

Media release

LIFE Climate Foundation Liechtenstein: From business, for business

Vaduz, 31 October 2013

The LIFE Climate Foundation Liechtenstein today published its fourth annual report, reviewing another year of success.

At the end of 2010, the LIFE Climate Foundation Liechtenstein defined a sustainable, future-oriented and long-term, three-pillar strategy and began implementing it in 2011. The strategy focused on securing long-term financing for the foundation's work and on evaluating specific sustainability projects, activities that the foundation continued to pursue successfully during 2012. This served to secure the financing of the LIFE Climate Foundation Liechtenstein over the long term. The Liechtenstein Insurance Association (LVV) became another one of our sponsors, giving the Climate Foundation even broader support.

Cooperation with the Swiss Climate Foundation – an important milestone

The LIFE Climate Foundation Liechtenstein and the Swiss Climate Foundation achieved one important milestone in their cooperation in May of 2012. This cooperation now also enables Liechtenstein companies to benefit from the funding initiatives of the Swiss Climate Foundation. The co-operation was made possible by Liechtenstein's three largest banks: LGT Bank AG, Liechtensteinische Landesbank AG and the Verwaltungs- und Privat-Bank AG, which decided to join the Swiss Climate Foundation and to donate its refunds from the CO₂ incentive tax.

"The co-operation with the Swiss Climate Foundation will enable us to support more SMEs across our borders in their efforts to manage their resources more sustainably and to protect our climate," said Andreas Hasler, President of the Foundation Board, in presenting the 2012 Annual Report. "The fact that even in the first year of this cooperation, we attracted CHF 234,000 to Liechtenstein, is proof-positive that we made the right decision," added Hasler. Another high point of 2012 came with the foundation's participation in the Climate Conference in Doha, Qatar. The LIFE Climate Foundation Liechtenstein organised an event at the UN Climate Conference in Bonn on the topic of "New Market Mechanisms in Climate Protection". This enabled the LIFE Climate Foundation Liechtenstein to again to make a contribution to the country's reputation which is not to be underestimated.

"The activities of the LIFE Climate Foundation Liechtenstein have enabled it to gain further name recognition in the sustainability community and to achieve brand status. In doing so, it plays a valuable role in creating a positive image for Liechtenstein as a locus of industry, finance and knowledge," explained Simon Tribelhorn, Executive Director of the LIFE Climate Foundation Liechtenstein.

Aiming high again in 2013

In 2013, the LIFE Climate Foundation Liechtenstein has again set itself some very ambitious goals. Several projects were implemented within the first half of the year. One of the first of these projects, a cooperative effort with the Brazilian charitable organisation Clima Nativo, was implemented at the start of 2013. This laid the foundation for a longer collaboration. The goal of this cooperation is to launch local reforestation projects in Brazil. The projects will be financed in Liechtenstein, an established hub for sustainable investments. For the LIFE Climate Foundation Liechtenstein, the partnership with Clima Nativo is a logical extension of its chosen strategy: to pursue sustainable climate protection projects that are credible, professional, reputable and effective.

The co-operation entered into recently with the biomimicry.CH initiative promises equal success. Biomimicry, which refers to innovation inspired by nature, has the potential to become a true engine for economic growth. Establishing a link to the financial market is a prerequisite in easing this process. "As an innovative, globally oriented financial centre that keeps pace with the times, Liechtenstein affords the ideal conditions to close this gap," added Tribelhorn.

The **LIFE Climate Foundation Liechtenstein** is a non-profit foundation established in early 2009 under Liechtenstein law. The goals of the LIFE Climate Foundation Liechtenstein are to raise awareness and promote all aspects of sustainability and climate protection in order to protect our environment for future generations – "for a better life", as the motto goes. The foundation's supporters include the Government of the Principality of Liechtenstein, the Liechtenstein Bankers Association, the Liechtenstein Association of Professional Trustees, the Liechtenstein Investment Fund Association, the Liechtenstein Insurance Association LVV and the University of Liechtenstein. Incorporating the worlds of business, academia and politics, the LIFE Climate Foundation Liechtenstein has become a driving force and a private-public partnership that reaches out to key sustainability players and brings them all together.

Further information:

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