



HOW SWEDISH BUSINESSES ARE RETHINKING EMISSION ECONOMICS

WHY CLIMATE WORK IN BUSINESS?

"We are showing how to reduce emissions and simultaneously strengthen our competitiveness. For us, this is about business development, competitiveness and about our companies' survival. These are three good reasons why all should set and follow up ambitious climate goals."

The CEOs of the Haga Initiative

PRIDE

PROFITABILITY

PUBLIC WELFARE

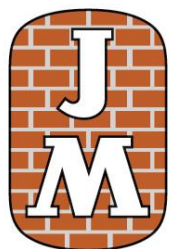
A PROFITABLE BUSINESS SECTOR WITHOUT CLIMATE IMPACT

green
cargo

axfood

Folksam

stockholm
exergi



SIEMENS



Coca-Cola
EUROPEAN PARTNERS



Lantmännen

STENA
RECYCLING



HKSCAN

SVEASKOG

THE HAGA INITIATIVE



VISION

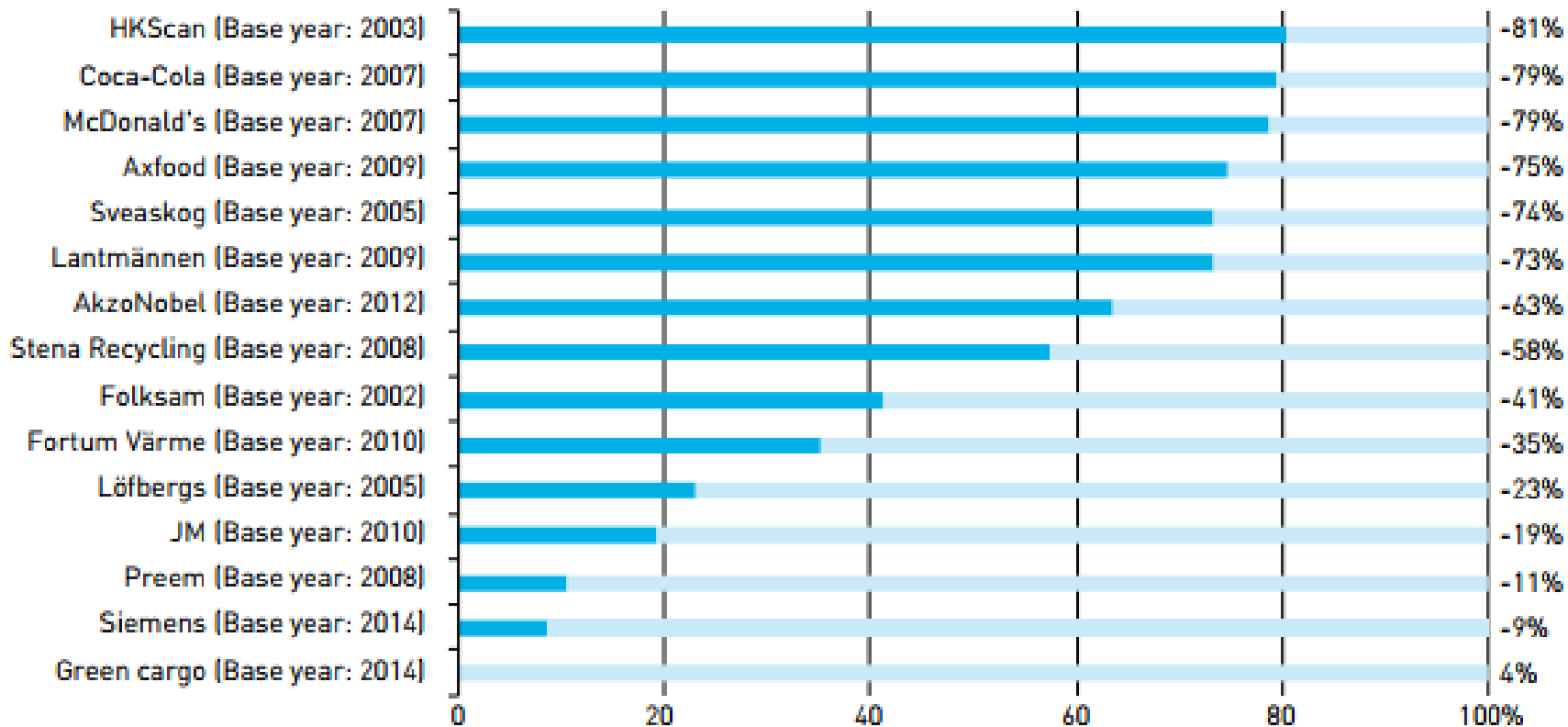
A PROFITABLE BUSINESS SECTOR
WITHOUT CLIMATE IMPACT

THE HAGA COMMITMENT:

- CEO take active climate responsibility
- Ambitious climate strategy
- Disclose climate impact according to the GHG Protocol
- Downward trend regarding carbon emissions
- 40 percent reduction by 2020
- Fossil fuel free until 2030

DECREASED EMISSIONS

Change of emissions in Haga scope- 2016 in comparison with base year



HagaInitiative 
Business for active climate responsibility



Greenhouse gas
emissions
disclosure **2016**

BUSINESS AHEAD OF POLICY

Hagainitiativets klimatmål jämfört med det svenska klimatmålet

Grafik: Jenny Alvé

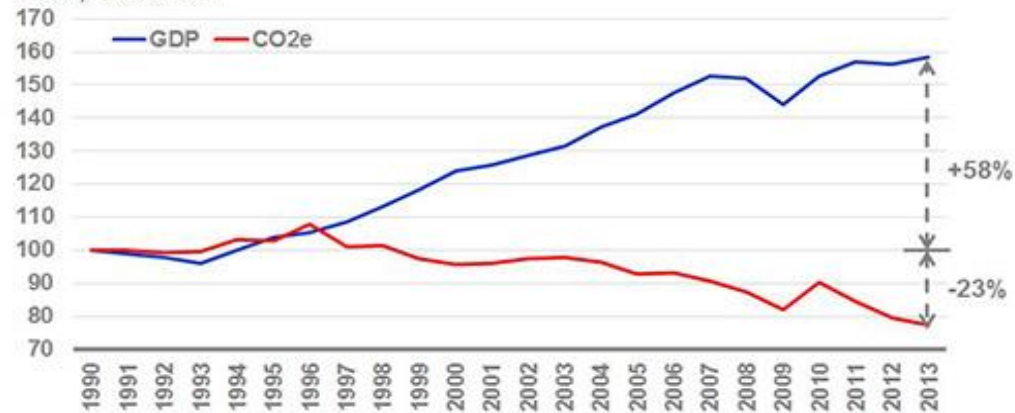


DECOUPLING

- SWEDEN PROVES IT WORKS

Real GDP and CO₂e Emissions in Sweden, 1990-2013

Real GDP and CO₂e emissions
Index, 1990=100



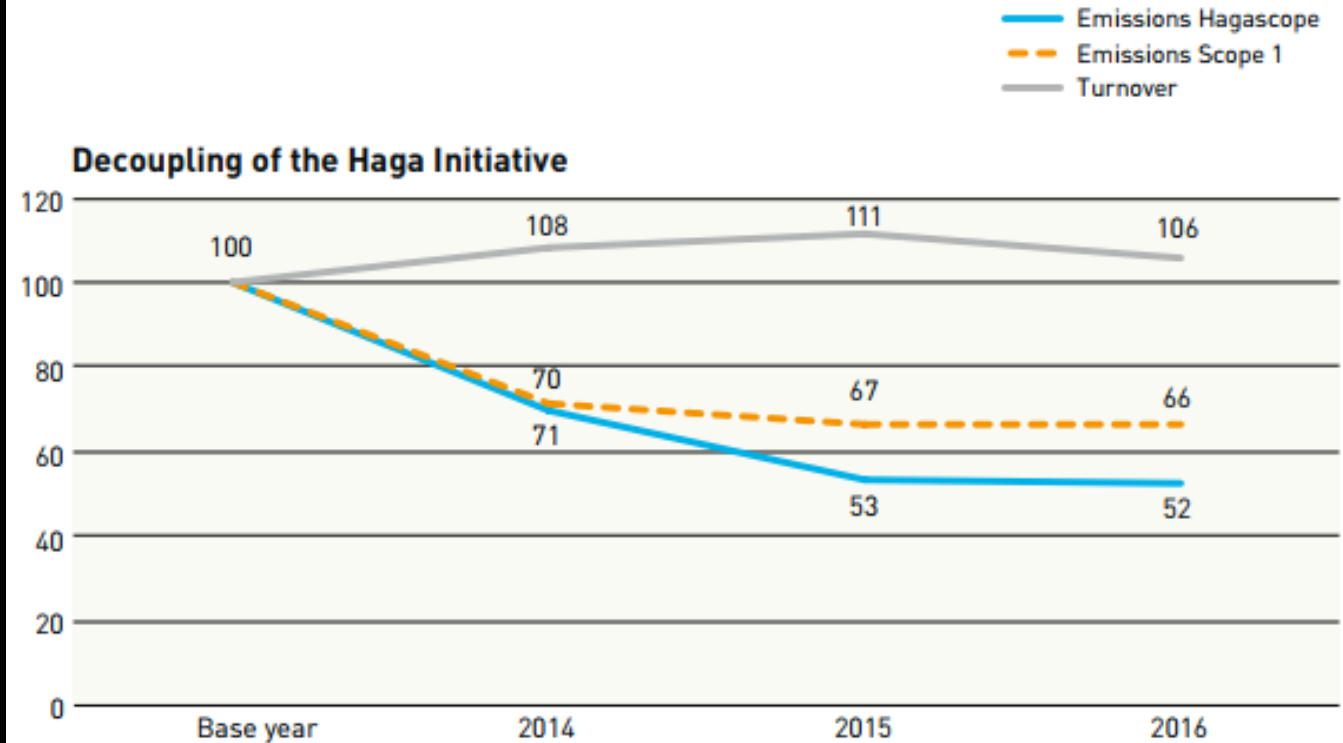
CO₂ = approximately 80%
of CO₂e emissions

Sources: Swedish Environmental Protection Agency, Statistics Sweden

Ministry of Finance, Sweden

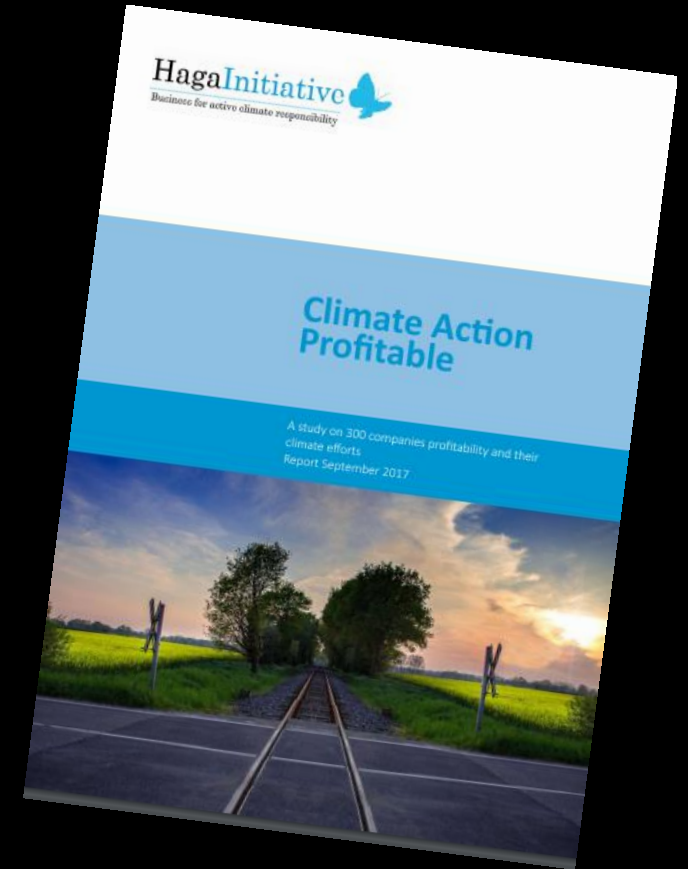


Decoupling of the Haga Initiative

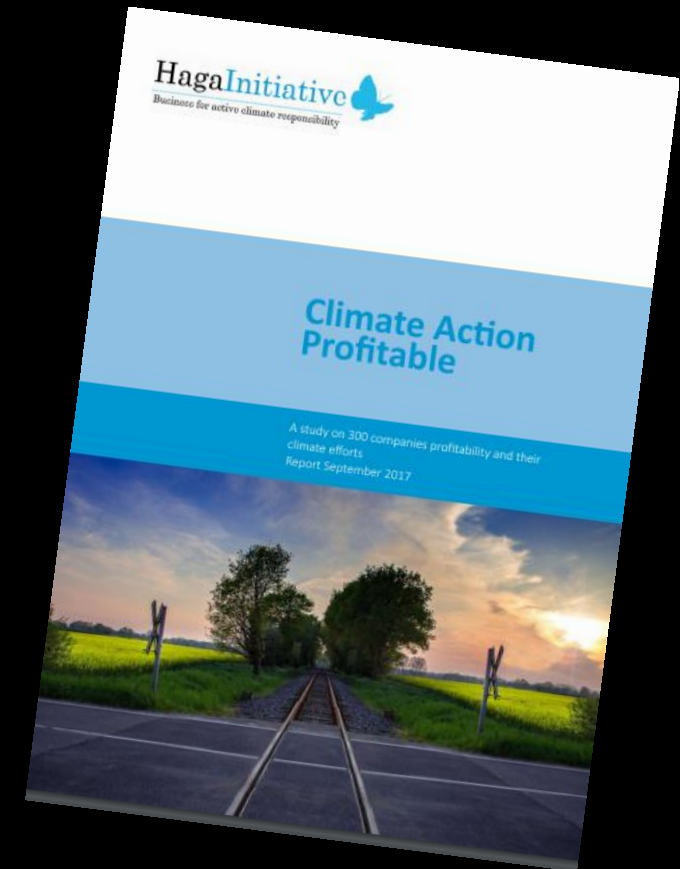
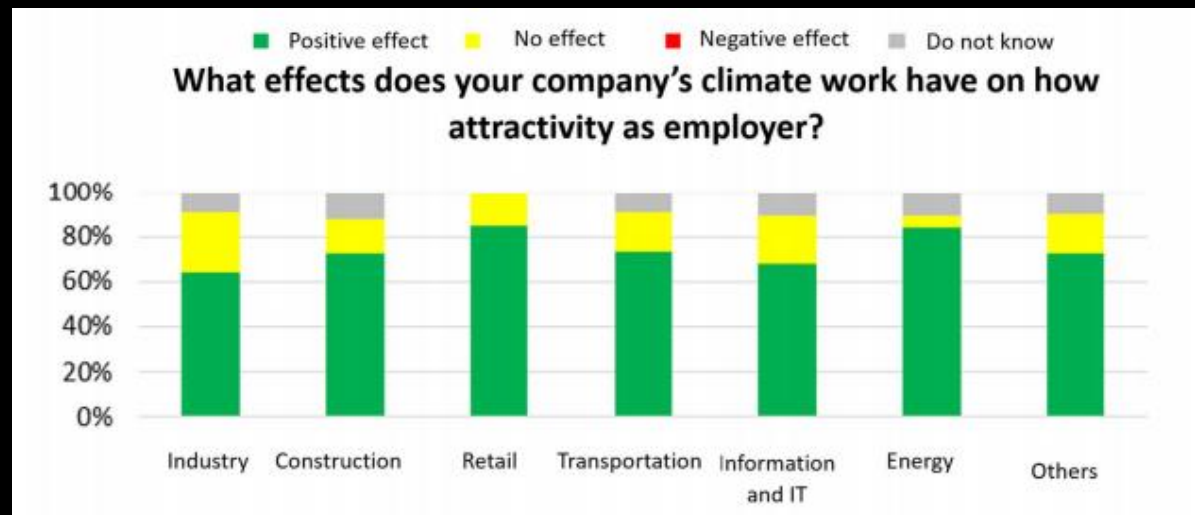


CLIMATE ACTION IS PROFITABLE

- Brand value and customer loyalty
- Cost savings
- Attractive employers and more productive employees
- New products and business areas
- Proactive risk management
- Improved financing opportunities

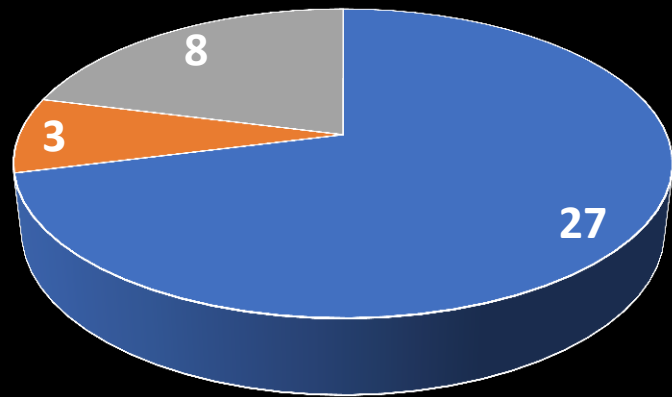


CLIMATE ACTION IS PROFITABLE



NORDIC BUSINESSES ON CLIMATE TRANSITION, COMPETITIVENESS AND GROWTH

Study based on 38 interviews



■ CEO

■ Chairman

■ Other top management

Nordic Council
of Ministers

Nordic businesses on climate transition, competitiveness and growth

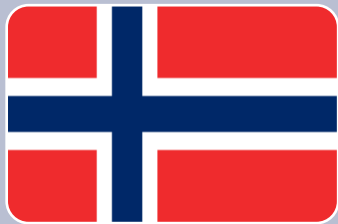
– An interview study among leading
businesses in the Nordics



INTERVIEWED COMPANIES



ABB
Axfood
BillerudKorsnäs
Electrolux
Folksam
Husqvarna
IKEA Sverige
Lantmännen
Preem
Scania
SSAB



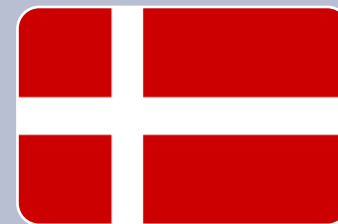
Asko
Posten/Bring
Ruter
Statkraft
Statoil
Storebrand
Tine
UMOE
Veidekke



Caverion
Fortum
Kontio
Maas Global
Neste
Pöyry
ST1
Stora Enso
Trace Grow



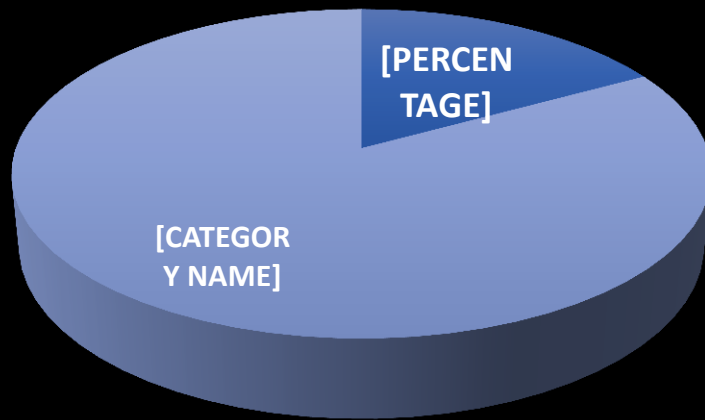
Carbon
Recycling
International
HBGrandi
Reykjavik
Energy
Össur



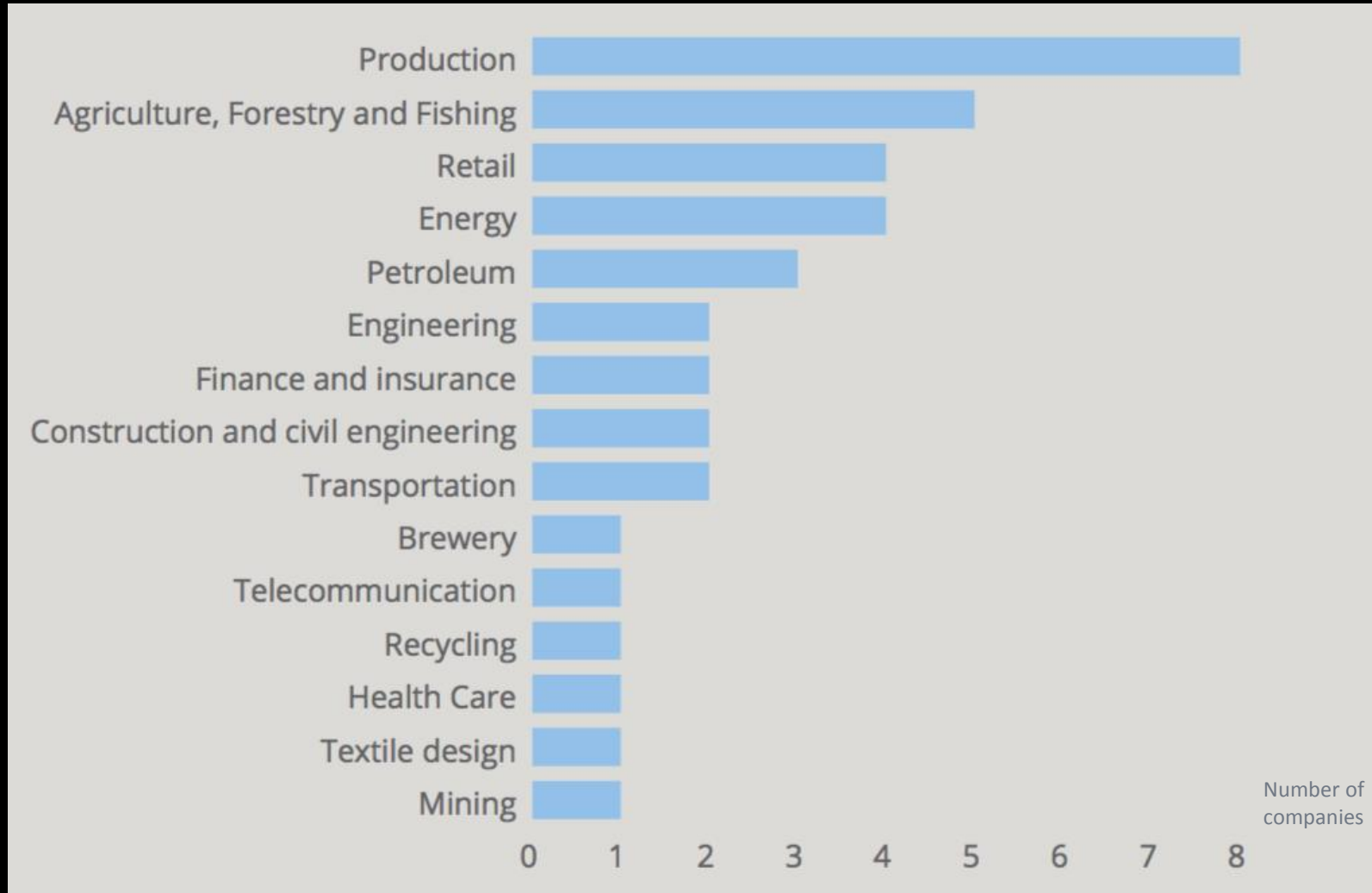
Carlsberg
Danfoss
Grundfos
Kvadrat
Refurb

INTERVIEWED COMPANIES

- Employees: 540 000
- Revenue: 200 bn EUR



- Company revenues
- GDP Nordic countries



THE NORDIC CONTRIBUTION TO THE PARIS AGREEMENT

- Showing global leadership
- Promoting cooperation between countries
- Spreading innovations
- Exporting solutions
- Being a role-model




WHY CLIMATE EFFORTS INCREASE COMPETITIVENESS



- New business opportunities are created
- Energy and resource efficiency reduces costs
- Employer branding is strengthened, and employees are more satisfied
- Increased customer demand leads to increased sales

IMPORTANT FACTORS TO SUCCEED IN MAKING GOOD BUSINESS OUT OF CLIMATE EFFORTS

- Legislation and policy instruments:
 - Predictable
 - Long-term
- Access to renewable energy
- High level of innovation

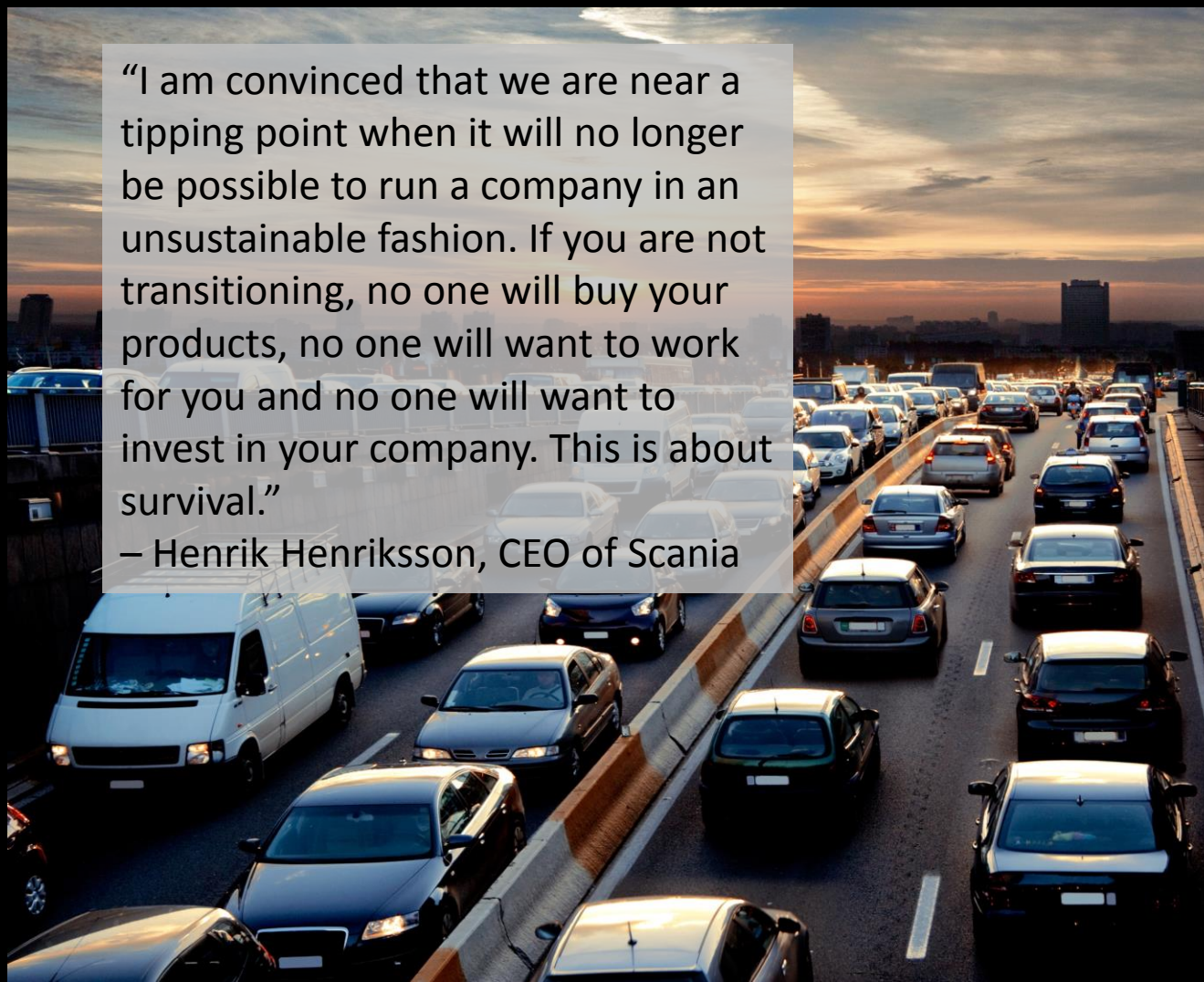


“The Nordic cooperation model, where business, public, interest organizations and often the unions cooperate, I think is quite unique to the Nordic region. If we succeed in our cooperation initiatives, they can become inspirational models for other societies where we demonstrate both concrete achievement and how we got there.”

– Hanne Refsholt, CEO of Tine.

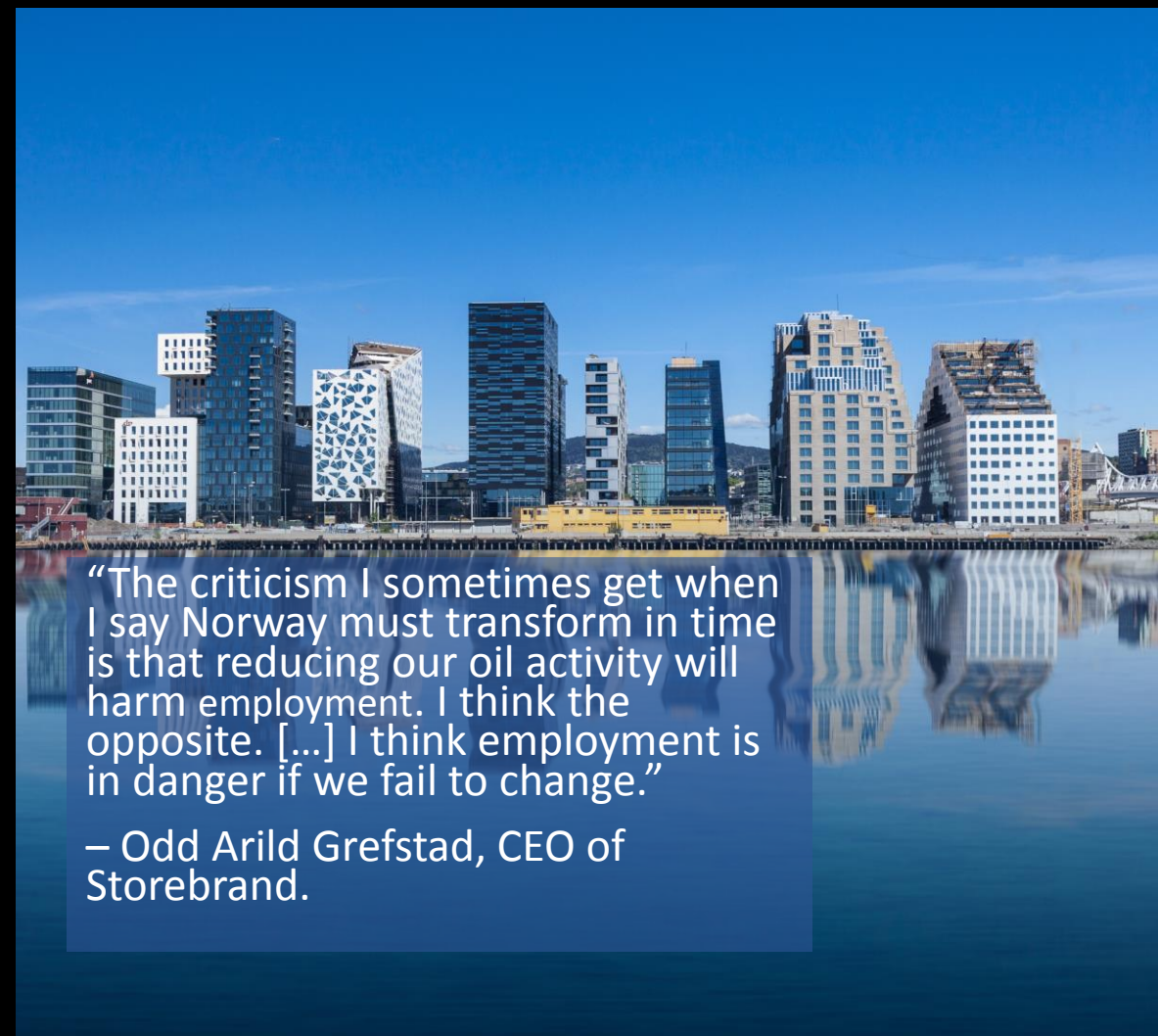
WHY CLIMATE INACTION HAMPER COMPETITIVENESS

- Lost business opportunities
- Reduced efficiency
- Weaker brand



WHY CLIMATE ACTION GENERATES EMPLOYMENT

- Innovation creates new jobs
- Domestic production of renewable and bio-based energy creates jobs in the Nordic region
- Failure to transform the economy can lead to job losses



“The criticism I sometimes get when I say Norway must transform in time is that reducing our oil activity will harm employment. I think the opposite. [...] I think employment is in danger if we fail to change.”

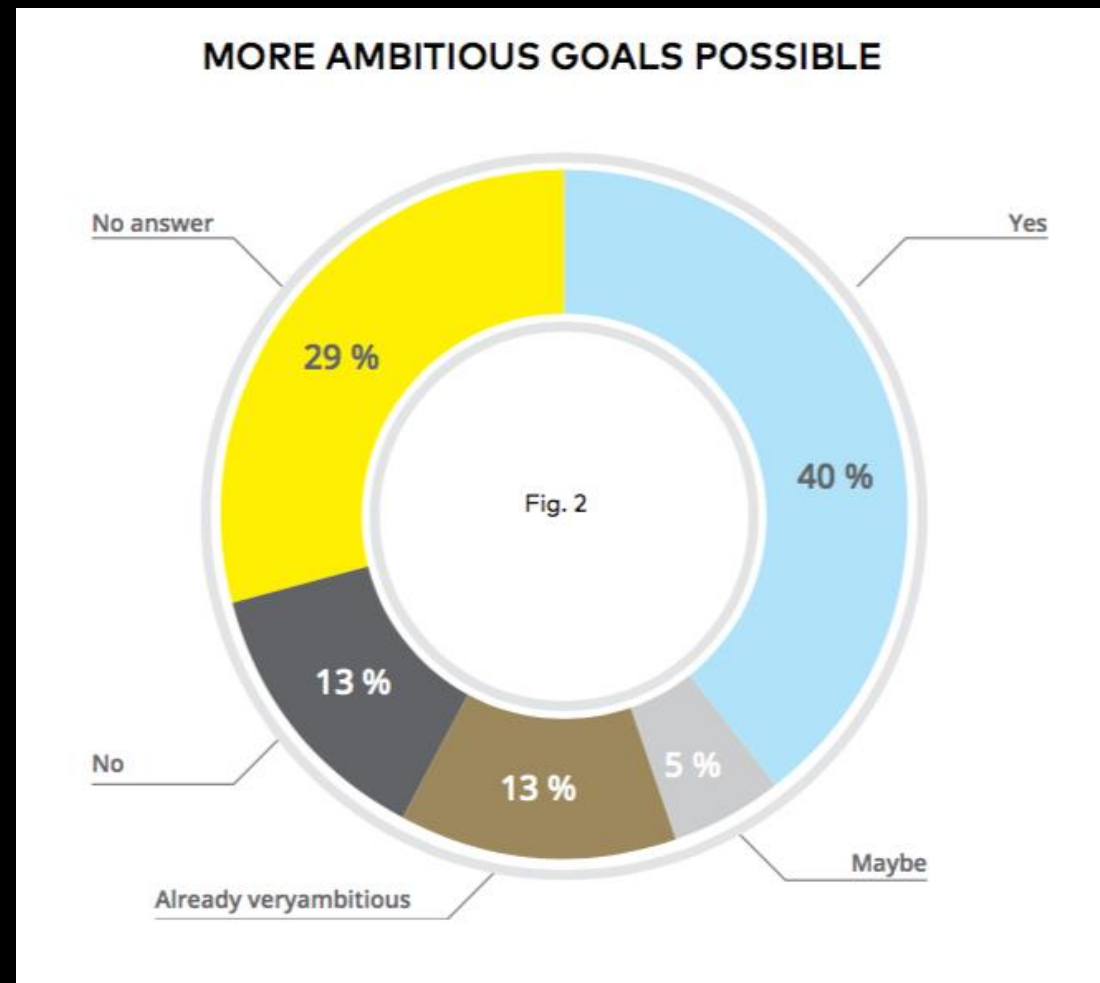
– Odd Arild Grefstad, CEO of Storebrand.

TRENDS THAT COUNTERACT CLIMATE EFFORTS

- Unpredictable conditions and policy frameworks, lack of long-term view in policy
- National policies that result in suboptimal solutions
- Donald Trump's presidency
- Protectionism, closed markets, trade barriers

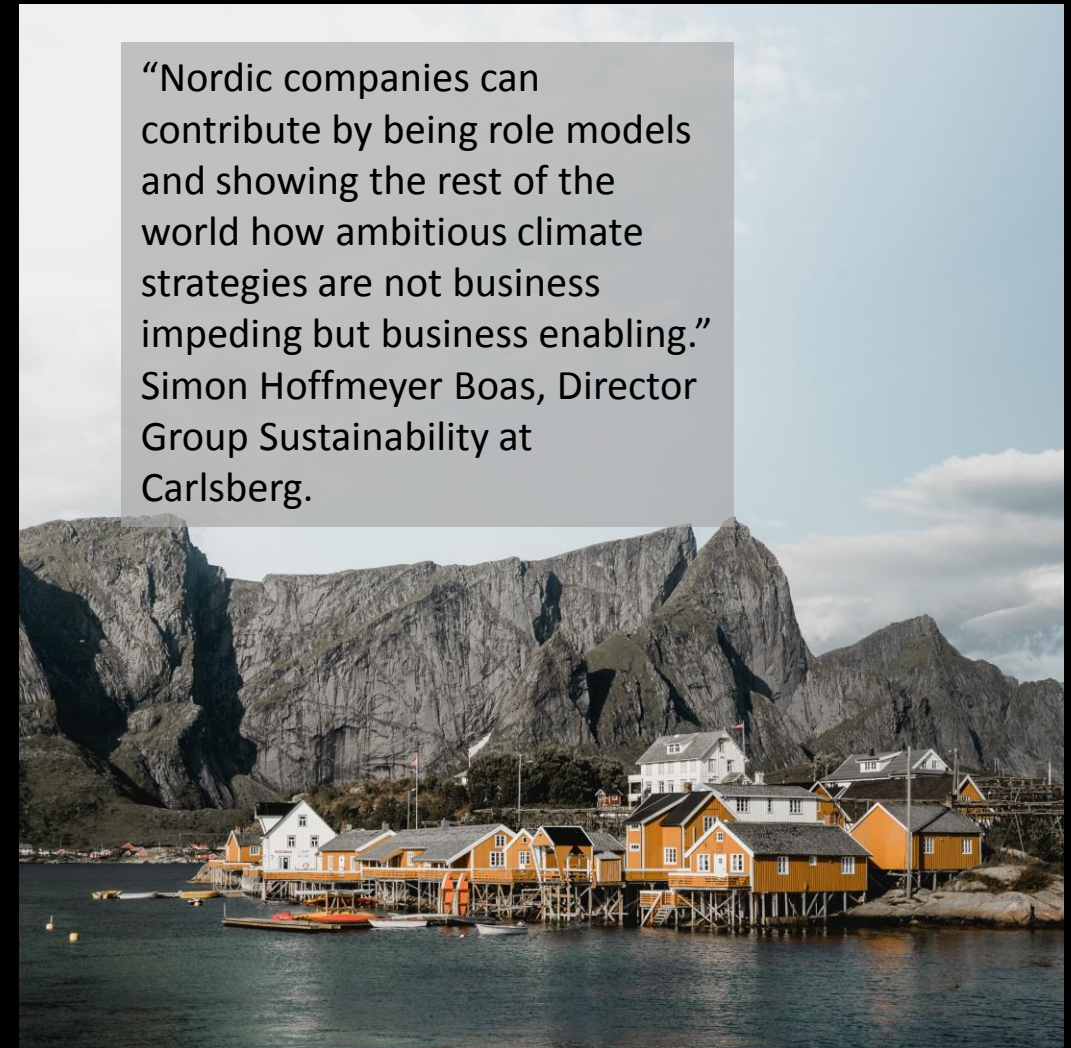


COMPANIES WELCOME HIGHER TARGETS



MAIN CONCLUSIONS

- Climate change is a priority among CEOs and chairmen
- Strong commitment from leading export companies to
 - reduce their own emissions
 - be part of the global solution
- Clear connection between climate efforts and competitiveness
- Companies welcome higher targets



THE CEO POLICY WISH-LIST

1. Strong support for the Nordic region to be front runners in global climate efforts
2. Nordic countries should act together to push the EU to adapt more ambitious climate policies
3. The Nordics can be a strong force in the international community



4 SUGGESTIONS 2 PUSH THE NORDICS

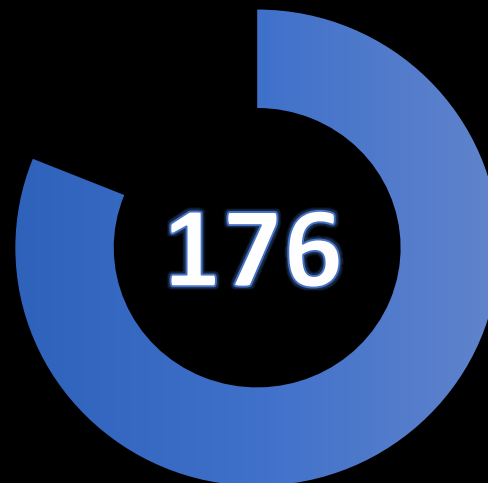
1. Set goals for citizens' carbon footprint
2. All public procurement should become climate neutral
3. Develop common standards and make the Nordic region a permanent world fair for climate solutions
4. Develop Nordic solutions for financial risk sharing



Conférence sur les Changements Climatiques 2015

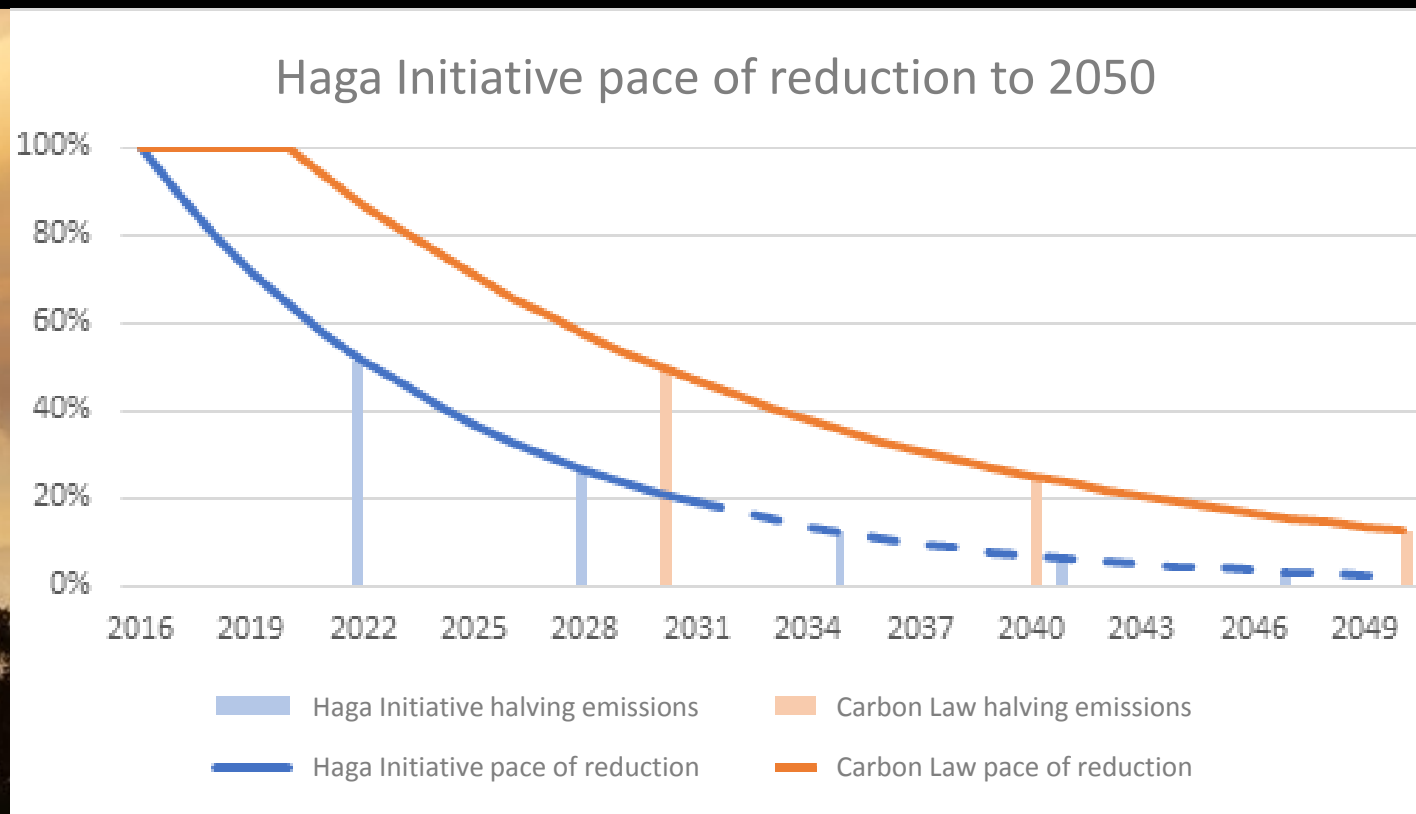
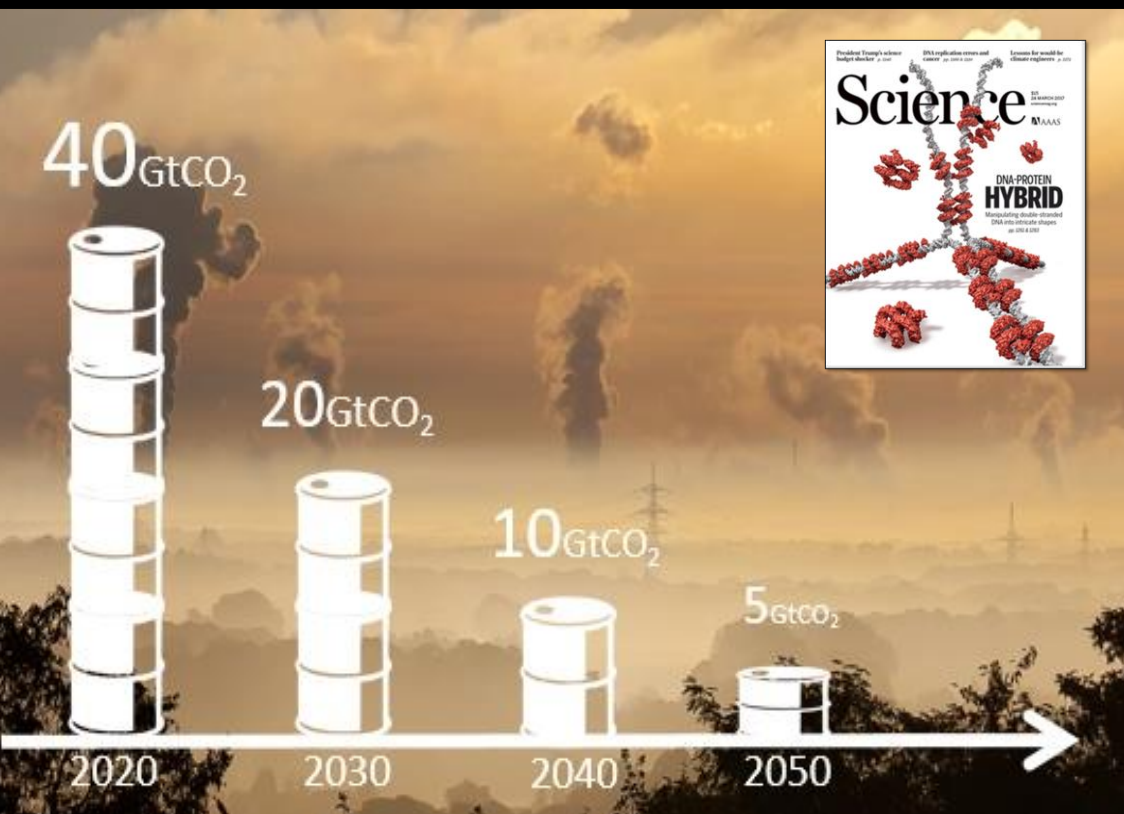
COP21/CMP11

Paris, France



CARBON LAW

HALVING EMISSIONS EVERY DECADE



Companies need to:

- declare a date when net zero
- put pressure on supply chains
- back an ambitious climate policy



THANK YOU!

Nina Ekelund

Executive Director

Haga Initiative