



# WWF GREEN OFFICE

## For Sustainable Organisations

GLOBAL ACHIEVEMENTS AND ACTIVITIES 2012-2013



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**Contact information:**

WWF Finland  
[wwf.fi/green\\_office](http://wwf.fi/green_office)  
Ms. Helka Julkunen  
Head of Green Office Programme  
**Mobile:** +358 40 531 0555  
**E-mail:** [helka.julkunen@wwf.fi](mailto:helka.julkunen@wwf.fi)  
**Skype:** [helkajulkunen](https://www.skype.com/people/helkajulkunen)

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# GREETINGS FROM WWF OFFICES

Sharing global experiences  
from WWF Finland

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The Green Office programme has been developed and managed by WWF Finland. In 2012 we happily celebrated our tenth anniversary.

Over the years, Green Office has worked with businesses and organisations around the world. Our goal is to reduce the ecological footprint, combat climate change, and promote sustainable lifestyles in offices and beyond. We do this by focusing on improvements, and recognising which actions deliver the best results to promote ecological restoration. This offers a value-added way to track environmental performance.

In order to maintain and improve the quality and utility of Green Office, we need to offer user-friendly web tools, such as our Compass and the Consumer Habit Questionnaire. To promote further expansion of Green Office at the global level, renewing the Climate Calculator for international use is one of the development areas for us in the near future.

Furthermore, our "Best Green Office Practices" website allows us to share experiences though out the network globally. Read more about that in the "What's Next from Green Office" section at the end of this report.

Continuous improvement is one of the key elements if the Green Office Program. Our not totally ready yet summary of the report from year 2013 shows that in Finland Green Office network has saved over 8,9 million kilowatt-hours of electricity compared to previous year. Consumption of paper also decreased over 21 million sheets! That amount of paper would be a 2,1 kilometer high pile.

We hope to keep expanding the global Green Office network in the future.

I sincerely thank everyone involved in the Green Office network, and look forward to sharing our work in the years to come.

From Finland,

A handwritten signature in black ink that reads "Helka Julkunen". The signature is fluid and cursive, with a long horizontal stroke at the end.

*Helka Julkunen*  
Head of Green Office Programme



## WWF TURKEY

*"Green Office Programı'nın Türkiye'de iyi işleminin sebeplerinden biri, programın halihazırda yapılan birbirinden bağımsız sürdürülebilirlik çalışmalarını bir çatı altında toplaması ve organize etmesidir. Bu şekilde hem firma yapılarının toplamdaki sonucunu görür, hem de bunu çalışanlarıyla organize biçimde paylaşma şansı elde eder."*

"The reason why Green Office is working so well in Turkey is that it offers a way to coordinate an office's sustainability efforts. Many Turkish companies we talked with were already taking several measures to reduce their environmental footprint, but when they started to organise all those actions under the programmatic approach of Green Office, they actually realised how much they were achieving and started communicating those results to their employees!"

– Münevver Bayhan, Arzu Balkuv, WWF Turkey



## WWF PAKISTAN

*"WWF in Pakistan has shown continuous improvement implementing Green Office successfully in its head office. It has reduced its carbon emissions by 68% from 2010 to 2012, from 74.31 tonnes in 2010 to 23.23 tonnes. There is a growing trend of switching to alternative energy sources in Pakistan as well. Solar power, wind energy and biogas are being used. Green Office is growing well in the country as general perceptions about environment have changed for the better, and organisations are more committed to work towards environmental sustainability across the globe."*

- Nazifa Butt, WWF Pakistan



## WWF CHINA

*"我们很高兴向企业合作伙伴推荐绿色办公室项目。该项目为企业参与环境保护提供了新的方式。在这个平台上，企业可以从转变自身的办公方式开始保护自然，并借此加强员工对环境保护的参与度和责任感，进而增强员工对企业的认同感。能达到这样效果的伙伴关系对于企业和WWF这样的环保组织而言都是难能可贵的。"*

钟德新

世界自然基金会（中国）企业发展与合作部总监

"We are very happy to include Green Office in our offer to corporate partners. It provides us new ways to engage with corporations. It is an entry-level platform making it easier for companies to become involved in protecting the environment. It also serves as a great staff engagement tool to promote environmental awareness among employees. Partnerships that develop the sense of ownership amongst Green Office teams are a benefit to all."

- Thomas Chung, WWF China

# WHAT IS WWF GREEN OFFICE?

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Does your organisation want to reduce its environmental impact, and at the same time reduce costs? Do you want to motivate your staff around

a topic that is good for business, promotes employee wellbeing, and saves natural resources? Green Office is an environmental management system for offices that promotes better everyday practices for sustainability.

The Green Office programme is managed by WWF Finland. By paying the Green Office fee, organisations involved in the initiative achieve cost savings, and also support WWF's work to safeguard the natural world.

## OBJECTIVES

The purpose of Green Office is to:

- Reduce the consumption of natural resources in offices
- Climate change mitigation
- Facilitate activities that promote sustainable lifestyles

## BENEFITS

The basic principle of the Green Office programme is to promote continuous improvements towards reducing the environmental impacts of office work. Green Office aims for concrete results to improve the environmental performance of the involved organisations. Every change helps: from using double-sided copies, adjusting computers' power saving settings, turning off the lights, to reducing waste and choosing sustainable forms of transportation, and so on.

By joining Green Office, offices can save on materials and costs. In addition, Green Office inspires employees to get involved and adopt environmentally friendly habits. Employee engagement around an honourable cause increases job satisfaction and wellbeing.

The Green Office logo helps to communicate organisations' environmental work to staff, stakeholders and customers.

## THEMES

- Awareness, Communication & Management
- Energy
- Travel
- Procurement
- Waste
- Water
- Biodiversity
- People

## GREEN OFFICE IN FIGURES

AROUND  
**612** OFFICES  
OF 252 COMPANIES  
AND ORGANISATIONS

**81 500**  
EMPLOYEES  
IN THE NETWORK  
AROUND THE WORLD

IN ADDITION  
TO FINLAND,  
GREEN  
OFFICES IN  
**11** COUNTRIES

ACTIVE  
FOR  
**10** YEARS  
SINCE 2002

## STEPS TO A GREEN OFFICE



### TOOLS AND SERVICES

Green Office is a ready, user-friendly concept. WWF offers deep expertise and experience, high-quality guidance, and several practical and motivating tools:

#### Web tools

- Compass
- Climate Calculator
- Consumer Habit Questionnaire

#### Materials, e.g.

- Green Office tips for your staff
- Questionnaires for staff and service providers
- Office communication materials

#### Training and events

- Network meetings and training
- Office inspections

#### Logo and diploma

- Limited rights to use the Green Office logo and the Green Office diploma



### GLOBAL NETWORK

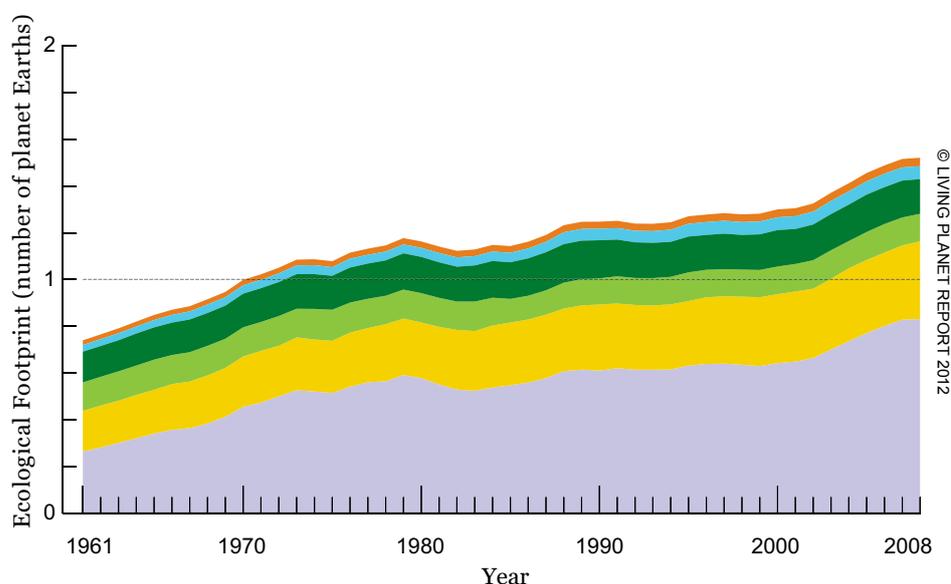
Green Office is a global programme developed and managed by WWF Finland. As of 2013, there are Green Offices in Estonia, China, Indonesia, Pakistan, Turkey and Vietnam, as well as Finland. WWF offices in Denmark, Latvia (affiliated member of WWF network), Nepal (programme office), Romania (programme office) and WWF International's office in Switzerland implement the Green Office programme in their own offices.

Green Office gathers leading sustainable organisations to an international network where experiences and best practices are shared. The Green Offices represent a wide variety of industries and associations: from manufacturing and waste management to wholesale and retail trade, food service activities and ICT, just to name a few. In Finland, public institutions such as universities and government offices are also widely represented amongst the network.

# REDUCING ECOLOGICAL FOOTPRINT AND MITIGATING CLIMATE CHANGE

## Ecological overshoot

We are currently using 50% more natural resources than our planet can sustain, and if this trend continues we will need three planet Earths by the year 2050.



## Impacts of climate change

A stable climate plays such a major part in Earth's environmental system that even minor changes have impacts that are large and complex. These impacts include:

- Unpredictable and chaotic weather
- Rising temperatures
- Rise in sea levels
- Mass extinction of wild animals
- People at risk due to drought, floods, deforestation and threats to agriculture

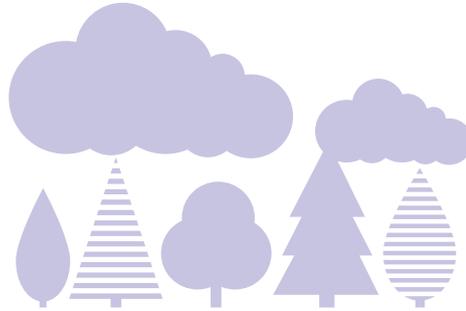
The most recent report of the Intergovernmental Panel on Climate Change (IPCC) concludes that human influence on climate change is clear.<sup>1</sup>

Green Office is one way that people can effectively address climate change in their daily lives at work. It also inspires new routines, which have an incalculable effect as new, more sustainable behaviours become the norm.

<sup>1</sup> IPCC PRESS RELEASE, 27 SEPTEMBER 2013  
[HTTP://WWW.IPCC.CH/NEWS\\_AND\\_EVENTS/DOCS/AR5/PRESS\\_RELEASE\\_AR5\\_WGL\\_EN.PDF](http://www.ipcc.ch/news_and_events/docs/ar5/press_release_ar5_wgl_en.pdf)

## Carbon

Represents the amount of forest land that could sequester CO<sub>2</sub> emissions from the burning of fossil fuels, excluding the fraction absorbed by the oceans which leads to acidification.

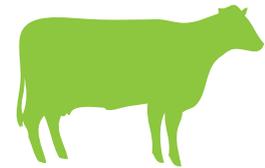
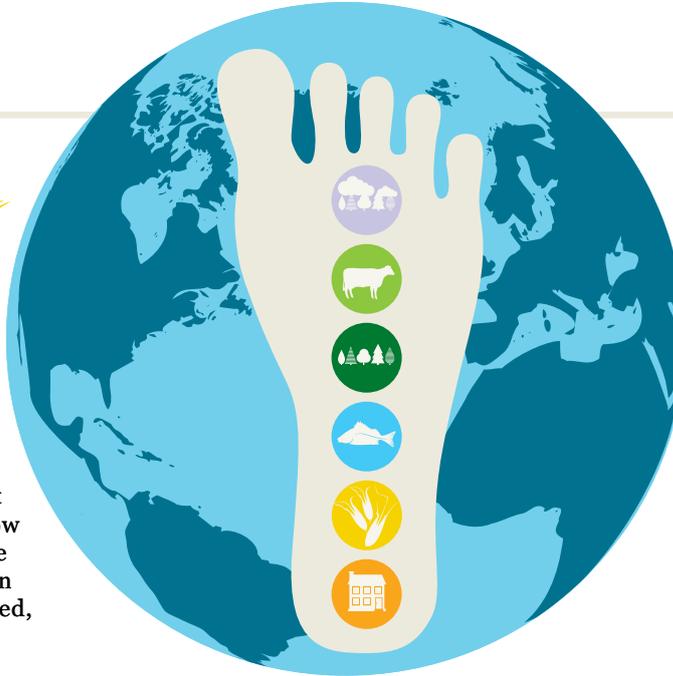


© LIVING PLANET REPORT 2012



## Cropland

Represents the amount of cropland used to grow crops for food and fibre for human consumption as well as for animal feed, oil crops and rubber.



## Grazing Land

Represents the amount of grazing land used to raise livestock for meat, dairy, hide and wool products.



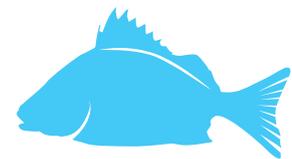
## Forest

Represents the amount of forest required to supply timber products, pulp and fuel wood.



## Built-up Land

Represents the amount of land covered by human infrastructure, including transportation, housing, industrial structures and reservoirs for hydropower.



## Fishing Grounds

Calculated from the estimated primary production required to support the fish and seafood caught, based on catch data for marine and freshwater species.

# COLLECTIVELY COMBATING CLIMATE CHANGE IN FINLAND

Between 2007 and 2012, the Finnish Green Offices have saved over 12,400 tonnes of carbon dioxide emissions. This amount corresponds to over 2,413 round-trip flights from Helsinki to Bangkok. Think about how that could be multiplied across the globe!

In the latest report from spring 2013, the overall amount of greenhouse gas emissions from Green Offices in Finland increased for the first time. Greenhouse gas emissions grew by a total of 3,320 tCO<sub>2</sub> when compared to the previous year, and the emissions per person increased by 466 kgCO<sub>2</sub>. The most significant factors contributing to the increase in overall emissions was an increase in emissions from heating and air travel. Continuous improvements over the years challenge the achievement of additional savings as well.

## ENERGY AND EMISSIONS

In 2012 total electricity consumption increased 244,071 kWh compared to previous year. Emissions caused by the consumption increased 1,142 tCO<sub>2</sub>. (Figure 1.)

Regardless of the growth in overall emissions, the emissions per person coming from electricity consumption decreased by 50 kgCO<sub>2</sub> compared to the previous year. The decrease is due to the fact that more and more offices are purchasing electricity produced using renewable resources, or compensating the emissions generated by their electricity consumption.

Emissions from heating consumption increased by 1,669 tCO<sub>2</sub> compared to the previous year, with an increase 144 kgCO<sub>2</sub> per person. In Finland, heating consumption is directly affected by the length and coldness of the winter. A few especially long and cold winters in Finland explains increased heating consumption in the Green Office network.

**Tip: Switch off!** Make the most of natural light on a bright day. Install sensors to automatically turn off lights when not needed, and energy efficient LED light fittings can also achieve great savings. Make sure office appliances are switched off when you leave the office. Lighting can account for up to 30% of electricity consumed in offices.

## TRAVEL

Finland is becoming more and more international, and this is clearly reflected in the Green Office report figures. In 2012, the emissions coming from air travel increased 966 tCO<sub>2</sub> compared to previous year, with an increase of 51 kgCO<sub>2</sub> per person (Figure 2.). Reducing air travel emissions is a challenge for Green Offices, even though reducing air travel also reduces costs.

**Tip: When flying,** it is a good idea to choose direct flights and efficient aircrafts. When possible, take the train. In Europe trains are a convenient alternative. In addition, combining work and holiday trips can also save on travelling.

Figure 1. Emissions caused from electricity consumption in the Finland's Green Office network in 2011 and 2012.

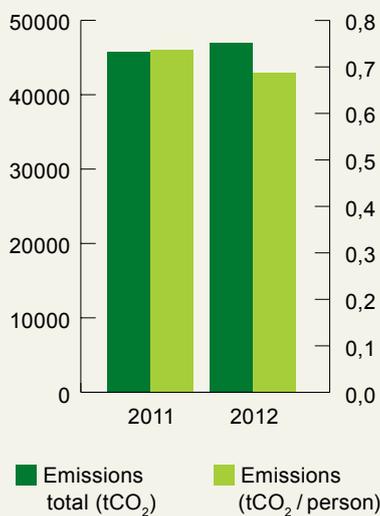


Figure 2. Emissions caused by air travel in the Finland's Green Office network in 2011 and 2012.

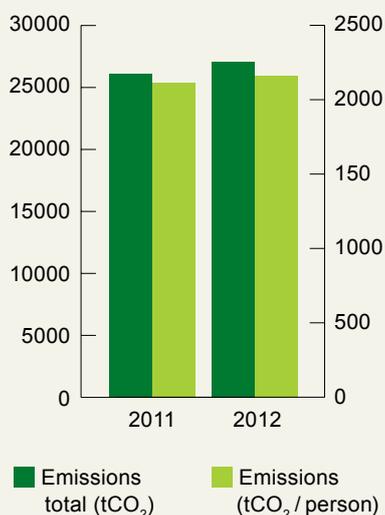


Figure 3. Emissions caused by paper consumption in the Finland's Green Office network in 2011 and 2012.



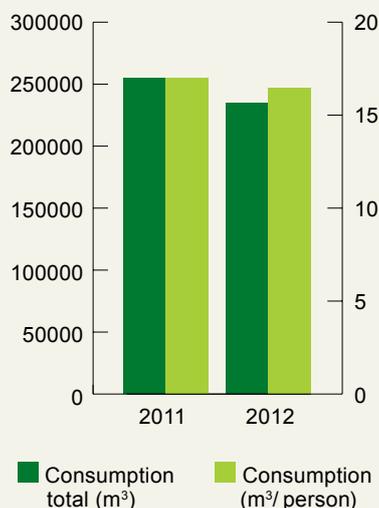
## PAPER

In the Green Office network overall, nearly 522,000 reams of paper were consumed during 2012. This amounts to a stack of paper 2.6 kilometres high. This is an increase of 3.6% in the overall paper consumption when compared to the previous year, causing an increase of 4.28 tCO<sub>2</sub>e emissions (Figure 3.). However, paper consumption per person decreased in the network from 9.26 to 8.85 reams per person, and emissions per person from paper consumption decreased 1.3 kgCO<sub>2</sub>e.

The amount of greenhouse gas emissions caused by paper consumption is small compared to emissions from electricity consumption or air travel. On the other hand, it has a rather large ecological footprint. For the sake of nature and biodiversity, it is important to consider the source of the wood fibre used to manufacture the paper. WWF recommends that offices purchase FSC-labelled paper made from one hundred per cent recycled fibres. FSC-labelling guarantees that the fibre comes from sustainably managed forests.

Tip: Instead of personal printers, installing a few multifunctional printers to share around the office saves paper. Also, personal printing boxes and secure printing decreases waste prints. Check your own office paper's environmental friendliness from WWF's Check Your Paper tool: <http://www.checkyourpaper.panda.org>

Figure 4. Direct water consumption in the Finland's Green Office network in 2011 and 2012.



## WATER

Humankind's water footprint has exceeded sustainable levels in several areas around the world, which makes it crucial to reduce both direct and indirect water usage. Many products contain very little to no water at all, but may have required large amounts of embodied water in the course of its production. For example, a cup of coffee's water footprint is 130 litres. A banana's is 160 litres.

In 2012, direct water usage in the Finnish Green Offices reduced by a total of 20,322 m<sup>3</sup> and 0.56 m<sup>3</sup> per person compared to the previous year (Figure 4.).

Tip: Turn off the tap and purchase water saving equipment, such as motion detectors. Be sure to run full loads when using dishwashers and washing machines, and select energy saving programmes. You can also reduce water consumption by favouring domestic, seasonal and organic food products.

## WASTE

Emissions caused by waste generated in the Finnish Green Offices decreased 149 tCO<sub>2</sub> compared to previous year. The most important factor is likely the decreased amount of unsorted waste generated by the offices. The total decrease in the amount of unsorted waste was almost 132,600 kg. Emissions per person from waste increased by just little, 13 kgCO<sub>2</sub>e, compared to previous year.

Reducing total waste and efficient sorting decreases the amount of greenhouse gas emissions as well. Unsorted waste going to landfills causes the greatest emissions, especially if any decomposable waste is included. Minimising unsorted waste and recycling at the office is one of the most straightforward ways to conserve natural resources, reduce offices' ecological footprint, and save on waste costs.

Tip: Reduce the amount of waste going to the landfill by sorting efficiently as possible, and recycling whenever possible. Plenty of sorted waste material can be recycled and used again, like valuable aluminium!

# PROMOTING SUSTAINABLE LIFESTYLES AND IMPROVING AWARENESS

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## CONSUMER HABIT QUESTIONNAIRE

The employees of the Green Offices are asked to fill in an online Consumer Habit Questionnaire on a yearly basis. The questionnaire evaluates the sustainable habits at the office.

In the spring 2013, more than 5,500 employees from 85 Finnish organisations answered to the questionnaire. On average, they received 65.5 points out of 100, and the average points have been increasing over the years. Increasing average points show that the environmental thinking and habits at the office have been rooted among Green Office employees.

## TRAININGS AND NETWORK MEETINGS

In 2012 and during 2013, WWF Finland organised nine trainings or network meetings for Green Offices around the world, with around 220 participants attending from different organisations. The topics of these network meetings varied from green energy, food, and electronic waste recycling to improving working environment and efficient office space usage



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# GLOBAL ACTIVITIES & ACHIEVEMENTS



© NOKIA

## THE ROOFTOP GARDEN SOLAR PANELS

### Case: Nokia

Major achievements through Green Office have been seen at the Nokia headquarters office in Espoo, Finland. One notable figure is that they have moved from disposable paper cups in the office café to re-usable mugs. If employees want to take away a paper cup, they are obliged to pay a small fee. However, most prefer to choose a mug, which has already saved up to half a million paper cups! These savings will multiply as the reusable mugs are adopted at additional Nokia offices.

Another highly successful initiative started through Green Office was the installation of rooftop garden boxes. During the summer of 2012, twenty boxes were placed on a rooftop terrace, where employees could grow vegetables and flowers. The space ended up being a popular meeting place for meetings and picnic lunches. Plenty of people wanted to join in the fun, and during the summer of 2013 the garden expanded to thirty boxes. Several events were organised on the rooftop garden terrace, including workshops on urban gardening and pest control. “The rooftop garden has been great for networking and bringing employees closer together” says the Nokia Green Office coordinator, Riikka Kyro. In addition to wellbeing, the garden inspires employees. A few innovative folks developed a “Tweeting Tomatoes” system which used solar panels to power sensors which gathered information on the temperature and humidity in the garden boxes, and sent out periodic tweets to inform the gardeners when it was time to water their plants.



© NOKIA

With the success of Green Office at Nokia’s head office in Finland, it is now expanding to other offices around the world.



### Case: McDonald's

The head office of McDonald's in Finland has had an environmental programme since the mid-1990's. Previously they used the ISO 14001 standard, but in 2008 they switched to WWF's Green Office. "The Green Office programme is more conveniently suited for offices, which focuses on concrete improvements that relate to office work, rather than heavy assessments and examinations" says Juha-Pekka Vieno, Quality Assurance and Environmental Specialist.

One notable action the McDonald's office has implemented is the use of bus cards for travel to meetings. The office is located near several public transportation stops. Employees need to travel on a daily basis to the several restaurants around the Helsinki metropolitan area. Instead of using cars or taxis, they can take one of the several travel cards to get to where they need to go for meetings using public transportation.

In addition to local travel, the head office of McDonald's in Finland has reduced its other business travel. Instead of several people flying to international meetings, it is strongly advised that only one person make the trip. Offices are connected with several fixed lines for conference calls. The use of remote connections, with state-of-the-art cameras and screens installed in several meeting rooms, is widely used.

In addition to travel, several other actions have been implemented to save energy and resources. Lighting and printers have been automated to turn off when everyone leaves the office, and reminders placed neatly around to remind employees to turn off the lights when leaving a room and only run full loads of the dishwasher. Only FSC certified paper is used for printing, and defaults are set to double-sided.

Recycling bins are clearly visible in the office space, making it an everyday habit for employees. Cleaning staff has been trained on proper recycling of waste, and micro-fiber cloths are used, cutting down on the use of cleaning products.

In the kitchen, fair trade certified coffee and tea, and organic milk and sugar are used. Responsible purchasing even extends to office celebrations. For example, at the office Christmas party, organic wines are served. "We focus on everyday behaviours so that people take the good practices home with them. I have seen a lot of personal satisfaction in my colleagues that comes from being part of Green Office. They are proud to act in an environmentally responsible way, and it feels good to be part of something bigger" says to coordinator of the McDonald's Finland Green Office, Kirsi Seppälä.

RECYCLING BINS  
CONFERENCE CALLS  
PUBLIC  
TRANSPORTATION

**COLLECTING  
USED ELECTRONICS  
REUSING  
USABLE ITEMS**

**Case: Tieto**

Tieto is the largest Nordic IT services company providing full life-cycle services for both private and public sectors. The company has global presence through its product development business and the delivery centres. Its headquarters in Espoo, Finland has led the way for others to join Green Office.



By day at Tieto, Annikki

Hirvonen is a maintenance project manager in Espoo. But that's not all! Around the office, she is also known for enthusiastically promoting Green Office. "The Green Office project is very important to me. It is inspiring. We do good with Green Office" she confides.

At Tieto, the Green Office team does things that matter to the community. For example, Annikki read in a magazine about a problem at a local psychiatric hospital. They didn't have enough clothing. At the Tieto office, they held a clothing collection and directly helped solve the problem.

Other activities have included electronic waste collections. Used electronics were collected. Usable items were sorted for reuse. Broken items were sorted for responsible recycling. Some offices have the tradition of a monthly e-waste collection. Waste sorting events have been especially popular.

Annikki sums it up, "These fun events have been valuable for Tieto and our community."

**Case: Finnish Ministry of Employment and the Economy**

The Ministry of Employment and the Economy office in met the requirements to use the Green Office label in 2010. It has taken considerable strides to achieve great gains in energy efficiency and reporting. The programme covers five of its Helsinki offices.

In 2012, total energy consumption decreased by 4% from the previous year. Other figures represent savings from 2008 to 2012. Total energy consumption of the three offices declined by 17% compared to 2008. During the period from 2008 to 2012, total heat consumption lowered by 20%. Electricity consumption decreased by 11% over the same period. In two of the offices water consumption increased and measures to reduce this are being looked into. Paper consumption has been reduced by a total of 44%. Air travel CO<sup>2</sup> emissions have fallen by 21% during 2009 to 2012. With Green Office, the Ministry has also devised a way to track and report employees' consumption habits, which has shown improved results.

At the Finnish Ministry of Employment and the Economy, Green Office fits in well with a larger set of environmental management schemes. By taking proactive measures through Green Office, it met directives from the European Commission before they came into force, for example Eco design requirements for lighting.

**ENERGY  
CONSUMPTION  
DECLINED 17%  
HEAT CONSUMPTION  
LOWERED 20%**

**GREEN OFFICE  
TEAM  
GREEN OFFICE  
ROAD SHOW**



© UNIVERSITY OF JYVÄSKYLÄ

### Case: University of Jyväskylä

The University of Jyväskylä, located in Central Finland, is a relative newcomer to the Green Office network, obtaining the label in the spring of 2013. The university employs 2,700 staff members, with approximately 15,000 students, which operate in different facilities that cover an area of 155,000 m<sup>2</sup>. The university offers several scientific research and education programmes related to sustainability such as corporate environmental management and renewable energy. For several years already, solar panels on the roof of the Agora Centre and a wind turbine installation on the roof of the Chemistry building have provided demonstration and research opportunities in renewable energy production.

In 2010, a target to fulfil the requirements of the Green Office programme was included into the strategy of the University of Jyväskylä. The commitment of top-management made the planning and implementation of the programme easier. As a first step, the Director of Administration nominated members of the Green Office team. The team includes around 15 highly motivated people from different organizational units, who possess specialised know-how that helped the planning process.

An initial environmental review was then carried out. Based on the environmental review, the most significant environmental aspects to focus on were selected: energy, waste and recycling, procurement, and travel and transport. At the same time, the environmental principles for the university were prepared by the Green Office team, and eventually accepted by the rector. The Environmental Principles act as a directive document on environmental issues for university students and staff. The Environmental Programme includes the long-term objectives, short-term targets and indicators, as well as 57 tasks in the different categories. For each task, a timetable for implementation was defined.

In addition to creating the environmental programme, the “Green Office road show” travelled around the university to publicise Green Office and environmental issues in general.

“We got really good bunch of people to help with Green Office. It is important to have those contact people across university departments to make integration and communication easier” says Environmental Coordinator Veli-Heikki Vanttinen about Green Office team and contact persons. In addition, he appreciates the approach of Green Office, “I think Green Office is a really good system for environmental management. It is important to have a certified system, not only because of our image, but also we can honestly say that someone else has audited our operations and activities.

The relatively light documentation that comes with the Green Office process makes it simple for offices to implement. Green Office is really easy, especially with tracking progress over time.”

## REMOTE WORKING BIKES ARE AVAILABLE FOR LOCAL MEETINGS



© MICROSOFT

### Case: Microsoft

The Microsoft office in Espoo, Finland was first certified to be a Green Office in 2008. It aligned well with Microsoft's New World of Work programme. The two together have worked to be a benchmark for employee satisfaction and creativity.

The focus has been on employees and enabling flexibility. Through remote working and diversity of working modes, the Microsoft Finland office promotes *Läsnätyö*, that is, flexible work no matter where you are.

- 73% worked outside the office one to three days per week.
- Satisfied with working environment equals 100%
- Participated in decision making 93%

The Microsoft office works as a laboratory of its own technology that enables a more sustainable way of working, especially in the information sector. It is a showcase modern working environment, and approximately 50,000 people have come to visit the premises.

Other benefits have come from directly integrating Green Office to ways of working. For example, printing has been greatly reduced as nobody has his or her own permanent seat to store extra paper. Even the expense reports are going paperless. Technology has also been a great enabler to reduce unnecessary business travel. Each meeting is automatically booked online to enable efficient use of resources. Light sensors are in all meeting rooms and bathrooms. All of this translates to energy savings. Transparency is promoted through sharing work calendars, documents, and social media tools.

Beyond technology, sustainability is included in all aspects of employee wellbeing. For example, bikes are available for employees to use for local meetings. At Bikers Days in May, 65 bikes were serviced to promote cycling to the office during sunnier months. Practical measures were taken, such as closing down half of the office space during the summer holiday. Refrigerators, monitors, lights, and heating were all shut down. This added up to approximately 2000 euros savings on the energy bill.

The quality of water in Finland is very good, making it needless to drink still water from bottles. At the Microsoft office in Espoo, water comes from the tap. In addition, soda water dispensers were installed to remove any need for bottled mineral water. In all, the effort has reduced its consumption by an estimated 12 000 water bottles, saving up to 9000 euros.

“With Green Office, we take practical and positive measures to promote sustainability. We include the sustainability aspect into all employee wellbeing efforts. This allows people to give each other energy and live a more sustainable lifestyle” explains Stella Diesen, the Green Office Coordinator at the Microsoft Finland office.

**REDUCE PAPER  
CONSUMPTION  
BY 36%**  
ENVIRONMENTAL  
THEME WEEKS

### Case: PricewaterhouseCoopers

The PricewaterhouseCoopers office in Helsinki, Finland kicked off their Green Office activities with an event called “Pandan polku” (translation: Panda’s pathway). A giant panda bear visited the office to pass around liquorice (a Finnish favourite) sign up employees for the Green Office ambassador network. All in all, 185 people signed up, that is approximately 30% of the whole office.



One of the best results that the PwC Green Office achieved is its usage of paper. Through actions such as setting printing defaults to double-sided, introducing a new secure printing system and executing a communications campaign significant reductions were attained. During 2012 they were able to reduce paper consumption by 18% per person compared to the previous year. In the three years that they have been part of the Green Office programme, they have managed to reduce paper consumption by 36% per person.

In addition to fantastic reductions in the amount of paper used, the office has further improved their ecological footprint by using FSC certified paper in their publications, for example in their in house and client magazines. In addition, they have modified their procurement guidelines so that envelopes purchased must include recycled content.

PwC also promotes environmental theme weeks at the office, such as the Fair Trade week. Earth Hour is also a yearly tradition at PwC.

### Case: Sealed Air

Sealed Air is a global leader in food packaging and facility hygiene. The motivation for the Sealed Air office in Turkey to go for Green Office was to reduce their ecological footprint and consumption and function within the planetary boundaries. The Sealed Air head office in Turkey employs about 150 people and is the first within its sector to receive the WWF Green Office certificate.

Upon joining the programme, a Green Team of 17 members was convened to launch Green Office at the office. They set three goals for their office, in three categories: 1) reduce paper consumption by 10%, 2) raise employee environmental awareness by 10%, and 3) send 80% of recyclable waste to be recycled. All of these targets were met and exceeded!

An office wide event was thrown to increase awareness, and the Consumer Habit Questionnaire was passed around to all employees to self assess their habits that promote the environment at the office. In addition, stickers and posters were displayed throughout the office to promote awareness. An email campaign was implemented with everyday environmental tips and reminders of sustainable lifestyle habits.

Additional activities at the office included setting printers’ defaults to print double sided, and keeping single sided copies near the printing area to be reused. Paper and plastic cup use decreased as 600 ceramic mugs were handed out to office employees. The office set the goal to reduce paper consumption by 10%, and greatly exceeded that to achieve a reduction of 24%!

New bins were purchased for recyclables, as well as electronic waste and batteries to be collected for safe and environmentally friendly disposal. To ensure that all waste was recycled or safely disposed of as intended, the office collected certificates and necessary licences from waste management companies. The goal was to send 80% of recyclable waste for recycling, and the office again exceeded the goal with an achievement of 100%.”

**REDUCE PAPER  
CONSUMPTION  
BY 24%**  
RECYCLING  
ELECTRONIC WASTE  
AND BATTERIES

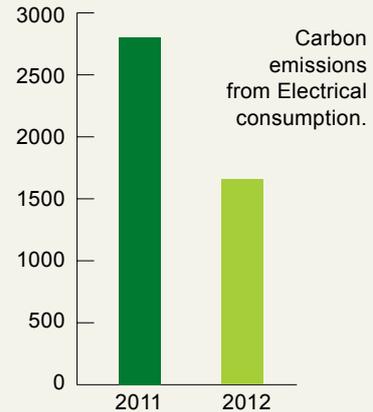
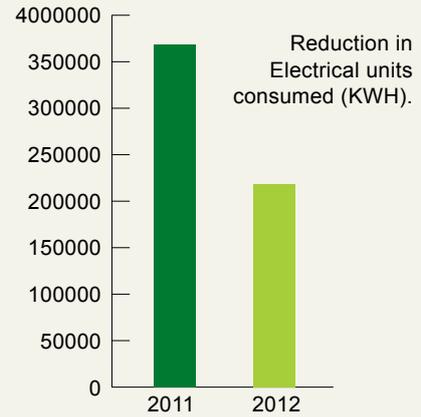
CONSUMED 24%  
LESS ENERGY  
ENERGY  
EFFICIENT  
LAPTOPS

### Case: Unilever

The Unilever Pakistan Head Office was awarded the Green Office certification in 2010, and continues to make good progress. Through its structured programme of measuring and monitoring, the office has reduced energy usage and paper consumption.

To reduce energy usage, the central air-conditioning system was optimised, which reduced idle time cooling. In addition, more than 85% of employees shifted to using laptops, which are more energy efficient compared to desktop computers. Halogen lamps were replaced with energy saving bulbs, and an awareness campaign focused on reminders to switch off lights when leaving a room. Through these Green Office measures, the Head Office consumed 24% less energy in 2012 compared to 2011.

In addition, many visual reminders have been placed around the office to promote sustainable habit forming.



© FIGURES: UNILEVER PAKISTAN

USING STAIRS  
BETWEEN  
THE FLOORS  
USING RIGHT  
SWITCHES

### Case: Toread

The Green Office of Toread in Beijing, China is an open office that designs, develops and markets outdoor products. Its main Green Office targets have been centred on the theme of energy and light, and wellbeing.

At the office, employees would often turn off the wrong switch after turning it on, and grope to try another until they finally get the right one. This was inconvenient and shortened the life span of lighting instruments. It also leads to wasting energy.

The Toread office is located in a high-rise building, and it is common for employees to shuttle between the floors to coordinate work. There are two stairways on every floor of the building, as well as elevators. In order to promote energy saving and physical fitness, the Green Office team set forth a campaign and challenge to promote using the stairs.

These employee habits were researched and assessed. Also the distribution of switch controls and lighting resources was mapped along with where different departments are located.

As an outcome from this research, switches to control the lights have been concentrated into one particular area. When only a few employees are working, they just have to turn on the nearest lights. Each lighting source is able to satisfy lighting needs for six to ten people. Switches are labelled with information showing which specific lighting area it is in charge of. In this way, the employees can reach the right switch at a glance.

To promote daily exercise and saving energy, eye-catching cartoons were put by the elevator doors to remind employees to take the stairs. This way, Toread takes a humorous approach and calls for daily behaviour changes at the office. This measure promotes energy saving and physical fitness, and has received favourable responses from employees.



### WWF Green Ninjas

WWF Finland's office has been a Green Office since the programme was developed over ten years ago. Over the years, the office has lead improvements big and small.

The Green Office indicators for the office are electricity consumption, paper consumption and the Consumer Habit Questionnaire. In addition we monitor our flights and compensations. By measuring these indicators, we have tracked our progress over time. It proves that even after ten years, there is always room for improvement.

**ELECTRICITY  
CONSUMPTION  
PER PERSON HAS  
DECREASED FROM**

**1000 KWH  
TO 500 KWH**

During the years electricity consumption per person has decreased by more than half, from over 1000 kWh to about 500 kWh. The most beneficial everyday actions have been to introduce instructions to turn off unnecessary lighting and setting computer defaults to power save mode. All office machines have improved in energy efficiency over the years, and desktop computers have been replaced with laptops. In the autumn of 2011, the office moved and the new space was designed to be as efficient as possible, which decreased the energy consumption even more. The electricity purchased is 100% renewable, of course!

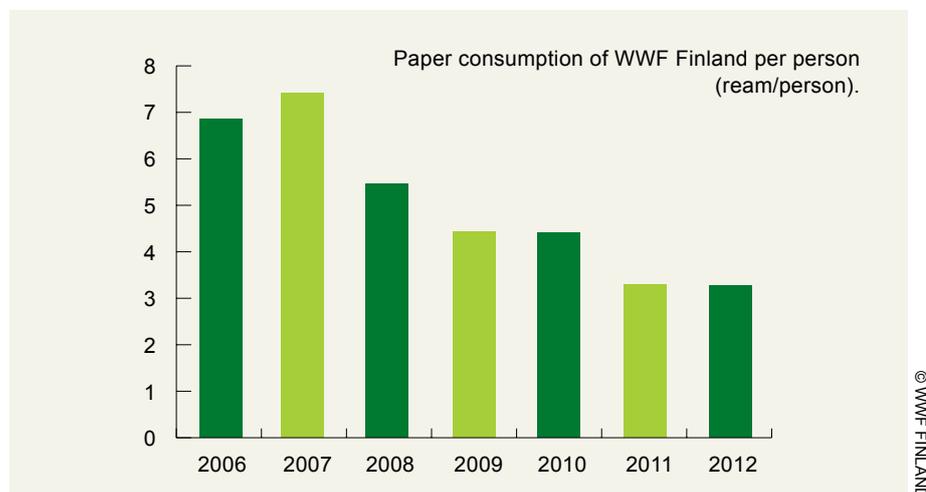
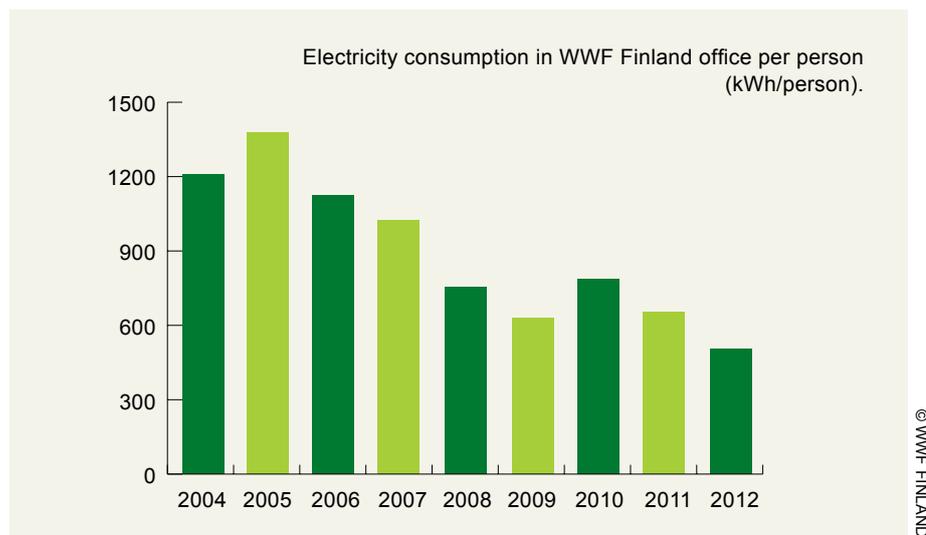
Paper consumption has reduced to low levels by consolidating printers and optimizing settings for saving paper. In addition, a few years ago the office switched to using FSC certified and 100% recycled paper.

To be the office force promoting sustainability, WWF Finland's Green Office team was named few years ago and it's called Green Ninjas. The Green Ninjas organise

events at the Finnish office to challenge their colleagues to be even more sustainable. For example, after getting a new bin for energy waste, the Ninjas organised a recycling competition. All the teams got the same collection of different kinds of wastes, for example rubber bands, envelopes, and empty coffee bag, and teams had to recycle the waste into the right bins. In addition, there was a staircase challenge. Every time a person walked up or down the stairs, they got a point. The winner was awarded at the lively annual employee Christmas party.

Even though people at the WWF Finland office are already environmentally conscious, reminders about everyday actions are sometimes needed. Fun and practical events make it so much more inviting to change habits to live more sustainably. Be the Green Ninja of your own office!

In February 2012, the Green Office programme was awarded by the Finnish Facility Management Association (FIFMA) as the facility management act of the year. Among the reasons for awarding WWF, FIFMA listed the Green Office's significant impact in practice, its ability to highlight the principles of sustainable development, as well as enhancing the brand of a sustainable society.



# GREEN OFFICE RECEIVES RECOGNITION



© MAJU STINA TAMMINEN / WWF FINLAND

WWF Finland's Green Office team from left Mikko Kuiri, Helka Julkunen and Maiju Sirviö.

In spring 2013, Green Office won Finland's national Energy Globe Award winner and one of the global finalists in the international competition. The Energy Globe Awards are a globally renowned, environmental competition in which awards are given to fruitful projects in 161 countries. The competition is intended for projects that have succeeded in significantly conserving the earth's resources or promoting the use of renewable energy sources. The competition, founded in 1999, is supported by UNESCO.

Without the efforts made by the offices in the network over the years, these great results and recognition would not be possible. These awards demonstrate that we are on the right track with the development of Green Office and with the help of international Green Office network we can achieve even more!

WWF Finland has regularly and successfully taken part to the Great Place to Work competition. Our own Green Office Program has helped us to get good results. Green Office creates understanding of shared responsibility when it comes reducing our own environmental burden. It also pushes us to act, monitor and finally to evaluate the results.

# GREEN OFFICE ONLINE

© ALEXANDRA ANTELL / WWF



## Climate Calculator

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. The calculator can be very useful in designing concrete actions for reducing emissions and costs. Climate Calculator emission factors concerning energy, local travel and waste are Finnish and Estonian. Climate Calculator is going to be renewed and in the new Calculator international emission factors can be added and Calculator can be used more widely and taking account the local conditions.

Climate Calculator is a calculating tool, database and reporting method for Green Office organisations.

[wwf.fi/climatecalculator](http://wwf.fi/climatecalculator)



## Green Office Best Practices

WWF Finland has released Best Green Office Practises webpage where example cases from our network around the world are presented. From the webpage one can find examples from different Green Office themes: Communication, Energy, Premises, Travel, Procurement, People & Nature. Read more:

[wwf.fi/bestpractices](http://wwf.fi/bestpractices)

## Consumer Habit Questionnaire

WWF Finland's web survey Consumer Habit Questionnaire is a tool to measure environmental awareness of office staff. One can answer to 17 multiple choice questions in few minutes, and gets personal feedback immediately. Each Green Office can get their personal questionnaire, and versatile answer data analysis can be done after staff has answered to the questions. Test the questionnaire:

[wwf.fi/questionnaire](http://wwf.fi/questionnaire)



## Compass

Compass is an extranet for Green Office organisations. Compass includes guidelines, supporting materials, latest news and updates, as well contact info. There a section called Too box which has readymade models of assessment form and environmental program. Compass acts also as a data base and a reporting tool. It is meant to serve WWF Green Office network members only.

## ECOLOGICAL FOOTPRINT

We are currently using 50% more natural resources than the Earth can sustain. The Green Offices can reduce their impact on the environment through versatile activities and training.

## SUSTAINABLE LIFESTYLES

The Green Office programme encourages offices to build environmental awareness and to promote sustainability.



## CLIMATE CHANGE

Green Offices reduce their climate impacts over time. Between 2007 and 2012, Finnish Green Offices have saved over 12,400 tons of carbon dioxide emissions. The amount corresponds to over 2,413 return trips from Helsinki to Bangkok.

## COST SAVING

Cost savings are achieved by improving the versatility of handling environmental issues. For example energy saving and efficient material use can reduce impact on the environment as well as reduce costs.



**Why we are here.**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[www.panda.org](http://www.panda.org)

100%  
RECYCLED

