

The KliK Foundation, the sector-wide carbon offset grouping for fossil motor fuels, will be investing one billion Swiss francs in Swiss climate protection projects by 2020.

The logo for KliK, featuring the letters 'k', 'l', 'i', and 'k' in a bold, lowercase, sans-serif font. The letters are white with a slight shadow effect, and they are positioned on a dark teal background. The 'i' has a dot, and the 'k's are stylized with a slight curve at the bottom.

**klik**

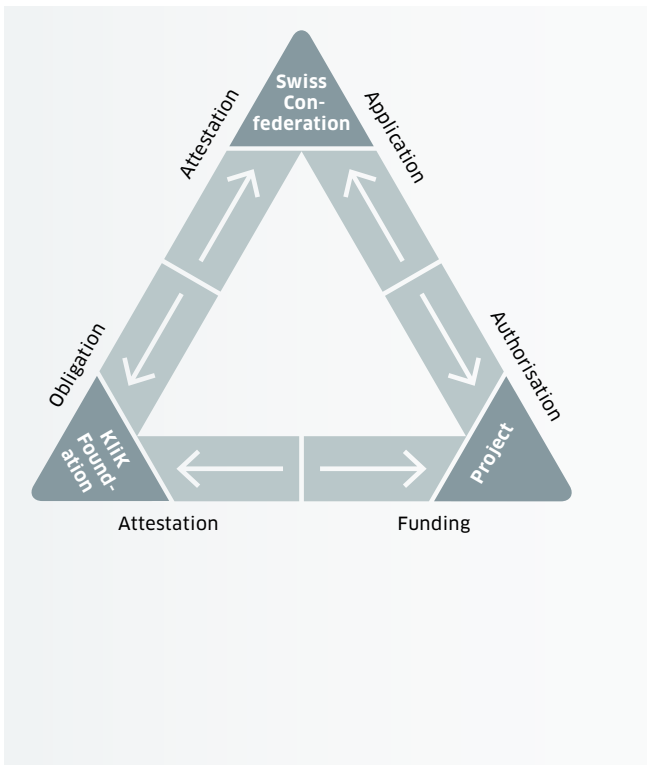
# KliK at a glance

On behalf of mineral oil companies, the Foundation for Climate Protection and Carbon Offset (KliK) fulfils their legal obligation to offset part of the CO<sub>2</sub> emissions resulting from the use of fossil motor fuels in Switzerland. To this end the KliK Foundation, which was established by the Swiss Petroleum Association on 1 January 2013 to serve as the sector's carbon offset grouping, supports projects and programmes that reduce greenhouse gas emissions, thereby actively contributing to sustainable climate protection in Switzerland.

# This is how KliK offsets CO<sub>2</sub> emissions

The KliK Foundation directly or indirectly funds carbon offset projects that may be imputed according to the stipulations of the Swiss CO<sub>2</sub> Law. To this end, it acquires attestations that are issued by the Swiss Federal Office for the Environment (FOEN) for emission reductions stemming from such carbon offset projects. The KliK Foundation supports carbon offset projects within the four platforms Transportation, Businesses, Buildings and Agriculture. Climate protection projects of similar type can also be pooled in so-called “programmes”.

# Switzerland's carbon offset process



# Ambitious carbon offset targets

The Swiss CO<sub>2</sub> Law, which underwent a complete revision as of 1 January 2013, stipulates that by 2020, Swiss greenhouse gas emissions must be reduced by at least 20% or 10.5 million tonnes below their 1990 levels. One of the legal provisions to reduce emissions is an offset obligation for fossil motor fuels, according to which between 2013 and 2020 on average 5% of CO<sub>2</sub> emissions resulting from the use of fossil motor fuels must be offset. This is equivalent to around 6.5 million tonnes of CO<sub>2</sub> emissions, of which 1.5 million tonnes must be offset in 2020 alone.

# Funding carbon offset projects

Between 2013 and 2020, its contractual partners from the mineral oil industry will pay the KliK Foundation a total of up to 1 billion Swiss francs to support carbon offset projects in Switzerland. Average offset costs per litre of motor fuel should amount to 1 to 2 cents. The legislator has set a cap of 5 cents per litre of motor fuel.

# A wide range of projects and programmes

In order to achieve the required offset volume, a very high number of projects must be implemented. The KliK Foundation therefore aims for a broad sourcing of carbon offset projects, tapping into hitherto unexploited reduction potentials. Using innovative approaches, it also plans to implement smaller, standardised emission reduction measures, which it will pool in so-called “programmes” developed by the KliK Foundation itself or in collaboration with partners.

# Four platforms for projects and programmes

Carbon offset projects and programmes supported by the KliK Foundation must be registered with the Swiss Federal Office for the Environment (FOEN) in order to ensure that the emission reductions they yield may be transferred to the KliK Foundation in the form of attestations. In order to allow the KliK Foundation to operate in a focussed manner, projects and programmes are grouped in four platforms: Transportation, Businesses, Buildings and Agriculture

Transportation



Businesses



Buildings



Agriculture





# Here is what KliK can do for you

If you are planning a carbon offset project in Switzerland, take a look at our website to explore funding opportunities! With the price paid for attestations yielded by your project, the KliK Foundation offers you reliable and stable proceeds. In order to set up a purchase agreement, you must register your carbon offset project using the KliK Foundation's online form or within the framework of one of the registered programmes. Full information on requirements and procedures is available under [www.klik.ch](http://www.klik.ch).

# klik

[www.klik.ch](http://www.klik.ch)

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