

## Climate Positive

### - a strategy for implementation and measuring

When it comes to climate change a new proactive approach is emerging. WWF, together with companies like IKEA, is for example exploring the possibility to approach a company from a solution perspective. The focus is on how companies can contribute to reduced emissions in society through different actions related to the core business, not the least selling solutions that help reduce emissions and comparing this with the areas of negative impact. To differentiate this approach from the dominating trend, where the negative aspects of the companies are in focus, this approach has the working name Climate Positive. With this approach a company can give an overall

positive contribution through strategic work once the positive impacts are larger than the negative impacts. The approach has been developed to support the broad industrial transformation that is needed to solve climate change and that goes well beyond solving through business as usual thinking.

Five key areas have been identified. For each of these areas three questions will be explored. 1: What leading stakeholders are important in this area (have knowledge and work in similar areas)? 2: What are the key issues that need to be resolved/answered? 3: What companies are interested in engaging in the different areas?

#### Area 1: Estimating Climate Positive opportunities

An initial step to inform strategy making is an initial estimate of the positive contributions of a company. What they are and a approximate size of the contributions.

Leading stakeholders	Key issues	Interested companies

#### Area 2. Defining climate positive contributions

Without a clear definition of positive contributions it is difficult to do more than talk. Who should define the positive contributions and what criteria should be used?

Leading stakeholders	Key issues	Interest in engaging

#### Area 3. Calculating the Climate Positive Contributions

When a solution has been defined it must be calculated if a company want to be positive. What methodology should be used and what data is needed?

Leading stakeholders	Key issues	Interest in engaging

#### Area 4. Reporting the Climate Positive Contributions

What is the appropriate way to report positive contributions and how should it relate to current reporting?

Leading stakeholders	Key issues	Interest in engaging

#### Area 5: Establishing a proactive strategy

The first step for a company that want to give an overall positive contribution and reduce emissions in society is to develop a strategy. How can/should such a strategy look like?

Leading stakeholders	Key issues	Interest in engaging

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