



The sustainability journey of Danish companies

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Who am I?

- Author of several books related to climate change and sustainability
- Advising small- and middle sized companies (SMEs)

Previously:

- 2015-16: Assistant professor, Niels Brock International Business College
- 2016-19: Head of Research, Sustainia

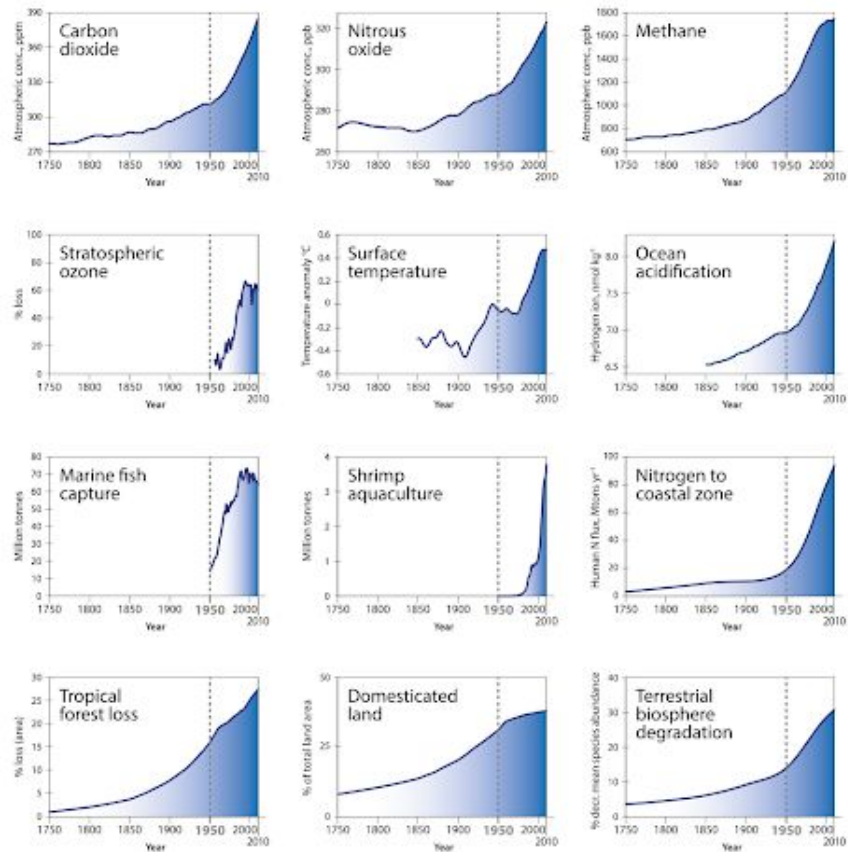


I. The challenge

A decorative graphic at the bottom of the slide consisting of several overlapping, semi-transparent blue waves that flow from left to right, creating a sense of movement and depth.

“The great acceleration”

Earth system trends

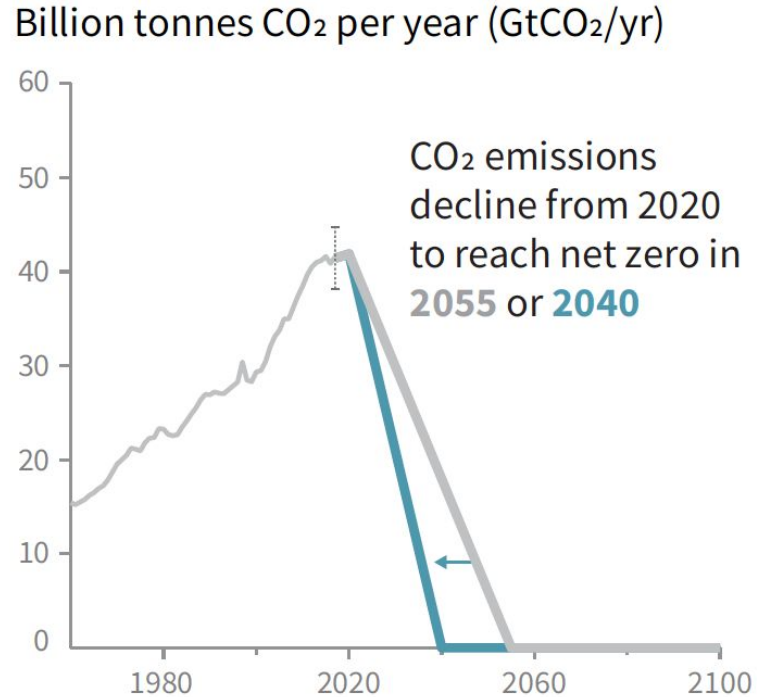




**Our total global
CO₂e budget**

570 Gt

The reductions needed



Source: Special Report on Global Warming of 1.5 °C (2018)

The plan?



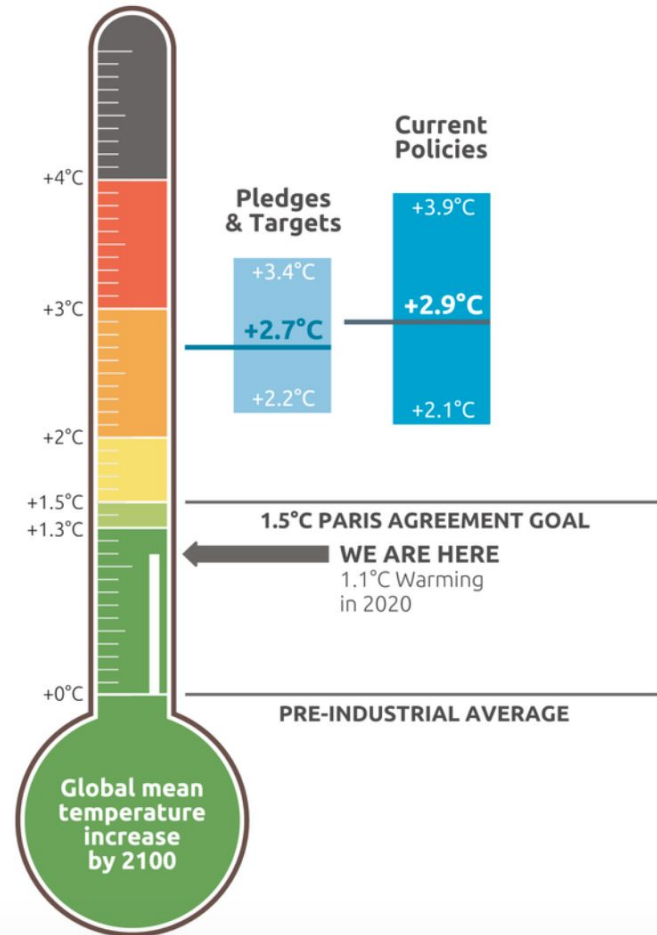
United Nations 17 Sustainable Development Goals (2015)



The Paris Agreement (2015)

How far are we from achieving it?

- With the current national pledges and targets: between + 2.2°C - 3.4°C
- With current national policies: between + 2.1°C - 3.9°C



II. Denmark - a “laboratory” for sustainability



Denmark's 70 % reduction target in 2030 - how?

- Early wind power pioneer starting from the 1970's
- Most large companies are owned primary by industrial foundations which allows long term investments
- Public and private sector collaboration - for instance "13 climate partnerships" between the government and business sectors

III. Best in class examples of Danish companies





Ørsted

Case 1: Ørsted (formerly DONG Energy)

- Largest power company in Denmark
- The world's most sustainable company in 2020 (Corporate Knights)
- 12 years ago produced electricity from fossil fuels
- Large strategic investments in wind power, sold off its oil and gas business in 2017 to focus only on renewables - today almost completely producing electricity from wind power for 15 million people
- Vision: CO2 neutral electricity for 55 million people in 2030
- Profiting enormously and can offer cheaper electricity than competitors
- CEO perceived as a “rock star” in Denmark

GRUNDFOS



UTILITY
RANGE

Case 2: Grundfos

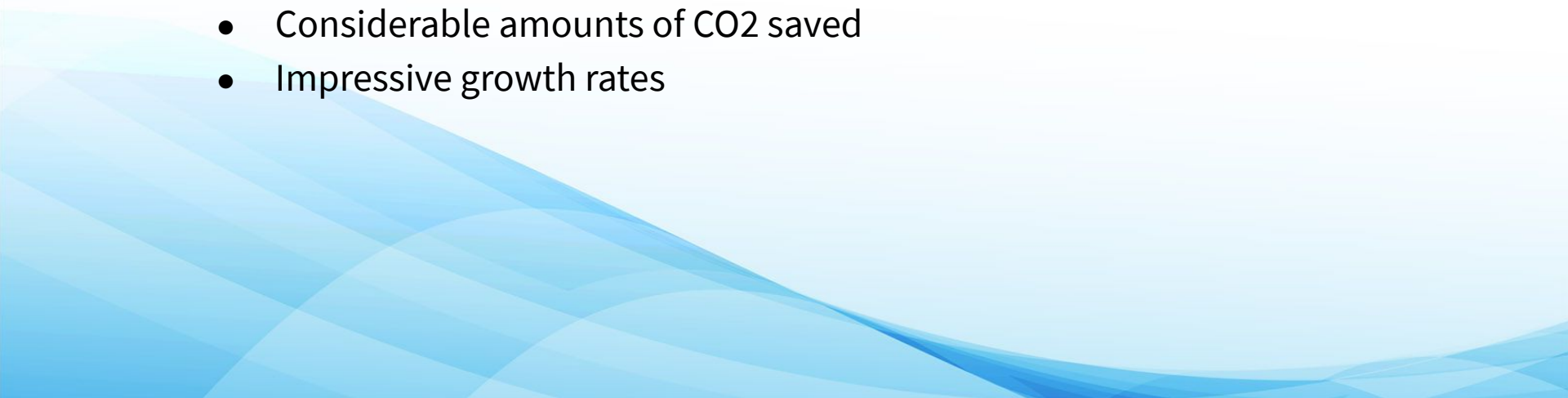
- Pump manufacturer
- Owned by an industrial foundation
- CEO sees himself as a “climate activist”
- Reduced 12.8 % CO2 in 2019 compared with 2018
- Strategy: “Being best *for* the world” not “being best *in* the world”
- Vision: Provide clean water for 300 million people in 2030
- Working strategically with fulfilling SDG 6 and SDG 13
- Impressive economic results - making more profits than ever

Fresh.Land


Straight from the Farm



Case 3: Fresh.land

- Fruit and vegetables provider
 - Cutting out intermediaries - fruit and vegetables delivered from farmer to consumer in less than 4 days
 - Digital business model
 - Considerable amounts of CO2 saved
 - Impressive growth rates
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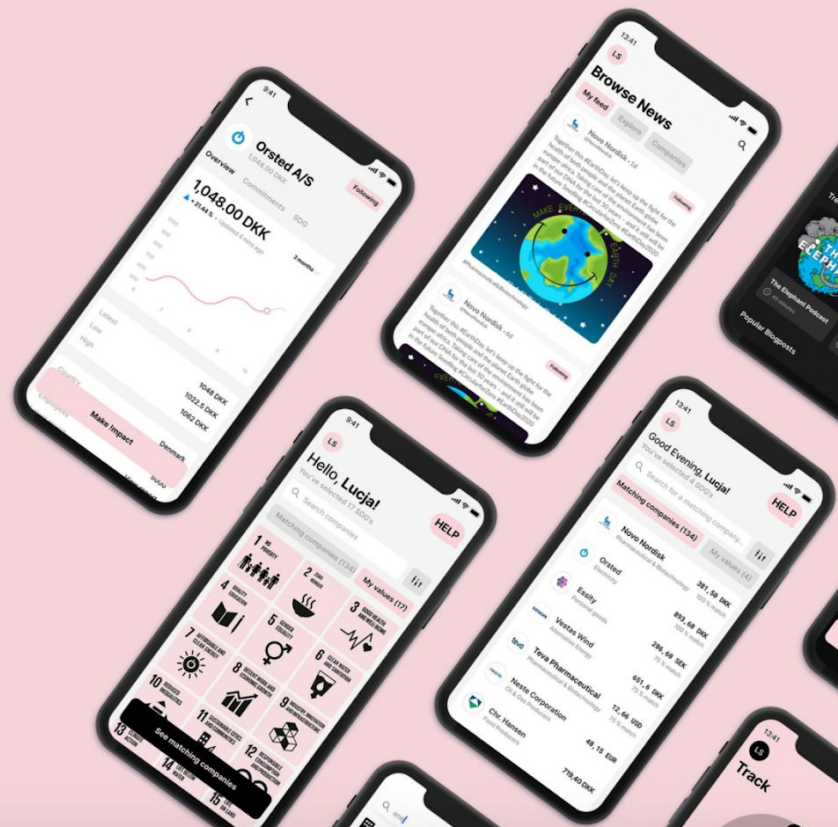
Case 4: Sustainable fin-tech start-ups

- Popular to invest in sustainable stocks and bonds
 - New Danish start-ups like Matter, Make!mpact, SDGIinvest and DoLand are offering sustainable investment products
 - Easy to invest - from a smartphone
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Some other recent announcements

VELUX: CO2-neutral by 2030 and compensating for all historic emissions (since 1941 when VELUX was founded)

Novo Nordisk: CO2-neutral by 2030

Microsoft Denmark: “climate negative” in 2030, compensating for all historic emissions (since 1975) by 2050

Coop: 100% CO2-neutral in 2030

Why are the companies doing this?

- Regulative risks (“Inevitable Policy Response” initiative)
- Investor risks
- Consumer risks
- New opportunities: Savings, reputation, competitive advantage, new markets, attracting talented employees

“What seems to be a cost today, is what will make you survive in 10 years”

Lars Fruergaard Jørgensen, CEO Novo Nordisk

IV. Lessons learned



Lessons from the best in class companies:

1. *They assess climate risks and opportunities.*
Where are the risks and the opportunities?

THE SUSTAINABLE DEVELOPMENT GOALS

A WORLD OF OPPORTUNITIES FOR DANISH BUSINESSES

January 2019

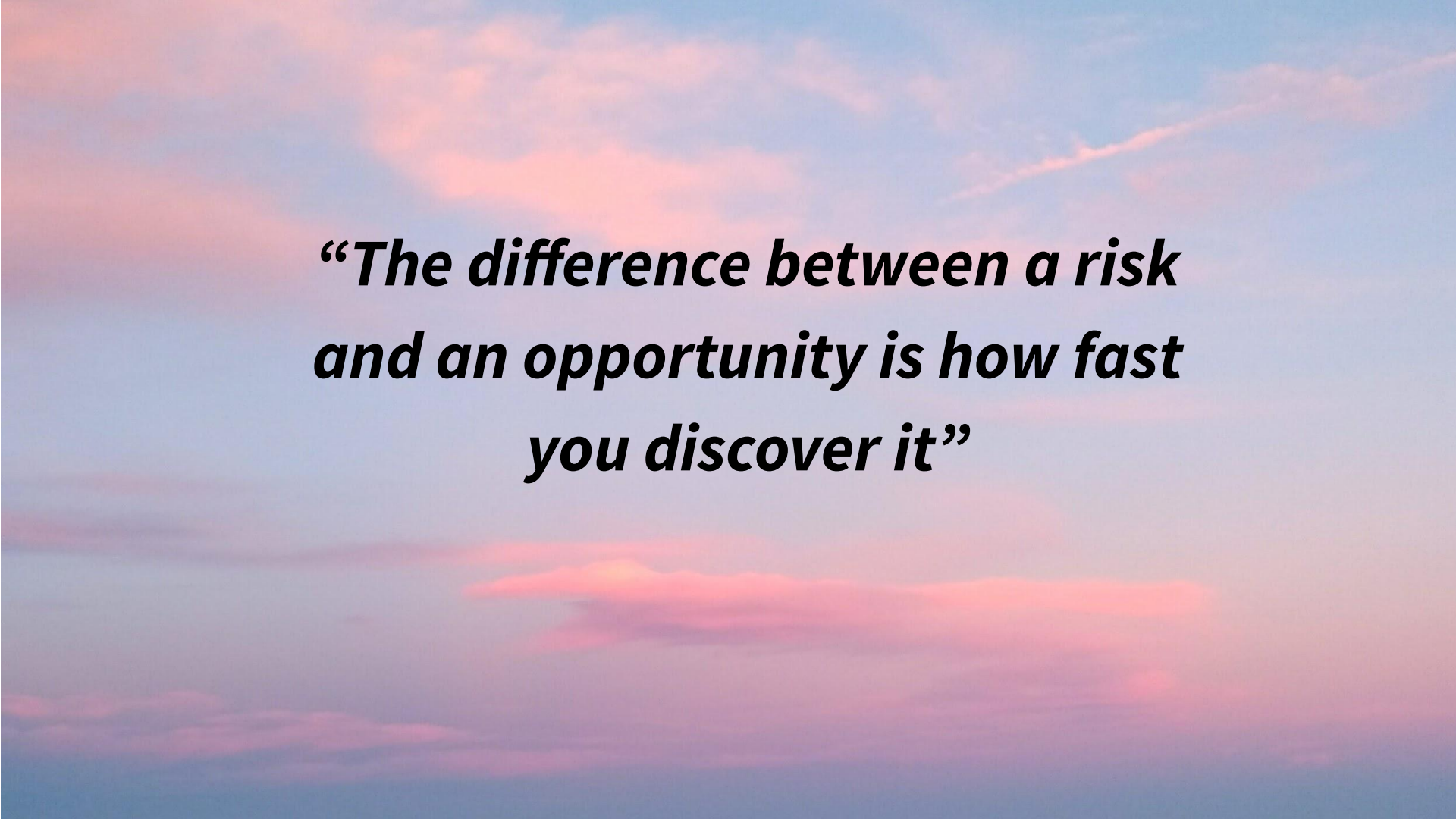


Lessons from the best in class companies:

1. *They assess climate risks and opportunities.*
Where are the risks and the opportunities?
2. *They measure their own footprint.* Both direct and indirect emissions.
3. *They create a strategy with a reduction target and place this at the heart of their overall strategy.*
4. *They keep employees included and motivate them to be part of the solution.*
5. *They communicate about their ambitions in a credible way - no greenwashing.*

Final lessons learned

- ✓ Growth and sustainability must go hand in hand
- ✓ Not just compliance - bold visions are needed!
- ✓ Partnerships and collaboration are key
- ✓ Long term thinking is needed
- ✓ Create ripples in the water



***“The difference between a risk
and an opportunity is how fast
you discover it”***

**Thank you
&
questions**

