

# Grønnvask eller grønt skifte?



# Grønnvask




Oil & Gas industry [+ Add to myFT](#)

## Gas is 'not a low-carbon fuel', UK watchdog rules

Equinor should not have implied gas was environmentally friendly energy source

[Twitter](#)  
[Facebook](#)  
[LinkedIn](#)  
[Save](#)



The poster at Westminster tube station that prompted complaint

Harry Dempsey in London SEPTEMBER 15 2019 27

UK regulators have issued a warning to Norwegian energy giant Equinor over advertisements on the London Underground that implied gas is a “low-carbon energy” source. It is the first time the watchdog has made such an assessment.

The image shows a poster for Equinor on a tube station wall. The poster features a blue sky with white clouds. The text on the poster reads: "We're the low carbon energy just over the horizon". Below this, in smaller text, it says: "Equinor is Britain's biggest supplier of imported gas - and a key provider of UK wind power too." The Equinor logo is in the top right corner, and the website "equinor.co.uk" is at the bottom left.

# Grønnvask



The image shows a screenshot of the GE Steam Power website. At the top right, there is a navigation bar with the GE logo, "SIGN IN / REGISTER", and "CONTACT US". Below this is a breadcrumb trail: "HOME • STEAM". The main visual is a large photograph of a man in a blue work shirt and safety glasses standing in a factory with large turbine components. Overlaid on the photo is the headline "The Power of Steam. The Power of Yes." and a sub-headline: "Can one little word help our customers provide energy, jobs, and security to people all over the world? Our answer is 'yes.'" Below the photo is a white text box containing the main message: "We make power possible for people around the world." followed by two paragraphs of descriptive text.

HOME • STEAM

## The Power of Steam. The Power of Yes.

Can one little word help our customers provide energy, jobs, and security to people all over the world? Our answer is "yes."

### We make power possible for people around the world.

GE Steam Power puts a century of expertise to work every day, with local teams in more than 70 countries around the world. In growing economies like India, China, Latin America, Southeast Asia, and Africa, this means affordable power, local jobs, and better infrastructure.

Over the next 10 years, 25% of all future power capacity additions will be coal- or oil-fired steam power plants. And the installed capacity of nuclear power plants will increase by more than 140GW. As today's #1 steam and coal power franchise, GE's Steam Power has installed 30% of the world's steam turbine capacity, 50% of the world's steam turbines for nuclear power plants, 30% of the world's boilers, and has provided 1,500 steam turbine module retrofits.

# Grønnvask

## Still krav til dine leverandører

### Klimanjaro

Fjordkraft stiller krav om klimanøytralitet til våre leverandører, i et klimainitiativ døpt «Klimanjaro»\*. Målet er å skape en dominoeffekt, og et marked der klimanøytralitet er den nye standarden. På den måten kan vi gi et bidrag til togradersmålet som virkelig monner.

**Vi håper denne filmen kan inspirere flere bedrifter til å følge vårt eksempel.**



# Grønnvask



## “Norwegian is proud to be one of the world’s most environmentally friendly airlines”



Norwegian's been named Europe's best low-cost airline for six successive years, and the world's best low-cost long-haul airline for five years



Tourism is one of the largest industries in the world. For many countries it's vital for creating jobs, for driving economic growth and social progress, and for giving more people the opportunity to support themselves. The aviation industry plays a big part in bringing people, cultures and economies together. So here at Norwegian, we feel what we do is important.

At the same time, the world is facing a huge climate challenge. Aviation accounts for around 2% of global CO<sub>2</sub> emissions, and awareness around aviation and a more sustainable approach is high on the agenda. Norwegian acknowledges its responsibilities as a significant market player and has taken direct action to reduce emissions per passenger and make aviation more environmentally friendly.

At Norwegian, we aim to make a difference and contribute towards making aviation more sustainable. We are proud to be one of the most environmentally friendly airlines in the world, and since 2008 we have reduced CO<sub>2</sub> emissions per passenger kilometre by 30%. Norwegian's fleet renewal strategy has also led us to become an industry leader in terms of fuel-efficiency.

In the same way that we strive to be best on price, we will strive to be the airline with the lowest CO<sub>2</sub> emissions. We still believe in a world where people can get together. We still believe that people want to fly. But at the same time, we have a big responsibility. For Norwegian, for our passengers and for the climate.

Thank you for flying Norwegian.  
*Geir Karlsen, Acting Chief Executive Officer  
& Chief Financial Officer*



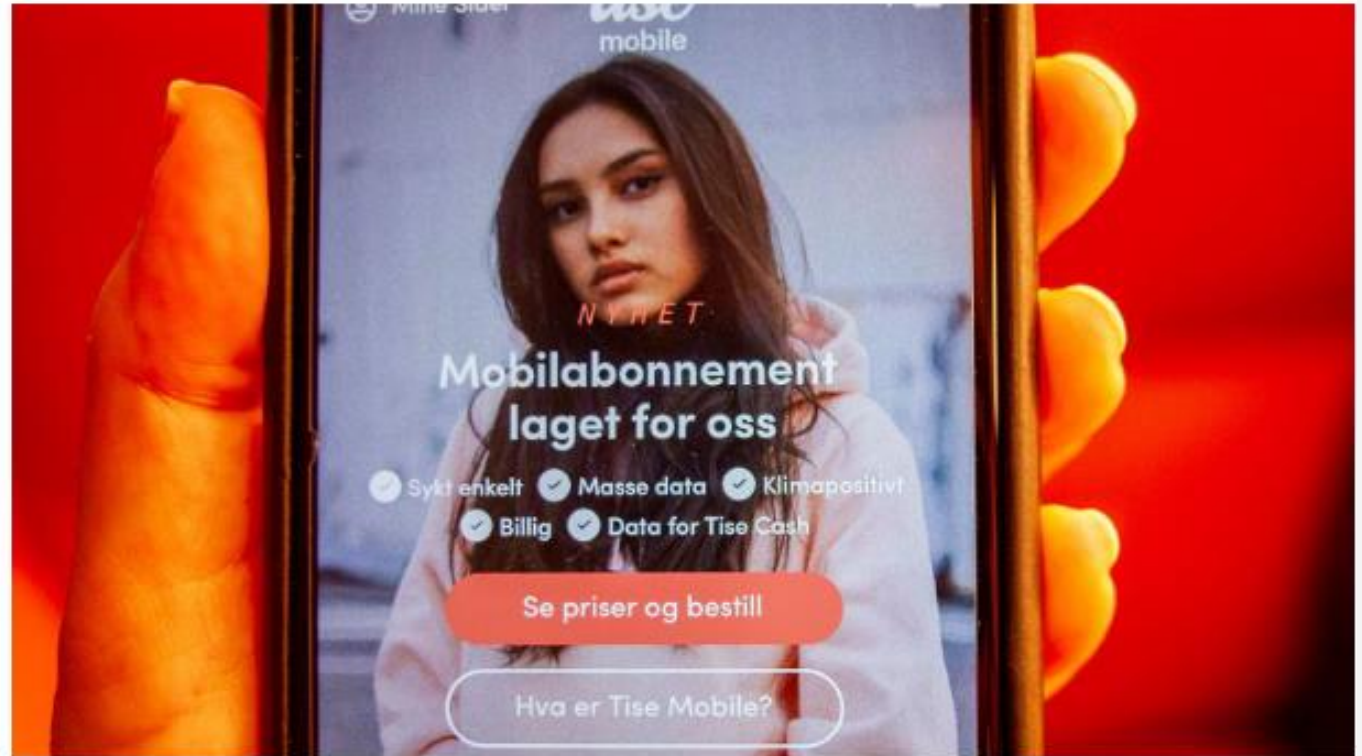
# Grønnvask



## Mangelfull miljømarkedsføring

Når bedrifter markedsfører «grønne» produkter bør varsellampene blinke rødt.

🕒 1 min Publisert: 19.06.19 – 19.50 Oppdatert: 5 måneder siden



Næringsdrivende kappes om å selge de «mest miljøvennlige» produktene, skriver innleggsforfatteren. Her reklamerer gjenbruksappen Tise for et «klimapositivt» mobilabonnement. (Foto: Javad Parsa)

# Grønt skifte



# Grønt skifte

## Rockwool elektrifiserer steinullproduksjonen i Moss



Foto: Rockwool

Publisert: 19.12.2018 08:09. Sist endret: 19.12.2018 08:12.

For å bedre klimaavtrykket i selskapets produksjon ønsker Rockwool Group å gjøre sin fabrikk i Moss til et globalt foregangsanlegg. Enova støtter pilotprosjektet med 101,5 millioner kroner.





# Grønt skifte



## Velger trepellets for grønnere asfalt

Veidekkes asfaltfabrikker i Moss og på Stange reduserer CO2-utslippene med 90 prosent ved hjelp av miljøvennlig oppvarming.

– Vi gjør nå en rekke miljøtiltak over hele fjøla. Asfaltfabrikkene er der vi har størst utslipp, og blir derfor prioritert høyt. Vi starter i Moss og på Stange, men vurderer tilsvarende omlegginger flere steder, sier teknisk direktør Eivind Olav Andersen i Veidekke Industri.



– Vi ønsker å være ledende på miljø i vår bransje.  
*Eivind Olav Andersen, Veidekke Industri*



# Grønt skifte



# Grønnvask

1. Mangler konkrete mål for å kutte egne utslipp
2. Underkommuniserer egne utslipp
3. Skryter av rapportering på bærekraft
4. Kaller kostnadsutt/effektivisering for “miljøtiltak”
5. Skryter av mål om karbonnøytralitet (ved å kjøpe kvoter)
6. Skryter av å følge pålagte myndighetskrav
7. Skryter av tiltak som kutter noen få prosent
8. Engasjement stanser hos bærekraftsrådgiver
9. Fokus på klimatiltak i perifere deler av virksomheten eller utenfor egen virksomhet
10. Skeptisk til strammere miljøpolitikk

# Grønt skifte

1. Kutter egne utslipp
2. Full åpenhet om alle utslipp
3. Lar konkrete tiltak tale for seg – Gjør mer, snakker mindre
4. Går lenger enn lovens minstekrav eller dagens fossilteknologi
5. Ambisjon om null/lavest mulig utslipp i alle ledd av virksomheten
6. Utfordrer egen bransje til å gå foran myndighetene
7. Prioriterer nullutslippsløsninger
8. Toppledelsen skaper handlingsrom for klimaløsninger
9. Fokus på løsninger for å kutte egne utslipp
10. Krever strammere miljøpolitikk



**ZERO**

