

## PRESS RELEASE

Munich,  
5 December 2024

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## Greater transparency on climate projects: ClimatePartner presents new product offering

- ClimatePartner increases the transparency of climate projects with new project pages.
- New customer pages can be used without or in addition to the label to show climate commitment.
- ClimatePartner continues its global *#thewholejob* campaign with targeted improvement measures, contributing to further development of the voluntary carbon market (VCM).

ClimatePartner is adding two new products to its existing communication offering in the field of voluntary climate action. This will further increase transparency and help companies present their commitment with the necessary information: Transparent project pages with comprehensive data on the climate projects supported by the ClimatePartner portfolio, and individual customer pages that clearly show what has been achieved through the companies' commitment. The new climate action websites are generated automatically and can therefore be used directly by ClimatePartner clients for their communication channels, and also as proof for inclusion in mandatory reporting if required.

With these new solutions, the climate pioneer is complementing its labelling offering, which companies have already used to present their commitment to climate action. While the "ClimatePartner-certified" label and the associated [Climate-ID pages](#) focus on presenting the complete climate action strategy, including CO<sub>2</sub> accounting and the long-term implementation of reduction targets, the new websites focus on the impact a company has already made by supporting climate projects, for [example by planting trees](#). The new solutions give ClimatePartner's clients even more flexibility in how they present their commitment.

"Accusations of greenwashing have led many companies to stop talking about their voluntary commitments. However, we are convinced that there is an urgent need for companies to communicate their climate change activities in a transparent way. Not only does this provide important guidance to consumers, but it also stimulates competition and encourages more and more companies to get involved. In the end, we all benefit from making climate action visible," says Moritz Lehmkuhl, founder and CEO of ClimatePartner.

### **New customer pages: Companies and their climate contribution on the way to net zero**

For companies that want to make an additional contribution to climate projects as part of their overall strategy, ClimatePartner

has developed individual websites that can be used either in addition to or completely independently of existing labelling solutions. On the new platform, the contribution to climate action is presented transparently and over time. This gives companies the opportunity to communicate their commitment independently of their own carbon footprint.

ClimatePartner's communication thus also follows the so-called 'contribution approach', which is increasingly gaining ground in the market. This gives companies, for example, the choice of offsetting their footprint 1:1, setting an internal CO<sub>2</sub> price, or investing in climate projects based on the company's turnover. The presentation of the commitment thus focuses on the actual impact achieved by the supported climate projects. An example from a fictitious ClimatePartner client can be found [here](#). More information on alternative financing approaches can be found [here](#).

### **New project pages for climate projects: Facts, quality and traceability**

ClimatePartner has also set for itself the goal of increasing the transparency of its climate projects. The new websites for the climate projects currently in ClimatePartner's portfolio therefore offer detailed insights into their impact and how they work. From the description of the project objectives to the measurable results and certified quality standards, each page is designed to provide consumers and stakeholders with all relevant project information in an understandable way, and links to official documentation from the project developers and standards. This provides transparent insight into the project type, technology, registry ID and independent verifiers. Technical terms are explained to make them easier to understand. The project pages highlight not only the positive climate effects, but also the social benefits they bring to local communities. This contribution to the UN Sustainable Development Goals is underpinned by real insights and stories from local people. See an example [here](#).

### **Quality initiatives and development of the VCM**

With its new transparency pages, ClimatePartner is building on its global and long-term [#thewholejob](#) campaign, which draws attention to the importance of investing in climate projects and thus the voluntary commitment of companies in the voluntary carbon market (VCM). By expanding its communication offering, ClimatePartner is underpinning its mission to strengthen the VCM as an effective instrument for achieving global climate goals and to raise the quality criteria for climate projects. In this way, the climate action consultancy aims to further motivate companies to place climate responsibility at the centre of their communications.

**Link to campaign website:** [climatepartner.com/thewholejob](https://climatepartner.com/thewholejob)

**Example customer page:** [climate-id.com/sample-company-gmbh](https://climate-id.com/sample-company-gmbh)

**Example project page:** [projects.climatepartner.com/1486](https://projects.climatepartner.com/1486)

## 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.

[www.climatepartner.com](https://www.climatepartner.com)