

Weg in die
<2°-Wirtschaft

Stiftung | 2°
Deutsche Unternehmer
für Klimaschutz



Pathway towards a <2°-economy

Background, process and results
of the joint project

The pioneering pathway for companies towards 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. The private sector plays a significant role in reaching a <2° economy. Until 2050, the Germany economy must become nearly greenhouse gas neutral. We are dire need of a <2° economy: companies set targets for the reduction of their greenhouse

Sabine Nallinger, chairwomen of the Stiftung 2°, “With our joint project, we are demonstrating that companies may be coming from greenhouse gas intensive branches, but together they can find solutions to reduce their emissions. In that way, they contribute to make themselves, their branch and, finally, the business location Germany fit for the future. The pathway towards a <2°-economy equally supports climate protection and innovation”.

gas emissions, and provide products and services reducing resource consumption and greenhouse gas emissions. Where single companies reach their limits, cross-company activities must be implemented to reach a <2°-economy. This marks the starting point of the joint project “Pathway to a <2° Economy” („Weg in die <2°-Wirtschaft“) chaired by Stiftung 2° and the World Wide Fund for Nature (WWF).

Pathway towards a <2°-economy – the process

Pioneering companies along the value chains of the buildings, transportation, and industrial production sectors were brought together within the project to develop concrete, cross-company project ideas to reduce greenhouse gas emissions according to the <2°-limit. The two-year project was funded by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and was strategically consulted, presented and guided by sustainable AG.

The visionary framework was set by the Gallery of the Future

showing pictures of a greenhouse gas neutral economy and society in 2050. This gallery was followed by three workshops in the buildings, transportation, and industrial production sectors. In-between workshops, online meeting, telephone conferences and site visits facilitated an intensive exchange between companies to further develop project ideas. At the end of June 2018, the ideas for an emission-free economy have been presented to the public in Berlin. At the conference, Svenja Schulze, Minister of the Environment, highlighted the importance of companies in the context of climate protection goals.

A strong signal for climate protection

Within this joint project „Pathway towards a <2°-economy“, companies jointly developed concrete solutions for a <2°-economy and thereby demonstrated the general feasibility of implementing a <2°-economy. It became clear that cross-company and cross-branch cooperation strengthen corporate climate protection efforts and promote innovations at the same time. The project „Pathway towards a <2°-economy“ demonstrates that

Andrea Dreifke-Pieper, Director Markets and Finance at WWF, “Every company, every branch, every sector should adapt its business to the climate sciences and the Paris Climate Agreement and jointly implement measures. In this way, the economy contributes to the German climate targets and is fit for the future”.

the transformation of the economy is doable and harnesses new opportunities.

We would like to thank all companies for their active commitment and their implementation of measures on the pathway towards a <2°-economy, and we wish them great success in the implementation of their climate strategies and measures. We strive to continue this project.

Eight projects for the <2°-economy

2 years, 3 climate-relevant sectors, 11 workshops, 40 companies, and more than 100 participants – now, we are looking at 8 innovative projects which contribute to the pathway towards a <2°-economy.

2°-Logistik

ALDI SÜD, DRÄXLMAIER Group, Otto Group, PUMA

An open source and interactive online platform supports cross-company knowledge exchange of best practice solutions for a low emission logistic in companies.

Dialogforum CircAlu Economy

Ball Beverage Packaging Europe, OTTO FUCHS

Relevant actors along the aluminium supply chain identify, discuss and work on solutions for an effective repatriation of the material.

Kiez in Bewegung

BMW Group, Deutsche Bahn, Gegenbauer, Hermes Germany

Sustainable offers for mobility and logistic create demand-oriented solutions, pathing the way toward low emission districts.

Pandalution

Deutsche Wohnen, Innogy, Transsolar KlimaEngineering

A bundle of measures for a sustainable, CO₂-oriented redevelopment of existing districts can be adjusted to specific place-based situations and guarantees large scaling.

park²charge

ALDI SÜD, EnBW, Deutsche Telekom

Parking and charging infrastructure on unused parking spots supports e-mobility in cities, integrates it in the daily life and reduces emissions.

#Tag2Tax

Covestro, Daikin Airconditioning, Deutsche Fertighaus Holding, Gegenbauer, Interseroh, MVV Energie, Bausparkasse Schwäbisch Hall

The position paper for the introduction of a CO₂-Label for buildings claims a further development of the existing energy label to a lifecycle-based CO₂-Label.

Transparency4Earth

Bilfinger, Festo, KUKA, TRUMPF

The developed black box measures the real time CO₂-footprint in the industrial production.

Working2Climate

alstria office REIT-AG, Deutsche Telekom, Schüco International KG, Signify

New Work combines work productivity, surface efficiency and climate protection for new and old buildings. It benefits employees, investors, tenants and climate.



The overall aim of this project is to demonstrate the feasibility of a decarbonised economy. The project is being implemented by companies that are committed to support national and international climate targets. It was initiated by the sponsors of Stiftung 2°. The two-year project (2016–18) is funded by the German Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU) and supported by sustainable AG. After completing this project, its collaborative design may be applied to other sectors in order to promote further decarbonisation of the economy.



Stiftung 2° is a joint initiative of German companies of 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 decar-

bonization. The foundation is named after its most important goal: preventing average global warming from reaching 2° C. 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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