

Weg in die  
<2°-Wirtschaft

Stiftung | 2°  
Deutsche Unternehmer  
für Klimaschutz



# PATHWAY TO A <2° ECONOMY:

A Joint Project for Protecting the Planet

# PATHWAY TO A <2° ECONOMY

At the 2015 UN Climate Conference in Paris, the international community agreed to the internationally binding target to hold the increase in the global average temperature well below 2° Celsius above pre-industrial levels. For the German economy, this agreement means to become almost emission-free by 2050.

As the private sector plays a decisive role in reaching a <2° economy, collaborative activities beyond corporate boundaries are essential to achieve this long-term goal. This is the starting point of the project “Pathway to a <2° Economy”, which is carried out by Stiftung 2° and the World Wide Fund For Nature (WWF).

The project “Pathway to a <2° Economy” brings together companies of three sectors: buildings, transportation, and industrial production. How can changes in production processes, product and service designs and supply chains contribute to reducing carbon emissions? Representatives from ten to twelve companies in each sector will receive room to develop concrete and collaborative solutions to this question while implementing joint projects that make a substantial contribution to lowering carbon emissions.

The overarching aim of the project is to show that a decarbonised economy is within reach. The project is being implemented by companies that are committed to supporting the attainment of national and international climate targets and was initiated by the sponsors of Stiftung 2°. The two-year project (2016–18) is funded by the German Environmental Ministry (BMUB) and accompanied by sustainable AG. Once the project is complete, its collaborative design can be applied to other sectors in order to promote further decarbonisation of the economy.

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**Stiftung 2°** is a joint initiative of German companies in various economic sectors. The foundation aims to encourage policymakers to adopt effective, market-based tax and energy policies that harness the innovative potential of the private

sector to encourage decarbonization. The name of the foundation is informed by its overarching goal: to limit the rise in average global temperatures to well under 2° Celsius. The foundation is supported by the following companies: AIDA Cruises, ALDI SÜD Dienstleistungs-GmbH & Co. oHG, BSH Hausgeräte GmbH, DAIKIN Airconditioning Germany GmbH, Deutsche Bahn AG, Deutsche ROCKWOOL, Deutsche Telekom AG, Gegenbauer Holding SE & Co. KG, Otto Group, OTTO FUCHS KG, PUMA SE, Schüco International KG, and Schwäbisch Hall-Stiftung bauen-wohnen-leben.

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**The World Wide Fund for Nature (WWF)** is dedicated to stopping the degradation of the planet's natural environment and to building a future in which humans live in harmony with nature. With more than 5 million members and offices

in more than 100 countries, WWF is the world's largest environmental protection organization. WWF Germany collaborates with companies as part of various partnerships and projects in order to develop constructive solutions to environmental problems. In the area of climate protection, for example, WWF helps companies to adopt „science based targets“ for reducing their greenhouse gas emissions.

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