



WWF

CASE STUDY

OCTOBER
2013

WWF Climate Savers

CLIMATE LEADERSHIP CASE STUDIES

Innovative solutions
for low-carbon business.



WWF

CLIMATE SAVERS

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DEFENSORES DO CLIMA

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A WWF GLOBAL INITIATIVE WITH BUSINESS

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Elopak's ambitious target to reduce its CO₂ emissions in just three years pushed the company to adopt an innovative roll out. This included the participation of the CEO in the internal buy-in, incorporation of a carbon strategy as part of the marketing mix, and the integration of climate targets into the normal management cycle and reporting systems.



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A CLIMATE POSITIVE LEADER

With a world population of seven billion people and growing, the balance between food supply and demand is coming increasingly under pressure.

That is where Alpro plays a vital role. As well as using less land (to graze the cows or cultivate crops for animal feeding), Alpro's soy and plant-based meat and dairy alternatives also use significantly less water and emit less CO₂ than their animal based alternatives (the livestock industry is responsible for 18% of all greenhouse gas emissions, more than all transport emissions combined).



ALPRO'S APPETITE FOR CHANGE REACHES BEYOND IT'S OWN CUSTOMER

As a WWF climate positive leader, Alpro directly influences the eating habits of both its customers and elements of the general public, and impacts heavily on sustainability up and down its value chain.

THE COMPANY

Alpro makes non-genetically modified soy food and drink products. With headquarters in Belgium and manufacturing plants in Europe and the UK, it is one of Europe's leading plant-based companies. It is also the first European food company to join WWF Climate Savers.

Alpro's plant-powered products are naturally better for the planet but, not willing to stop there, Alpro is always looking to extend its impact beyond its own customer base; be more sustainable and eco-friendly; and lighten the footprint it leaves behind.

WHAT MAKES ALPRO A CLIMATE POSITIVE LEADER?

With a world population of seven billion people and growing, the balance between food supply and demand is coming increasingly under pressure. That is where



Alpro Product range

Alpro plays a vital role. As well as using less land (to graze the cows or cultivate crops for animal feeding), Alpro's soy and plant-based meat and dairy alternatives also use significantly less water and emit less CO2 than their animal based alternatives (the livestock industry is responsible for 18% of all green house gas emissions, which is more than all transport emissions combined).

The key innovation of Alpro's non-dairy, plant-based products is that they eliminate an important step in the production process - the animal. Rather than feeding soy to animals for the production of milk and meat, the plant-based ingredient is processed immediately into a final consumer product. In this sense, Alpro's products have a shorter, more productive and resource-efficient value chain.*

Alpro also impacts heavily up and down its value chain, from encouraging restaurants to have regular days when they do not serve any meat to its hand-picked 'family' of sustainable soya farmers across the world.

THE CASE

In line with our objective to promote healthy plant-based nutrition, Alpro supports research in this field through the Alpro Foundation Award for Bachelors and Masters. Each year, the Alpro Foundation awards a €2500 prize to a student for his/her Master's thesis in plant-based nutrition in four countries (Belgium, the Netherlands, Germany and the UK). In addition, the best thesis of these four winners is granted an extra €2500 with the European Alpro Foundation Award. This initiative supports innovation and research and raises awareness about plant-based nutrition amongst future nutritionists and the scientific community.

Alpro actively supports and runs communication campaigns to raise the awareness of European citizens that what they eat matters as much as the car they drive in terms of sustainable development.

ALPRO

- Is the first European food company to join WWF Climate Savers.
- Is a corporate sponsor of the 'Thursday Veggie Day' campaign in Ghent, Belgium, and 'Join the Movement', both of which advocate one meat-free day each week to reduce the carbon footprint.
- Intends to be carbon neutral by 2020.
- Can trace every soya bean through its hand-picked 'family' of soya farmer



One such initiative is for meat-free days that are taking shape in various cities in Europe. In Belgium, in the city of Ghent where our headquarters are located, the Flemish Vegetarian Association (EVA) has been at the center of a groundbreaking initiative to introduce a veggie-day in the schools and in the administration of Ghent. The 'Donderdag-Veggie-dag' ('Thursday Veggie Day') campaign is based on promoting sustainable vegetarian diets. By making a small change in their diets, even if it is only one day per week, consumers can make a significant contribution to the fight against climate change. Although it is not compulsory, the campaign has enjoyed growing support since it started in 2009, with more than 35 schools, 100 restaurants and even IKEA Ghent getting involved.

Alpro fully supports this initiative in Ghent through direct sponsorship of the EVA project, but also at national and international level through the promotion of veggie-day initiatives.

Another similar online campaign that Alpro supports is, 'Join the Movement' (www.jointhemovementnow.org). This also encourages people to reduce their carbon footprint by replacing meat and dairy with plant-based foods just once a week.

Alpro and WWF have launched a retail project to promote soy products as a more sustainable alternative to dairy and meat products. This initiative, entitled 'naturally, we love nature', is targeted at consumers.

- ALPRO organised with the Belgian government a conference on this topic
- ALPRO promotes alternatives through their advocacy/lobbying work at the Dairy Federation.

THE IMPACT

Grazing animals need space, putting pressure on farmers to gobble up the world's forests; and simply growing feed for hungry herds uses around a third of all arable land. In total, dairy milk uses three times more space than its soya equivalent. And for every single liter of water that goes into producing soya drinks, it takes 2.5 liters to produce the same amount of dairy milk. Not only that, producing a liter of soya drink emits five



Alpro Wevegem

times less CO₂ than cows' milk. And a soy burger needs 45 times less land, 20 times less water and emits 10 times less CO₂ than a beef burger!

Therefore, Alpro is an active promoter of rebalancing diets, as consuming more plant-based foods, even once a week, makes land available for renewable energy, reduces stress on scarce water reserves and significantly reduces CO₂ emissions.

CO₂ savings due to consuming Alpro products rather than similar animal-based products amount to 1.7 million tons over the 2008-2013 period, which is significantly higher than the cumulative CO₂ emissions linked to the overall business of Alpro (approximately 0.7 million tons) over the same period.

“Our partnership with Alpro is ideal, as the objectives of both enterprises are largely overlapping. I see it like this: we’re good at providing people with the reasons to eat more plant based products like Alpro’s. But for this to work out, people need to find appropriate alternatives in shops and restaurants, and that’s where Alpro does a great job.”

Tobias Leenaert
Director
European Vegetarian
Association

www.alpro.com





Alpro Wevelgem

“Although the labeling of non-GMO on packs is common in many European countries, Alpro is the first company to use the ProTerra logo as a non-GMO and sustainability ‘trustmark’ to enable consumers to make a choice about the kind of products they buy. The ProTerra certification mark gives consumers assurance that the soy in Alpro is of the highest standard, and its provenance from the farm to the chiller cabinet is carefully regulated.”

Richard Werran, Chief Executive, Cert-ID Europe.

HIGHLIGHTS

- Alpro focusses on changing general deep-rooted consumer eating habits, rather than just on promoting its own soy products. It achieves this by building on consumer and related industries’s (such as restaurants and schools) awareness of plant-based alternatives to dairy and meat, as well as the negative environmental and health impacts of consuming meat and dairy products.
- Building a sustainable supply chain is inherent to Alpro’s philosophies of reducing its carbon footprint and widening its general impact.
- Alpro has adopted a long-term vision and is ready to invest in it. It does this by staying deeply committed to its end-goal, regardless of setbacks en route ; and by channelling energy and resources into one well-scoped, dedicated vision.

*As confirmed by life cycle analysis





AMBITIOUS CLIMATE FRAMEWORK

As a climate policy leader Eneco leads advocacy and lobbying activities by networking with peers, industry associations, suppliers and other stakeholders, leading to new and more ambitious climate policy developments.

Eneco has the vision of becoming the primary sustainable energy company in North-West Europe. In line with this and with its view of itself as “an outspoken organisation operating at the vanguard of the sector”, Eneco has incorporated aggressive climate advocacy and lobbying activities within its business strategy. The impact of an improved and outcomes-driven European climate legislation will go far beyond Eneco’s own operations; it will have a direct effect on the whole energy sector in Europe, the value chain, consumers and the environment.



ENECO HAS CHOSEN TO LOBBY INDEPENDENTLY IN THE EUROPEAN UNION, NOT WITH A TEAM SITTING IN BRUSSELS, BUT IN A “FOCUSED AND SMART” WAY.

THE COMPANY

Eneco is one of the leading energy companies in the Netherlands. It is engaged in the generation, transmission, trading and supply of electricity, gas and heat, and related products and services. Supplying energy to companies of all sizes, as well as to households in the Netherlands and Belgium, it has in excess of two million customers. It also prides itself in its track record in sustainable energy and in the global carbon arena.

WHAT MAKES ENECO A CLIMATE POLICY LEADER?

Eneco has the vision of becoming the primary sustainable energy company in North-West Europe. In line with this and with its view of itself as “an outspoken organisation operating at the vanguard of the sector”, Eneco has incorporated climate advocacy and lobbying activities within its business strategy. The impact of an improved and outcomes-driven European climate legislation will go far beyond Eneco’s own operations; it will have a direct effect on the whole energy sector in Europe, the value chain, consumers and the environment.



In addition, Eneco has committed to drastically increasing its share of sustainable electricity by investing substantially in onshore and offshore wind farms, thermal and solar energy, biomass and hydropower. Eneco will also work with WWF to develop the concept of a ‘smart energy city’.

THE CASE

Historically, Eneco’s lobbying around the use of renewable energy, emissions reductions and energy efficiency in the energy sector was most active in the Dutch governmental and political arenas. But, as European institutions and political arenas have gained more importance regarding energy policy over the last few years, so Eneco’s Public Affairs focus has expanded to reflect this weightier platform.

Its forthright and ambitious leadership stance is driven by its desire to push further and faster on several issues than other companies and the industry associations it is a member of. To support this it has chosen to lobby directly in the EU. Not with a team sitting in Brussels, but in a “focused and smart” way. In 2011 it developed the **Coalition of Progressive European Energy Companies (CPEEC)**, a group of (now) 11 and growing progressive European utility companies, each with a sustainable energy strategy at a corporate level.

Eneco intends to extend and strengthen the coalition with the inclusion of additional companies, particularly from east European member states; and by becoming more proactive by presenting its arguments and data in the political arena.

As well as being dedicated to the ideology of renewable energy from an environmental societal and economic perspective, Eneco believes that in the long term it will count the cost financially if new policies are not adopted by the energy sector. While the small but omnipresent company’s voice is to be heard rallying in support of a significant number of climate change issues, two particular issues have a direct impact on its business case: Renewable Energy Sources

ENECO

- Is the first energy company in the world to be declared a Climate Saver by the WWF.
- Led the creation of the Coalition of Progressive European Energy Companies (CPEEC) in 2011.
- Has been climate neutral since 2008.
- Aims to supply 100% renewable energy by 2030, of which 70% will be generated by its own facilities.
- Lobbying for a binding EU 2030 renewable energy target as part of the desired 2030 renewables framework.



(RES) policies and the Emissions Trading Scheme (ETS).

Eneco considers ETS to be the cornerstone for CO₂ reduction in Europe, and that a strong and well-functioning ETS, resulting in a high price of CO₂ allowances, is a major driver of investments in low carbon technologies. For companies like Eneco that want to invest in renewable energy, it is a very important instrument.

“The current low prices for CO₂ allowances create no incentive for companies to produce cleaner energy,” says Lucien Wiegers, Director Asset & Portfolio Management at Eneco Energy Trade. “The result is that today, high CO₂ emitting producers like coal-fired power plants are running at high rates, whilst at the same time, cleaner and more efficient gas-fired power plants seriously struggle.”

THE IMPACT

Through the CPEEC, Eneco and its members have introduced a more progressive voice in several important debates and policies, including calling for a mandatory 2030 renewables framework. As long as the ETS does not result in a strong price signal for CO₂, a mandatory 2030 renewables framework (set sufficiently in advance) is necessary to help bridge the policy gap between 2020 and 2050 by providing a clear trajectory and direction of travel for investment decisions. This would allow companies to continue to invest in projects with a long investment cycle and sustainable supply chains, as well as to continue working to bring down costs.

HIGHLIGHTS

- Eneco has found that bringing together a group of likeminded companies to present ‘another voice’ is extremely effective, although it also does individual advocacy work, such as publishing a series of Opinion Editorials in Dutch newspapers.
- To remain effective and be more influential it is necessary to deepen the messages and broaden the focus across more issues. As a result, the Coalition has moved from general to more specific messages. For example, from: “We need an ambitious 2030 renewables framework, including binding targets and measures”, to: “how can



Solar array Den Haag

binding targets be mutually supportive, and on what level should they be imposed?”

Industry associations often represent the opinion of the lowest common denominator. Eneco realized that its industry associations would not support its new ideas, such as CPEEC. So it decided to develop them outside the federation with the more sustainable members. But by keeping its membership to the associations it can double its effectiveness - giving its support to positive developments within the federation and developing new, more ambitious plans outside.

‘The Coalition of Progressive European energy companies promotes ambitious objectives for the contribution of renewables to the future European energy mix. Therefore it advocates the development of a stable and effective EU framework for 2030, in line with the 2050 decarbonisation objectives, enabling an accelerated transition to a cost-effective decarbonised economy.’

“Eneco’s aim is not to stand up against its own industry associations. We are still a member of them too. We just want to bring a more ambitious and progressive story to the political arena. We want the stakeholders to know that there are companies that want to go further.”

Maarten Sessink

EU Affairs co-ordinator

Eneco

www.eneco.com





THE NEW WAY OF WORKING

KPN is creating opportunities to expand and open new markets for products and services that significantly avoid emissions for its customers.

As a climate positive magnifier, KPN is creating opportunities to expand and open new markets for products and services that significantly avoid emissions for its customers.



THE NEW WAY OF WORKING: WORKING WHENEVER AND WHEREVER YOU FIND SUITABLE.

THE COMPANY

KPN is the leading telecommunications and ICT service provider in the Netherlands, offering products and services to consumers and business customers. Saving energy is vitally important to KPN, which has shifted its focus from managing it within its own business to managing that of its customers.

WHAT MAKES KPN A CLIMATE POSITIVE MAGNIFIER?

KPN is using its own ICT products to strongly influence its value chain. The 'New Way of Working', as the program is called, uses conferencing and networking facilities to enable its employees - and now its customers - to work more from locations other than the office, and travel less for work.

THE CASE

Globally, the ICT sector is responsible for 2% of annual CO₂ emissions, about the same as the aviation sector. Within this, KPN is a relatively large electricity consumer, using about 1% of all power generated in the Netherlands.



Yet, ICT solutions themselves such as conference calls, video conferencing and working from locations other than the office can substantially reduce energy consumption across society, not just by reducing workspace, but also by reducing emissions from commuting. KPN is substantially investing in the research of these new methods and products through the New Way of Working.

In recent years, KPN focused on developing its portfolio and applying it within its own organization. Already 76% of its total workforce in the Netherlands is able to work in line with the New Way of Working. From there it was an obvious and organic development path to take its own best-practice and put it to optimal use by promoting the New Way of Working to its customers through its products, services and consulting.

In 2011 KPN approached the wholesale market about switching to the New Way of Working. It created a website, <http://www.kpn.com/corporate/aboutkpn/corporate-responsibility/Social-themes-1/The-New-Way-of-Living-and-Working.htm>, which invited organizations to visit the Experience Center in Zoetermeer to experience the New Way of Working for themselves. In 2012 about one hundred organizations took up on the invitation.

In the same year, KPN introduced the concept of an online workplace (WerkplekOnline) to a number of large companies representing tens of thousands of employees.

And it continued to take a visible part in the debate within society about the New Way of Working. It shares its experience on a platform designed to facilitate knowledge exchange among 50 trend-setting employers (B50). These employers intend to be or already are in the forefront of taking a smart approach to work and travel. In addition, it promotes the New Way of Working as a board member of ECP-EPN, Platform voor de Informatiesamenleving, an organization

KPN

- Is a WWF Climate Positive Magnifier.
- Has 76% New Workers within its own workforce.
- Took the New Way of Working as an internal tool and sold its benefits to a wide and growing market.
- Works with many independent organisations to promote energy emissions reductions through the New Way of Working.
- Creates independent and interactive ways to attract companies to save energy.



that promotes the benefits of an information society.

KPN also wanted to make clear to customers how much they can save using the KPN ICT portfolio. These calculations should be based on honest and transparent information. Information that is publicly available. In a 'try before you buy' approach, in conjunction with Ecofys, a leading consultant in renewable energy, KPN developed the Bespaarmeter (the energy 'Save Meter' or reduction tool). The Bespaarmeter is a quick and easy online tool that allows organizations of 20 people or more to input their own corporate details and calculate the financial benefits and greenhouse gas (GHG) emission reductions they can gain by using ICT products in a smart way. The Bespaarmeter is completely independent, even calculating the 'rebound effect' - the higher energy used by home working due to additional PC usage and heating costs, calculated to be around 10-15% of saved CO₂. For the first version of the tool KPN selected seven services: the new way of working services and ICT (data center) services. The user can also get information about the calculation method and the figures used.

THE IMPACT

To determine whether the New Way of Working would actually reduce CO₂ emissions, Ecofys undertook a study in October 2012. It determined that the New way of Working has a savings potential of 1.3-1.7 megatons of avoided CO₂ emissions on a yearly base by 2020. This equals the yearly emissions from electricity and gas use of households in Amsterdam and Rotterdam combined.

The Platform voor de Informatiesamenleving commissioned a study designed to identify the areas that would potentially benefit from large-scale introduction of the New Way of Working. If, by 2015, 20% of the workforce population in the Netherlands works from home one day a week, it will yield almost €2 billion yearly. The key reason is that 180,000 will be taken off the road every working day, equaling less mileage traveled, less pollution and a fall in the costs of office space. But the savings and benefits for adopting KPN's New Way of Working are not just financial or CO₂ based - the savings in time and kilometers are also substantial: KPN's New Workers save over two hours and 139 kilometers of rush hour traffic each week. In addition,



'The New Way of Working' - working whenever and wherever you find suitable.

- the efficiency of the employees at KPN has increased by 2.4%
- their work life balance has improved
- it makes companies more attractive as an employer by offering a flexible way of working (particularly to women and young people).

HIGHLIGHTS

- The New Way of Working brings more freedom but also requires responsibility, discipline and the need for better self-management. These reflect on the way employees work together when they are not physically present, or how they manage their time and find an optimal work-life balance. In addition, managers have renewed responsibilities in how they supervise and evaluate their employees, with reviews becoming much more output- than process-driven.
- Two primary lessons have been learned along the New Way of Working: a transition in the way people work also means a transition in behavior, and this transition needs guidance; and the use of office space must be optimized. In working whenever and wherever suitable, KPN has had to reevaluate the use of its office space, leading to the merging of some offices and relinquishing of others.

“THE TOOLS A NEW WAY OF WORKING OFFERS MAKES IT POSSIBLE FOR EMPLOYEES TO WORK TOGETHER AND EVEN SOCIALIZE WITH THEIR COLLEAGUES, JUST NOT IN THE SAME ROOM. TOGETHER WITH OUR CLIMATE SAVERS COMMITMENTS, KPN AIMS TO INSPIRE ITS OWN SECTOR AS WELL AS OTHER INDUSTRIES TO REDUCE THEIR ENERGY CONSUMPTION WITH THIS SIMPLE YET INNOVATIVE APPROACH TO WORKING, AND WORKING TOGETHER.”

LIA BELILOS
CHIEF HR OFFICER

www.kpn.com





BEYOND ZERO

SKF works to reduce the impact along its entire value chain. It's BeyondZero™ climate strategy has helped position SKF as a leader in its sector by setting tough, transformative targets aimed at reducing carbon emissions from its suppliers, from its own logistics and production operations, as well as helping its customers reduce their own emissions through the use of the SKF BeyondZero™ portfolio of customer solutions.

SKF's strategy and targets are aimed at driving positive environmental change by reducing carbon emissions along its full value chain, including helping its suppliers and customers reduce their carbon footprint.



TARGETING ZERO IS GOOD. GOING BEYOND ZERO IS BETTER.

THE COMPANY

SKF is a leading global supplier of products, solutions, and services within rolling bearings, seals, mechatronics, services, and lubrication systems. With its head office in Gothenburg, Sweden, SKF employs around 48,000 people in over 140 manufacturing sites and has sales operations in over 130 countries. While it has found that it can make the most significant contribution to climate change mitigation in the use phase, it actively works to minimize the negative environmental impact deriving from its entire value chain.

WHAT MAKES SKF CLIMATE POSITIVE?

SKF's strategy and targets are aimed at driving positive environmental change by reducing carbon emissions along its full value chain, including helping its suppliers and customers reduce their carbon footprint.

THE CASE

The SKF BeyondZero™ portfolio was created from a customer perspective. It includes products and solutions that improve energy efficiency, support renewable energy production and addresses other environmental challenges. Using these solutions, SKF's customers can improve their own environmental performance.

To be included in the SKF BeyondZero™ portfolio, a product, service or solution must deliver significant environmental benefits without serious environmental trade offs, and satisfy specific performance criteria when compared to a defined baseline, using methods such as life-cycle assessments. The main ways they can do this is by:

- reducing GHG emissions,
- promoting efficient and responsible use of land resources,
- avoiding discharges into water.

An interesting example is SKF's energy efficient rolling element bearings. Rolling element bearings are essential components

in many machines and mechanical systems - anything from a wind turbine, a washing machine, or a truck. Bearings are there to reduce friction, but SKF's energy efficient deep groove ball bearings exhibit significantly less friction torque - or friction loss - than conventional bearings. This means a 30 % or more reduction, depending on bearing size and application conditions. Translating the reduction of friction into reduced energy consumption, SKF's energy efficient bearings ultimately mean less CO₂ emissions.

The process and the reported results undergo independent review. This ability to credibly define and measure its environmental business is breaking new ground in its sector, and in general for business-to-business companies operating in a central position in the value chain. In addition, this will encourage the development and expansion of methods to quantify the environmental benefits of products and solutions across different sectors.

SKF'S BEYONDZERO™ PORTFOLIO = SKF PRODUCTS + SOLUTIONS THAT HELP CUSTOMERS IMPROVE ENVIRONMENTAL PERFORMANCE, BY SAVING ENERGY AND REDUCING CARBON EMISSIONS



SKF

- Is the first engineering company to join WWF Climate Savers.
- Launched its portfolio in May 2012. It offers products and solutions to improve energy efficiency and support renewable energy production.
- Has set itself and its suppliers aggressive energy and emissions targets for 2016.

THE IMPACT

Between 2006 and 2012 – while its business grew by 22% – SKF reduced the total energy requirements of its manufacturing operations by 14%. In the same period, it reduced its GHG emissions from its operations, specifically CO₂, by 15%.

In addition to helping customers save energy and reduce carbon emissions, BeyondZero™ helps make a positive contribution by focusing on appropriate material selection; reducing lubricant leakage; re-using, reducing, and recycling materials; and reducing their total water usage associated with their products and avoid harmful discharges to water.

Some specific examples within the SKF BeyondZero™ portfolio solutions are:

- SKF Rotor Positioning Bearings enable Stop-Start, which reduces fuel consumption and CO₂ emissions for micro-hybrid cars. This solution saves 5g CO₂ per km, equating to 73kg CO₂ per year (based on an annual mileage of 14,500 km).
- SKF ConRo, a fully sealed roll line unit for continuous casting operations in the steel industry, reduces CO₂ emissions by an estimated average of 1.5 tons per roll line, per year.

SKF Solar Linear Actuator contributes to increasing the energy output per solar panel by 15-40%. In addition, by being virtually maintenance free, as well as offering increased reliability, accuracy and service life, it helps reduce the cost per kWh.

HIGHLIGHTS

- SKF decided to set targets that are related to the actions needed to achieve GHG emissions reductions. Therefore the scope 1 & 2 targets are set in terms of reducing absolute energy use and increasing energy efficiency. The SKF BeyondZero™ portfolio target is set in revenue, which will drive the activities within product development, business development and sales to increase the range of solutions offered in terms of reduced GHG emissions for SKF's customers.
- SKF recommends broadening the scope of the climate strategy to include all significant opportunities which directly or indirectly influence energy use and CO₂ emissions. It was able to understand the magnitude of the impact at the various stages in the value chain thanks to



Wind power generation

investments in environmental life cycle management over the years. This life cycle perspective, combined with SKF's business understanding, allowed the company to develop measure the positive impact of the SKF BeyondZero™ portfolio and identify values for all stakeholders.

“The introduction of the SKF BeyondZero™ portfolio and its targets clarifies SKF's environmental ambitions for product development, and encourages the development of products and solutions that bring environmental benefits to the customers. To set clear targets is crucial for the success of the integration of environmental consideration into product development. The Climate Savers agreement with WWF puts additional weight to the BeyondZero™ targets, and emphasis on its importance.”

Hanna Soderlund
Environmental Specialist
Product Design



WWF Climate Savers

100%
RECYCLED



43

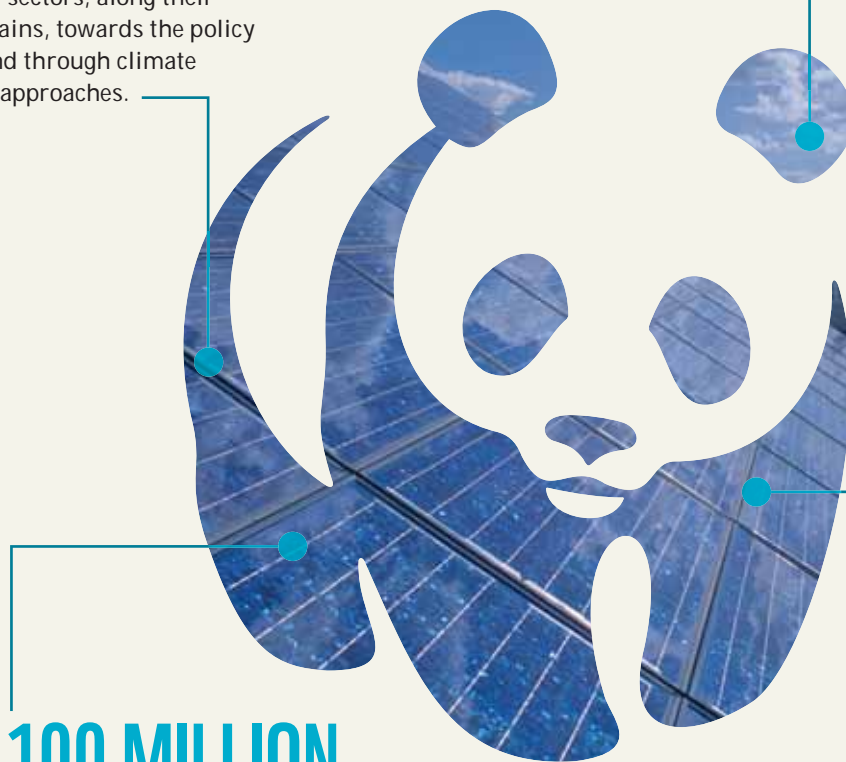
Number magnification projects under way

WWF Climate Savers partner companies are required to set magnification targets – in their industry sectors, along their value chains, towards the policy arena and through climate positive approaches.

30

Number of WWF Climate Savers partner companies as of October 2013

WWF Climate Savers partner companies stretch from Brazil to China and over various sectors, including pulp and paper, cement, transport, food, retail, telecommunication and fast moving consumer goods.



100 MILLION

Amount of tonnes CO₂ saved by partner companies

As at May 2012, WWF Climate Savers member companies have cut their CO₂ emissions by over 100 million tonnes since the programme began (in 1999). This is equivalent to about twice the current yearly CO₂ emissions of Switzerland.

1 GIGATONNE

Potential CO₂ savings if other companies followed Climate Savers partner companies' lead

If all industry peers in the same business sectors followed the leadership of WWF Climate Savers companies, 500 to 1000 million tonnes CO₂ could be saved in the year 2020.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org/climatesavers