



## Jana Kapfer | Senior Consultant

Climate strategies - GHG balancing - Municipal climate protection

Jana Kapfer is a senior consultant and project manager in the field of climate neutrality at Hamburg Institut. She develops climate protection strategies for companies, municipalities and administrations and has already managed several consulting projects, for example for the cities of [Oldenburg](#) and [Osnabrück](#), the [University of Hamburg](#) and a federal authority. Her focus is on greenhouse gas balancing according to the GHG Protocol and BSKO (Balancing Systematics Municipal) as well as on potential analyses and scenario calculations and the preparation of action plans. In the field of municipal climate protection strategies, her focus is on mobility and stakeholder participation.

Before joining the Hamburg Institute, Jana Kapfer worked as a student trainee in a renowned consultancy and for a large green energy provider. During her Master's degree in International Business and Sustainability, she completed an internship in the sector project supporting the Alliance for Development and Climate at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in Bonn. She wrote her Master's thesis on the topic of Sustainable Finance.

### Consultancy and research focus

- Climate protection strategies for companies, municipalities and administrations
- Greenhouse gas accounting (PCF, CCF) according to GHG Protocol, ISO standards and BSKO
- Municipal climate protection, esp. climate-friendly mobility and stakeholder participation
- CDP reporting, SBTi target setting
- Strategies for compensation and climate financing

### Qualification and career

- Since 2021 **Consultant and project manager** at Hamburg Institut
- 2017 – 2021 **M.A. International Business and Sustainability**, University of Hamburg
- 2020 **Intern** in the sector project supporting the Alliance for Development and Climate, German Agency for International Cooperation (GIZ), Bonn
- 2019 – 2020 **Working student** in Marketing, Greenpeace Energy, Hamburg
- 2019 **Working student** Sustainability Services, PricewaterhouseCoopers, Hamburg
- 2017 – 2018 **Student assistant**, research laboratory of economics and social sciences, University of Hamburg
- 2013 – 2016 **B.A. Publishing Business**, HTWK Leipzig

### Projects (selection)

<p>2023 - 2024 Project management: <a href="#">Szenarien Klimaplan 2035</a> für die Region Hannover <u>Client</u>: Region Hannover</p>	<p>2023 - 2024 Project management: <a href="#">Vorreiterkonzept Klimaschutz</a> für die Stadt Osnabrück <u>Client</u>: Stadt Osnabrück</p>
<p>Seit 2022 <b>Entwicklung einer Klimastrategie</b>, THG-Bilanzierung (CCF, PCF), Maßnahmenplan und SBTi-Zielsetzung <u>Client</u>: Otto Fuchs KG</p>	<p>2022 - 2023 Project management: <b>THG-Reduktionsstrategie und -entwicklungspfade</b> <u>Client</u>: Bundesbehörde</p>
<p>2022 – 2023 Project management: <b>Erstellung eines <a href="#">Klimaschutzplans</a> für die Universität Hamburg</b> <u>Client</u>: Universität Hamburg</p>	<p>2022 Project management: <a href="#">Oldenburg klimaneutral 2035</a> – <b>Entwicklung eines Maßnahmenplans</b> <u>Client</u>: Stadt Oldenburg</p>
<p>2021 – 2022 <a href="#">Maßnahmenplan Klimaneutralität München</a>, Fachgutachten <u>Partner</u>: Öko-Institut, Intraplan <u>Client</u>: Landeshauptstadt München</p>	<p>2021 Project management: <a href="#">Klimaaktionsplan für Buchholz in der Nordheide</a> <u>Client</u>: Buchholz in der Nordheide</p>