

Climate change is one of the greatest challenges confronting the world today. According to scientists. According to politicians and the media. And also according to the environment: in the form of heat waves, hurricanes and droughts. Everyone is aware of the problem and most people agree on the likely consequences if the global temperature continues to rise. But knowing something is not the same as doing something about it. Action is required – by businesses as much as by private individuals.

As a global business Credit Suisse fully accepts its corporate responsibility. For more than a decade it has committed itself to sustainable development and has integrated a range of climate protection measures into its business activities. In 2006 Credit Suisse was the first major company in Switzerland to become greenhouse gas neutral, and, with the launch of the Credit Suisse Cares for Climate initiative, in 2010 it achieved this objective worldwide.

The Green Mile

Credit Suisse wants to strengthen its contribution to climate protection by engaging its employees. In order to motivate them to reduce their carbon emissions, the bank is launching a new, very special type of savings account.

Sustainability Affairs Text: Claudia Hager

Credit Suisse's commitment goes beyond its operations: one of the bank's goals is to raise awareness among its employees about environmental issues and climate protection. Last year the bank's campaigns included "bike to work" and the WWF Earth Hour. In 2011 there will be a new project that aims to motivate employees to act in a climate-friendly way: the CO₂ Monitor.

Savings Account 2.0

The monitor is a user-friendly online platform which can be used on a voluntary basis to make a real contribution to climate protection. Those interested can open their own CO₂ Monitor account which allows them to calculate their carbon emissions in as little as three minutes, define annual reduction targets, and record their achievements. In addition the platform provides in-depth information on climate change, as well as practical tips for reducing everyday energy consumption, contests, special offers and more.

"The CO₂ Monitor is like the Savings account 2.0 – by cutting carbon emissions, you invest in climate protection and therefore in the future," explains Sascha Nick, founder and CEO of CO₂-monitor AG, the company that developed the platform. "It's possible to make savings in lots of different ways: in the shower, on the way to work, in the shopping mall. Our everyday activities and habits decide the level of greenhouse gases that we emit."

Sascha Nick sees a particular need for action among private individuals: "Many businesses have already made substantial reductions in their CO₂ emissions, but emissions from private households

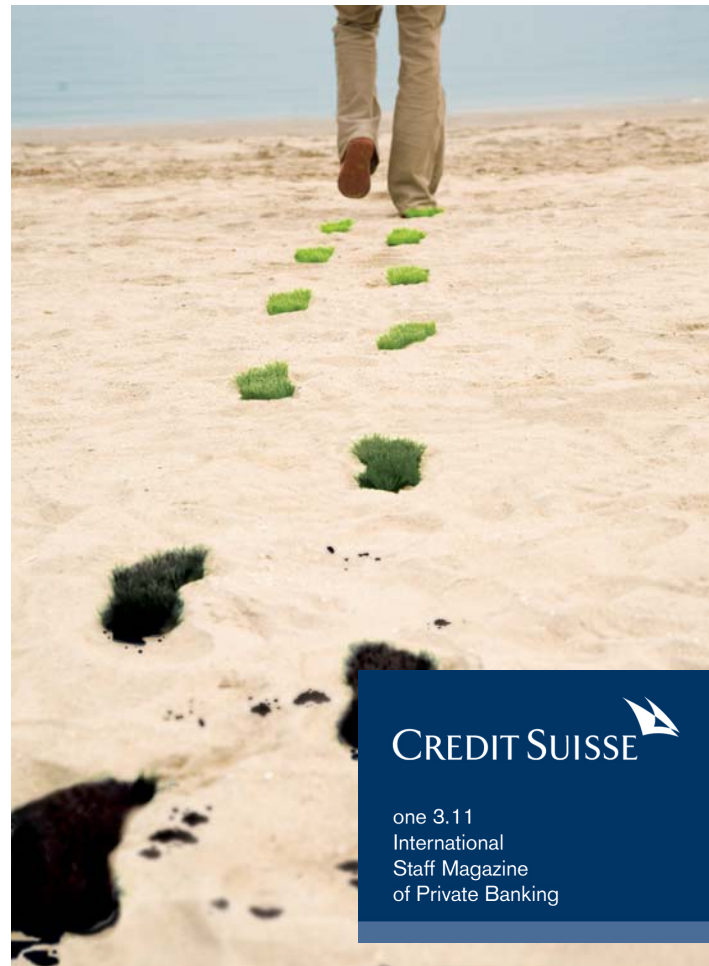
continue to rise inexorably." Each person in Switzerland produces an average of eleven tons of carbon dioxide each year. The figure in Europe is 12 tons per person. In Asia it is about 6 tons and in the USA 24 tons. "That's far too much," says the man with the vision of one ton per person per year.

Pioneering Spirit

The CO₂ Monitor project deliberately targets private individuals and aims – with the help of businesses – to motivate them to take action on climate change. "The most promising course of action is for environmentally-aware organizations to raise awareness among their employees and to motivate them to act. Businesses as climate ambassadors – there's a great future for this model," enthuses Sascha.

Credit Suisse will be launching the CO₂ Monitor during the second quarter of the year and inviting all its employees worldwide to take part. "We've seen a great deal of interest among employees on environmental issues – and we hope that as many people as possible will open a CO₂ account and be inspired to adopt a more climate-aware lifestyle," explains project manager Alexandra Mihailescu from Sustainability Affairs. "CO₂ Monitor is a fun, engaging, and yet practical, way for employees to make an active contribution – because only with their help can Credit Suisse increase the impact of its own climate protection activities." ■

 www.co2-monitor.ch
www.credit-suisse.com/climate



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