

## **Press release**

### **Tourism and climate protection – a blue ribbon panel on the consequences of the Paris Climate Agreement and the Tourism Awards**

**Zürich/Reutlingen, 1 March 2016 – 195 countries have agreed to limit climate change in the Paris Agreement reached at the climate conference in Paris. The change to a more climate friendly society will also not spare tourism. The specific effects on the international tourism industry will be the focus of myclimate's trade fair presence at the 2016 ITB. Fritz Lietsch, Editor in Chief of the Sustainable Business Forum, will moderate a blue ribbon discussion panel from 2 pm on 10 March on the small stage in Hall 4.1. Following the discussion, suppliers and service providers who have undertaken pioneering steps towards climate protection will be lauded with the myclimate Awards for tourism trailblazers.**

The primary participants in the exchange of views under the heading "Time to Act" are Franzjosef Schafhausen (Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety – an experienced climate policy expert and member of the German delegation in Paris), Wybcke Meyer (Managing Director of TUI Cruises GmbH), Peter-Mario Kubsch (Managing Director of Studiosus Reisen GmbH) and Stefan Baumeister (Managing Director of myclimate Deutschland GmbH). Fundamental change is needed in order to achieve the goal of global climate neutrality by 2050 as established in Paris. Fritz Lietsch will guide discussion towards the topic of entrepreneurial challenges, risks and in particular opportunities. The format is interactive: following an opening statement, participants must explain their position on key terms within a limited period of time.

After this discussion, the myclimate awards will be presented. myclimate will be awarding these to sustainability pioneers in the tourism sector for their commitment. In recent years, TUI Cars, Hotelplan, Kuoni Travel Holding and Airplus International have been among the winners.

Afterwards, myclimate is looking forward to continuing the discussion over drinks during a relaxed get-together with all participants and the audience. This will also give the opportunity for interviews with myclimate representatives, award winners and participants in the panel discussion.

#### **For further information and interview requests please contact**

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## **About myclimate – The climate protection partnership**

myclimate is a partner for effective climate protection – both locally and globally. Together with industry partners and private individuals, myclimate wants to shape the future of the world through advisory services and educational programmes, as well as its own projects. It does so in a market-oriented and customer-focused way as a non-profit organisation.

The international initiative with its Swiss roots, belongs to the global leaders in voluntary quality compensation measures. Its clients include large, medium and small businesses, public administrations, non-profit organisations, event organisers and private individuals. Through its partner organisations myclimate is represented in nine countries: Germany, Austria, Sweden, Norway, Luxembourg, Greece, the United Arab Emirates, Japan, Turkey.

With projects of the highest quality, myclimate promotes quantifiable climate protection and long-lasting development worldwide. Emissions are currently voluntarily compensated by means of around 70 climate protection projects in 30 countries. Through these projects, emissions are reduced by replacing fossil fuel sources with renewable energies and by implementing energy-efficient technologies. myclimate climate protection projects meet the highest standards (Gold Standard, CDM, Plan Vivo), which, as well as reducing greenhouse gases, have a proven positive impact on sustainable development, both locally and regionally.

Through interactive and action-oriented educational programmes, myclimate encourages everyone to make a contribution towards our future. With this aim in mind, myclimate has already reached more than 15,000 school children and 7,000 trainees in Switzerland, as well as a global network of 1,600 students and young professionals. Moreover, the foundation also advises on integrated climate protection with tangible added value. In the field of CO<sub>2</sub> and resource management, myclimate supports companies 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 advisors help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since establishing the foundation, the 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 because of this, the German Federal Environment Agency is explicitly showcasing myclimate as a supplier for voluntary CO<sub>2</sub> offsetting. In both 2015 and 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate projects as “game-changing Climate Lighthouse Activities”, which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conferences in Paris and Doha. In addition, the myclimate education project “KlimaLokal” was awarded the Milestone Prize, the Swiss tourism industry’s highest distinction.

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