

# KlimaInvest CLIMATE NEUTRALITY

## OUR CLIMATE NEUTRALITY OFFER FOR YOU AT A GLANCE



### 1 CARBON FOOTPRINT

Your Carbon Footprint shows the total amount of CO<sub>2</sub> emissions caused by a company, a service, an event or a product. It is the starting point for the development of a corporate climate protection strategy and refers to a defined period (usually one calendar year). Find out in which areas your company is already contributing to climate protection and discover where you still have potential.

#### Scope of service:

- Providing of a comprehensible questionnaire for **data collection** on CO<sub>2</sub> sources (e.g. business travel, energy consumption, commuting distance, catering, hotel accommodations)
- Expert consultation via telephone and support with data collection by your individual contact person
- **Calculation** of the Carbon Footprint based on the latest emission factors of the German Federal Environment Agency and the Intergovernmental Panel on Climate Change (IPCC)
- **Providing of a result sheet** with presentation of the annual development
- Annual update of the Carbon Footprint of your company
- Advices on reduction potentials and measures

### 2 CLIMATE NEUTRALITY THROUGH CLIMATE PROTECTION PROJECTS

By investing in certified climate protection projects, CO<sub>2</sub> emissions that cannot be avoided in your company or through your events can be offset in a climate-effective way. This is done through the purchase of CO<sub>2</sub> reduction certificates. In this way, climate protection projects are financed for which CO<sub>2</sub> measures are not funded elsewhere and therefore fulfil the criteria of additionality. This means that 100 % climate neutrality can be guaranteed for your company or your event. Our goal is to protect

nature and the climate and at the same time help people to achieve a better standard of living. Therefore, when selecting projects for our KlimaInvest Project Portfolio, we pay attention to social aspects in addition to CO<sub>2</sub> savings and environmental benefits.

**Scope of service:**

- Selection and compilation of climate protection projects that always fulfil an **additional social and/or ecological benefit** (e.g. forest and nature conservation, educational projects, medical care or infrastructure development) and support the United Nations Sustainable Development Goals (SDGs).
- The supported projects are officially registered, follow the rules of the Kyoto Protocol and are additionally certified according to the strict requirements of the **Verified Carbon Standard (VCS)** and/or the **Gold Standard (GS)**
- **Booking and validation** of the CO<sub>2</sub> reduction certificates via verified international registers
- Issuance of officially confirmed CO<sub>2</sub> certificates

**Project example: Forest protection in the Amazon, Brazil**

- CO<sub>2</sub> savings by preventing deforestation and protecting a unique natural paradise
- Providing expert advice to the local population on agriculture and forest protection
- Preserving the unique habitat of pumas and jaguars that roam the dense rainforests
- Fulfilment of the strict requirements of the UN Climate Change secretariat as well as the criteria of the Verified Carbon Standard (VCS)



### 3 AUDITED COMPENSATION

To create even greater transparency, we voluntarily let the TÜV check the proper implementation of the commissioned offsetting of your CO<sub>2</sub> emissions. The certification covers the entire compensation process.

- Checking the recording and documentation of orders for compensation
- Assessment of the cancellation of the corresponding quantities of CO<sub>2</sub> reduction certificates
- Verification according to the KlimalInvest Criteria Catalogue CLIMATE NEUTRALITY

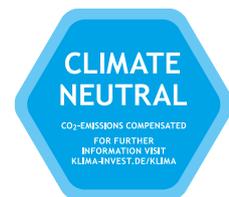


### 4 MARKETING PACKAGE

“Do good and tell people about it” - Communicating your engagement is an important component of your climate strategy. For more than 10 years, KlimalInvest has supported more than 400 companies all over Germany in successfully presenting climate protection measures to the public. In addition to a full service-marketing package we support you in all marketing and communication issues.

Scope of service:

- Providing of the KlimalInvest **CLIMATE NEUTRAL label and certificate**, on request also representatively framed in a white wooden picture frame and/or in the form of a climate crystal
- Supply of materials on the supported climate protection projects, e.g. high-resolution project images and informative project sheets
- On request, creation of a **CLIMATE NEUTRAL explanatory video**, customised with your logo for integration on your homepage
- Informative FAQs with the most important questions and answers, as well as easy-to-understand graphics and texts on climate neutrality
- Guideline on how to use the material provided
- Successful practical examples from our climate partners
- Possible linking to the TÜV certificate “Certified CO<sub>2</sub> Compensation”
- Supply of sample press releases and press FAQs with sample answers and explanations
- Support from our experienced team of experts in the design of your marketing and all matters relating to your **public relations and press work**



## 5 INDIVIDUAL SERVICES

In addition to the presented service components, we offer you further services and product options in the area of CLIMATE NEUTRALITY:

- **Annual update:** We recommend that you update the Carbon Footprint annually. This allows you to measure your progress and derive recommendations for action. To do this, you will receive an annual verification e-mail from us. If your energy consumption has changed, we will repeat the CO<sub>2</sub> emission calculation for you based on your previous year's values (see point 1, Carbon Footprint).
- **KlimaPartnerPortal:** As our Climate Partner you get access to our extranet, the KlimaPartnerPortal. There, all information is available to you in a clearly arranged form. This gives you access to marketing materials, contracts and delivery volumes at any time. You can also download your certificates and videos there. If we update our materials, you will automatically receive an update and a note about the update.
- **Sales training:** If you would like to support your customers on their way to carbon neutrality or introduce new green products, we are happy to provide training for your sales force in the form of webinars or at your premises.
- **Additional, regional investment component:** The certified compensation of CO<sub>2</sub> emissions in international climate protection projects can be combined with an additional commitment to climate protection at your location. By choosing KlimalInvest CLIMATE NEUTRALITY RE you commit yourself to reinvest a minimum of 1 € per compensated ton of CO<sub>2</sub> in regional climate protection measures. For example, the contribution could be used for the expansion of photovoltaics, the installation of electric charging stations or for tree planting campaigns.
- **Support for your climate protection strategy:** Reduce and avoid your CO<sub>2</sub> emissions with a climate protection strategy. Based on the Carbon Footprint, it becomes clear in which areas your company is already contributing to climate protection and where the greatest reduction potentials lie. Together we can derive appropriate measures. For example, have you already switched to Green Electricity and Carbon Neutral Gas? Thanks to our many years of experience and nationwide network in the energy sector we can also advise you in these areas.

Would you like to become active in climate protection or do you have any questions?

We look forward to hearing from you!

### FOR FURTHER INFORMATION: