



Case Story

CLIMATE NEUTRAL ENTERPRISES

Discover a groundbreaking concept that since 2006 has guided 50 companies to become climate neutral. Results are both bold and uplifting. And they are enabled by joint efforts, a unique mix of determination and commitments by participating companies. The program developed by Respect is simply named **Climate Neutral Enterprise**. This program shows how to operate a business without contributing to global warming.



All of the companies entered the program with the ambition to become a Climate Neutral Enterprise. After one year following the programs five steps, the joint total decrease of climate impact is an impressive 33%. One of the first climate neutral companies, have a heat consumption that is 25% below the average for property companies in Sweden. In financial terms that corresponds to savings about 3 million USD annually.

The concept is well established and made by RESPECT, a renowned company that supports corporations and businesses to become sustainable. This program hosts a range of both large corporations as well as smaller project based companies. They are united by the goal and mutual interest to become climate neutral. RESPECT provides tools, knowledge and systematic processes. The program guides every company to become climate neutral by calculating it's climate impact, plan actions, audit progress, manage compensations and communicate efforts to build brands, trust, savings and more.

We would like to present a few cases in order to reveal how companies can become climate neutral and to explain how the program works. This concept is a key to improve both our climate and the business aspects of a modern company.

This case study is based on companies in Sweden committed to the program. The companies examples of successful and profitable climate work has the purpose of being copied, improved and to encourage others to do even more. We encourage you to spread the insights and knowledge presented here. And please, do not hesitate to contact us for more information. Please join us in the efforts to make every company and corporation a Climate Neutral Enterprise!

Welcome

BACKGROUND: HOW THE PROGRAM FOR CLIMATE NEUTRALITY WAS DEVELOPED AND LAUNCHED

In 2006 Respect¹ developed a program that would engage small and medium-sized companies in climate work. The concept of climate neutrality was new for Sweden and a basic first step was to establish a clear definition of the expression climate neutral.

“Climate Neutral - operating a business without contributing to global warming. The company works systematically to calculate its emissions, and to gradually implement measures in its own operations. The remaining emissions are offset through international climate projects, in which an equivalent amount of carbon dioxide is reduced.”

Respect established a pioneer group with committed companies that wanted to try the climate program. The aim of establishing the pioneer group was partly to test the concept on a small scale and partly to use the results from this pioneer group as a platform for communication and to reach more companies. The group's results pointed to reduced climate impact and increased commercial benefits. A high level kick off seminar with 200 representatives including CEOs, NGOs and key note speaker EU commissioner Margot Wallström paved the way to expand the work. The incentives to join vary. These are the main reasons why companies become climate neutral:

- Be a responsible and sustainable company, branding.
- Be a part of the solution to the climate change issue.
- Saving expenses by lowering their energy consumption.
- A large demand from their customers and employees.
- Offering a new service to their customers.
- They believe there will be laws and regulations concerning this area soon and they want to be ahead.
- They want to be able to prove that they are active in environmental management.

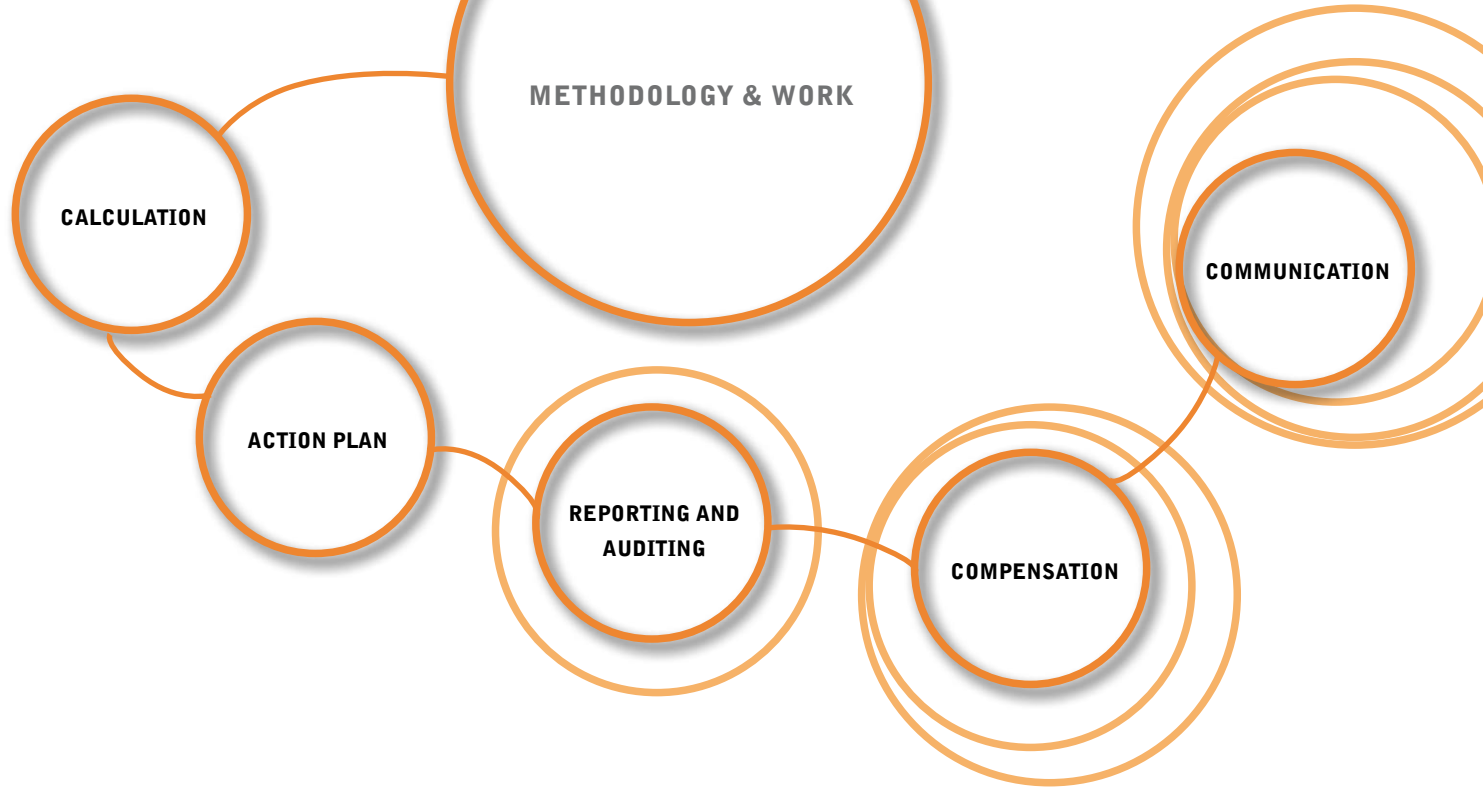
THE METHODOLOGY AND THE COMPANIES' WORK

For several years Respect has coordinated the BLICC-network (Business Leaders' Initiative On Climate Change) and their work in areas regarding calculations and how to decrease their environmental impact. In order to create an interest within small- and medium-sized companies it was essential to develop a legible methodology and easy tools.

The program “Climate Neutral Enterprise” is constructed as a management system with a focus on continual improvement. The program is implemented and updated annually by participating companies. The program consists of five parts:

1. CALCULATION
2. ACTION PLAN
3. REPORTING AND AUDITING
4. COMPENSATION
5. COMMUNICATION

The companies' work usually begins with an education regarding the climate issue and concerning the program “Climate Neutral Enterprise”. The knowledge about climate change is constantly increasing within companies and is being spread throughout society. It is still valuable to explain the foundational principles of the greenhouse effect though, what factors that influence global warming, the most recent research and the international agreements that concern this area.



The key-people of the company, the ones that are going to be involved in the practical work, also receive information regarding the entire program. Thereafter, they work by themselves to collect the information and to set the measurement-plan. Respect is available to offer support, to answer questions and to initiate ideas.

1. CALCULATION

In order to be able to calculate the company's climate impact in a systematic and transparent manner, the participants of the action program are using the web-based tool Svante2 that has been developed by Respect. It was extremely significant that Respect and the companies chose to follow the GHG protocol for climate calculations since it means that the company's calculations are transparent and comparable.

The information regarding the companies' energy-usage and travelling can mostly be found in the company's bookkeeping and financial system. Surveys to employees are also useful.

Criteria for the calculations:

- Calculations of the company's direct emissions of climate impacting gases.
- Calculations of the climate impact of purchased electricity and district heating.
- Indirect climate impact is always estimated by calculating the climate impact of business travel. For other indirect emissions, it is recommended that the company also report emissions from suppliers, goods transport and employee commuting to and from work.

2. Action plan

After the company has analyzed the calculations and has identified the major sources of emissions it is time to develop an action plan. The criteria for the action plan are:

- The company should report measures to reduce the emissions caused by transport and/or energy, or else it must be commented.
- The company should report measures to reduce the emissions from their main source of climate impact, or else it must be commented.

3. REPORT AND AUDITING

The company's climate report is audited by Respect according to the criteria for the program. Respect presents the company with feedback and with future suggestions for improvements and changes.

4. COMPENSATION

Most companies need time to reduce their emissions. As a complement to their own measures they support climate projects that lead to measurable reductions of global emissions and that cause the conversion to renewable sources of energy and energy-efficiency. The projects are based on the objectives of the Kyoto Protocol and are certified by the United Nations (CDM).

5. COMMUNICATION

The climate neutral enterprises are presented at a website set up by Respect: www.klimatneutral.se. The climate reports of all the companies are published here. Climate neutral enterprises receive a yearly certificate and access to the logotype that can be used in their marketing. There has also been a media interest from both local, national and industry media.

ACTIONS

For the companies' reduction of their climate impact they have to implement efficient measures. Some examples of measures that are common for companies are changing company cars to clean vehicles, changing the heating systems of buildings, choosing electricity from renewable sources, implementing meeting- and travel policies and working with optimizing transports. The combination of several minor changes and actions can also make a significant difference as for example changing light bulbs to low energy lights and new routines for turning off office equipment etc.

climate neutral companies describe the work in their own words

The clients are requesting conference-suppliers that are aware of the climate threat

The fact that we are one of the first meeting venues in Europe to become climate neutral lies completely in line with Bergendal's environmental policies. Since 1993 we have been working with environmental issues and are one of the most driven companies within our sector, Bergendal is solely dependent on thermal energy as a heating source for their facility. We are counting on that the investment will be repaid in seven years and that it will decrease the operation costs with 40 %. It is moreover beneficial for our profitability as well as for the environment.

We are now witnessing a fundamental change in the industry as private customers as well as influential agents are selecting businesses that are committed to environmental issues and that have a well developed environmental profile. Due to our sincere environmental commitment we have recently been incorporated into a significant agreement. Several clients have requested CO₂ measurements for our specific conferences and meetings, information that we are hoping to be able to deliver once we have developed our environmental report further.

The climate-report gives inspiration to improvement

KanEnergi is a climate neutral company with a focus on services such as energy, the environment and sustainable development.

The number of flights has been decreased by allocating certain trips that were originally a part of international projects, and by locating them within the country or within a short distance. We have also started to hold telephone meetings with our partners from other nations instead of flying to them and causing carbon dioxide emissions. As far as it's possible we are also encouraging our employees to use the train instead of the car when travelling within the country. When car travel is inevitable we suggest car pooling. The few cars the company owns are also environmental friendly. A number of our employees have also invested in environmental friendly cars that they use while they are working.

By climate compensating for the emissions that were unavoidable, the company is strengthening its work towards a decreased impact upon the climate, which has positive effects both out of an internal and an external perspective. Based on the research that has been completed it is possible to develop a measurement-program that is focused on the areas that are in the gravest need of assistance. The research is also useful as it highlights how the company can improve and increase the efficiency of its travel-reports.

Sånga-Säby- conference host in a carbon neutral environment

Throughout the years, Sånga-Säby has been active in their choice of energy sources. The major part of the facility is heated (in the summer cooled) through sea- or geothermal heat, green electricity and solar panels. Our first solar panels were installed as early as in the beginning of the nineties as a pedagogical option for our spa. It turned out to be a success, which made us convinced to continue our usage of solar panels in the construction of the hotel wing named Mälarblick in the beginning of the 21: st century.

During our bidding and purchasing processes our environmental commitment has been proven successful as it has given us the opportunity to engage in beneficial cooperations with clients that belong to the private as well as to the public sector. In the planning of our new hotel we are working with Trälyftets building-system. This system is very beneficial, both out of an operating and out of a saving-related perspective, as it creates buildings that need 50 % less energy compared to other newly constructed residential buildings.

Creative cooperation leads to a more energy efficient consumption

MittMediaPrint is running their operation carbon neutrally. An energy analysis has been produced at the Gävle facility in cooperation with Gävle Energi to investigate what measurements that have to be undertaken in order to decrease their energy consumption. The purpose of the analysis is to develop sustainable energy solutions through collaborations. In combination with the energy analysis the staff has also taken a course in energy efficiency. All of our facilities will gradually be transformed and start to use climate green energy.

To further decrease the environmental impact that is caused by our transportations, Mittmediaprint is lowering the number of duty travels by arranging telephone conferences and by switching to environmental friendly cars within the span of three years. About 50 % of our external transports have the so-called supplement "green tons", which means that the freight company will be responsible for carrying the equal amount of goods with renewable fuels instead of non-renewable fuels.

Trana Spedition has always been aware of the environment

Trana Spedition has always been striving to lower our and our clients' environmental impact.

We have a very close cooperation with clients and suppliers in which we are always focused on the unity. The climate program "Svante" has given us the opportunity to document and to follow our environmental-related work closely. Our

"the joint total decrease of climate impact is 33%"

goal is to decrease our climate-related impact with 10 % per year. Our energy is generated by wind power and we have also bought shares in a wind power cooperation. We recycle all our waste from our office. We have decreased the number of flights for the benefit of train and we have switched the car that is owned by the company to a hydroelectric car.

The first climate neutral detergent

Apart from the fact that **Kempartner** has been the first company to use the latest environmental friendly technology we have now taken the step to make the detergent even more economical since we are aware of that it is the transports and the emissions that are derived from the detergents that cause most of the damage to the environment. We have made the detergent twice as concentrated, which means that we're only transporting half as much of the detergent, compared to what we used to. Every kilo is equal to 48 washes, in contrast to the usual detergent, in which one kilo is equal to 27 washes. Ocean Dubbeldryg Color, that has been rewarded with the Svanen brand, is a detergent which makes it possible to decrease the carbon dioxide emissions with 40 000 tons, only in Sweden. Ocean is now taking another step. We are the first detergent-company to climate compensate for the little share of carbon dioxide emissions that the detergent creates through its transportations. Kempartner, the company that is producing Ocean is also climate neutral.

A decreased climate impact and an increased business benefit

2008 has been an eventful year for **Radisson SAS Arlandia** and **Radisson SAS SkyCity Hotel** when it comes to decreasing their climate impact. During 2008 the hotels have become climate neutral and they have also acquired the Swedish environmental brand "Svanen". In accordance with the developed measurement plans both of the hotels have started to rely solely on renewable energy, which has resulted in a significant reduction of carbon dioxide emissions.

Two out of four cars have been switched to clean vehicles, biogas and ethanol. Another change that has contributed to the reduced energy consumption is the usage of low energy light bulbs. Out of the hotels' lamps 90 % are now low energy lamps and 90 % of the rooms are also equipped with a head circuit breaker.

The hotels' have also started an extensive course in Responsible Business that is mandatory for the entire staff. The course has the purpose of increasing the knowledge, the motivation, and to activate new initiatives when it comes to the environmental related issues and challenges.

The hotels view this as the beginning of a new era that is going to be characterized by efficient climate-related measurements.

Vasakronan has been a climate neutral property company since 1st January 2008.

Carbon dioxide emissions have been successively reduced over the last few years. The main reason is the reduced heat use and that fossil fuels have been replaced by other fuels. Today, **Vasakronan** purchases climate neutral district heating from all its major suppliers. A large part of the district cooling is also climate neutral. Electricity use is green, according to Swedish Eco-label.

Carbon dioxide emissions amounted to 36,500 and 27,200 tons during 2006 and 2007 respectively and reduced to just over 8,700 tons in 2008 and the prognosis for 2009 is 2,600 tons. These tons consist of smaller amounts from district heating, district cooling and travel, which are compensated in CDM projects in India. Measures are planned to reduce these emissions.

Vasakronan's heating energy consumption lies 26 percent below the average in Sweden, according to SCB statistics, and fell by 3 percent during 2008. Fossil fuel has been replaced by other fuels. Extensive work is underway to significantly reduce all energy use in the properties, primarily through the introduction of more efficient and climate friendly energy technology and collaboration with tenants.

RESULTS

Based on the first twenty companies' calculations for two following years, the observed results have been very promising. The joint total decrease of the climate impact is 33%. There is a wide range of variation though, there are companies that have decreased their climate impact with 94 %, but there are also companies that have increased their emissions due to changes in their operations or to the fact that they used a larger scope for their calculations. The average decrease of carbon dioxide, methane and nitrous oxide emissions is 19.5 %. 16 out of 20 companies have decreased their climate impact per employee.

Since the start, around seventy companies have been involved in the climate program; many of them are now climate neutral. The program, "Climate Neutral Enterprise", has created a wave of interest for the concept of climate neutrality and for the implications that it causes in companies. Since the first pioneer companies in Malmö and Stockholm, the commitment to climate neutrality has increased and can now show a number of committed companies in Sweden. The international interest

is growing. Among other things, collaborations have been established with the EU, UN Global Compact, World Resources Institute and World Business Council for Sustainable Development. Swedish companies are considering the possibility of introducing the program internationally to their subsidiaries. Respect and the participating companies are still focusing on getting the concept more well-known. Having started with “Climate Neutral Enterprise”, the program has expanded and has come to include “Climate Neutral Events” and “Climate Neutral Products”.

The program is well adapted to small and medium enterprises, but can also be used by major companies and international groups. It could be the tool that mobilises and inspires Europe’s 20 million small and medium sized enterprises – there are large volumes for change available here.



The companies’ examples of successful and profitable climate work has the purpose of being copied, improved and to encourage others to do even more. Feel welcome to join us!

Alteco / Arlanda Helicopter / Bergendal Meetings / Bring CityMail / Cargo Center Sweden / Congrex Sweden / Damanco / Edita Boberg / Edita Prima / Edita Sverige / Edita Västra Aros / Egain / Elanders Sverige: Malmöenheten / Elite Hotel Stockholm Plaza / Envima / eventguiden.com / Firma Margareta Ivarsson / Hässelby Golf / Ibis Hotel Arlanda / KanEnergi AB / Kempartner AB / Miljöförvaltningen Malmö stad / Mitt-Media Print / Norrtelje Tidning / Odelius / Ogeborg / ProCivitas privata gymnasium / Radisson SAS Arlandia Hotel / Radisson SAS SkyCity Hotel / Johan Ernst Nilsson, Seven Summits / Reachem / Respect / Roslagens Sparbank / SKD Euroconf / Sydsvenskan / Sångas-Säby Kurs & Konferens / Trana Spedition / VisitSweden / Water Company / Wirtén / Återvinningsindustrierna / The Centerparty’s yearly conferences / Climate conferences in City of Malmö, Stockholm, Örebro and Östersund / Skånedia; Kristianstadsbladet, Ystads Allehanda, Trelleborgs Allehanda / Sparbankernas årsmöte / Kemibolaget; OCEAN Dubbel Dryg tvättmedel.

respect

SUSTAINABLE BUSINESS

RESPECT is the company behind the program and action plan.

Respect is a consultant company that offers companies support with the implementation of systematic sustainable efforts that simultaneously strengthens their business and brand value. Respect’s sustainability and climate programs combine strategic advice with efficient and easily accessible IT-tools. Respect is the initiator of the networks BLICC (Business Leaders Initiative on Climate Change), BLIHR (Business Leaders Initiative on Human Rights) and Respect Table. For more information: www.respect.se

SVANTE is a user-friendly web-based climate change program and a reliable tool for auditing a company’s climate impact. The program is based on the Greenhouse Gas Protocol, the international accounting standard to understand, quantify and manage greenhouse gas emissions. Svante gives the companies:

- Calculation support – converting energy usage into climate impact (CO₂ equivalents).
- Benchmarking between units and companies
- Simulation of different business alternatives to optimize implementation
- Key figures for internal and external auditing
- Reports with presentations in texts and graphs