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

- ClimatePartner launches a new campaign #thewholejob to draw attention to the importance of holistic climate action strategies for companies.
- Voluntary investments in climate projects by companies as a complement to long-term avoidance and reduction measures have been highlighted at the UN Climate Change Conference as a crucial tool for achieving global climate goals.
- The long-term campaign focuses on new offers and initiatives in which ClimatePartner aims to further develop transparency around climate projects and holistic climate action.

#thewholejob in climate action

What actually happens on a company's journey to net zero? Companies that focus only on the long-term reduction of CO₂ emissions, often ignore the emissions that still add up in the atmosphere over time whilst they reduce. According to a projection by ClimatePartner based on the Science Based Targets initiative (SBTi) [Net-Zero Standard](#), the cumulative emissions a company releases by 2050 are likely to be over 15 times its current carbon footprint, even whilst reducing.

With a compelling [video](#) to kick off a global digital campaign, ClimatePartner is explicitly targeting companies under the slogan #thewholejob. The message: No half-measures - climate action must not stop at corporate emission reductions. Instead, emissions outside a company's own value chain must also be accounted for on the way to net zero. This recognises a company's impact on society whilst it reduces and allows it to get the "whole job" done. Financial contributions to climate projects should therefore be an integral part of corporate strategy.

Voluntary climate action urgently needed

With this recommendation, ClimatePartner acts upon the discussions at this year's UN Climate Change Conference (COP29) in Baku. After two weeks of negotiations, the bottom line: Global climate finance targets will not be met without the substantial deployment of private capital, including the commitment to climate action by companies through the Voluntary Carbon Market (VCM).

"Government-led climate investments are not enough, now it is up to businesses to take action. Avoidance and reduction targets are essential, but we must use all means to take immediate and comprehensive action. Carbon markets are a valuable tool. This is also

underlined by the agreement on Article 6 at COP29,” says Moritz Lehmkuhl, Founder and Managing Director of ClimatePartner.

Voluntary carbon market in transition

To motivate companies to take voluntary actions, the VCM needs to regain trust. Transparent and robust market structures are essential. The market and individual climate projects have been criticised in the past. The VCM is now undergoing radical change. Market players are launching new quality initiatives, and intensive work is being done to continuously develop and improve the methods and technologies of climate projects based on the latest scientific findings.

ClimatePartner not only calculates the carbon footprint of its customers and advises them on how to reduce emissions over the long term, but also helps them select suitable VCM climate projects as part of a holistic climate action strategy. This is why ClimatePartner is contributing to this positive development. The focus is on increasing the transparency of its selected climate projects and communicating the company's commitment to the end consumer. ClimatePartner will soon be introducing new products that will gradually be integrated into the campaign. The climate pioneer now also offers its customers other ways to contribute to climate action that work independently of traditional offsetting models. Read more [here](#).

Link to campaign website: climatepartner.com/thewholejob

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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