



## Factsheet Climate Neutral Hotel



The myclimate solution for the hotel industry integrates methodological, operational and technical energy optimization at business level. As a reliable partner, we provide long-term support to you and your hotel on your journey to sustainability. Our IT-based performance management system evaluates the implemented measures and the annual development of your business. An industry benchmark provides insights on the position of the company in the market. At the same time, a record of achievement serves as a basis for communication with your guests. With other associated communication services, the hotels gain in credibility and are recognised as responsible corporate citizens.



### The hotel industry solution by myclimate

#### Top quality – worldwide

Founded in 2002 as a spin-off of the ETH Zurich, the myclimate non-profit foundation is now one of the world's leading providers of carbon offsetting measures in the voluntary market. Scientifically sound and business oriented, myclimate offers the hotel industry a range of comprehensive climate protection services and thus transforms the challenge of climate change into your opportunity.

#### Carbon Management Services

Carbon Management Services  
The carbon management services department determines your hotel's organic footprint based on carbon assessments and reports and comprehensive life cycle assessments. We work together with you and your hotel, from the carbon assessment right through to the allocation of the label, and provide long-term support in developing your entrepreneurial climate strategy and process optimisation.

#### Your advantages at a glance

- Environmental performance management with a record of achievement
- Identification of your individual savings potential for effective CO<sub>2</sub> reduction
- Raising of employee awareness
- Achieving the myclimate neutral hotel label for your hotel

#### FarneK Avireal

P.O. Box 5423 Dubai  
United Arab Emirates

T: 00971 (4) 382 44 00  
F: 00971 (4) 339 74 56

info@farnek.com  
www.farneK.com

