



## Particulars

# Experienced Environmental Engineer Joins 3C as Director of Climate Neutral Department

**Bad Vilbel, June 06, 2007** – Since June 4, Dr. Jochen Gassner is Director of the Climate Neutral department at the 3C Group in Frankfurt/Bad Vilbel. His responsibilities encompass the development of international and national VER markets, the design of climate neutral products and services, and the consulting of B2B and B2C customers.

Before joining 3C, he worked as Group Environmental Manager at Borealis - a major international producer of polyolefins and base chemicals - and as Environmental Consultant for a number of industry sectors.

Jochen studied environmental engineering at the Leoben University of Mining and Metallurgy, Austria. He holds a PhD in sustainability research from Graz University of Technology, Austria.

The Climate Neutral department at 3C, spearheaded by Jochen, will lead the international voluntary carbon market into a new, more transparent generation. One of Jochen's visions is to make the instrument of climate neutrality more accessible and understandable to corporate and private customers. He will be speaker at various conferences, starting July 6<sup>th</sup> in Munich at the "netinform 2007 special", which will deal with the indicators for reliable emission reduction certificates. At this event, he will highlight the keys to credibility in the voluntary carbon market and give best-practice examples.

#### Background information on climate neutrality:

The underlying concept of Climate Neutrality is startlingly simple: Greenhouse gases cause damage globally. Therefore it is irrelevant where emissions are caused or where they are reduced. So unavoidable greenhouse gas emissions in location A can be neutralized by additional protective measures in location B. Emissions caused by air travel are the only ones where this rule does not apply without qualifications. Almost any activity – using transport, producing goods or using office space – can be organized in a climate-neutral fashion. 3C will first calculate the greenhouse gas emissions caused by the activities. Then we buy a corresponding amount of high quality emissions reduction certificates from certified climate protection projects on behalf of those who wish to compensate for their emissions. The certificates are then irrevocably withdrawn from the market. This process is commensurate with an investment in a climate protection project. Proven compensation of emissions will then be certified.

**About 3C Group** - As one of the leading Carbon Asset Management firms in Europe, 3C (<http://www.3c-company.com>) originates and procures carbon credits from CDM and JI projects around the world. 3C Group draws upon an extensive international network of project developers, financial institutions, technology providers and emission reduction experts. 3C Markets AG provides consulting services regarding emission trading and hedging strategies, especially within the EU ETS. The Carbon Investment Advisory offers comprehensive expertise on carbon funds and project based Kyoto-mechanisms. Furthermore, 3C is among the world's leaders for climate neutral services.

**Oliver Trenk**

#### **3C Group – The Carbon Credit Company**

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