



## Press Release

# With the “myclimate Davos Climate Fund” and the launch in French-speaking Switzerland, the success story of myclimate’s “Cause We Care” continues.

Zurich, 5 April – Despite the problems caused by the coronavirus pandemic over the last two years, more and more businesses in the tourism industry are wanting to offer their guests and customers the option to enjoy climate-neutral trips and tourism services. In 2021 alone, 27 companies implemented myclimate’s “Cause We Care” programme for sustainability in tourism. That means the “Cause We Care” network now extends to 95 partners with more than 130 businesses. One of the biggest new joiners is the tourist destination of Davos with the “myclimate Davos Climate Fund”. In western Switzerland, too, myclimate’s partner ecoLive was able to bring on board many new “Cause We Care” partners.

With the tourist destination of Davos, myclimate was not only able to gain another valuable partner but also to expand the “Cause We Care” fund concept beyond Davos and further develop it into an overarching climate fund. This kind of fund enables a destination to implement targeted climate protection and sustainability measures that bring added value to the region as a whole. Consequently, a funding instrument has been created in Davos that finances specific local projects and thus promotes the implementation of measures. This helps to reduce CO<sub>2</sub> emissions, strengthen local service providers and businesses, spare local resources, and offer guests and customers high-quality, sustainable experiences. A destination fund like this thus becomes a regional innovation driver and enables a destination to promote ecological tourism more consistently. In the example of Davos, the target is to hit net zero by 2030, to which end efforts are being expanded and intensified with the community project “Davos Climate 2030”.

### French-speaking Switzerland follows suit

myclimate’s “Cause We Care” programme, which was previously known mainly in German-speaking Switzerland, has now also found favour with numerous hotels and destinations in western Switzerland thanks to ecoLive, the myclimate representative for the region. Among others, the two tourism organisations Geneva and Lausanne Tourism, as well as the Hôtel Continental and the Beau-Rivage, have decided to join “Cause We Care”.

“Successful, effective climate protection calls for joint efforts. So far, 5.3 million bookings have been made in connection with myclimate’s ‘Cause We Care’. With the voluntary guest contributions, these bookings are climate-neutral and simultaneously encourage sustainability on a local level. In total, more than 83,500 tonnes of CO<sub>2</sub> have been offset through myclimate carbon offset projects and almost 7.7 million francs have been generated for climate protection measures locally. We are delighted that with Davos and French-speaking Switzerland,



renowned providers have now joined myclimate's 'Cause We Care', says Stephen Neff, CEO of Foundation myclimate.

### **How does myclimate "Cause We Care" work?**

"Cause We Care" member businesses offer their customers or their guests the opportunity to voluntarily invest a small amount in climate protection and sustainability when booking a service or purchasing a product. Part of this contribution is used to offset the climate-damaging emissions associated with the product, via high quality carbon offset projects from Foundation myclimate. The product or service is thereby rendered climate-neutral.

What is special about myclimate "Cause We Care" is that the company or destination in question matches the contribution and pays the same amount into a special-purpose fund. Together with the remaining customer contributions, the fund finances climate protection and on-site sustainability measures. The use of funds and the local projects are verified by myclimate.

### **Networked with partners from Swiss Tourism and the events industry**

The Cause We Care network covers a broad spectrum within the Swiss tourism and events landscape. In the accommodation sector, numerous businesses spanning the whole range right up to luxury hotels have become "Cause We Care" partners. In addition, guests of numerous holiday and city destinations, mountain cableways and event organisers, including the Ski World Cup in Adelboden, the Locarno Film Festival and the Ironman event, can now enjoy the option of greater climate protection. Leisure facilities, tour operators and cruise companies have likewise been brought on board for the programme.

### **For further information and interviews, please contact:**

Kai Landwehr, myclimate Press Spokesperson

[kai.landwehr@myclimate.org](mailto:kai.landwehr@myclimate.org),

Tel. +41 44 500 37 61

[www.myclimate.org](http://www.myclimate.org)

### **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. The Zurich-based Swiss foundation with partners and clients all over the world pursues this objective as a non-profit organisation focussed on clients and the market.