



Guidelines for the myclimate Label “Engaged for Impact”

Contents

Contents	2
1 The myclimate Label “Engaged for Impact”	3
1.1 How does the voluntary financing of climate protection projects work?	4
2 Calculation principle	5
2.1 General information on the procedure	5
2.2 Label for products, services, printed matter, packaging and transport	5
2.2.1 Methodology	5
2.2.2 System boundary – minimum requirements	5
2.2.3 System boundary – recommendations	6
2.3 Label for events	6
2.3.1 Methodology	6
2.3.2 System boundary – minimum requirements	6
2.3.3 System boundary – recommendations	6
2.4 Label for companies, organisations and print shops	7
2.4.1 Methodology	7
2.4.2 System boundary – minimum requirements	7
2.4.3 System boundary – recommendations	7
2.5 Label for operations	8
2.5.1 Methodology	8
2.5.2 System boundary – minimum requirements	8
2.5.3 System boundary – recommendations	8

1 The myclimate Label “Engaged for Impact”

The myclimate label “Engaged for Impact” (short: impact label) is awarded to companies, organisations, events and other services that financially support climate protection projects from the myclimate portfolio, as measured by their carbon footprint verified by myclimate. These projects save on as many emissions or remove and store as many emissions from the atmosphere as the company, event, etc. currently produces and is unable to avoid. The myclimate impact label therefore recognises activities for which a financial contribution to climate protection has been made in order to take responsibility for the greenhouse gas emissions calculated for the activity.

myclimate offers standardised labels, for example for companies, operations, events, products, services and hotels. The procedure for awarding the label is based on PAS 2060: For all the label variants, a carbon footprint must be established and verified by myclimate to identify the scope of the CO₂ emissions caused. In addition to CO₂, footprinting also factors in other greenhouse gases (seven in total), such as methane (CH₄) and nitrous oxide (N₂O). The effect of these gases is converted into CO₂ equivalents (abbreviated to CO₂e), whereby the greenhouse potential is considered for a period of 100 years. Based on these ascertained and unavoidable emissions, a financial contribution must be made to high-quality myclimate climate protection projects. More detailed information on the minimum criteria of a carbon footprint for the individual label variants is provided in chapter 2.

With the myclimate label “Engaged for Impact”, a company credibly demonstrates, in addition to short- and long-term reduction targets, that it is financing climate protection measures beyond value chain mitigation and in this way actively working towards achieving the Paris climate goals and sustainable development. myclimate climate protection projects make a demonstrable contribution towards achieving the UN Sustainable Development Goals (SDGs), and each individual project transparently demonstrates the SDGs and the extent to which an impact is achieved.

Via the tracking numbers linked to the labels, it is possible to see at any time on myclimate.org which climate protection project was supported with a particular climate protection contribution. This provides maximum transparency in communication and strengthens trust in the relevant company’s commitment to climate protection.

1.1 How does the voluntary financing of climate protection projects work?



Mitigating the climate crisis calls for high-quality climate protection projects with a measurable impact. Financing such measures gives the private sector a way of supporting effective climate protection and making a contribution today to closing the huge financing gap in global climate protection.

myclimate enables companies to finance climate protection projects that result in quantified and certified emissions reductions (avoidance) and sink benefits (removal). With this kind of financing, the country in which the respective climate protection project is implemented is supported in achieving its climate goals. In other words, the emissions reduction certificates generated in this way are transferred to the project country. With impact financing, the respective company makes an important contribution to achieving the Paris climate goals, as many of the project countries do not have sufficient funds themselves to achieve their own climate goals. In addition, by making financial contributions to certified climate protection projects, a company can show that it is taking responsibility for unavoidable emissions with a comprehensive strategy to reach net zero and is actively helping to provide the urgently needed funds for effective climate protection today.

With contributions to climate protection from companies, myclimate finances the additional costs that are incurred, for example, through substituting fossil fuels with renewable energy sources or through afforestation measures. The price of a climate protection contribution depends on the size of the project, the technology used and the country in which the project is carried out. The funds are used predominantly in developing and emerging countries to replace climate-damaging fossil energy resources with renewable energies or to implement energy efficiency measures or so-called sink projects. In this way, the same amount of climate-impacting and unavoidable emissions should be reduced or removed from the atmosphere on a global level as is still generated by the business activities of the certified companies.

2 Calculation principle

2.1 General information on the procedure

A carbon footprint is used to systematically measure and analyse the greenhouse gas emissions of a specific system, for instance products, services or companies as a whole. In addition to CO₂, footprinting also factors in other greenhouse gases, such as methane (CH₄) and nitrous oxide (N₂O). The effect of these gases is converted into so-called CO₂ equivalents (abbreviated to CO₂e), whereby the greenhouse potential is considered for a period of 100 years.

An activity is then awarded the myclimate label “Engaged for Impact” once there is a carbon footprint that has been checked for plausibility by myclimate and that meets the following criteria:

- Inclusion of the respective predefined methodology and system boundary
- Conservative calculation approach so that the calculated greenhouse gas emissions correspond to the real situation as a minimum
- Use of recognised background databases for life cycle inventories such as ecoinvent, World Food LCA Database or AGRIBALYSE, among others.

2.2 Label for products, services, printed matter, packaging and transport

2.2.1 Methodology

For a product footprint (incl. services, printed matter, packaging or transport), all climate-impacting emissions along the life cycle of the product in question are taken into account. This ranges from the extraction of raw materials and the use of the product to its subsequent disposal or recycling.

The methodology is based on the life cycle assessment standards ISO 14040/44 and ISO 14067.

If the basis for issuing the myclimate label “Engaged for Impact” is a product's carbon footprint that has been checked for plausibility by myclimate, then the underlying study must be subjected to a new critical review after three years at the latest. If more recent data on emission factors are available or if the customer's product system has changed, the product footprint should be recalculated. Each product footprint – and, by extension, each myclimate “Engaged for Impact” impact label – is valid for a maximum of five years, in accordance with DIN norm EN 15804.

2.2.2 System boundary – minimum requirements

The following categories must be included in the carbon footprint for the myclimate label “Engaged for Impact” to be awarded:

- Energy consumption for production
- Materials and auxiliary materials, including delivery
- Disposal and recycling of production waste
- Packaging, including delivery, disposal and recycling
- Delivery of the product to the direct customer

- Spare parts and service during the product's use phase
- Disposal and recycling of the product after its use phase

2.2.3 System boundary – recommendations

It is recommended that the following categories are also included in the carbon footprint:

- Energy consumption during the use phase
- Delivery of the product to the end customer

2.3 Label for events

2.3.1 Methodology

For the carbon footprint of an event, the values taken into account are all direct and indirect climate-impacting emissions generated by the services provided within the scope of the event.

The methodology is based on the life cycle assessment standards ISO 14040/44 and ISO 14067.

2.3.2 System boundary – minimum requirements

The following categories must be included in the carbon footprint for the myclimate label “Engaged for Impact” to be awarded:

- Energy consumption during the event
- Travel to and from the event by participants, guests and organisers as well as mobility during the event
- Recycling and disposal of waste generated before or after the event
- Meals (food and drink) during the event
- Accommodation for participants (guests and organisers) during the event
- Printed matter

2.3.3 System boundary – recommendations

It is recommended that the following categories are also included in the carbon footprint:

- Energy consumption for setting up and dismantling
- Mobility for preparatory and post-event activities
- Recycling and disposal of waste generated before or after the event
- Catering and accommodation during the preparation, set-up, dismantling and post-event activities
- Consumables, promotional gifts and giveaways
- Other event-specific activities that are particularly energy- or material-intensive

2.4 Label for companies, organisations and print shops

2.4.1 Methodology

For the carbon footprint of an organisation, the values taken into account are all the relevant direct and indirect climate-impacting emissions resulting from the annual activities of the organisation.

The methodology is based on the guidelines of the Greenhouse Gas Protocol (WRI and WBCSD, 2004) and on the standard ISO 14064.

2.4.2 System boundary – minimum requirements

The following categories must be included in the carbon footprint for the myclimate label “Engaged for Impact” to be awarded:

- Energy and fuel consumption, including upstream emissions
- Business travel and accommodation
- Catering for employees (meals and drinks) in the company’s own catering facilities
- IT and printed matter
- Disposal and recycling of operational waste
- Water consumption
- Raw materials, auxiliary materials and packaging, including delivery
- Delivery of the product to the direct customer

For energy supply companies, additionally:

- Expenses incurred for the operation of the grids (e.g. pressure regulation of the gas grid, switching stations and transformers, SF₆ refill quantity, pumping stations for the drinking water grid)
- Losses incurred through distribution via the grids concerned (grid loss of electricity, gas, water, etc.)
- Use / combustion of the sold fuels by the end customer
- Upstream emissions in the course of electricity generation (direct and indirect)
- Energy and resource consumption of own power plants for electricity generation (including electricity consumption at pumped-storage power plant)

2.4.3 System boundary – recommendations

It is recommended that the following categories are also included in the carbon footprint:

- Service life and disposal as well as recycling of the products after their service life
- Note: This covers the emissions of the company’s products according to the label criteria (see 2.2 – Label for products, services and transport), so that all of the company’s products can be awarded the myclimate label “Engaged for Impact” for products.
- Employee commuting

2.5 Label for operations

2.5.1 Methodology

For operations, the values taken into account are the annual direct and indirect climate-impacting emissions from an organisation's operations. The key difference from the myclimate label "Engaged for Impact" awarded to **companies** is that for the operations, the emissions directly related to the products are not taken into account, i.e. those that are attributable to materials as well as packaging, delivery, use and disposal of the products.

The methodology is based on the guidelines of the Greenhouse Gas Protocol (WRI and WBCSD, 2004) and on the standard ISO 14064.

2.5.2 System boundary – minimum requirements

The following categories must be included in the carbon footprint for the myclimate label "Engaged for Impact" to be awarded:

- Energy and fuel consumption, including upstream emissions
- Business travel and accommodation
- Catering for employees (meals and drinks) in the company's own catering facilities
- IT and printed matter
- Disposal and recycling of operational waste
- Water consumption

For energy supply companies, additionally:

- Expenses incurred for the operation of the grids (pressure regulation of the gas grid, switching stations and transformers, SF₆ refill quantity, pumping stations for the drinking water grid, etc.)
- Losses incurred through distribution via the grids concerned (grid loss of electricity, gas, water, etc.)

2.5.3 System boundary – recommendations

It is recommended that the following categories are also included in the carbon footprint:

- Employee commuting

References

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