

Climate neutralisation at AMPEG GmbH

Aim: Climate neutralisation by 2015

Environmental protection at AMPEG:

<http://www.ampeg.de/en/Company/EnvironmentalProtection.php>

The emissions inventory was calculated retroactively for 2009

GG emissions include CO₂ and CO₂-equivalents (CH₄, N₂O, HFC, PFC, SF₆)

In January 2010 a new vision was formed at a team meeting in the conference room at AMPEG GmbH: to make AMPEG climate neutral. At the time what was just a vision, without a concept or any concrete plans put down on paper, was to develop much more quickly than expected.

Since AMPEG had already taken several steps towards climate protection, such as purchasing 100% regenerative electricity (for more info, see link), according to the concept, climate neutralisation was to succeed in three steps by 2015:

Step 1: Retroactive determination of the corporate carbon footprint for 2009

Step 2: Further measures for reduction by 2014

Step 3: In 2015, retroactive neutralisation of greenhouse gas emissions from the 2014 financial year by ceasing certificate-based offsetting, and then certification acc. to ISO 14064-3 by TÜV Rhineland

Step 1 was scheduled to take place in 2010. The whole workforce at AMPEG was very excited to find out the current level of greenhouse gas emissions according to the greenhouse gas report. Up to that point no one at AMPEG had been able to form a picture of how big the carbon footprint was at the company, and how AMPEG compared to other companies.

Step 1: GG report for the 2009 financial year – a surprise

FutureCamp Climate (FCC) was commissioned as an advisory organisation to calculate the emissions inventory, i.e. the greenhouse gas emissions that occur as a result of business processes. FutureCamp Climate is one of the few German companies specialized in providing consulting services for climate protection. The company cooperates with TÜV Rhineland, which makes subsequent certification easier.

In order to calculate the emissions inventory, in August 2010, AMPEG submitted all the information necessary from the previous financial year to FutureCamp Climate.

"Good documentation of air and rail travel, for instance, is extremely helpful in collating the requisite information needed by FCC for determining the overall emission level", states Flavia Voß from AMPEG GmbH.

Calculating the emissions inventory

Corrections to the emissions calculation – AMPEG was not satisfied with the first GG report



Calculating the emissions inventory proved to be difficult from the start.

Joint managing director at AMPEG GmbH, Peter Graf, noticed that data transfer over the Internet was not included in the first report. On asking about this AMPEG was recommended not to include it in the report, because it was not usual to do so. However no one at AMPEG was happy with the response: "Data transfer over the Internet plays a significant role for any company these days. Even though companies are making the transition from paper-based communication to email, paper consumption is calculated into the GG balance sheet, but not traffic over the Internet." states Peter Graf.

Even after AMPEG had insisted, little could be done initially to help, because the factor for calculating CO₂ emissions for data transfer neither existed at FutureCamp Climate nor at the TÜV. As a consequence AMPEG commissioned FutureCamp Climate to determine the factor. This was calculated from the results of two surveys and is now available for future customers.

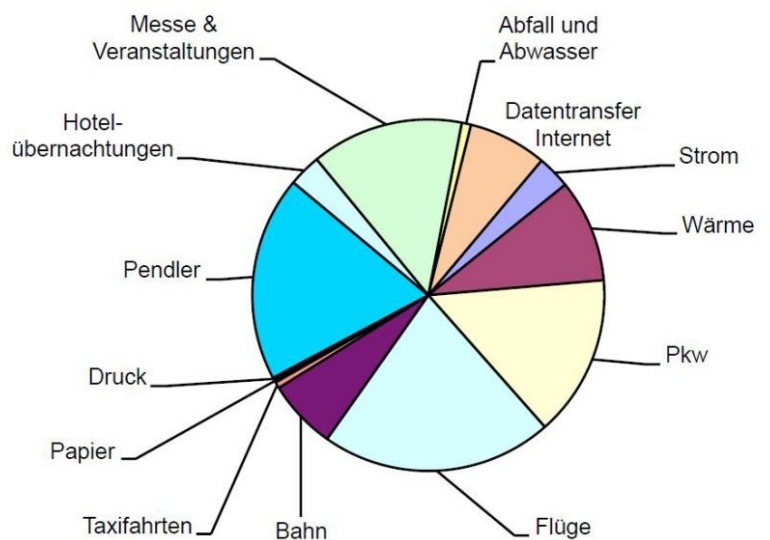
In December 2010 AMPEG received results that surprised the whole workforce!

The GG report was even more positive than suspected – the savings measures brought into effect had reduced CO₂ emissions considerably

The emissions inventory in 2009 was so low that, in the first report, FutureCamp Climate (FCC) was hardly able to identify any savings potential. Neither FCC nor AMPEG had reckoned with such a low carbon footprint. "We were scarcely able to give AMPEG any tips for reducing GG emissions, since they were already performing so well in all the areas addressed owing to the savings measures in place", reports Sengül Cetiner from FutureCamp Climate.

The GG report contains the following emissions sources and various percentage shares determined:

Emission source	% share
Electricity	2.92
Heating	9.02
Cars	14.16
Flights	20.28
Trains	6.11
Taxis	0.55
Paper	0.21
Printing	0.24
Commuters	18.01
Hotels	2.84
Trade fairs & events	13.34
Waste and waste water	0.81
Data transfer: Internet	6.87
Uncertainty factor	4.66



Step 2: Reduction measures in 2011

Change in location reduces CO₂ emissions: <http://ecofriendly-company.com/location-factors-and-environment-protection/99/>

Conclusions from the report

FutureCamp Climate suggested, however, that, in future, we more consistently replace air and car with rail travel. Air travel made up a fifth of CO₂ emissions at AMPEG in 2009. Together with car and rail travel, and commuting, it makes up 60%.

Since AMPEG had the emissions inventory prepared retroactively for 2009, it failed to take into account that, owing to the move to the new offices in Bremen city centre, a large part of the workforce was already coming to work by bike or train from the beginning of 2010.

AMPEG has already reacted to the high level of GG emissions from environmentally damaging air travel in 2011 by introducing the discounted Bahn-Card 100 loyalty card for the field sales team. The Bahn-Card 100 allows unlimited travel on the entire Deutsche Bahn network and 109 local public transport networks across Germany. Joint managing director at AMPEG GmbH, Agnes Graf, also intends to travel by train mainly and no longer by plane in future - this will ensure that the Bahn-Card not just has a positive affect on the climate, but provides a financial return to counteract the continual increase in the cost of flying.

Step 3: Climate neutrality and certification - implemented immediately!

As a result of the surprisingly good results, AMPEG was able to bring forward Step 3 of the concept to the end of 2010. Overall GG emissions were compensated for by terminating offsetting through certificates (more info available in the Annex "The CO₂ certificates").

AMPEG is a climate-neutral company

The costs were low

The costs for compensating for greenhouse gases emitted equated to just 0.28% of annual sales in 2010. It proved possible to perform climate neutralisation for the company with minimum consequences for profit and growth.

Certification by TÜV Rheinland

TÜV Rheinland certified AMPEG's CO₂ neutralisation in January 2011

At the end of 2010 AMPEG submitted all questionnaires, documents and terminated certificates to TÜV Rheinland for certification.

Owing to the good documentation and exact breakdown, TÜV Rheinland was already able to present AMPEG with the certificate bearing the "Climate-Neutral Company" ecolabel in January 2011, in less than two weeks.



AMPEG is now a climate-neutral company acc. to ISO 14064-3 until the beginning of 2012. At the moment, for 2011, offsetting from certificates is being performed retroactively for 2010.

"We are astounded that we were able to achieve climate-neutralisation much more quickly and considerably more cost-effectively than we imagined", states Peter Graf. "The positive experiences we are having in the fight against climate change are a real boon to the company, and the workforce is very satisfied with the results. We will definitely perform climate neutralisation again for the coming years".



- Klimabilanz berechnet
- CO₂ neutrales Unternehmen
- Regelmäßige Auditierung

With the ID (0000031898) given to AMPEG, anyone with an interest can go to the TÜV Rheinland website under <http://www.tuvdotcom.com> and see the certificate status along with further information.

Annex - the CO₂ certificates

Gold Standard and nothing less



CO₂ certificates are differentiated between according to many different standards. AMPEG decided in favour of a Gold Standard certified project. The Gold Standard prescribes that the project does not merely serve to reduce CO₂, but also makes a contribution towards the ecological and economic development at the company. The Gold Standard only accepts projects that satisfy the highest demands and have the same aims as the Clean Development Mechanism within the framework of the Kyoto Protocol.

AMPEG's CO₂ certificates were yielded by a wind park in Yuntdag in Turkey. The wind park has been a registered Gold Standard project since 2008.



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