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Contact:

Eva Rössler
ClimatePartner GmbH

St.-Martin-Str. 59
81669 München
Office +49 89 231218791
eva.roessler@climatepartner.com

www.ClimatePartner.com

#thewholejob: ClimatePartner's new campaign shows how holistic climate action can succeed on the path to net zero

What actually happens until companies reach their net-zero target? This is the question that ClimatePartner is addressing in a new global campaign under the motto #thewholejob, to draw attention to the importance of holistic climate action strategies for companies. Long-term avoidance and reduction strategies are essential, but we also need to act now!

The conclusion of the UN Climate Change Conference in Baku is clear: Global climate finance targets will not be met without the massive deployment of private capital and the voluntary commitment to climate action by companies to the Voluntary Carbon Market (VCM).

More information and the compelling video can be found on the [campaign website](#).

If you have any questions or are interested in finding out more, we would be happy to arrange a background discussion with one of our ClimatePartner experts. Please feel free to contact us!

About ClimatePartner

ClimatePartner supports companies on their journey towards net zero. For around 20 years, the pioneering organisation has been developing solutions that enable its clients to make voluntary climate action commitments, anchored in their corporate strategy in the long term. With its flexible approach combining software, consulting, and reduction solutions, ClimatePartner helps its clients make an active contribution to climate action both within and beyond their own value chains – regardless of whether companies are just starting out or are already far along their climate action journey. ClimatePartner's industry-specific solutions cover the entire process, from calculating carbon footprints to setting reduction targets and implementing reduction measures. ClimatePartner also supports companies in financing global and regional climate projects and providing detailed and transparent communication on their climate action commitments. This includes labels that confirm the comprehensive and strategic approach of a company's voluntary climate action measures. For this, ClimatePartner's experts work every day on practical and sustainable approaches to contribute to global efforts to reach net zero by 2050.

ClimatePartner was founded in Munich in 2006. Around 500 employees in Barcelona, Berlin, Boston, Essen, Frankfurt, London,

Milan, Munich (HQ), Paris, Stockholm, The Hague, Vienna, and Zurich support more than 6,000 companies from over 60 countries.

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