

WELCOME TO OUR WORLD

ICEHOTEL in Jukkasjärvi, Lapland, 200 kilometers north of the Polar Circle is built every year from the ICE of Torne River. ICEHOTEL is a proof that a dream can become reality – over and over again. In fact the entire, surreal ICEHOTEL is proof that reality can actually exceed our expectations. Right from the start in 1990, the natural vision for ICEHOTEL has been high-class architecture and design. Over the years the free-thinking, experimental atmosphere in Jukkasjärvi has resulted in a creation that has caused amazement all over the world. But to experience ICEHOTEL is not just to experience art and design, it is something much greater than that. ICEHOTEL stirs and awakens deep emotions – about the order of things, the eternal cycle, about living here and now. In a world that is spinning ever faster, we need to be reminded to stop now and then. We need an opportunity to open our senses and our eyes. ICEHOTEL and Jukkasjärvi are the place to think totally new thoughts that have never been thought before. Such as the idea that you really can build a hotel from crystal clear water from the Torne River.

In this spectacular environment we are offering a **UNIQUE BUSINESS DEVELOPMENT PROGRAMME** designed to inspire and guide forward-thinking companies on how to become **WINNERS IN A LOW CARBON ECONOMY**.

THIS FOUR DAY PROGRAMME takes participants on a journey that involves developing a deep understanding of climate change, including its societal and business implications, and helps participants identify the concrete strategies and action steps needed to craft implementable low carbon projects that lead to **MEASURABLE RESULTS**. Independent or together with business partners, the program helps companies strategize on how reduced emissions can be a driver for business development and innovation for their organizations, thereby shifting focus from seeing climate change as a problem associated with costs to a challenge that creates opportunities and revenues.



CLIMATE WITNESS

DEEP UNDERSTANDING OF CLIMATE CHANGE

SHIFTING FOCUS

FROM PROBLEMS & COST TO OPPORTUNITIES & REVENUES

OUTCOME

IMPLEMENTABLE PROJECTS WITH MEASURABLE RESULTS

RE-THINKING THE CLIMATE CHANGE CHALLENGE

Climate change is one of the greatest challenges that mankind has ever faced. Climate change will likely lead to a multitude of threats such as sea level rise, more intense storms, heat waves, flooding and droughts, not to mention the consequences upon economic systems, real estate, insurance, agricultural productivity, international relations, geopolitics and more.

WE NEED A SHIFT IN FOCUS. Almost all current climate change strategies are directed at making the current economic and technological system more efficient. Solving the climate crisis by focusing purely on efficiency gains will not ensure the necessary 90% reduction in emissions that is required by 2050, as the original economic infrastructure will remain largely unchanged. Neither will it drive innovation and development of tomorrow's products, services and revenue model.

It is crucial that the short-term efficiency focus is complemented by strategies that focus on identifying and boosting sectors and applications that have the potential to transform and fundamentally change how we will meet our needs in the 21st Century.

How can we eat, live, move and have fun in new and smarter ways? The business sector plays a crucial role in providing the answers on how we will meet our future needs within the limits of our planet. However, no matter what these solutions will look like, it will require significant innovation and a strong focus on identifying the opportunities for creating value and delivering services with considerably less emissions than today.

“By 2015, at the latest, ICEHOTEL will produce more energy than the hotel facilities use. This is only one step on the way. We are aiming for an overall positive impact where our business helps other parts of society to reduce emissions, including our guests and companies visiting us.”

YNGVE BERGQVIST, CEO

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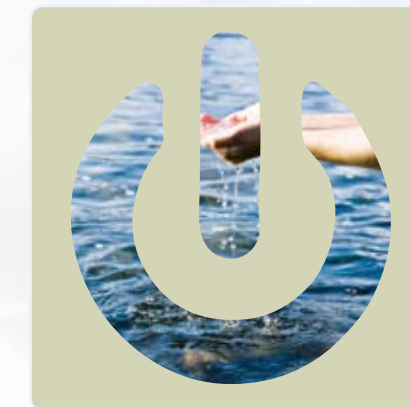
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ICE CLIMATE ACADEMY



ICEHOTEL as the world's best place to create innovative climate solutions

www.icehotel.com/iceclimateacademy

ICEHOTEL®
Celebrating 20 years

▶ PROGRAMME AIMS AND OUTCOMES



PEOPLE TODAY WORKING WITH THE ICE CLIMATE ACADEMY HAVE WORKED WITH COMPANIES THAT

- // Concluded that a shift from products to service allow them to find savings of 90% and more.
- // Shifted focus from only internal reductions to selling low carbon solutions, linking profit and low carbon strategies.
- // Now use the need to reduce CO₂ in society as a driver for innovation & profit.

Develop a deep understanding of climate change: No need to hide behind external experts anymore.

- 1 // Participants will be able to tell the scientific story about climate change.
- // Participants witness climate change first hand by experiencing an environment that is very sensitive to climate change.
- // By the end of the program participants will be able to give at least three examples of climate impacts based on their own experience.

Learn about solutions that are needed to reduce Green House Gas (GHG) emissions.

- 2 // Participants will learn about what kind of solutions that are needed globally and with special focus on solutions related to their specific sector and company.
- // By the end of the program participants will be able to refer to three smart solutions, the people behind them, as well as interview at least one world-class climate entrepreneur.

Leave motivated to be part of the solution (not just become less of a problem).

- 3 // The participants will get a deeper understanding how the company can become part of the solution of the climate crises.
- // Participants will understand the opportunities, their own role and the role of the company in becoming a "winner in a low carbon economy".
- // Participants will identify key challenges and develop strategies for turning these challenges into opportunities.

Build capacity to use tools for climate calculation to guide the development of low carbon solutions within the company.

- 4 // Participants will leave the program with the ability to use tools that support the development of new solutions in the company.
- // The ability to set GHG- as well as financial targets that include the firm's services and products.
- // Knowledge about pending reporting standards in the area.

Generate ideas for specific projects that help reduce emissions in society.

- 5 // Participants will leave the program with at least three ideas for innovative and climate positive solutions that can be launched within one year.
- // Each group will develop and begin to implement one of these solutions during the course of the programme.

Identify opportunities to communicate their ideas and projects to key stakeholders.

- 6 // Several exciting opportunities are available for companies that wish to actively communicate their efforts on the climate area together with the ICEHOTEL or independently.
- // The climate positive solutions identified by the participants may be highlighted through the various international partners and foras in our network such as B4E and World Economic Forum.

▶ ICE CLIMATE ACADEMY PROGRAMME AGENDA

We provide tailor-made programmes. The outline below is only meant to provide an indication of the key elements that are included.

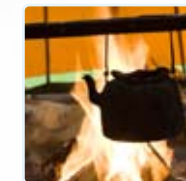
PREPARATION MEETING (OPTIONAL)
Before leaving for the ICEHOTEL a web-based meeting will be arranged with the participants in order to identify key opportunities and challenges as well as allow the participants to prepare themselves before the session.

DAY 1 OBTAIN A DEEPER UNDERSTANDING OF CLIMATE CHANGE AND BECOME A CLIMATE WITNESS

AIM: To increase the knowledge of the climate change by discussing, feeling and experiencing the impacts in nature.

ACTIVITIES MAY INCLUDE

- // Outdoor excursions and presentations to get a deeper understanding of climate change and its consequences.
- // linking nature to business opportunities (and challenges) to get a physical reference to the future strategy.
- // A guided tour of the ICEHOTEL and presentation of their CO₂ negative work.
- // Sami hosted activities (the Sami people are the native people of Lapland).



DAY 2 MOVING FROM PROBLEMS TO OPPORTUNITIES & EXPLORING THE TOOLS NEEDED

AIM: To understand the opportunities associated with the crisis, its measurements and targets and identify projects on this basis.



ACTIVITIES MAY INCLUDE

- // Overnight stay in the ICEHOTEL
- // Inspiring cases from big business as well as entrepreneurs that are already generating business opportunities by providing products and services for a low carbon economy.
- // Introduction of the solution perspective, its tools and measurements, as well as its relation to traditional sales and environmental strategies.
- // First hand meetings with a forward thinking business leader and climate entrepreneurs.
- // Creativity exercise: Ice sculpturing, guided by ICEHOTEL artists.

DAY 3 FROM IDEA TO REALITY - 24 HOURS WORKSHOP

AIM: To move the identified projects from idea to reality and start planning for their implementation.

ACTIVITIES MAY INCLUDE

- // Processing, analyzing and prioritizing of prepared ideas, key areas and projects, using the climate positive tools and measurements.
- // Work on project plans with focus on those that can begin to be implemented directly.
- // Outdoor Graduation Ceremony.

DAY 4 SUMMARY AND CHECKING-OUT

Aim: To recap what we have experienced and learned during our stay at the ICEHOTEL and ensure that the energy and ideas will live on once we are back in day-to-day business.

ACTIVITIES MAY INCLUDE

- // Program experiences will be summarized and project guidebooks and toolboxes will be handed out.
- // Final check so that everyone knows what to do as soon as they leave the ICEHOTEL.

▶ IMPLEMENTATION & EVALUATION MEETING

Talking and understanding is important, but it is real results that are needed. Therefore this initiative is structured in a manner that allows the results from the ICE Climate Academy to be evaluated and measured. A meeting will be scheduled 3-9 months after the completion of the course to assess the progress made since the programme.

