

The story of our friendship!



A link to learn more about sustainability!

Plan4land.org



INTRODUCING THE SDGs WITH CORPORATE RESPONSIBILITY: A PRACTICAL GUIDE

این را هم ببینید



AN ANALYSIS OF THE GLOBAL AND NATIONAL SDG TARGETS

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In Focus: Assessing investor trends in Business Reporting on the SDGs

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BLUEPRINT FOR BUSINESS LEADERSHIP ON THE SDGs

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Transforming Partnerships for the SDGs

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The Carbon Majors Database: OGP Carbon Majors Report 2017

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Guiding Principles on Business and Human Rights

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Asia Investor Group On Climate Change



Oil and Gas Climate Initiative



The Investor Agenda



+Climate Action 100



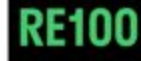
GREENHOUSE GAS PROTOCOL



Climate Accountability Institute



Integrated Reporting



RE100



Pacific Institute



Science Based Targets Initiative (SBTi)



PRI - Principles for Responsible Investment



C40



BLUEPRINT FOR BUSINESS LEADERSHIP ON THE SDGs



Task Force on Climate-related Financial Disclosures



Carrots & Sticks



CEO Water Mandate

An aerial photograph of a white wind turbine in the foreground, with its three blades extending across the frame. The sun is low on the horizon, creating a warm, golden glow and silhouetting the turbine. In the background, a vast rural landscape with fields and another wind turbine is visible under a clear sky.

Strategic CSR and catalytic philanthropy - a Danish Perspective

Anders Nolting Magelund
February 17, 2021

Who am I?

- Author of several books related to climate change and sustainability
- Sustainability advisor
- Former Chief Researcher at Danish think tank Sustainia



“The Climate Guide”
(2019)



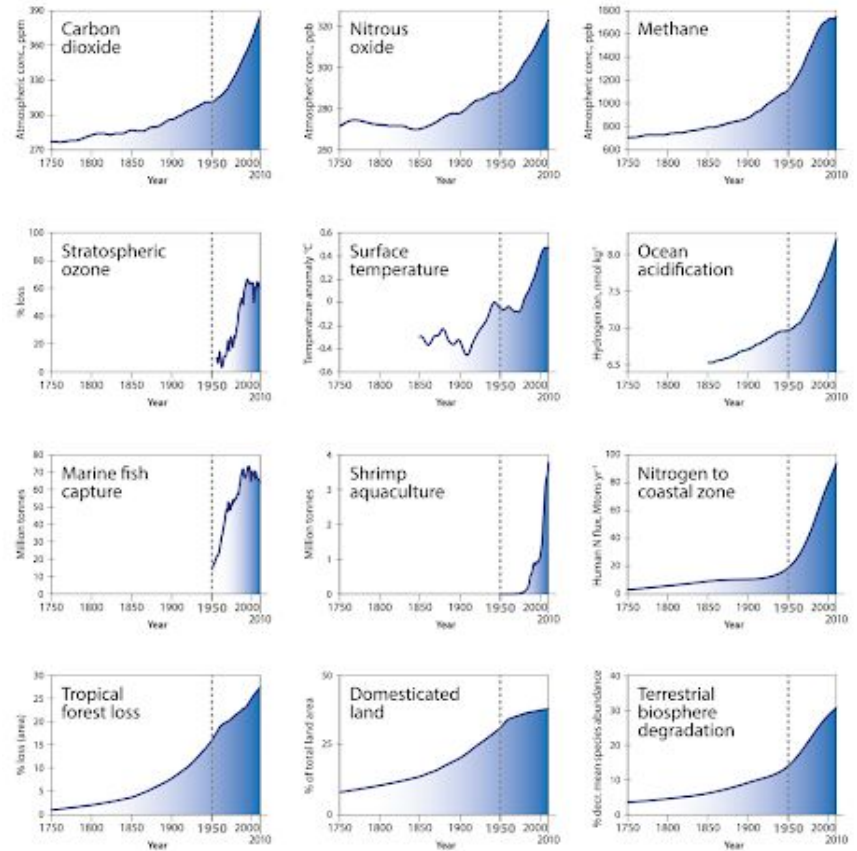
“Repaint the future”
(2017)

“The Climate Proof
Company” (2021)



The challenge?

“The great acceleration”



“The Sustainability Revolution”

“The Sustainability Revolution appears to have the scale of the Industrial Revolution and the Agricultural Revolution — and the speed of the Information Revolution. Compared to these three previous revolutions, the Sustainability Revolution is likely to be the most significant event in economic history.”

Generation Investment Management: “The Transformation of Growth,” 2017 white paper.

Transition risks

- Regulatory risks
- Consumer pressure
- Investor pressure
- Physical risks

...What is the cost of inaction?



Strategic CSR

- Strategically combining economic growth + sustainability
- Old paradigm: “doing less harm”
- New paradigm: “create positive impact”
- No need for philanthropy because the core business is about creating better societies



Ørsted

Case 1: Ørsted (formerly DONG Energy)

- Largest power company in Denmark with market share of 49 %
- 12 years ago produced electricity from fossil fuels (coal and oil)
- In 2025 they will have reduced their direct CO2 emissions by 98% (Scope 1 and 2) due to wind power
- The world's most sustainable company in 2020 (Corporate Knights)
- Net profit of €2.43 billion in 2020, a 4 % increase compared to last year
- Vision: CO2 neutral electricity for 55 million people in 2030

The story of wind power in Denmark

- The 1973 oil crisis hit Denmark, which led to large investments in wind power to become independent from oil import
- In 2019 over 47 % of Denmark's total electricity consumption was covered by wind power (the rest stemming from solar, biomass and coal)
- Denmark's climate goal: 70 % reductions by 2030
- Large investments in green energy technologies
- Inviting the private sector to suggest solutions



Vestas®

Case 2: Vestas

- Manufacturer of wind turbines
- The largest wind turbine company in the world with more than 17% of the global installed base
- Carbon neutral production by 2030
- Net profit of €771 million in 2019



MAERSK LINE

MADRID MAERSK



Case 3: Mærsk

- Shipping company with 80,000 employees
- Wants to become carbon neutral by 2050
- Being at the front of developing new fuel types and technologies
- Sustainability opportunities: legitimacy & reputation, resource efficiency
- Net profit of €2.4 billion

Why are the companies doing this?

- Global pressures (regulation, consumers, investors, etc.)
- 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

“... Sustainability hold a potential of €54 billion towards 2030 for Danish businesses.”

Report by the Ministry of Foreign Affairs,
January 2019

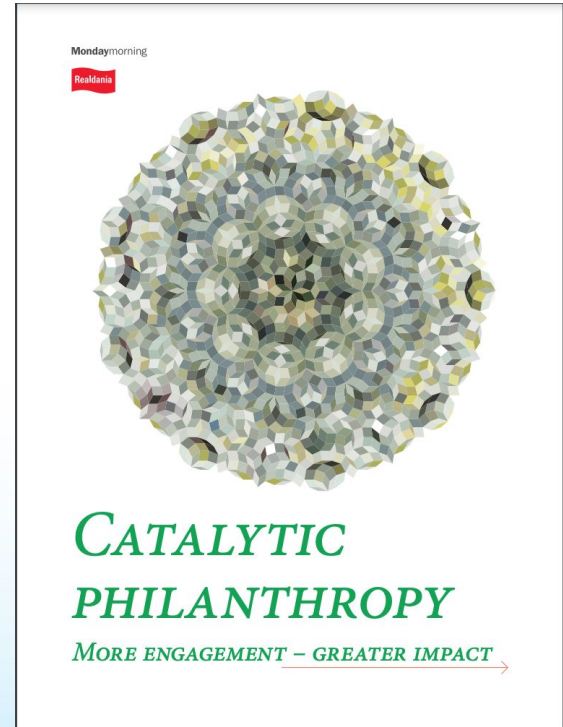


Philanthropy in Denmark



What is “catalytic philanthropy”?

- **Traditional philanthropy:** ‘Give the man a fish’
- **Strategic philanthropy:** ‘Learn the man how to fish’
- **Catalytic philanthropy:** ‘Change the whole fishing industry so no one should starve’
- How?
 - Long term partnerships: from donor to partner
 - The donor shares responsibility
 - Strong focus on long term effect and measurable impact
 - Outcomes should be able to be scaled



Report from 2013

Case 1: Egmont Fonden

Donating 100 million DKK (€14 million) for a project to ensure equal opportunities for small children.

- Partners involved: Think tanks, municipalities, NGOs,
- Outcome: Reforms in social policies, measurable improvements of small children's wellbeing, developing best practices that can be scaled



Case 2: KR Foundation

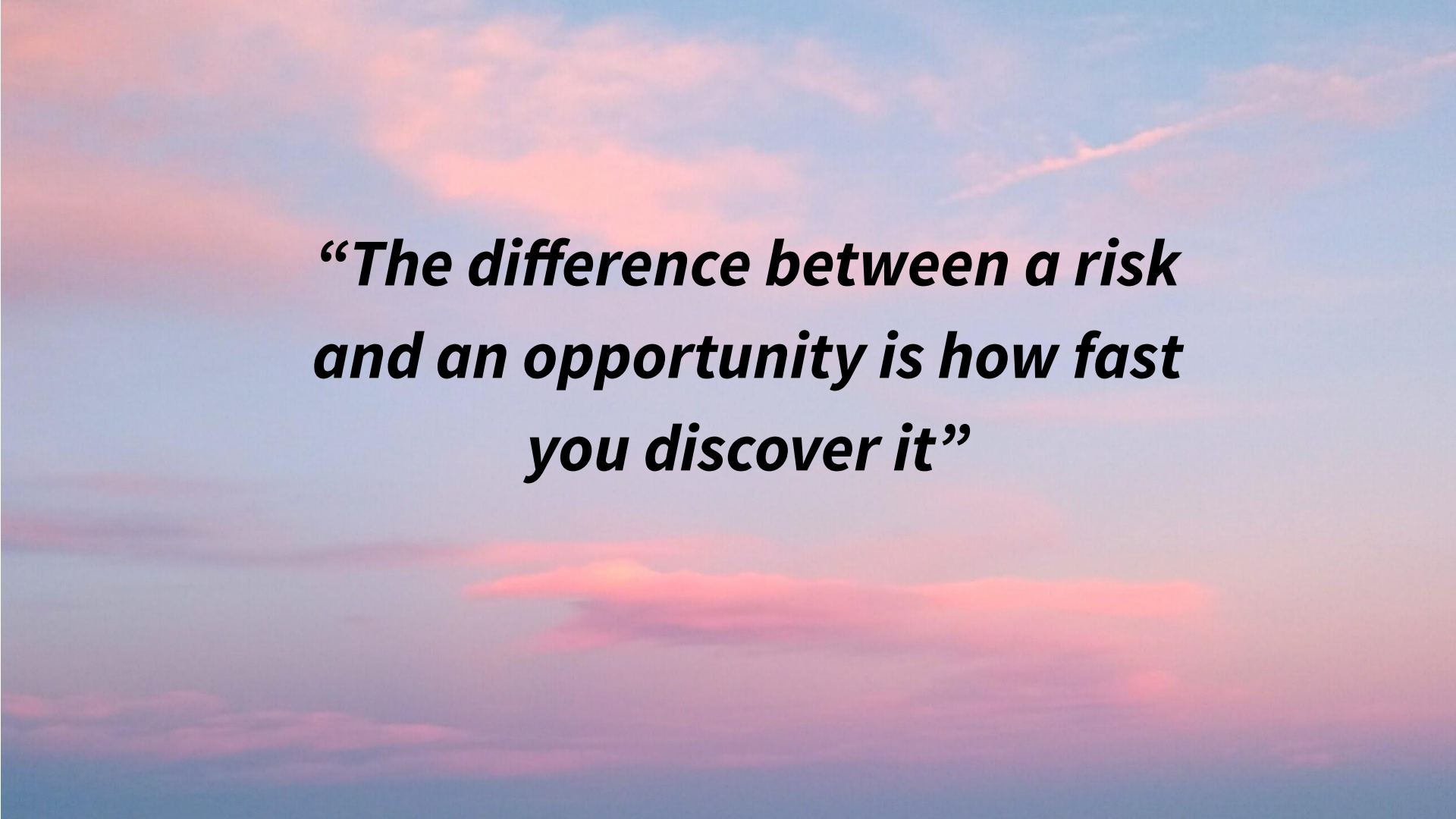
1 billion DKK (€130 million) for 10 years to create systemic change within:

- Climate finance
- Climate change behavior



Denmark - a “laboratory” for sustainability?





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

**Thank you
&
questions**

