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# Framgångsrika företag med nettonoll utsläpp – hur ska det gå till?



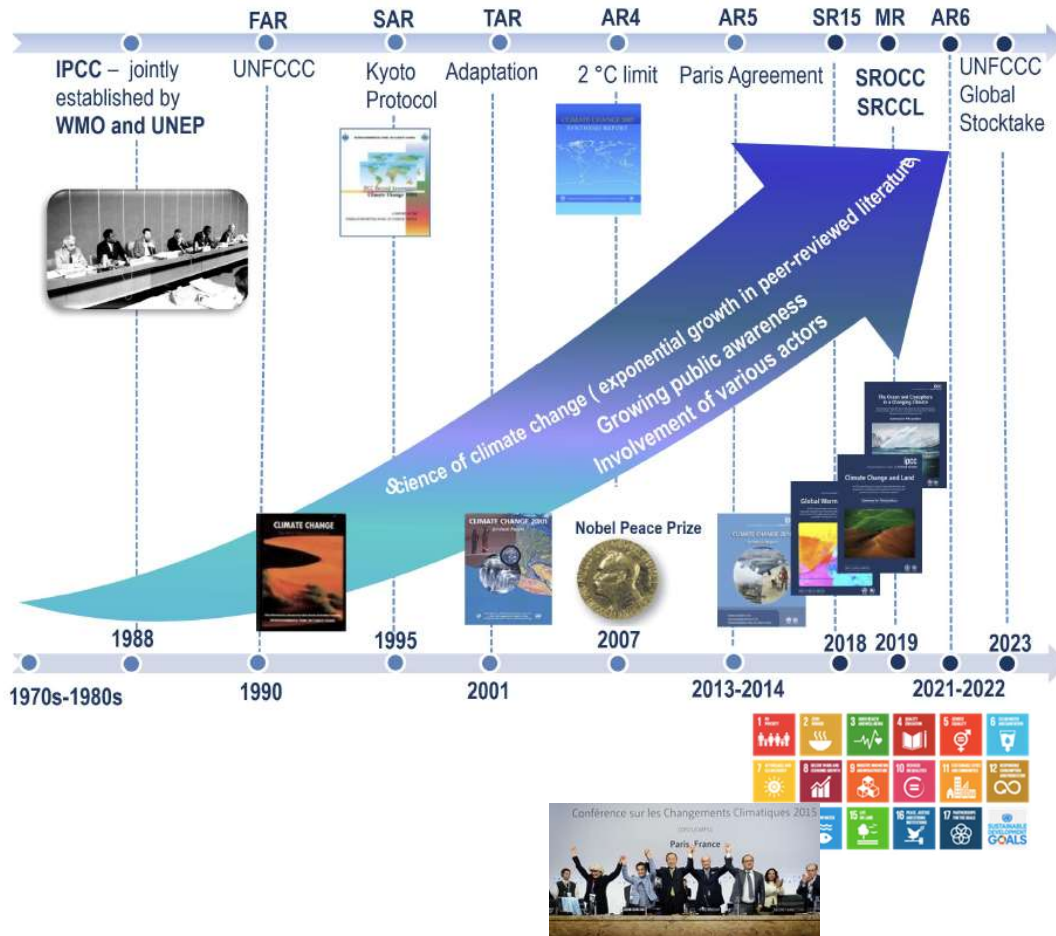
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# Fast Forward to a Greener Future

Vi hjälper företag att bli mer lönsamma genom  
minskad klimatpåverkan och aktivt hållbarhetsarbete



# Vad är uppdraget för företag fram till 2030?



PARTNER ORGANIZATIONS



IN COLLABORATION WITH



**BUSINESS AMBITION FOR 1.5°C**

Halvera klimatavtrycket till 2030

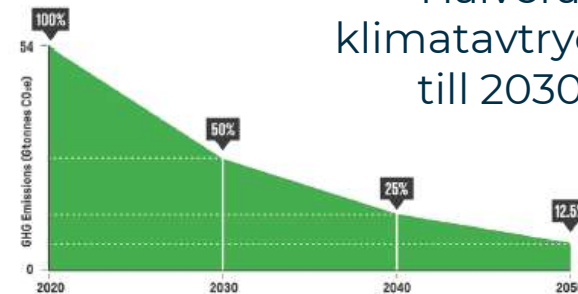
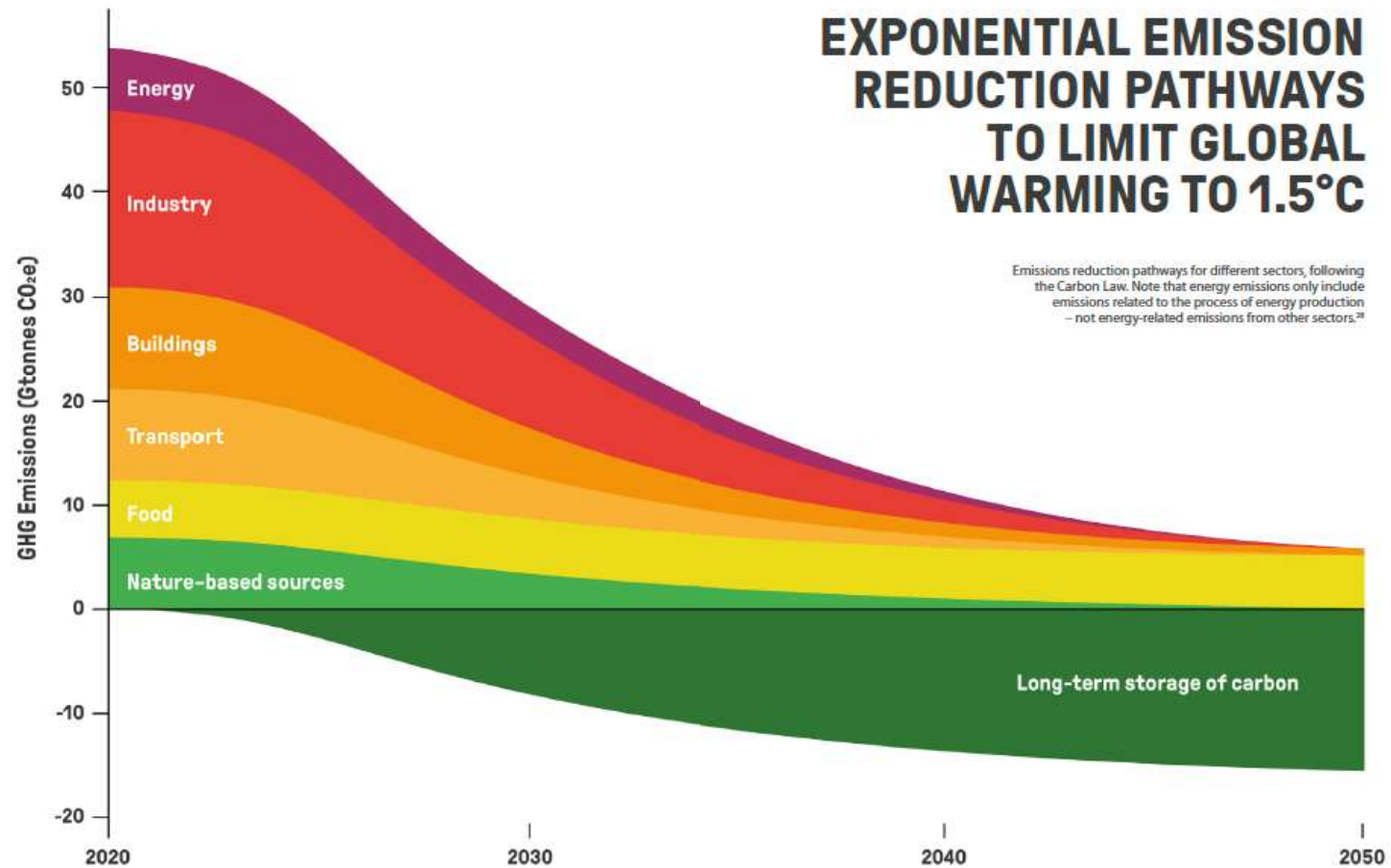


Figure 1. The Carbon Law – halving global greenhouse gas emissions every decade. The estimated yearly emission level for 2020\* is 54 billion tonnes of carbon dioxide equivalents.<sup>12</sup>

\* This estimate represents the expected situation pre COVID-19 outbreak.

## Vad behöver hända efter 2030?



# We have less time....

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The Washington Post  
Democracy Dies in Darkness

## World's 'carbon budget' for key climate goal was halved in just three years

The U.N. Intergovernmental Panel on Climate Change had projected humans could burn only 500 billion more tons of CO2 to have a decent chance of hitting the climate target. Now there's just half of that carbon to spare.



By Shannon Osaka

June 8, 2023 at 2:05 p.m. EDT

Historical cumulative CO <sub>2</sub> emissions (1850–2019) AR6 WGI Table SPM.2	2390 (±240; likely (66%–100% probability) range)					
Remaining carbon budgets Case/update	Base year	Estimated remaining carbon budgets from the beginning of base year (GtCO <sub>2</sub> )				
Likelihood of limiting global warming to temperature limit.		17 %	33 %	50 %	67 %	83 %
1.5 °C from AR6 WGI	2020	900	650	500	400	300
+ AR6 emulator update	2020	750	500	400	300	200
+ as above with AR6 scenario update	2020	750	500	400	300	200
+ as above with warming update (2013–2022) (best estimate)	2023	500	300	250	150	100
1.7 °C from AR6 WGI	2020	1450	1050	850	700	550
+ AR6 emulator update	2020	1250	900	700	600	450
+ as above with AR6 scenario update	2020	1300	950	750	600	500
+ as above with warming update (2013–2022) (best estimate)	2023	1100	800	600	500	350
2 °C from AR6 WGI	2020	2300	1700	1350	1150	900
+ AR6 emulator update	2020	2050	1500	1200	1000	800
+ as above with AR6 scenario update	2020	2200	1650	1300	1100	900
+ as above with warming update (2013–2022) (best estimate)	2023	2000	1450	1150	950	800



To summarize the findings:

- We are not making progress!
- Aerosol cooling is masking
- We are slower getting rid of warming gases than getting rid of cooling gases
- The remaining carbon budget is cut from 500 Gt to 250 Gt. This means that we have approx. 6-7 years on the current pathway to make 1.5° with a 50% probability
- We are moving towards three decades with 1.6-1.8 degrees of warming
- We need corporate voices to advocate 1.5!

*Indicators of Global Climate Change 2022: annual update of large-scale indicators of the state of the climate system and human influence, Piers M. Forster et al, June 2023*  
*Safe and just Earth system boundaries, Johan Rockström et al, Nature, May 2023*



# Omvärldshinder för lägre klimatavtryck

Ny teknologi fortfarande outvecklad eller saknas

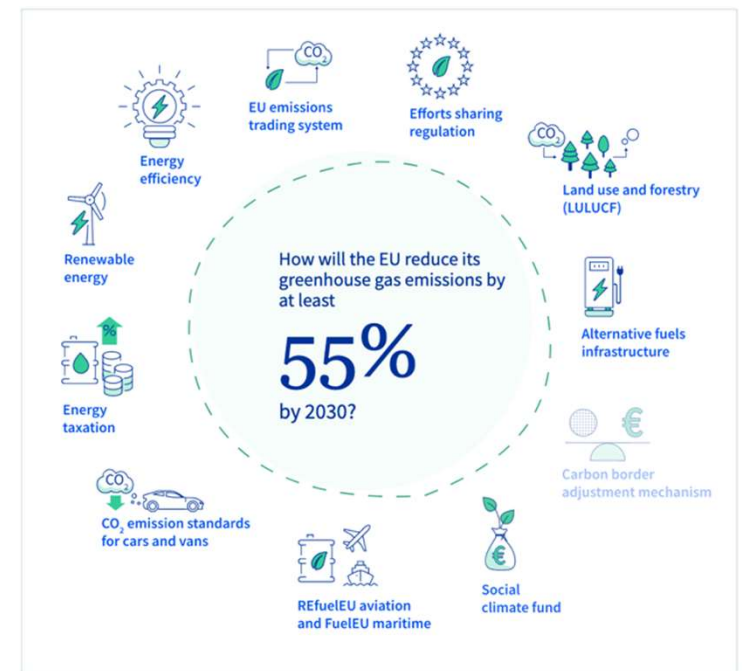
Nödvändiga resurser som fossilfria energisystem saknas

Infrastruktur behöver byggas ut

Klimatavtryck från råmaterial och insatsvaror

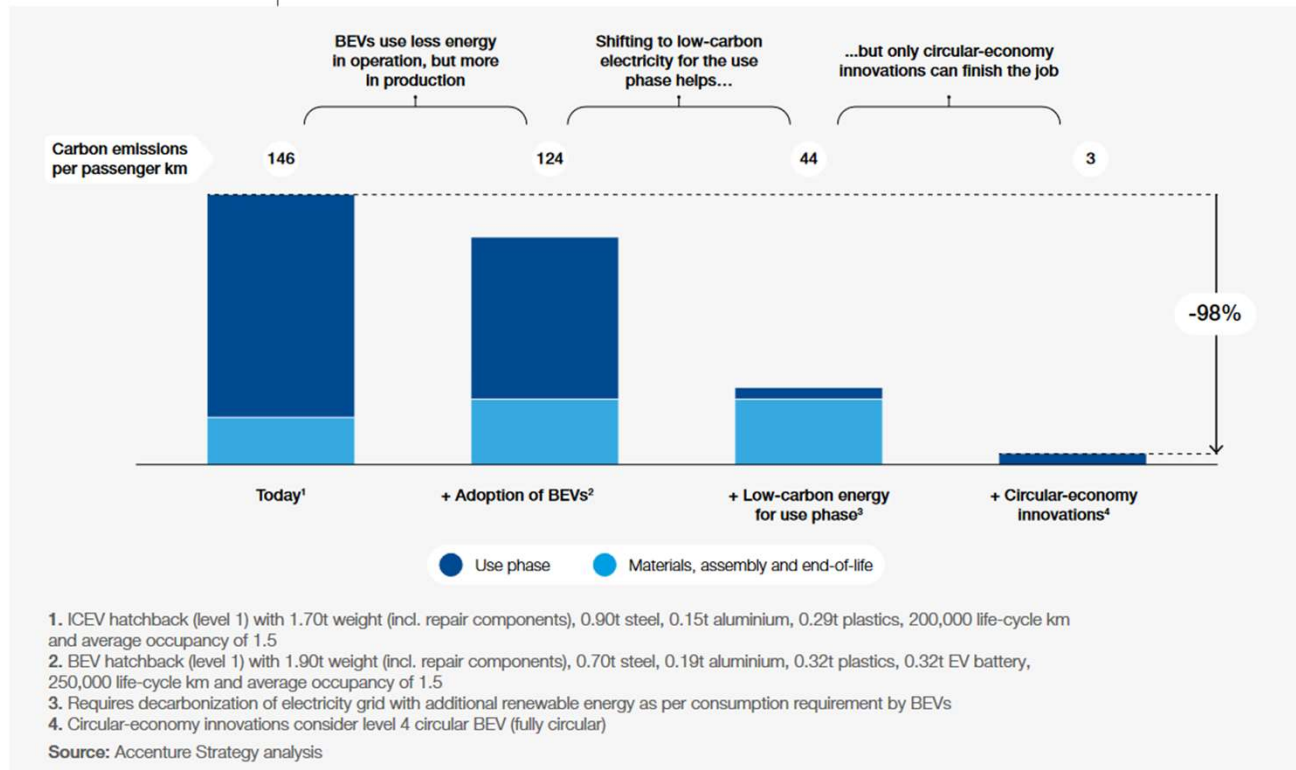
Kundbeteende / användarbeteende

Lagar, styrmedel och standards

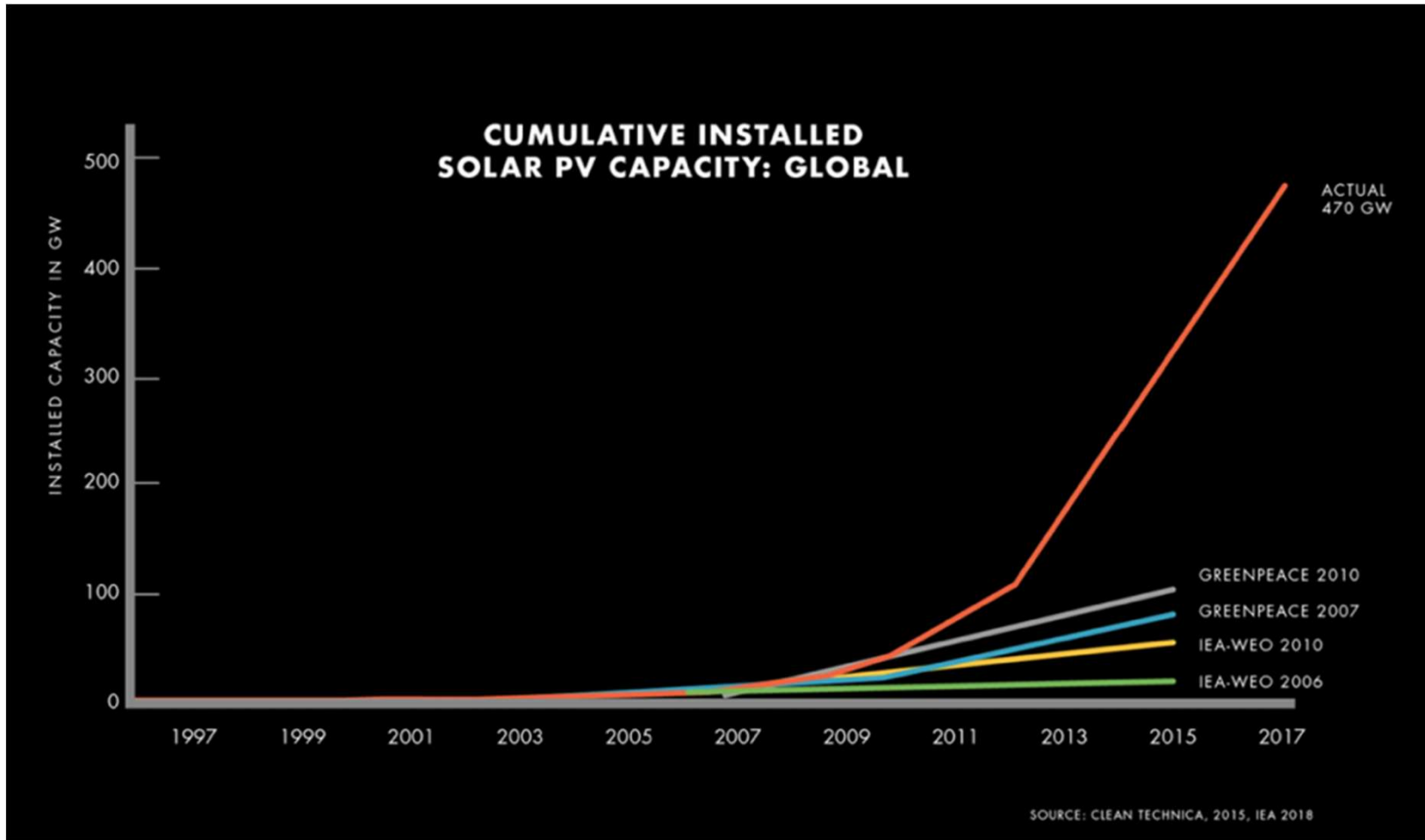


# Anpassning räcker inte, transformation krävs

FIGURE 1 | Decarbonizing the car



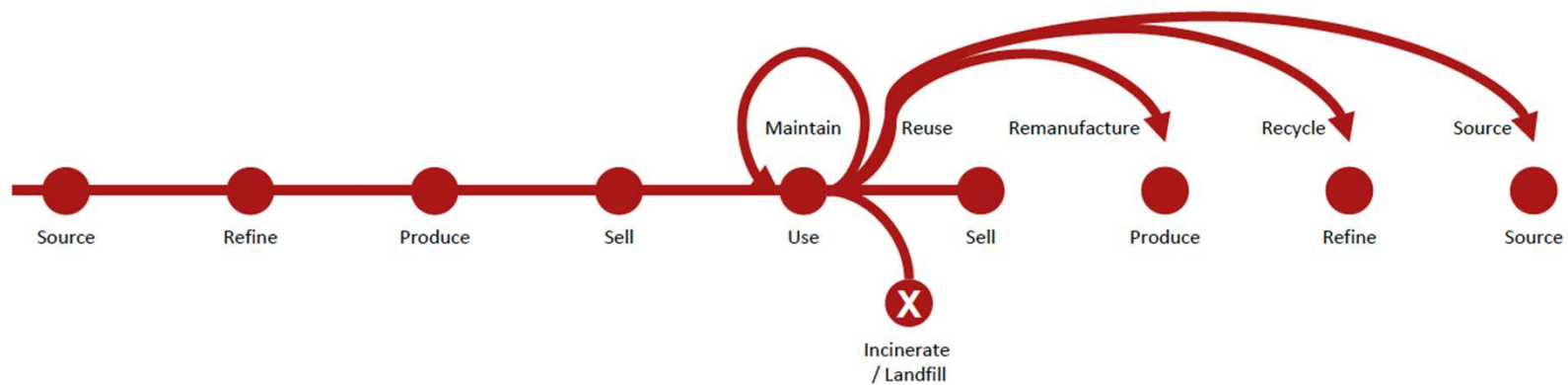
# Exponentiell utveckling för nya teknologier







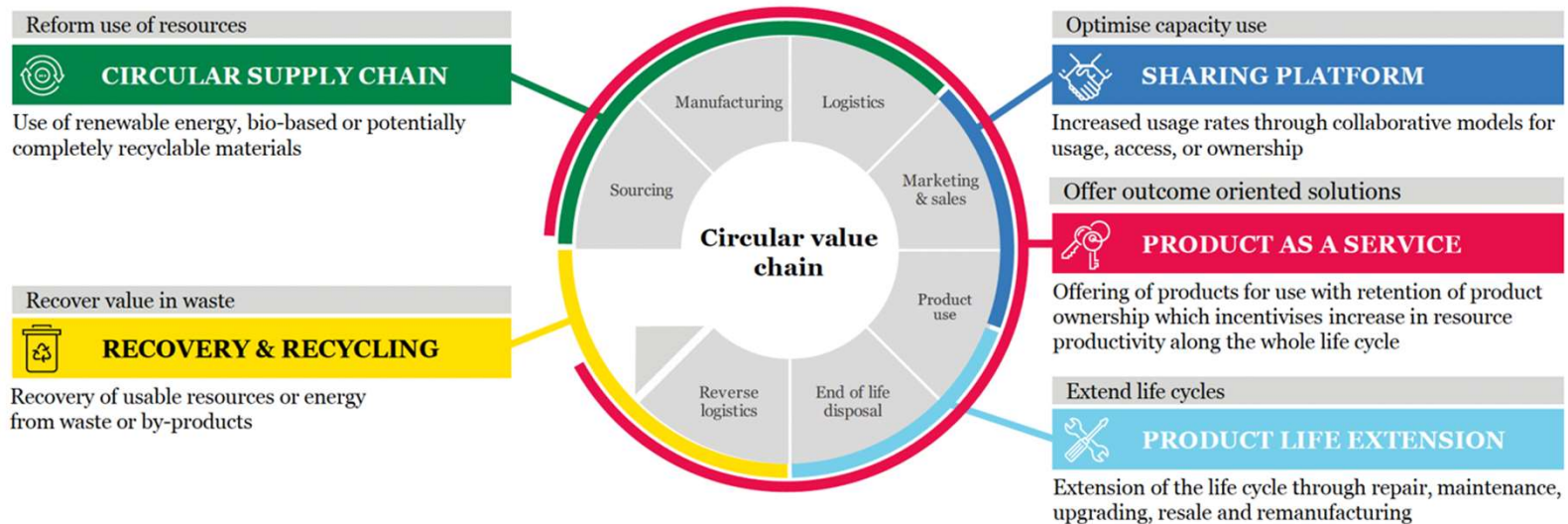
# Ökad cirkulär användning av produkter och material



*Ur föreläsning av Mattias Lindahl, LiU*

# Förändrade affärsmodeller

**Five business models reduce the inefficiencies and create value for companies**



# VÄGEN TILL EN NETTONOLLSTRATEGI

En heltäckande, robust och genomförbar strategi baseras på fem kärnkomponenter. Tillsammans med de vägledande principerna skapar dessa ett väl underbyggt strategiskt ramverk.

NET-ZERO BY  
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# Exempel på företag som går före

# Inspirerande case

Enkelt att sätta nettonollmål, just nu har hälften av världens 2000 största bolag satt mål.

Svårare att nå dem – nästan samtliga (93%) behöver åtminstone dubbla takten av utsläppsminskningar för att klara delmålen till 2030

Finns föregångare!







**“As a company we believe we can move beyond zero and become a positive and regenerative force in society and for the planet. It’s our obligation, or we have no business running a business at all.”**



# HOUDINI



Own hubs & manufacturing: **renewable energy, zero waste.** Extra holiday for sustainable travel.



By 2030 they plan to reach a **100% circular ecosystem**, including production and consumption. Rejection of linear production in favour of its Re-projects initiative, (Repair, ReUse, Clean, Recycle). Incorporates repairs, pre-owned sales, rental and recycling.



Houdini is a trailblazer in the transition from linear to circular business model. **Designing for continued circularity and next-life solutions.** Including the use of recycled raw materials and mono material design.



Their responsibility is also to create ripples outside of their own sphere, inspiring industry peers and beyond. Houdini **Open-source** policy enables scaling circular business models throughout the outdoor and apparel industry. **Hangout Hubs** inspire and enable a zero-carbon lifestyle.

<https://climatechampions.unfccc.int/houdini-a-holistic-formula-in-the-race-to-zero-and-beyond/>  
<https://houdinisportswear.com/en-se/sustainability/how-we-want-to-change-the-world>

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# Frågor?

