

## Press Release

# ALDI SUISSE and myclimate agree on an education partnership

Zurich/Schwarzenbach, 12 April 2022 – Since the start of 2022, ALDI SUISSE has been supporting the myclimate education project “Energy and Climate Pioneers 2.0”. Together with representatives of the public sector, foundations and lottery funds, ALDI SUISSE is helping to ensure that across the nation up to 10,000 schoolchildren in grades 5 to 9 of Swiss primary schools discover in a hands-on way how they themselves can make an effective contribution to mitigating climate change. ALDI SUISSE’s commitment here is to last several years.

ALDI SUISSE is committed to environmental and social issues. All its branches, as well as all the logistics and administrative sites, have achieved climate neutral operation thanks to efficient processes and technologies along with offsetting of remaining emissions through support for high quality carbon offset projects. The Swiss retailer also donates a sum in the mid-six-digit range to social organisations every year. Since the start of the year, the company has been a sponsor of a proven myclimate education project running nationwide, and has thus made a major contribution to its implementation.

### Project-based climate education for the younger generation

Primary school classes (fifth or sixth grade) and secondary school students experience the project “Energy and Climate Pioneers 2.0” by spending a project day together. In the morning, the classes deal with the topics of energy and climate, the greenhouse effect and climate protection with the help of a playful learning circuit and a poster on which visions of a climate friendly society and economy can be interactively created.

The students then get active in their own class projects. In this way, the young people can discover the impact they can have, which in turn increases motivation. The projects are also visibly implemented and documented in the school building. Teachers are supported by the expert team of “Energy and Climate Pioneers” and, in a new development, also by volunteers. Since the spring of 2022, further training has also been offered for interested teachers on the topic of project-based climate education. To accompany this, we will provide a learning platform with all the teaching materials and a lot more besides.

### ALDI SUISSE supports Energy and Climate Pioneers 2.0

“Children are the future of our society and will one day take the helm. With our efforts, we also aim to bring younger generations on board and teach them the importance of sustainability issues. We are proud to be embarking on this mission with our partner myclimate,” says an enthusiastic Jérôme Meyer, Country Managing Director of ALDI SUISSE. The project support from ALDI SUISSE is planned to last several years.

### About “Energy and Climate Pioneers”

The “Energy and Climate Pioneers” project was launched in 2010 as an initiative by Swisscom and its partners at that time, Solar Impulse, EnergieSchweiz and myclimate. As

part of “Energy and Climate Pioneers”, more than 24,000 schoolchildren in German-speaking and French-speaking Switzerland and in Ticino have implemented more than 1,100 practical projects. Among other things, bicycle shopping services were offered, experiments were conducted with renewable energies, and climate friendly lunch menus were cooked and served together with restaurant chefs.

For “Energy and Climate Pioneers 2.0”, myclimate has succeeded in building a solid and strong “public-private partnership” with representatives of the public sector, foundations, lottery funds and the private sector. myclimate would therefore like to thank ALDI SUISSE for its valuable support in terms of content and funding, along with EnergieSchweiz, UBS, the 3FO Foundation, the Charitable Fund of the Canton of Zurich, the Cultural Foundation of the Canton of St. Gallen, Huber+Suhner, and the Department of Primary Education of the Canton of Lucerne.

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**About ALDI SUISSE Ltd.**

ALDI SUISSE Ltd. is a Swiss company with headquarters in Schwarzenbach (SG) and belongs to the ALDI SÜD corporation, a retail company that operates successfully all over the world. Simple, responsible and reliable: These are the core values behind the company’s activities. This means that alongside high-quality products at consistently affordable prices, the company also works to ensure sustainable, environmentally friendly and animal-friendly production. A large proportion of the sales from the approximately 1,600 products in the ALDI SUISSE standard range is generated with items from Switzerland. With more than 3,900 employees and 227 branches, ALDI SUISSE has been establishing itself as one of the biggest employers in Swiss retail since 2005.

## About myclimate

myclimate is a partner for effective climate protection, globally and locally. Together with partners from the business sector as well as private individuals, myclimate wants to shape the future of the world through advisory and educational programmes, as well as its own projects. myclimate pursues this in a market-orientated and customer-focused way as a non-profit organisation.

The international initiative with Swiss roots is a leading force on the global stage for providing quality voluntary carbon offsetting measures. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via partner organisations, myclimate is also represented in other countries, including Germany, Austria, Sweden and Norway. At the same time, myclimate serves business and private customers worldwide from its base in Zurich.

myclimate's high-quality projects promote quantifiable climate protection and sustainable development worldwide. The voluntary offsetting of CO<sub>2</sub> emissions currently takes place by means of more than 144 carbon offset projects in 41 countries. Here, emissions are reduced through the replacement of fossil energy resources with renewable energies, the implementation of local afforestation measures with smallholder farmers, and the application of energy efficient technologies. myclimate carbon offset projects meet the highest standards (Gold Standard, Plan Vivo) and are proven not only to reduce greenhouse gases locally and regionally, but also to make a positive contribution to sustainable development.

myclimate offers interactive and action-orientated educational programmes to encourage each and every person to make a contribution to our future. With this aim in mind, myclimate has already reached more than 25,000 school children and 10,000 apprentices in Switzerland, and has established a global network of 1,600 students and young professionals.

Moreover, the foundation also provides advice on integrated climate protection with tangible added value. In the business area of CO<sub>2</sub> and resource management, myclimate supports businesses with advice, analyses, IT tools and labels. The portfolio ranges from simple carbon footprints (emissions calculations) at the corporate level through to comprehensive life cycle assessments for products. Experienced advisers help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since the foundation was established, myclimate carbon offset projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. Not least for this reason, the German Environment Agency explicitly recommends myclimate as a provider for voluntary carbon offsetting. In both 2015 and 2012, two myclimate projects were cited by the secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) as "game-changing climate lighthouse activities", and at the UN Climate Conferences in Paris and Doha, they were recognised by UN Secretary-General Ban Ki-Moon himself. In addition, in 2012, the myclimate educational project "KlimaLokal" was awarded the Milestone Prize, the Swiss tourism industry's highest distinction. In May 2016, myclimate was awarded the "PrixEco" Swiss sustainability award.