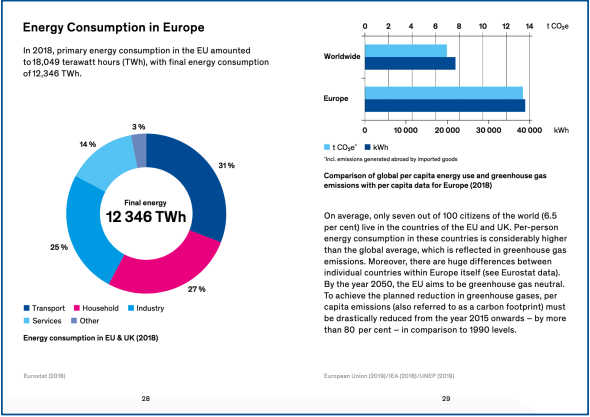
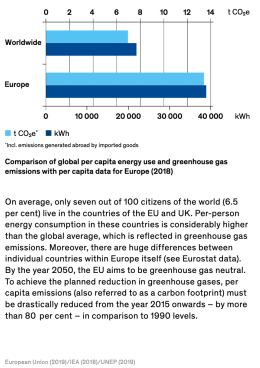
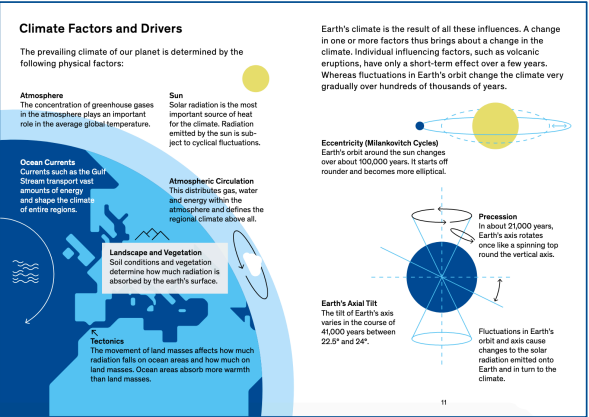
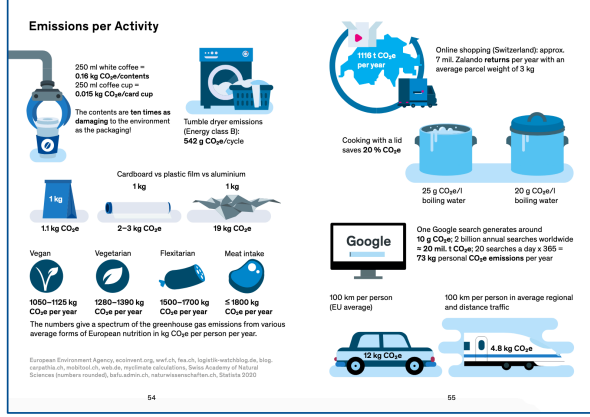
myclimate Climate Booklet

Climate Change and Protection

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What can I do?

Climate Booklet





Let's reduce our carbon footprint!

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