



## Berlin-based App Klima puts Climate Action in the Palm of your Hand!

Developed by an award-winning team of entrepreneurs, engineers, and creatives, Berlin-based Klima is a next gen climate app that empowers individuals to become carbon neutral at the tap of a button. Users answer a few simple questions about their lifestyle (from how often you fly, to your diet or shopping habits) to understand your annual carbon footprint.

2020 has set new climate records with unprecedented heat waves in the Arctic, devastating wildfires in the Amazon, and atmospheric CO2 levels at an 800,000-year high. Millions of people globally are eager to do their part in the fight against climate change, but they're often not sure where to start. That's where Klima can help.

To begin a carbon neutral journey, pay a nominal monthly subscription fee in order to support verified climate projects that remove or prevent the same emissions elsewhere. Next, subscribers can learn how best to reduce their footprint sustainably with climate-healthy lifestyle choices.

“Klima’s mission is to remove the entry barriers so that everyone can get involved in building solutions to climate change,” says Markus Gilles, Co-Founder and CEO of Klima. “We aim to make carbon neutral living radically easy with a user-friendly interface, high impact transparency, and tips on how to live climate-consciously. The app shows each user the positive impacts their commitment has on the planet, and encourages them to share their accomplishment with friends.”

Klima was founded in 2019 by Markus Gilles, Jonas Brandau, and Andreas Pursian-Ehrlich. When they first met, all three worked in sustainability initiatives and had a passion for tech, which led them to app development. They built Klima to pursue what they call the most important mission of their lives.

Klima is based in Berlin and currently available in 18 countries, with Germany and the US being the largest markets. As Gilles says, “We know millions of Americans care deeply about climate change



and are on the lookout for simple, effective, and innovative ways to do their part for the planet. We're excited to bring Klima to the US and help them make a tangible difference."

The social startup feels at home in the German capital. "With a reputation as one of the world's most innovative startup hubs, lots of climate conscious entrepreneurs, and a fast growing number of green tech companies, Berlin is an excellent environment for us to build Klima." says Gilles.

Klima's goals for this year include expanding the app's feature set to provide more services to help individuals understand and reduce their carbon emissions with more tips, tools, and education. Since its successful launch last December, the Berlin startup has helped more than 1,000 users become carbon neutral, and that's only the beginning. To learn more about Klima, you can visit [www.klima.com](http://www.klima.com) and download the app on your mobile [here](#).



From left to right: Jonas Brandau, Markus Gilles, and Andreas Pursian-Ehrlich