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<2°-Wirtschaft

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Deutsche Unternehmer  
für Klimaschutz



# Towards a <2°-economy

## Project overview and results

Alexander Liedke

Senior Manager Sustainable Business & Markets  
WWF Germany

Martin Kaul

Head of Office and Advisor on Climate and Energy Policy  
Foundation 2°

[www.2gradwirtschaft.de](http://www.2gradwirtschaft.de)

Accompanied by:

sustainable

Supported by:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

based on a decision of the German Bundestag

# Summary

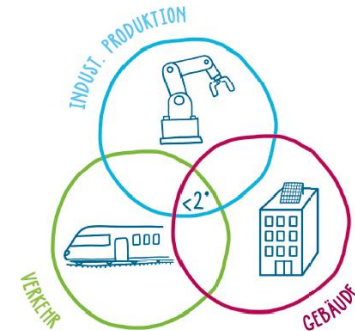
## Towards a <2°-economy

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Pioneer companies along the supply chains from the sectors buildings, transport and industrial production were brought together to develop concrete, cross-company projects and initiatives for emission reductions and as contribution to a <2° economy



<b>Workshop I</b> ⌚ 2 Tage	<b>Workshop II</b> ⌚ 2 Tage	<b>Workshop III</b> ⌚ 2 Tage	<b>Workshop IV</b> ⌚ 2 Tage
Schlüsselfaktoren und erste Projektideen	Von der Lösungsidee zur Projektauswahl	Detaillierung und Materialisierung der Projektideen	Präsentation und Kommunikation der Projekte

**Results: 8 cross company projects & a strong <2°-economy-network**

# Background

## German climate targets

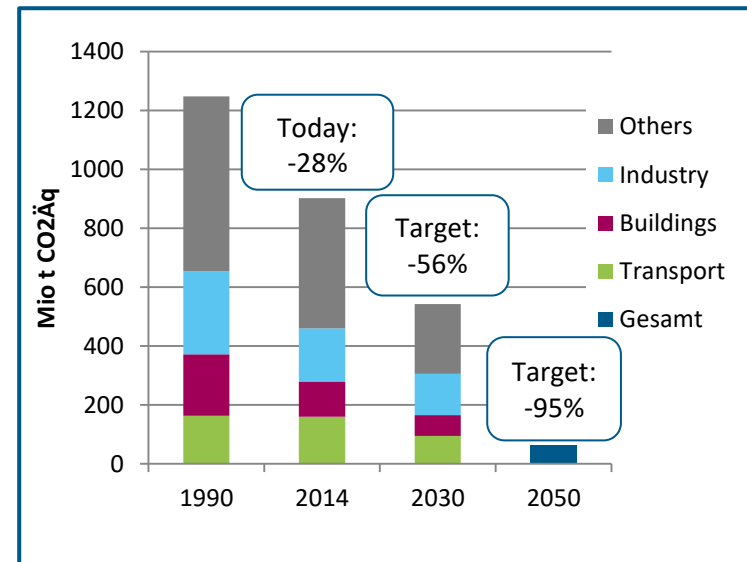
- Germany aims to reduce its greenhouse gas emission by 80%-95% by 2050 (in comparison to 1990)
- in the three sectors - transport, buildings and industry - are high emission reductions required

## Role of companies

- companies play an essential role for meeting the climate targets
- need for an ecological modernization of the German economy
- Climate change offers business opportunities

## Role of the government

- it's essential that the Government defines and frames the required targets and climate measures



Emission developments in Germany per sector  
(Source: own figure after BMUB, 2016)





## Foundation 2° - German CEOs for Climate Protection

The most important aim of Foundation 2° – German CEOs for Climate Protection is in the name: to limit average global warming to well below two degrees Celsius. Foundation 2° is a platform for active collaboration in which businesses from different industries work together in a solution-oriented manner to find answers to questions of corporate climate protection.



## WWF Germany

Our mission is to build a future in which people live in harmony with nature. From our experience as the world's leading independent conservation body, we know that the well-being of people, wildlife and the environment are closely linked. That's why we take an integrated approach to our work.

# Project set up

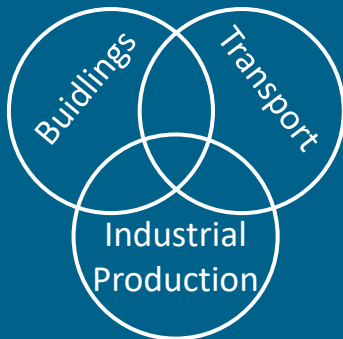
## Pathway towards a <2° economy

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Frontrunning companies  
from the sectors



Project team:  
core team of 5 people



accompanied by

**sustainable**

supported by



project duration: Dec 2016 – Nov 2018

one workshop series per sector

~ 40 companies

1-5 participants per company

communication of the results



**Aim:**

**Develop  
concrete,  
cross-company  
projects and  
initiatives**

# Overview project process

a journey with ~40 companies  
~20 participants per workshop

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# Project set up

## Participating companies

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Transport

**Hermes**  
Weil's gut ankommt.



— **EnBW**

**BMW Group**

**otto group**



**Gegenbauer**  
Facility Management



**DRAXLMAIER**

**HOFFMANN+VOSS**  
TECHNISCHE KUNSTSTOFFE



**interseroh**  
zero waste solutions

**ALBA Group**  
the recycling company

**DAIKIN**  
**Gegenbauer**  
Facility Management



**Wienerberger**

**DFH**  
Deutsche Fertighaus Holding AG



**innogy**

**G2 PLUS**  
ENERGIE EFFIZIENT MANAGEN



**SCHÜCO**

**interseroh**  
zero waste solutions

**alstria**

**Schwäbisch Hall-Stiftung**  
bauen - wohnen - leben

**ROCKWOOL®**

**ALBA Group**  
the recycling company

**Transsolar KlimaEngineering**



Industrial  
production



**ArdaghGroup**

**HOFFMANN+VOSS**  
TECHNISCHE KUNSTSTOFFE

**interseroh**  
zero waste solutions

**B/S/H/**

**trimet**

**FESTO**



**KUKA**

**ALBA Group**  
the recycling company

# The projects

## Transport

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### park²charge

**Companies:** ALDI SÜD, EnBW, Deutsche Telekom

*park²charge* creates parking and charging infrastructure on unused spaces (such as supermarkets) to integrate e-mobility solutions in the everyday life, to reduce emissions and to reduce the communal parking pressure. The projects' business plan is currently developed and is planned to be implemented early next year.



### 2°-Logistik

**Companies:** ALDI SÜD, DRÄXLMAIER, Otto Group, PUMA

*2GradLogistik* provides best practice solutions for a low-carbon logistic in companies. The consortium develops an interactive online platform, which demonstrates that sustainability and profitability can go hand in hand. The platform will go online in 2018 and can be used and updated by the user. Stiftung 2° will continue to accompany the platform.



### Kiez in Bewegung

**Companies:** BMW Group, Deutsche Bahn, Gegenbauer, Hermes Germany

*Kiez in Bewegung* aims to increase the living quality in the districts through sustainable mobility and logistic solutions. Consumer-oriented solutions, offered by the companies, will be connected and implemented the district to decrease the greenhouse gas emissions.

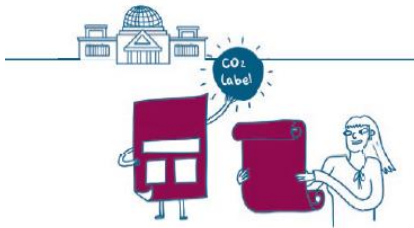


# The projects

## Buildings

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### #Tag2Tax

**Companies:** Covestro, Daikin Airconditioning, Deutsche Fertighaus Holding, Gegenbauer, Interseroh, MVV Energie, Schwäbisch Hall Stiftung, Wienerberger Ziegel

*#Tag2Tax* develops a position paper for the introduction of a CO2-Label for buildings. The position paper is going to be published and communicated towards politicians and associations.



### Working2Climate

**Companies:** alstria office REIT-AG, Schüco International KG, Signify Holding, Telekom

*Working2Climate* develops a handout and a website for modern, flexible and climate-friendly working environment: 'We create space for the future' states the project consortium.

Website: <http://www.working2climate.jimdosite.com/konzept/>

Handout: [https://www.2gradwirtschaft.de/wp-content/uploads/2018/06/Handout\\_8Seiter\\_180625\\_Web.pdf](https://www.2gradwirtschaft.de/wp-content/uploads/2018/06/Handout_8Seiter_180625_Web.pdf)



### Pandalution

**Companies:** Deutsche Wohnen, Innogy, Transsolar KlimaEngineering

*Pandalution* develops a blueprint (concept) for a sustainable and climate-friendly refurbishment of districts. A study was conducted which shows the additional benefits between conventional refurbishment and the concept developed by the project. The blueprint is to be published online, and addresses mainly housing companies.

# The projects

## Industrial production

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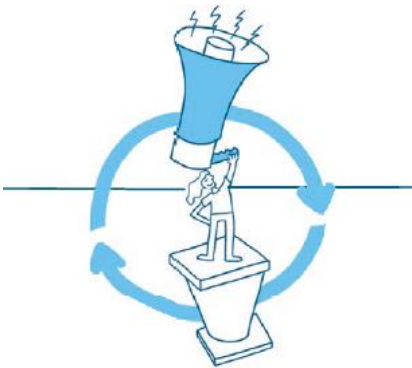
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### Transparency4Earth

**Companies:** Bilfinger, Festo, TRUMPF

*Transparency4Earth* aims at the measurement and transparency of a real CO2 footprint within the industrial production. A black box was developed, which measures energy use and collects the data within a cloud. Through the data assessment and identification of CO2 emissions, measures can be developed to reduce emissions.



### Dialogforum CircAlu Economy

**Companies:** Ball Beverage Packaging Europe, OTTO FUCHS

*CircAlu Economy* brings relevant actors together along the aluminum value chain to identify and discuss potentials for the effective recirculation of materials, and to develop solutions. A workshop series is planned to be implemented and a first stakeholder workshop is scheduled for the end of the year.

# Spin-off project

## Supply chain

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### Climate Action Training in Vietnam

**Companies:** Adidas, Hugo Boss, Otto Group, PUMA, Vaude

“Climate Action Training” for the textile industry in Vietnam. Five German fashion brands together with the organisers (Global Compact Network Germany, VCCI, WWF Germany, WWF Vietnam) mobilised ~80 participants from ~30 supplier factories to attend the 2.5 day training in Ho Chi Minh City. The training was financed by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development.



More information:  
<http://vietnam.panda.org/en/?uNewsID=338950>

All training  
material can be  
downloaded

# Accompanying study pathways & economic implications

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Research questions: Are there any financial implications for the industries under consideration in Germany? Are these effects material? Can companies protect themselves? Is this adjustment already visible today?

## Automotive



- Switch of production to **90 %** vehicles with alternative powertrains by 2040
- Reduction of production of **15 %** by 2050 (base year 2015;) **10 - 25 %** of facilities at risk
- Reduction of turnover **~ 27 %** (driven by price **12%** and volume **15%**) by 2050
- Transformation of strategic orientation of companies has started
- Volume reduction in Germany can be over-compensated by a global growth potential of **50 %**

## Plastic material



- Positive volume effects of up to **35 %**
- Sales effects depend on development of prices of precursors due to the close connection of industries
- Expansion of production capacities required

## Refineries



- **85 %** of today's capacities at risk\*
- Future resources and production mix determine the financial implications
- Companies are currently not prepared for a <2°-pathway
- Expected international average risks (**39 %**) for fixed assets

\*It is assumed that synthetic hydrocarbons will be used in German refineries from 2040 onwards.

Conclusion: Currently, climate research and companies are speaking a different language. The dialogue between politics, economics and science is essential to enable a <2 ° economy



## Use conclusion of the study and experience of the project

- new project planned
- Continuation of the project
- further development of the project approach

## Network <2°-economy

- maintaining the network of people and companies

## Support of some project ideas by the implementation and hosting

- the developed projects are on the way to be implemented by the companies
- support of project beyond the project period by hosting e.g. the website

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## Dr. Karsten Sach

Director-General for European and International Policy, Climate Policy,  
German Ministry for the Environment

## Katarzyna Dulko-Gaszyna

Sustainability Manager,  
IKEA Poland

## Dr. Urs Ruth

Chief Expert Energy & Climate Change, Future Research and Technology Strategy, Robert Bosch  
GmbH

## Dr. Hans-Jörn Weddige

Group Coordinator Energy, Climate and Environment Policies,  
thyssenkrupp AG

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