



**Green Office**  
A WWF Initiative to  
Reduce Ecological Footprint



Building a future in  
which humans live in  
harmony with nature

# WWF Finland

## What we do?

- Climate and energy
- Endangered species and nature
- Baltic Sea
- Forests
- International projects
- Sustainable lifestyle

**1972**

Functioning from 1972



**+6M**

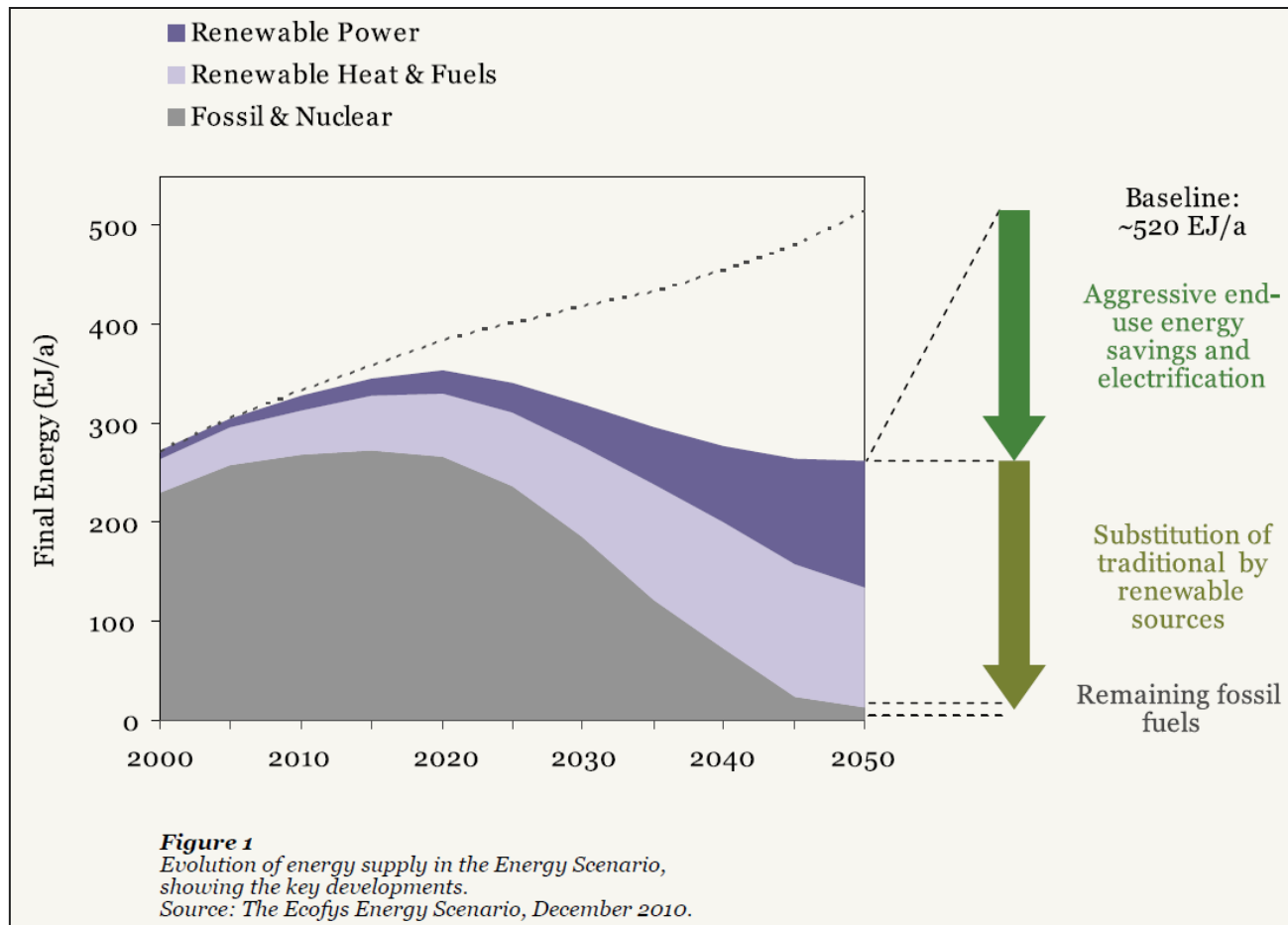
Yearly budget over €  
6 million

**40**

About 40 staff members

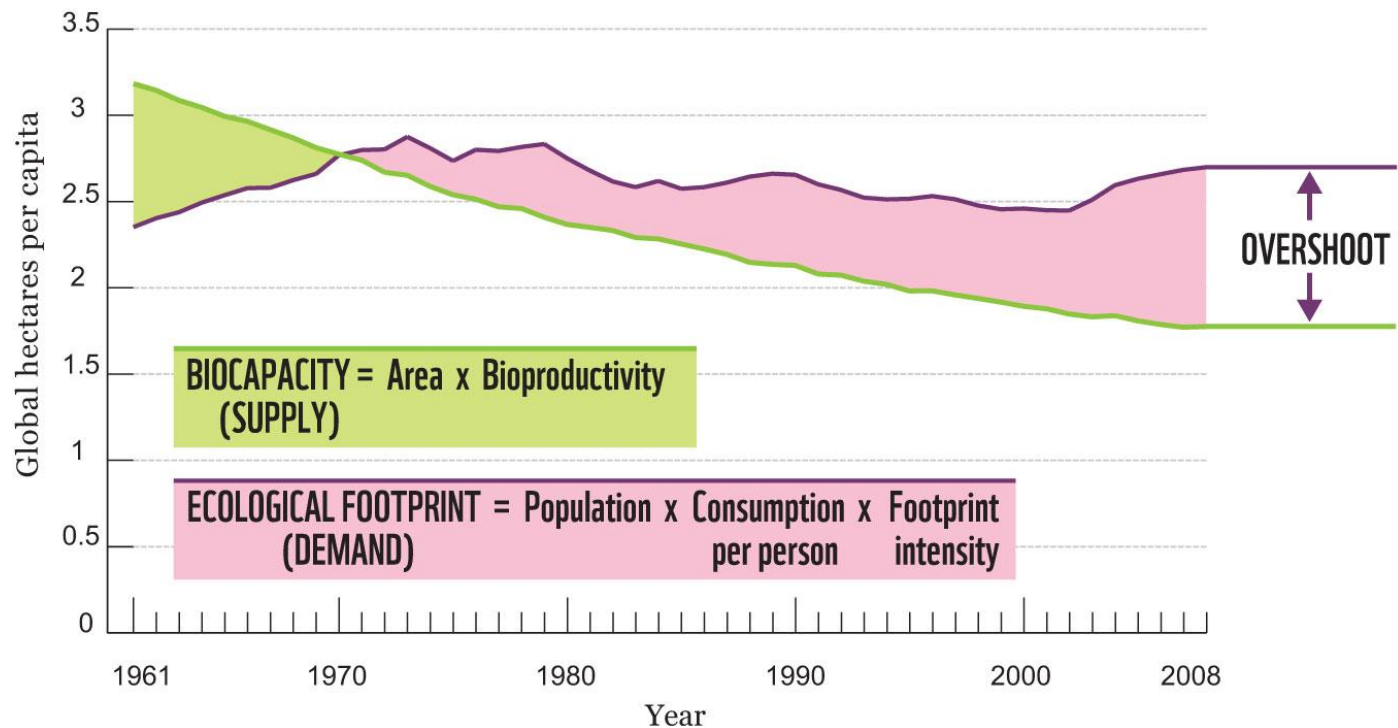
# Evolution of Energy Supply in the Energy Scenario

## The Energy Report 2011



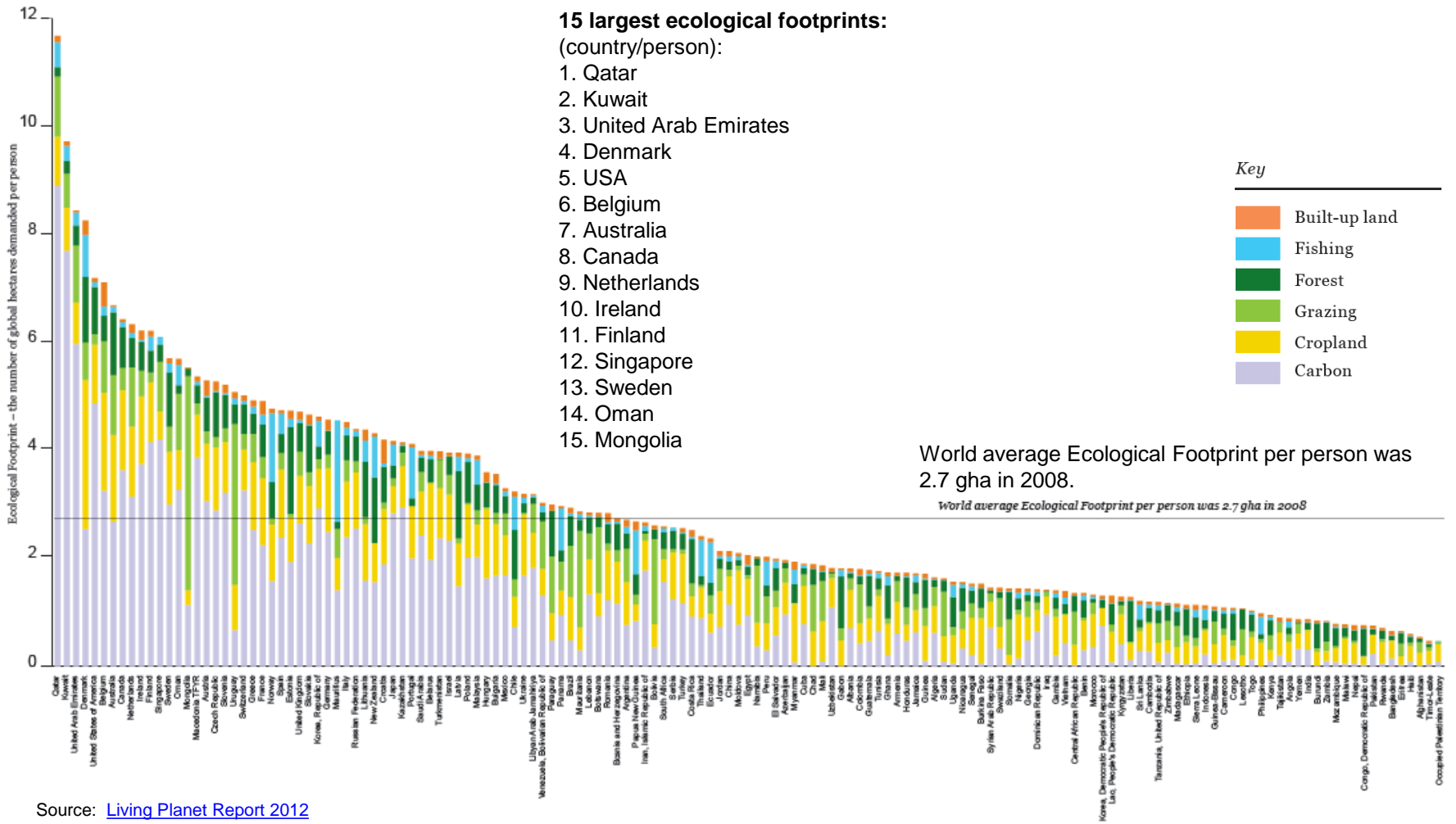
# Ecological Footprint and Biocapacity

## Living Planet Report 2012



# Ecological Footprint of Countries

## Living Planet Report 2012



Source: [Living Planet Report 2012](http://www.livingplanetreport.org/)



Green Office and WWF's targets 1/3  
Reduce the consumption of  
natural resources by  
improving offices' environmental  
efficiency

Green Office and WWF's targets 2/3  
Promote climate change mitigation  
by requiring energy saving and use  
of renewable energy sources







Green Office and WWF's targets 3/3  
Promote sustainable practices by  
increasing environmental awareness  
of employees



## What is Green Office?

- \* A practical environmental management system developed by WWF Finland specifically for office conditions
- \* WWF's way to help and support the challenging work of environmental managers
- \* An education programme that inspires employees to adopt environmentally friendly habits
- \* A meaningful way to diminish the expenses

## Green Office Services

- \* Information and support for EMS implementation
- \* Regular office inspections
- \* Tools
- \* Network meetings
- \* Regular Green Office tips
- \* Limited right to use the Green Office logo and the Green Office diploma





- 12 steps to Green Office
- Green Office label
- Office Inspection
- Reporting
- Material Bank
- About Toolbox
- Contacts



## NEWS

### WWF Vietnam's Green Office newsletter April 2013 available (03.05.2013

08:17)

Green Office newsletter topics are e.g. Illegal Wildlife Trade and Sustainable Energy Planning Capacity Building.

[Find the newsletter here \(pdf\)](#)

[Add new comment](#)

### New Green Office materials available! (22.04.2013 08:43)

We have added new Green Office materials to our [Material bank](#). New materials include several Green Office related posters and also two email banners that can be utilised by the Green Offices. Banners can be used also in company webpages or in social media. Take a look at new materials and instructions.

[Add new comment](#)



## Webtool Compass

- \* Information channel
- \* Guidelines
- \* Toolbox

### WWF Vietnam's Green Office newsletter March 2013 (02.04.2013 06:27)



Country: Finland

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[Register](#)

[Climate calculator](#)

[History](#)

[Info](#)

[Tips for use](#)

[Energy consumption](#) [Passenger traffic](#) [Goods transport](#) [Procurement](#) [Waste](#) [Water](#) [Compensation](#) [Save data](#) [Summary](#)

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## Welcome to Climate Calculator!

### Greenhouse gases and climate change

Greenhouse gases cause global warming. The ongoing climate change influences the nature and human life in many ways. Our way of life creates the most of the greenhouse gas emissions. The most important greenhouse gases are carbon dioxide and methane. The proportion of carbon dioxide (CO<sub>2</sub>) emissions in all greenhouse gases is 80%.

### Estimate emissions with Climate Calculator

The Climate Calculator is a web application designed to help offices, properties and individuals measure greenhouse gas emissions and find ways of reducing them. If you want to save and monitor data or you are a [Green Office organisation](#) you need to login to Climate Calculator. Green Office organisations get their account information from WWF Finland.

The calculator can be very useful in designing concrete measures for reducing emissions and costs. Climate Calculator includes Finnish and Estonian emission factors. Change the country from the top of the page to use Estonian coefficients.

### Structure of Climate Calculator

#### Energy consumption

- Electricity consumption
- Heating consumption

#### Passenger traffic

- Road traffic
- Rail traffic
- Local public transportation
- Air traffic
- Water traffic

Climate Calculator

\* Calculates office's greenhouse gas emissions

\* Open tool for everyone

\* [www.wwf.fi/climatecalculator](http://www.wwf.fi/climatecalculator)



English ▾

# WWF's Consumer Habit Questionnaire

The Consumer Habit Questionnaire is WWF's tool especially for office environment. Everyone can measure the eco-friendliness of his or her habits by answering the questionnaire. After filling in the Consumer Habit Questionnaire, the users will see their total score and immediately receive feedback on five different sectors.

## ENERGY SAVING

### 1 My computer's energy saving features have been activated

- I don't use a computer at office
- Yes, I use a laptop, which has energy saving features activated
- Yes, I use desktop computer, which has energy saving features activated
- No, but I always shut down my computer and the screen when I leave work
- No, and I have to leave my computer always on (e.g. because of updates)

### 2 I always turn off computer monitor when it is not used

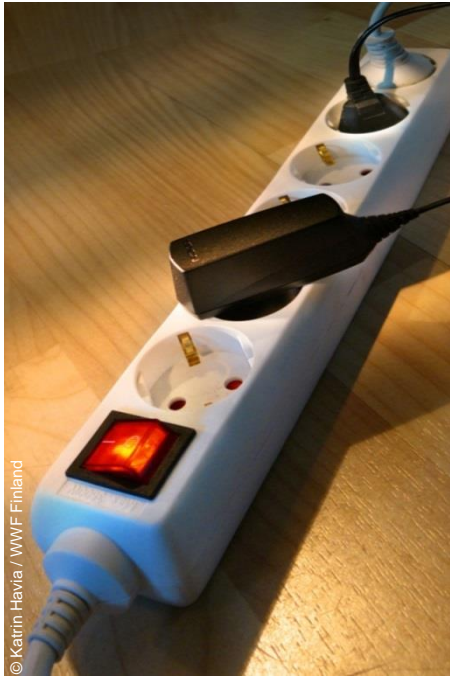
- Always, 80-100 % of cases
- Nearly always, 60-80 %

## Consumer Habit Questionnaire

\* Tool to measure employees environmental awareness

\* Open tool for everyone but only Green Offices get the summary

\* [www.wwf.fi/goquestionnaire](http://www.wwf.fi/goquestionnaire)



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Themes of Green Office

- \* Energy
- \* Travel and transport
- \* Procurement
- \* Food
- \* Waste and recycling
- \* Water
- \* Biodiversity
- \* People



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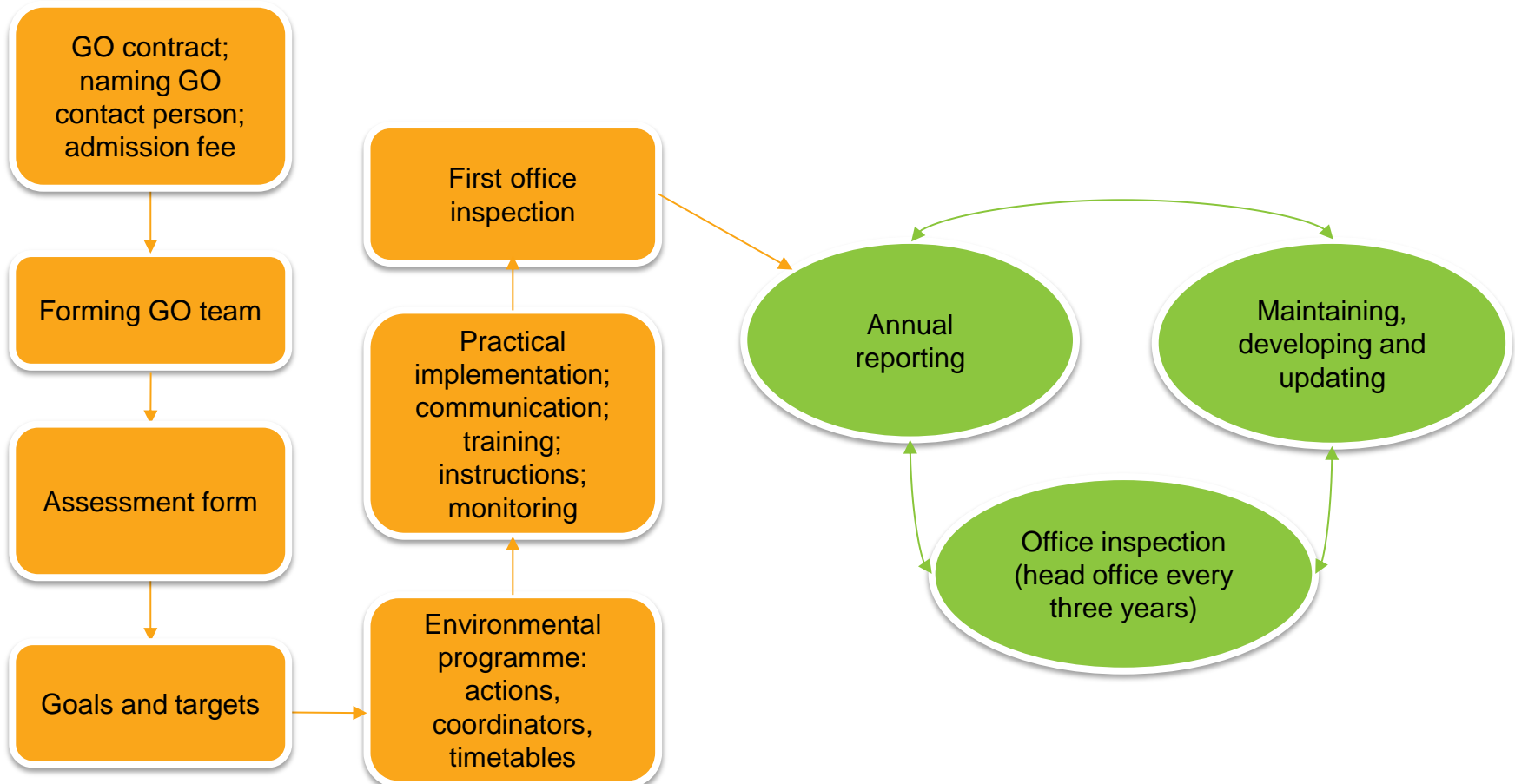


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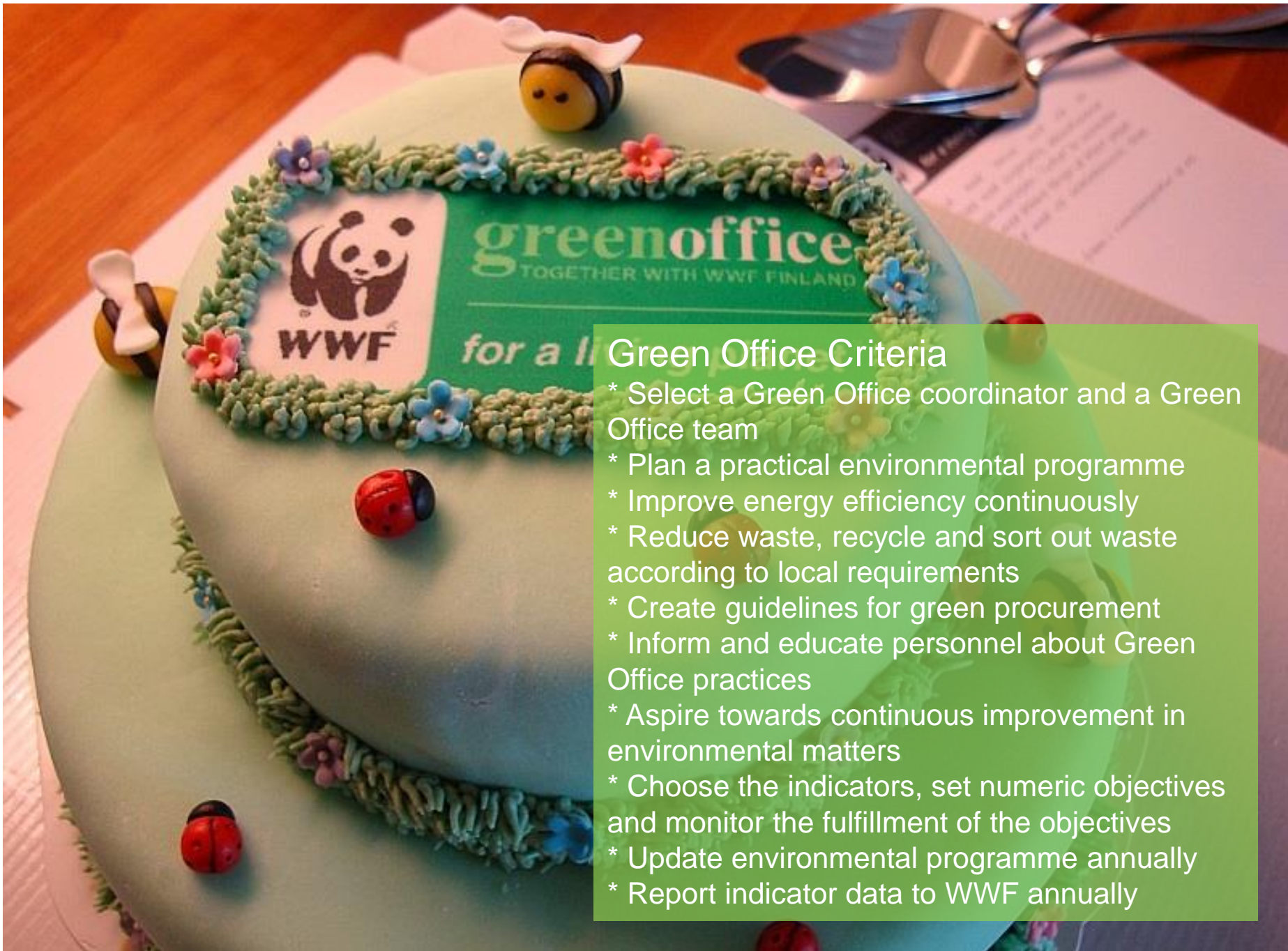
# Green Office Step by Step



Implementation of Green Office takes approximately 7-10 months

Continuous improvement





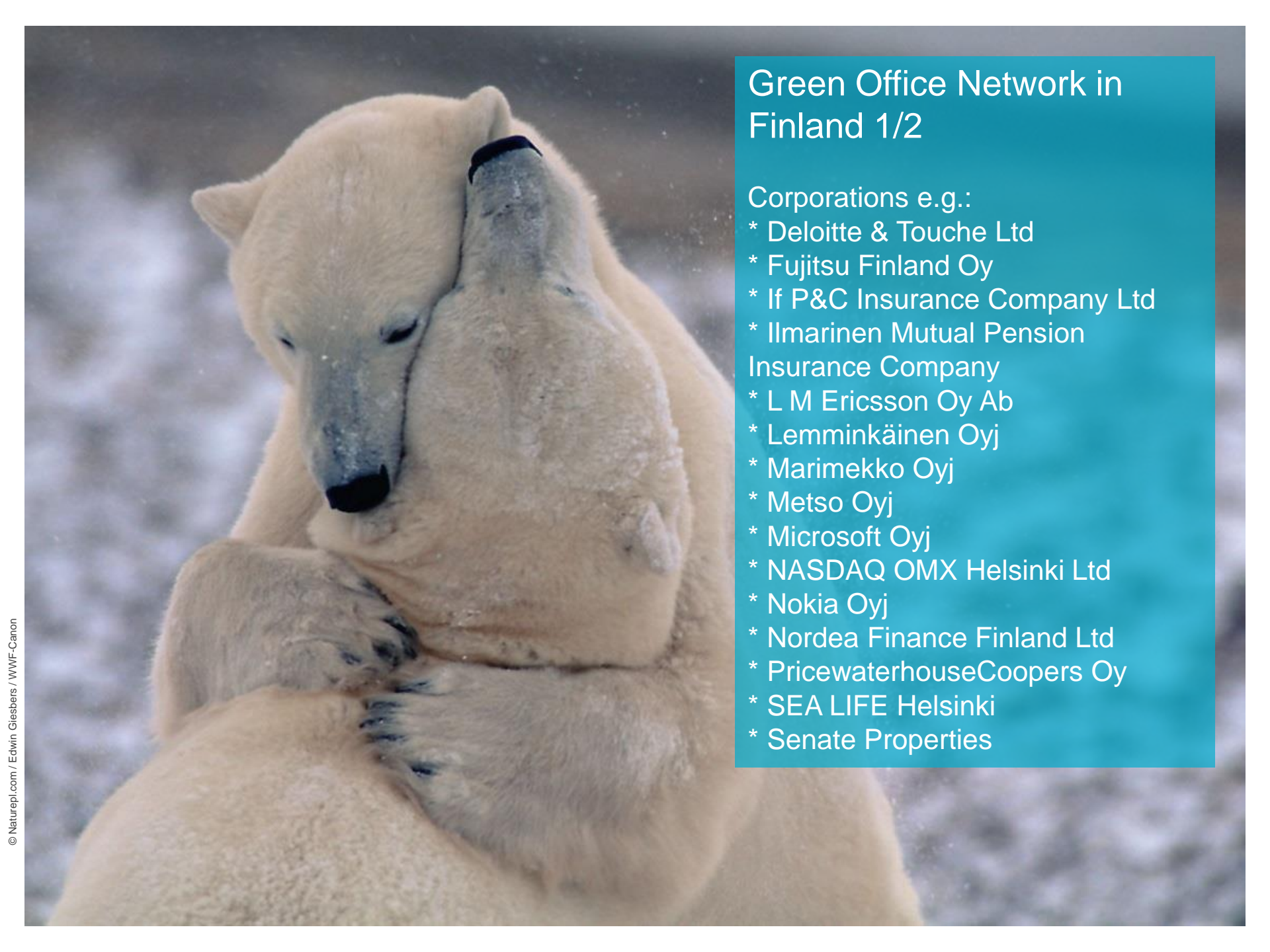
## Green Office Criteria

- \* Select a Green Office coordinator and a Green Office team
- \* Plan a practical environmental programme
- \* Improve energy efficiency continuously
- \* Reduce waste, recycle and sort out waste according to local requirements
- \* Create guidelines for green procurement
- \* Inform and educate personnel about Green Office practices
- \* Aspire towards continuous improvement in environmental matters
- \* Choose the indicators, set numeric objectives and monitor the fulfillment of the objectives
- \* Update environmental programme annually
- \* Report indicator data to WWF annually



## Green Office Around the World

- \* 186 organisations, 542 offices and over 68 600 employees in Finland
- \* 55 organisations, 87 offices and over 13200 employees abroad
- \* Green Offices are located already in China, Estonia, Latvia, Pakistan, Romania, Sweden, Switzerland, Turkey and Vietnam



## Green Office Network in Finland 1/2

Corporations e.g.:

- \* Deloitte & Touche Ltd
- \* Fujitsu Finland Oy
- \* If P&C Insurance Company Ltd
- \* Ilmarinen Mutual Pension Insurance Company
- \* L M Ericsson Oy Ab
- \* Lemminkäinen Oyj
- \* Marimekko Oyj
- \* Metso Oyj
- \* Microsoft Oyj
- \* NASDAQ OMX Helsinki Ltd
- \* Nokia Oyj
- \* Nordea Finance Finland Ltd
- \* PricewaterhouseCoopers Oy
- \* SEA LIFE Helsinki
- \* Senate Properties

## Green Office Network in Finland 2/2

Public sector e.g.:

- \* HAAGA-HELIA University of Applied Sciences
- \* Ministry of Education and Culture
- \* Ministry of Employment and the Economy
- \* Ministry of Environment
- \* Ministry of Finance
- \* University of Helsinki, Viikki Campus
- \* University of Jyväskylä
- \* Theatre Academy Helsinki

Organisations e.g. :

- \* Service Union United PAM
- \* Plan Finland
- \* UNICEF Finland
- \* Finnish Composer's Copyright Society Teosto

[See the whole network](#)





# More Information

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[wwf.fi/green\\_office](http://wwf.fi/green_office)

