



Green Economy – Grünes Mäntelchen oder echte Chance?

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CEO, WWF Schweiz
13. November 2014



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1. Globale Trends

2. Ausgangslage der Schweiz

3. Green Economy als Chance



New economy, green
economy, blue economy,
sharing economy...

Clean tech, green tech...

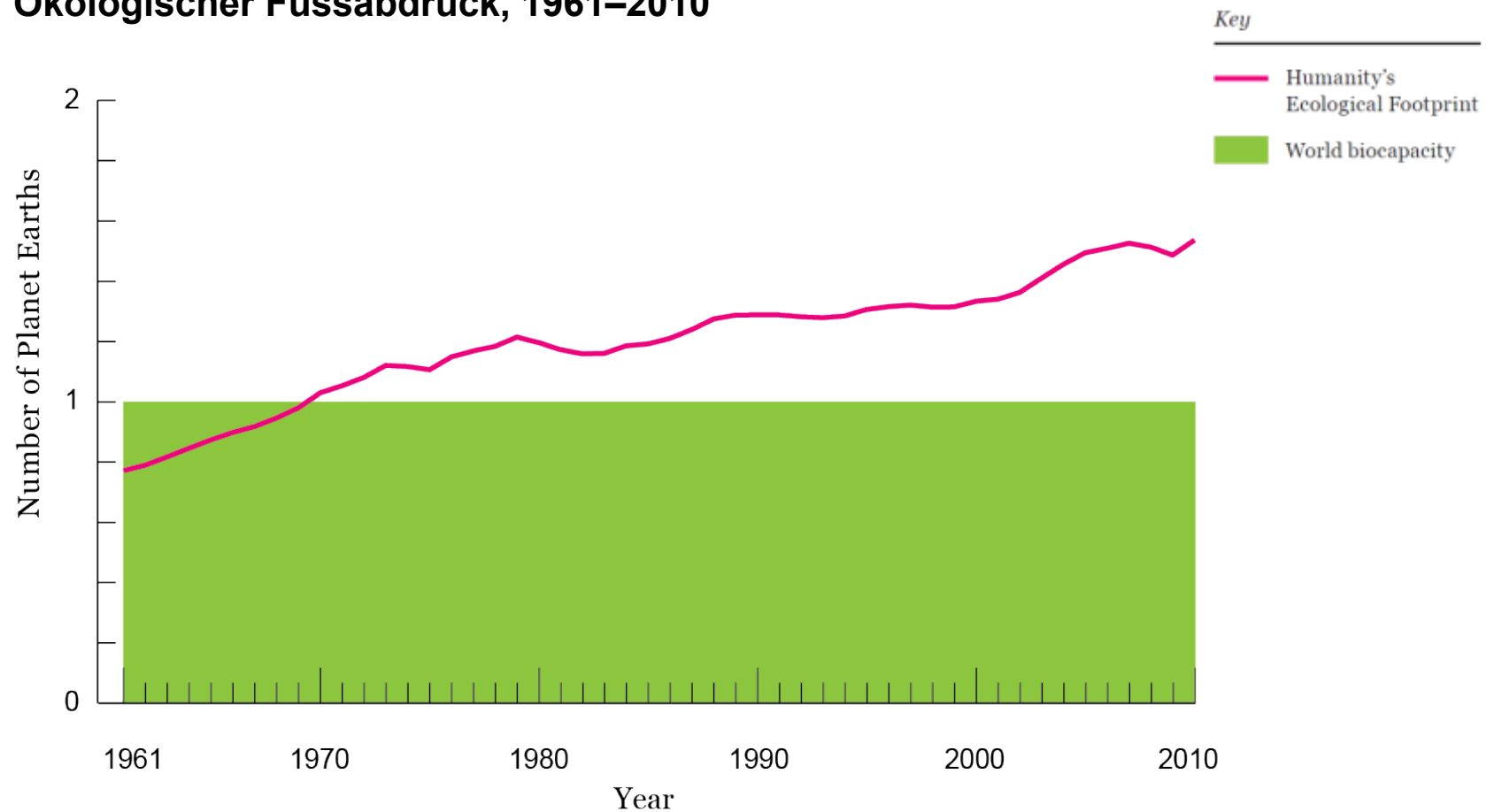


**Über 80 % der weltweit
größten Unternehmen
haben sich Ziele zur
Reduktion ihrer
Treibhausgase gesetzt.**



Übernutzung natürlicher Ressourcen

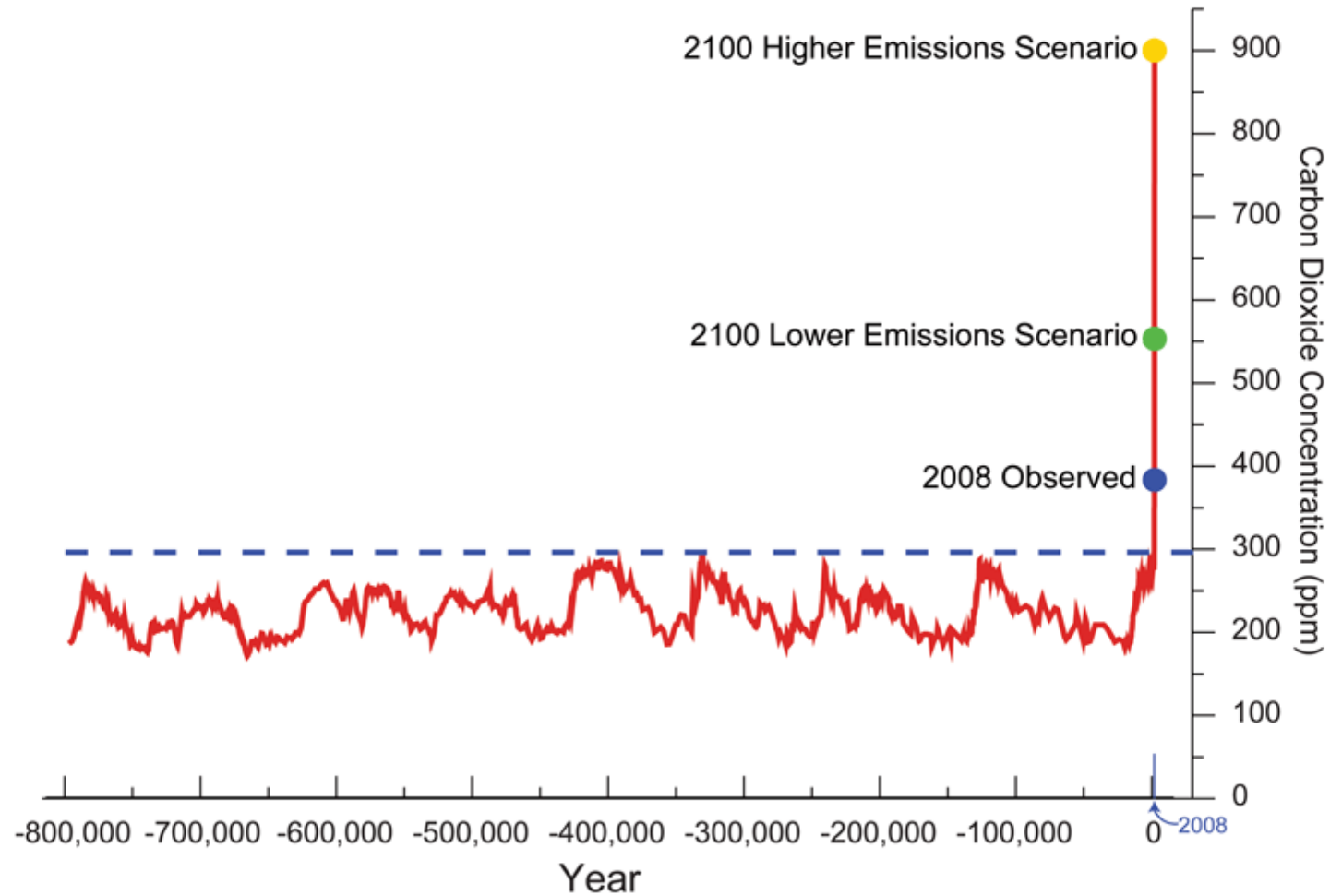
Ökologischer Fussabdruck, 1961–2010



Quelle: Global Footprint Network, 2014



Höchste CO₂-Konzentration in der Atmosphäre seit 800'000 Jahren





Ansteigende und volatile Rohstoffpreise

MGI Commodity Price Index (years 1999–2001 = 100)¹



Quelle: McKinsey, 2013



Natürliche Ressourcen
sind endlich.



**Die Verknappung natürlicher
Ressourcen stellt bestehende
Geschäftsmodelle in Frage und
eröffnet Chancen für neue.**





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1. Globale Trends

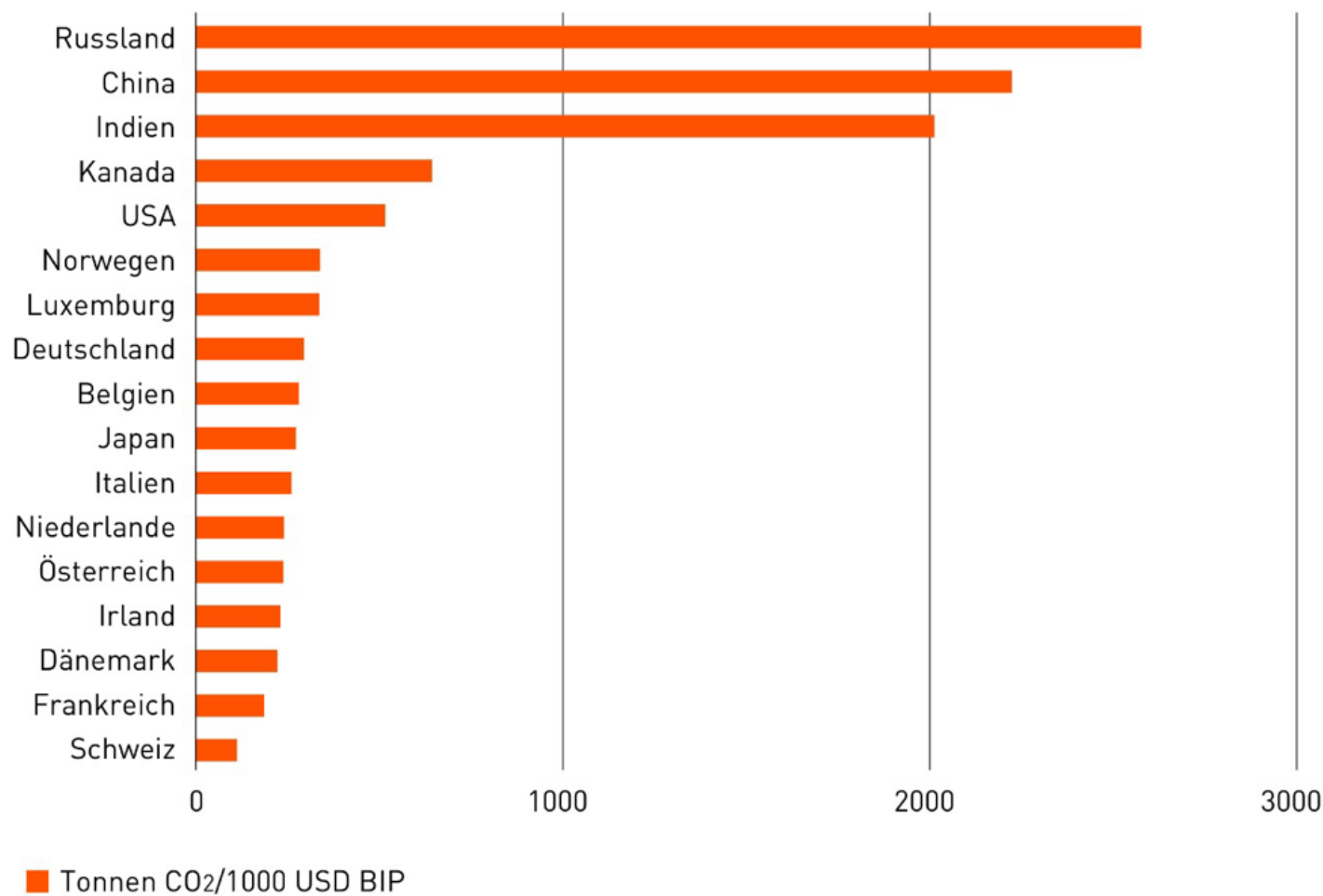
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Vorbildlich tiefe CO₂-Emissionen?

CO₂-Emissionen pro BIP-Einheit

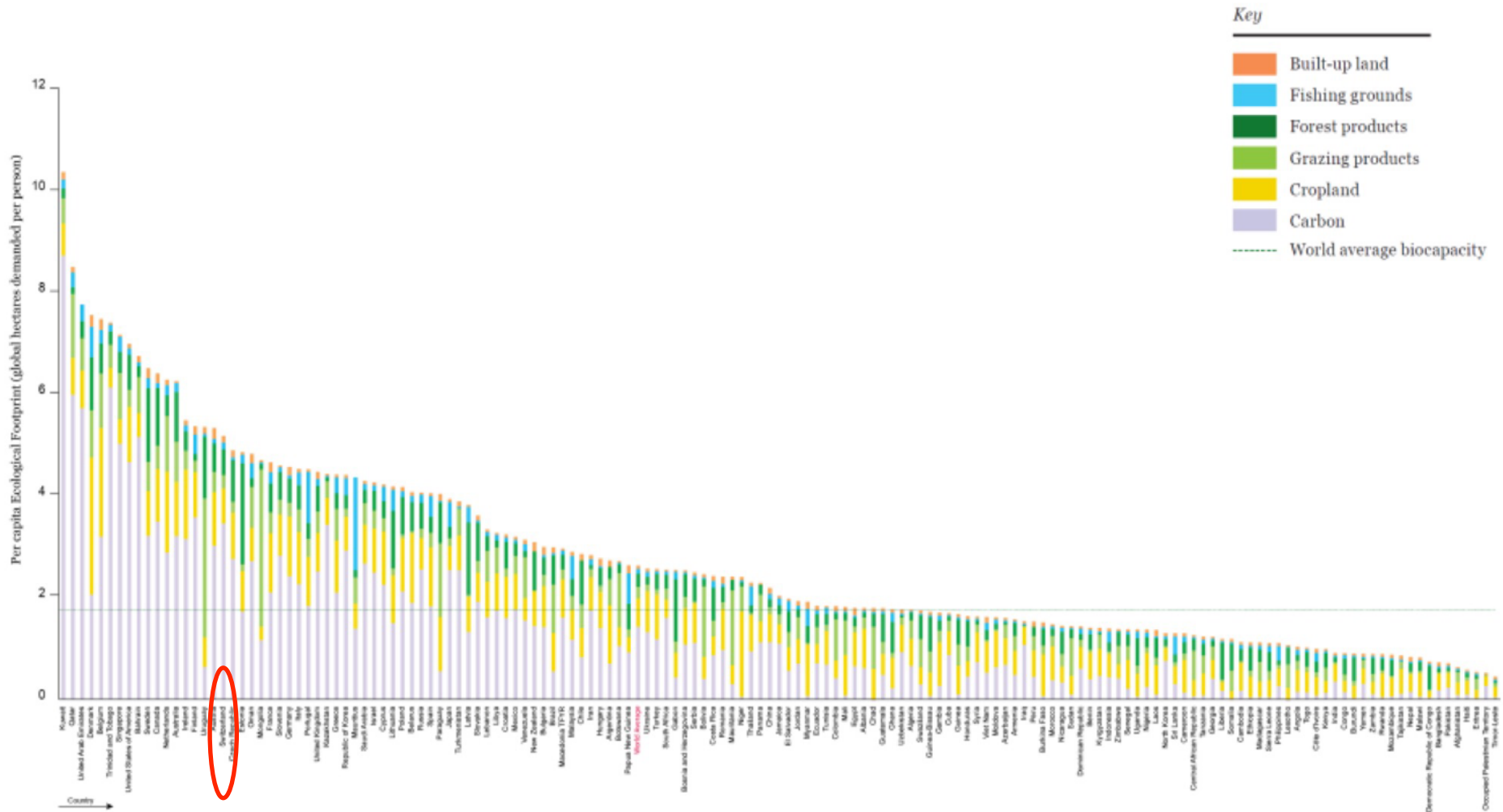






Hoher ökologischer Fussabdruck

Ecological Footprint per country, per capita, 2010



Quelle: Global Footprint Network, 2014





Mittelmäßige politische Rahmenbedingungen

Switzerland

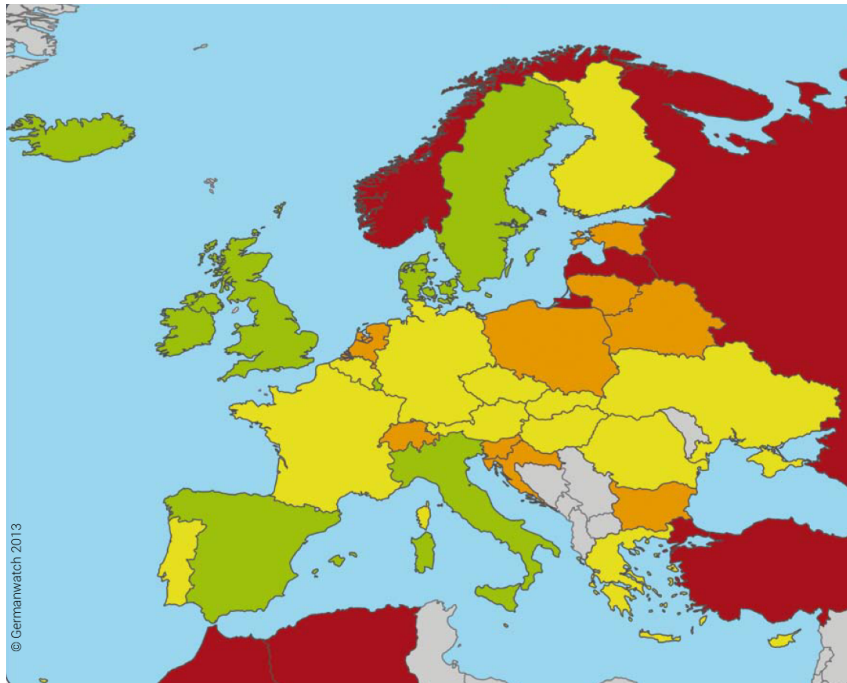
History: 2013 2012 2011

Page last updated: 20th November 2013

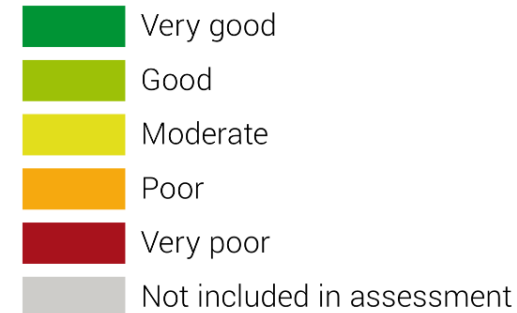
Rating



Development of Emissions

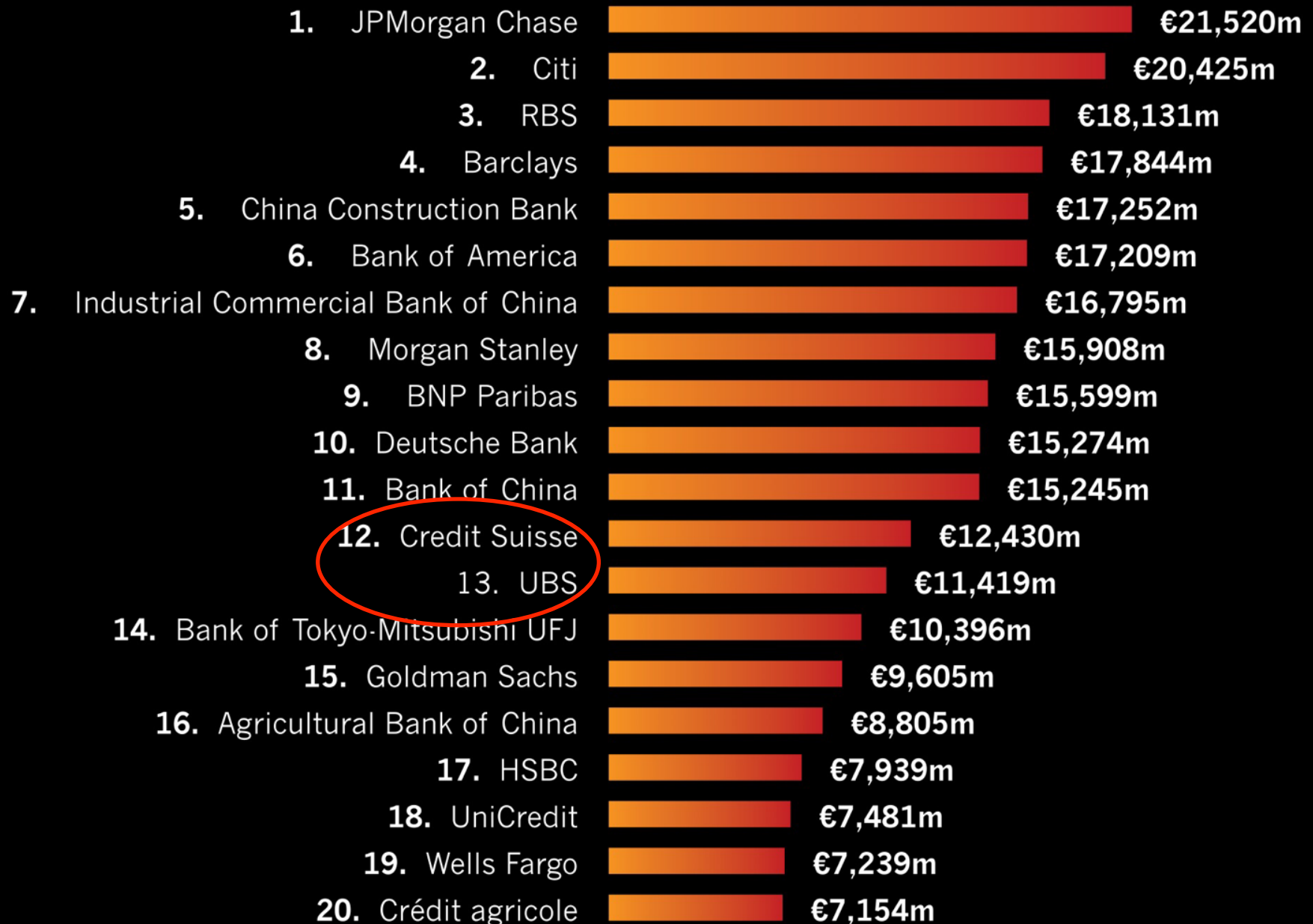


Performance



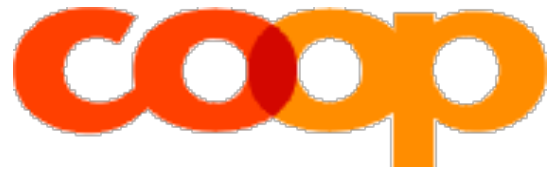
Quelle: Climate Action Tracker, 2013, Germanwatch, 2014

TOP 20 COAL BANKS 2005-APRIL 2014





Schweizer Firmen zeigen Leadership



MIGROS



swisscom



SVGroup



Starke Dynamik bei Start-Ups



Bei der Diskussion mitmachen - **MELDE DICH AN** oder **REGISTRIERE DICH**

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HAST DU EINE GUTE IDEE?
SIGN IN or REGISTER NOW!



Mach mit und hilf uns, gute Lösungsansätze zu finden



i4c Challenge October 2014

[WETTBEWERB ANSEHEN >](#)

Aktivität



Melanie Gajowski (Connector) hat
"MIKRO TREES - Connect people with
high positive impact projects

Community

[Rangliste](#)

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Ideen

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[Am besten bewertet](#)

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Elemente einer Nachhaltigkeitsstrategie

Materialität

- Ökologischen Fussabdruck des Unternehmens verstehen (Betrieb, Lieferanten, Kunden, Investitionen)

Ziele

- Auf wissenschaftlicher Basis Umweltziele setzen, kommunizieren und ins interne Performance Management integrieren
- Fortschritt messen und kommunizieren
- Kohärenz sicherstellen zwischen firmeninternem und –externem Engagement
 - Gegenüber Lieferanten und Kunden
 - In Verbänden und Politik

Engagement

Beispiel IKEA



Ausgewählte Ziele

- 100% Holz aus nachhaltigen Quellen (bis 2020)
- 100% nachhaltig produzierte Baumwolle (bis 2015)
- 100% Palmöl aus nachhaltigen Quellen
- 100% erneuerbarer Strom aus eigener Produktion (bis 2020)
- -50% der eigenen CO2-Emissionen (relativ, bis 2015, gegenüber 2010)
- -20% der CO2-Emissionen von Lieferanten (relativ, bis 2015, gegenüber 2011)
- 100% der Lampen LED (bis 2016)

Tackling climate change is one of America's greatest economic opportunities of the 21st century

(and it's simply the right thing to do).

What made America great was taking a stand. Doing the things that are hard. And seizing opportunities. The very foundation of our country is based on fighting for our freedoms and ensuring the health and prosperity of our state, our community, and our families. Today those things are threatened by a changing climate that most scientists agree is being caused by air pollution. We cannot risk our kids' futures on the false hope that the vast majority of scientists are wrong. But just as America rose to the great challenges of the past and came out stronger than ever, we have to confront this challenge, and we have to win. And in doing this right, by saving money when we use less electricity, by driving a more efficient car, by choosing clean energy, by inventing new technologies that other countries buy, and creating jobs here at home, we will maintain our way of life and remain a true superpower in a competitive world. In order to make this happen, however, there must be a coordinated effort to combat climate change—with America taking the lead here at home. **Leading is what we've always done. And by working together, regardless of politics, we'll do it again.**



www.climatedeclaration.us

a project of Ceres

EU 2030 Climate & Energy Declaration

actiam

ASN  BANK
voor de wereld van morgen

 Eneco

heijmans

 IKEA

Interface®

PHILIPS

SPAR 

SWAROVSKI


Unilever

Zwitserleven



WE
TELL
YOU **KLIMA**
SCHÜTZEN
LOHNT SICH

Appell von Schweizer Firmen an den Bundesrat

- CO₂-Reduktionsziel 40% bis 2020 und 60% bis 2030.
- Offensives Engagement der Schweiz auf internationaler Ebene

coop

IKEA®

Unilever

BOSCH
Technik fürs Leben

COFELY
GDF SUEZ

glaströsch

FLUM
ROC

Hoval

Schneider
Electric

SCHÜTZEN
Tatra Park
WAS GUT TUT

SCHULTHESS
Wirtschaftliche mit Kompetenz

Schweizer

Held
by ecover

mobility
car sharing

helbling

FLYER
Innovation in Mobility

SIG

VELOPLUS
AUSRÜSTUNG FÜR ABENTEUER

ALTERNATIVE
BANK
SCHWEIZ

BRUSA

SOLARIMPULSE
BRINGING THE WORLD TO A SOLAR WORLD

TRANSALP
TRAVEL & OUTDOOR

Serbeco
Acteur du développement durable

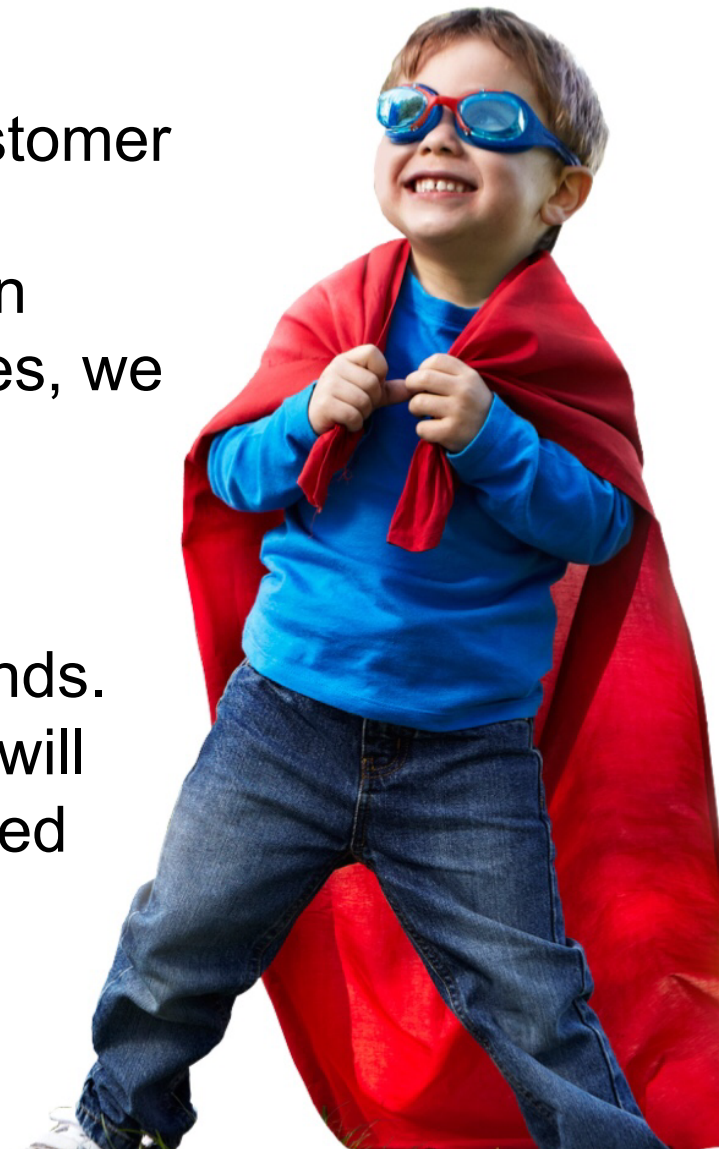
+STROMER-

myclimate
Protect our planet



Simply put, to be able to fulfill future customer needs, address the higher price of raw materials and energy, while driving down emissions and maintaining our low-prices, we need to **transform our business**.

We can no longer use 20th century approaches to meet 21st century demands. Simply working towards being less bad will not get us where we need to be - we need transformational change.





ENERGY DARWINISM

The Evolution of the Energy Industry

Citi GPS: Global Perspectives & Solutions

October 2013



Jason Channell

Heath R Jansen

Alastair R Syme

Sofia Savvantidou

Edward L Morse

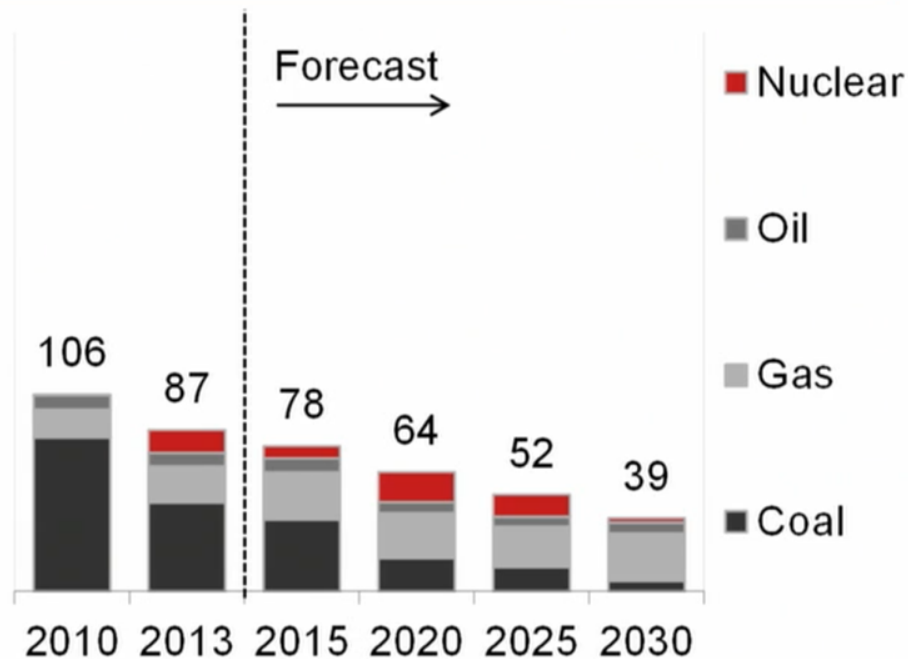
Anthony Yuen

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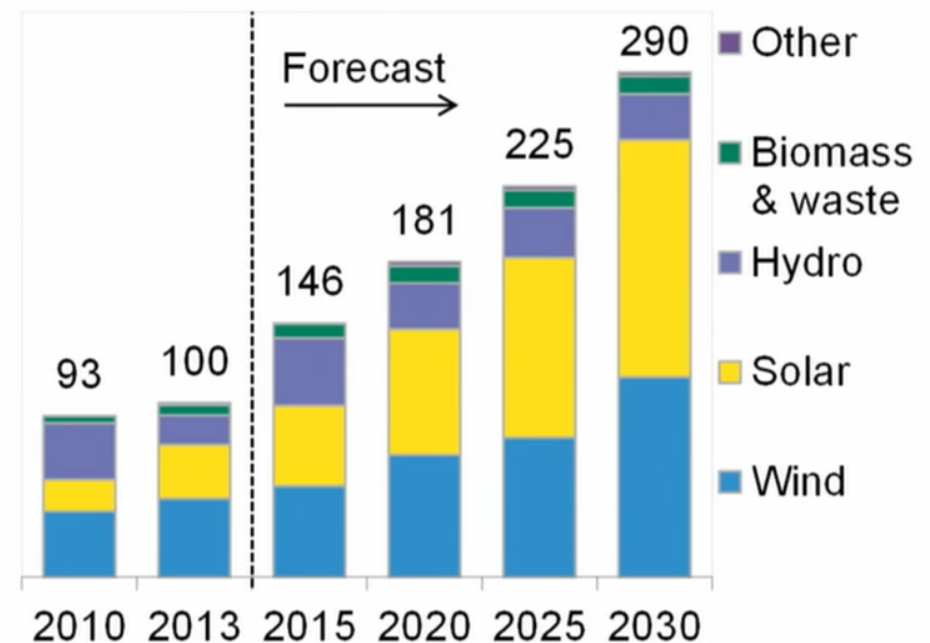
'Utilities in developed markets are likely to have to evolve into a new type of company.'

GLOBAL POWER GENERATION CAPACITY ADDITIONS 2010 – 2030 (GW)

FOSSIL FUEL AND NUCLEAR



RENEWABLES

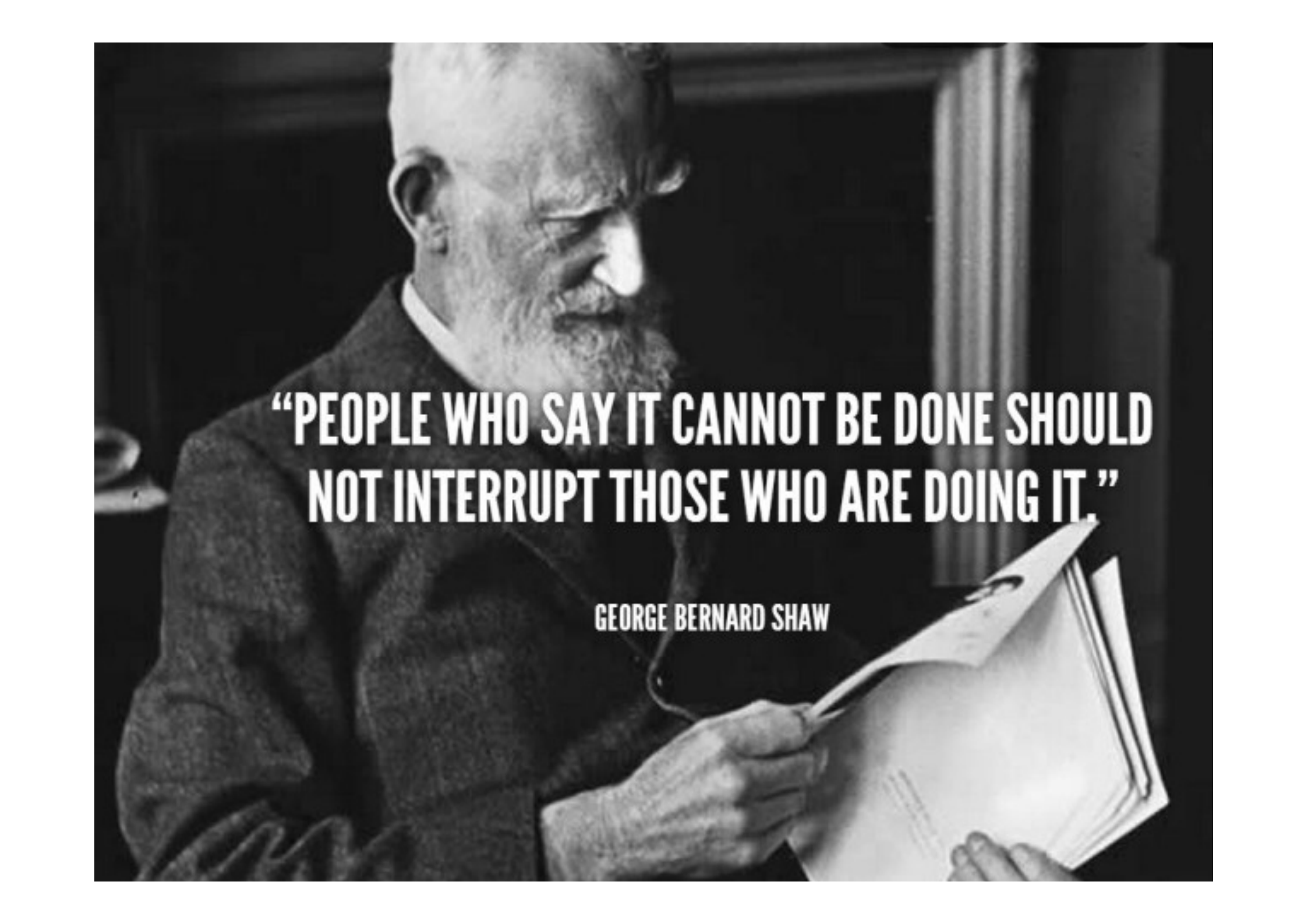


Source: Bloomberg New Energy Finance







A black and white photograph of George Bernard Shaw, an elderly man with a full white beard and glasses, wearing a dark suit. He is seated and looking down at an open book he is holding with both hands. The background is dark and out of focus, showing some vertical lines that might be bookshelves. The lighting is dramatic, highlighting his face and the pages of the book.

**“PEOPLE WHO SAY IT CANNOT BE DONE SHOULD
NOT INTERRUPT THOSE WHO ARE DOING IT.”**

GEORGE BERNARD SHAW



WWF

for a living planet®