

An aerial photograph of a river meandering through a lush, dense green forest. The river is a light blue-grey color, contrasting with the vibrant green of the trees. The text is overlaid on the central part of the image.

# CLIMATE CHANGE: A PIVOTAL MOMENT FOR 'GREEN ENABLERS'?

Per Espen Stoknes  
Director, Centre for Green Growth,  
Norwegian Business School

#NEWTON2018



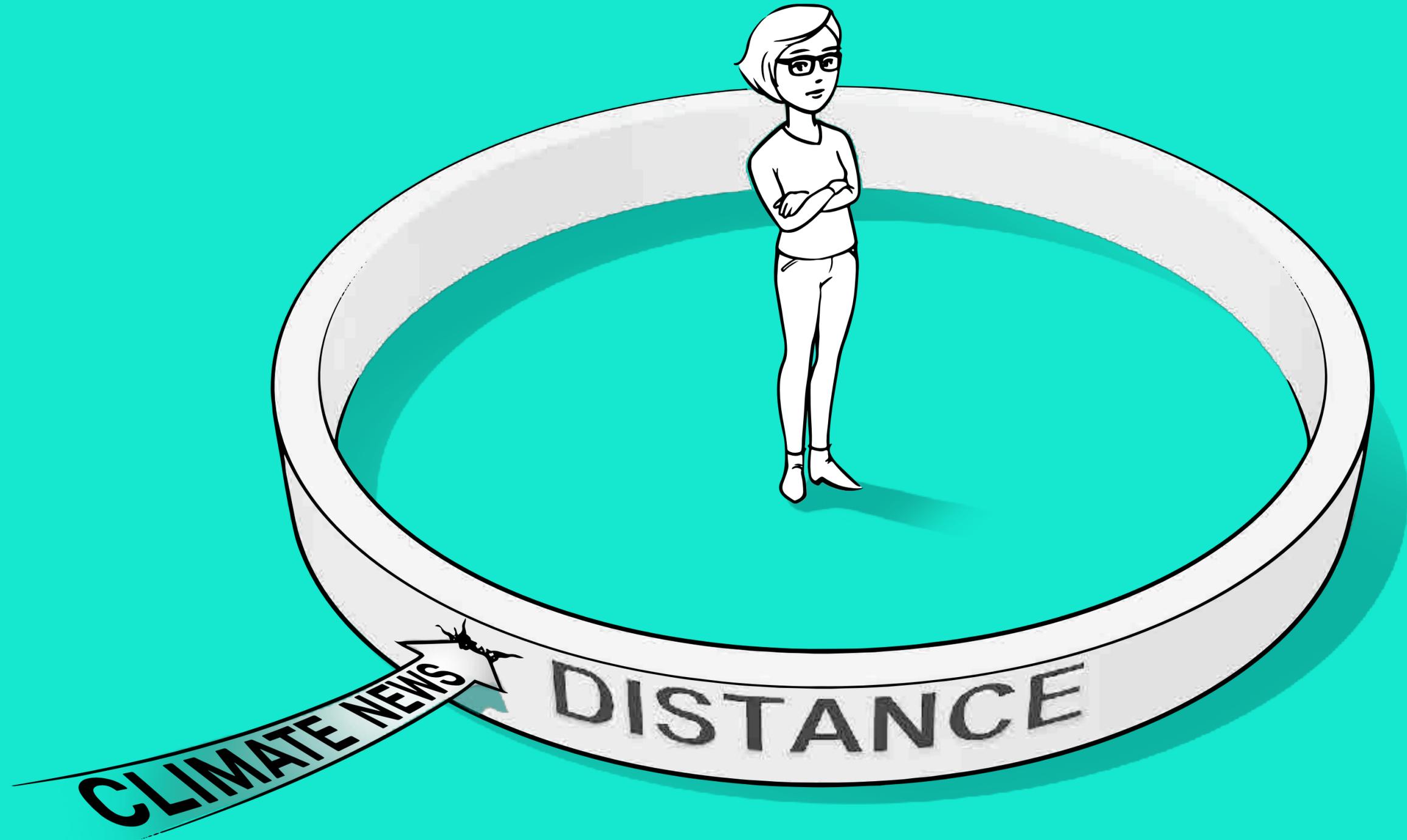
PER ESPEN STOKNES

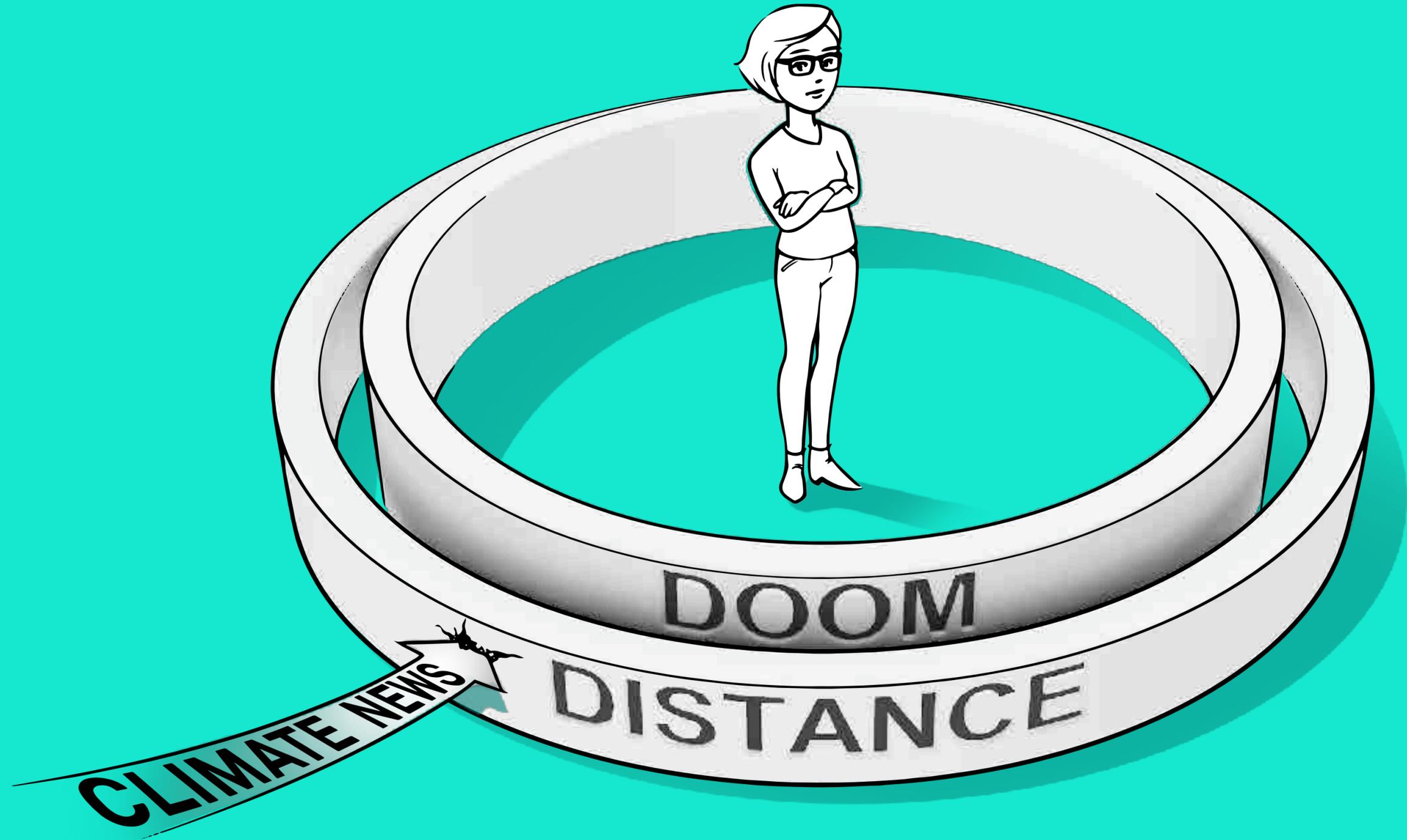


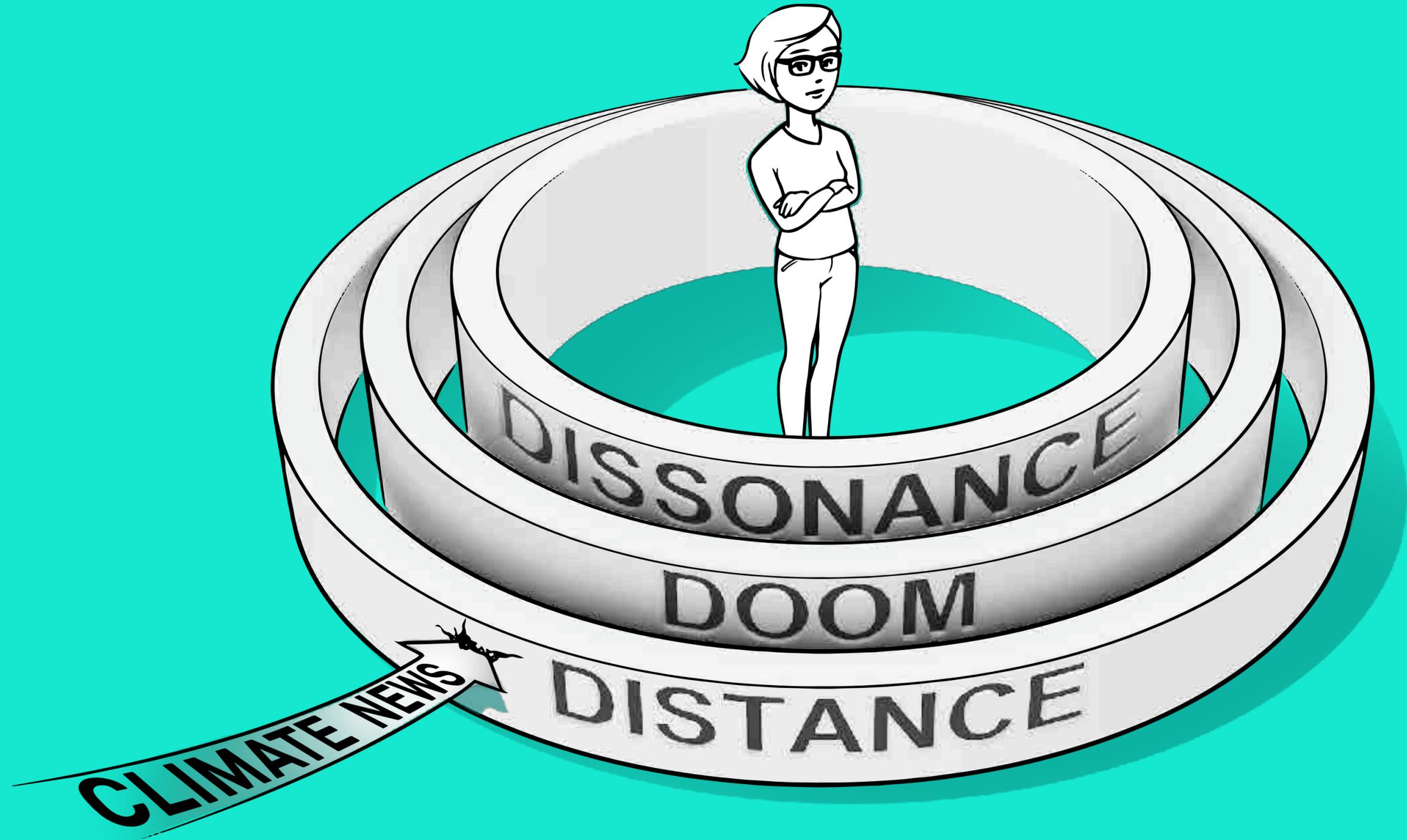
How do we get  
people engaged in  
*solving* global warming?

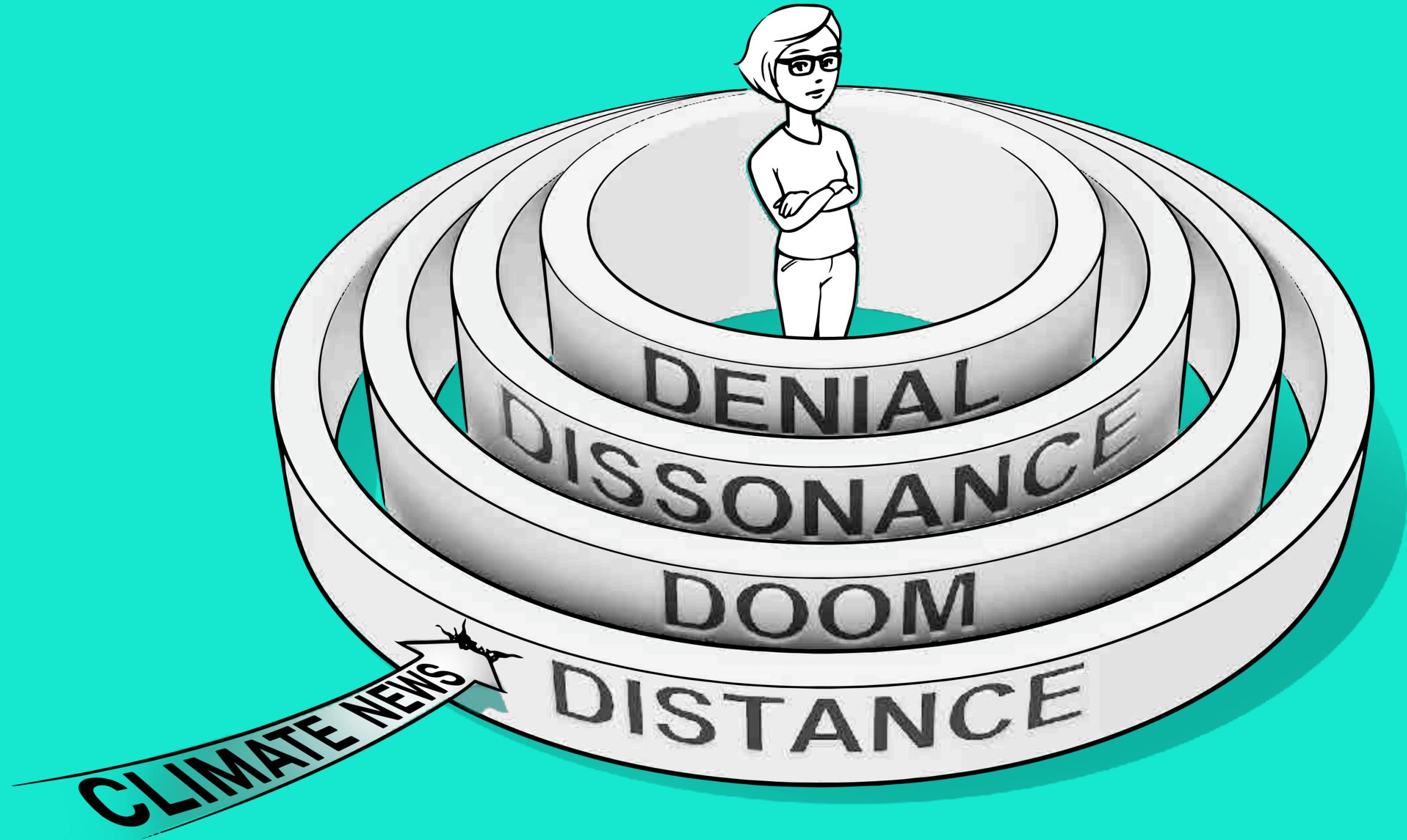
**5 inner defenses**

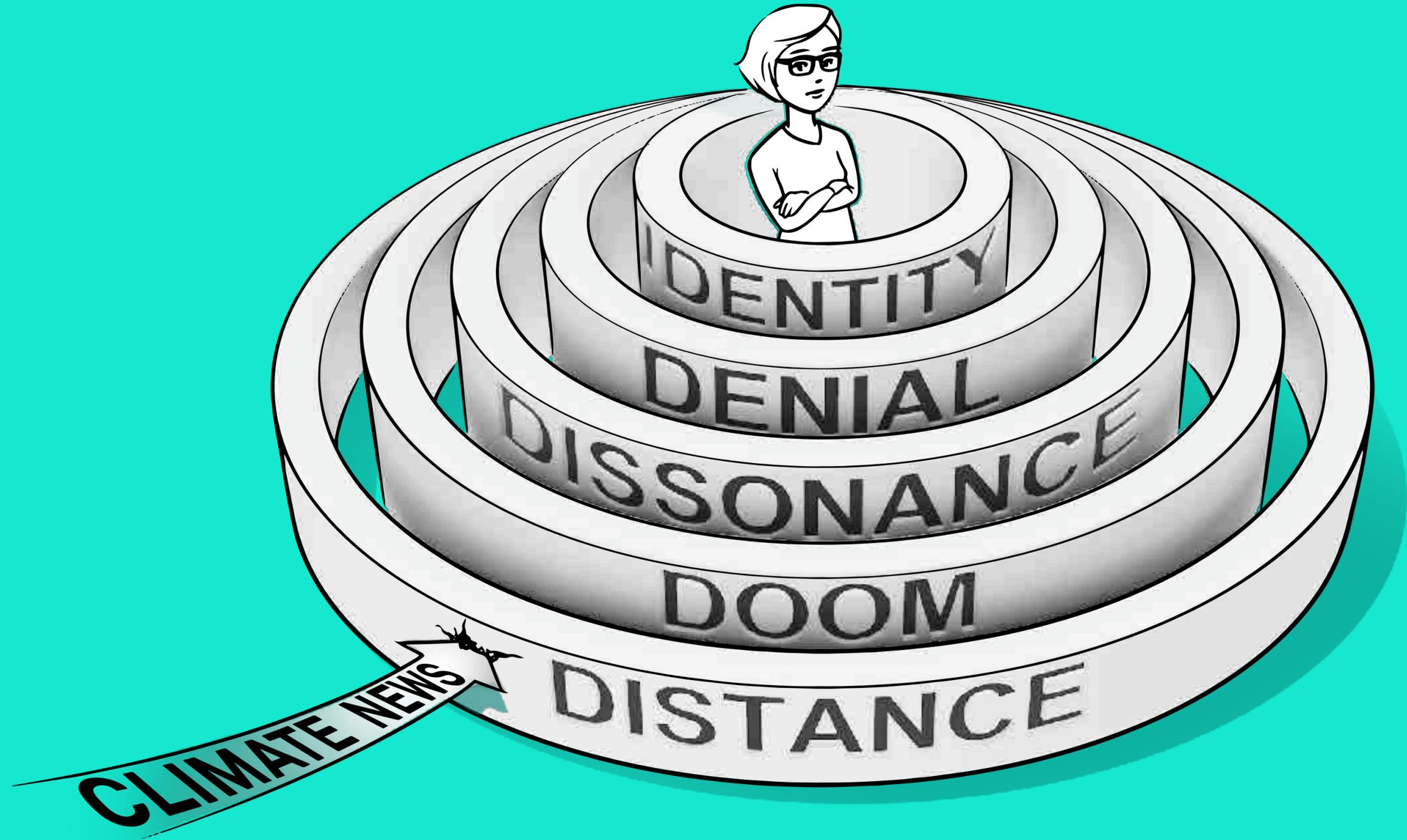






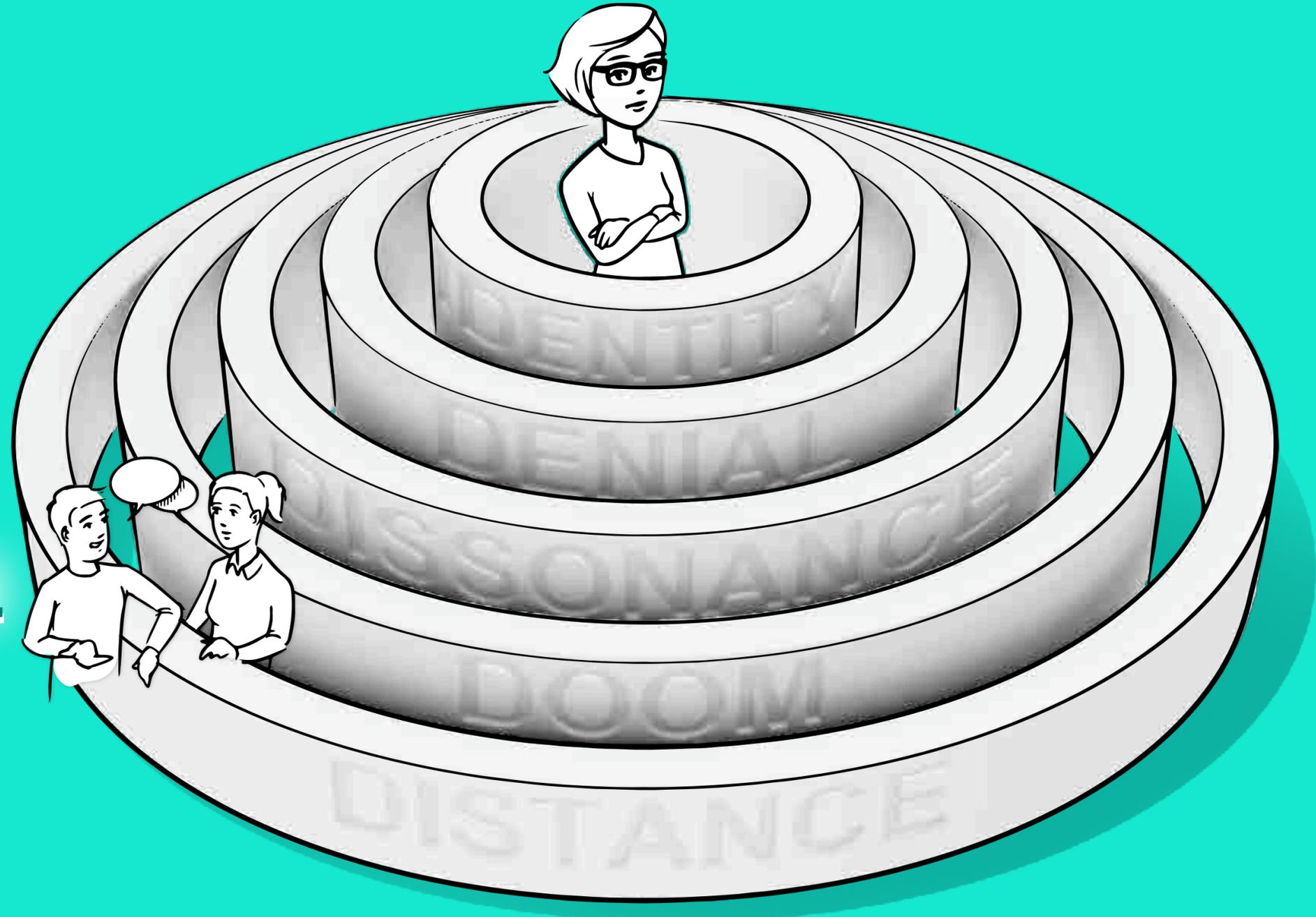






**What works?**

**Social**

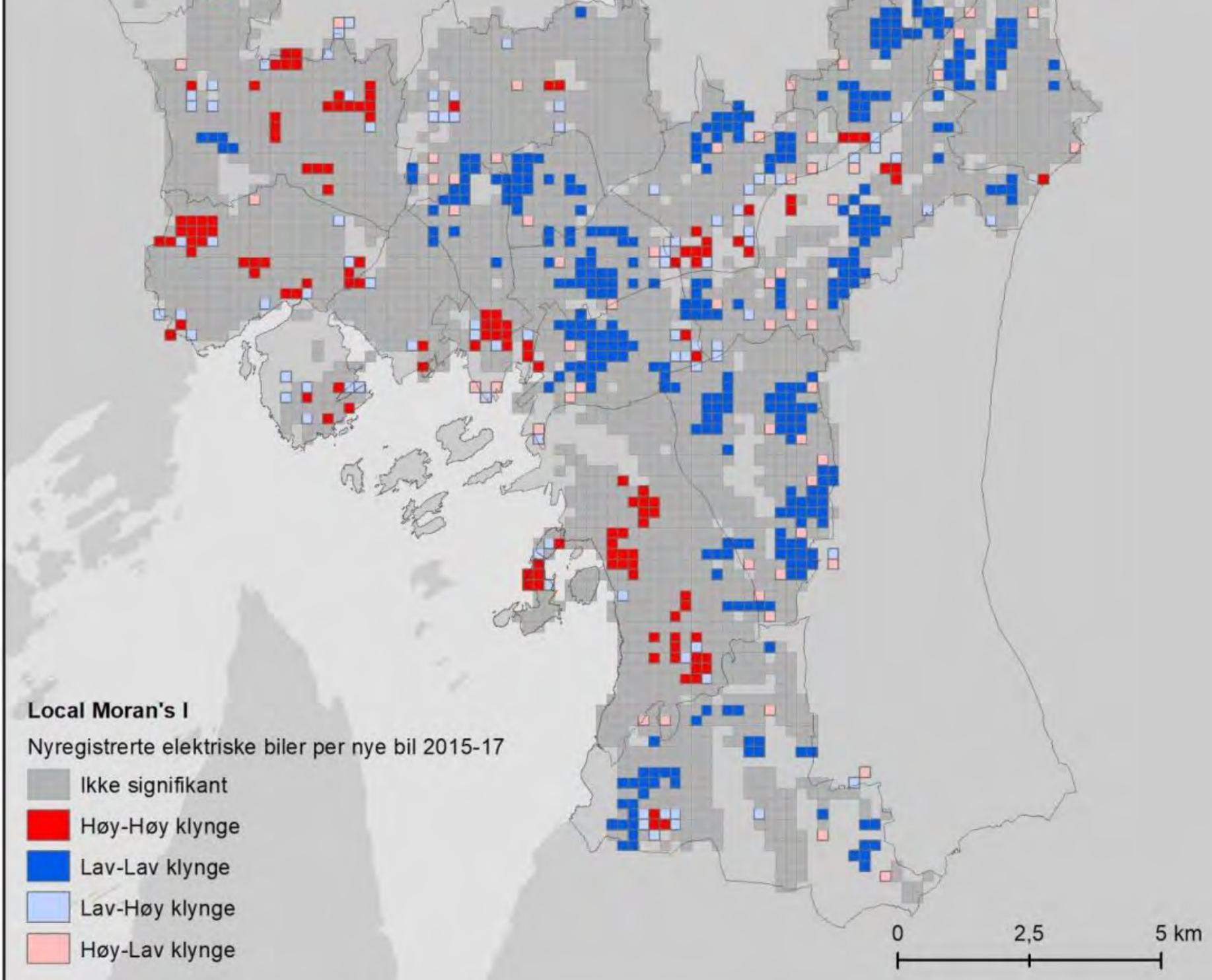
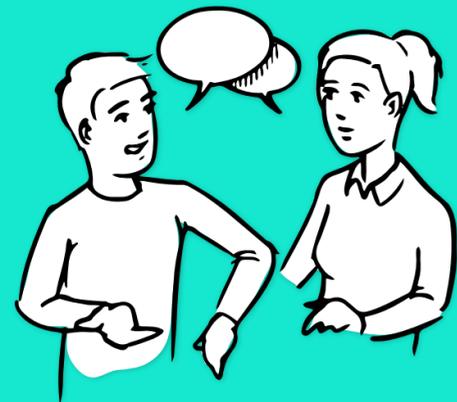


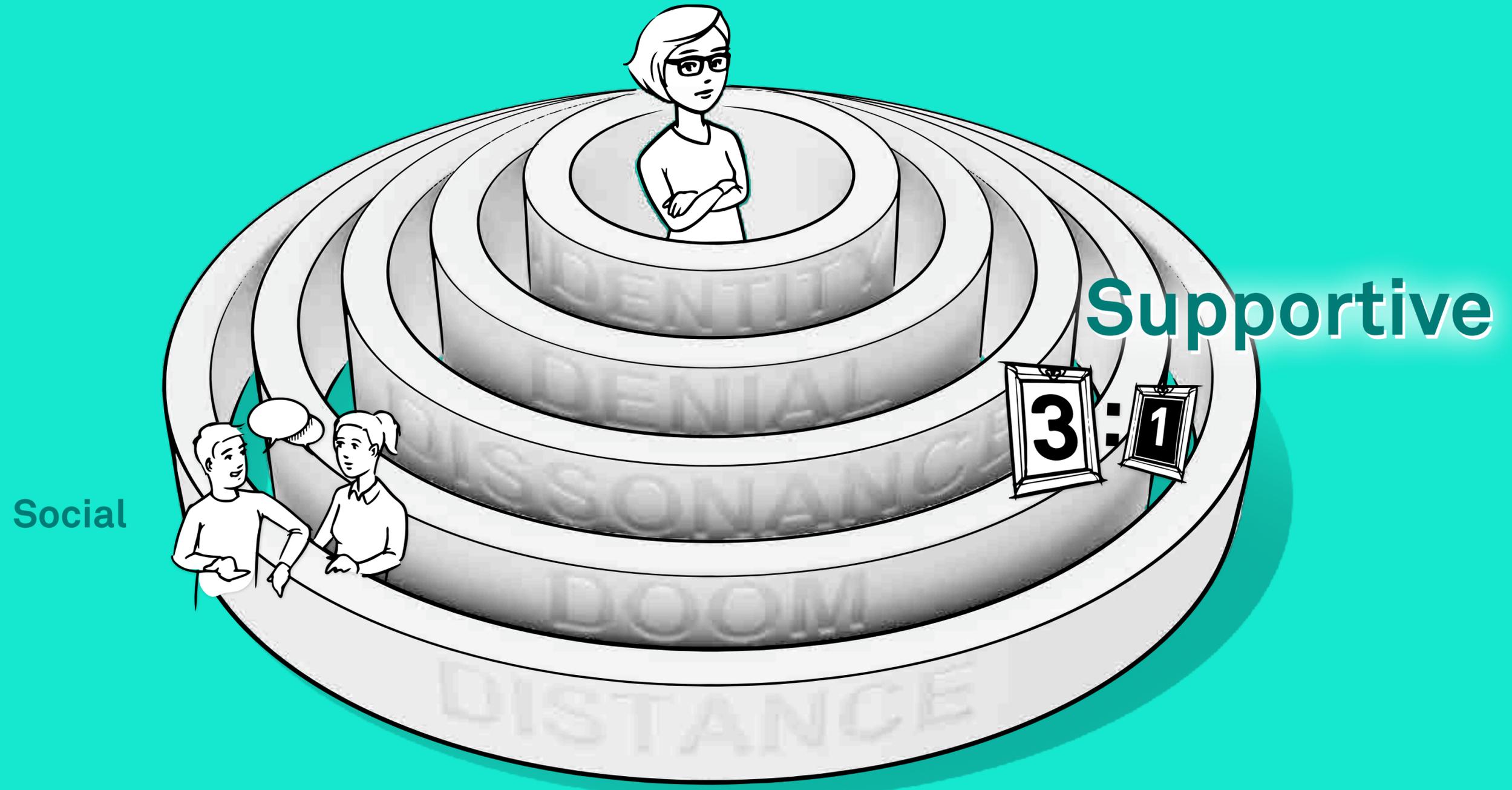


# Flip “Distance” to “Social”



Photo: Stefan Kiefer/imageBroker/Corbis







Flip “Doom” to “Supportive” framings



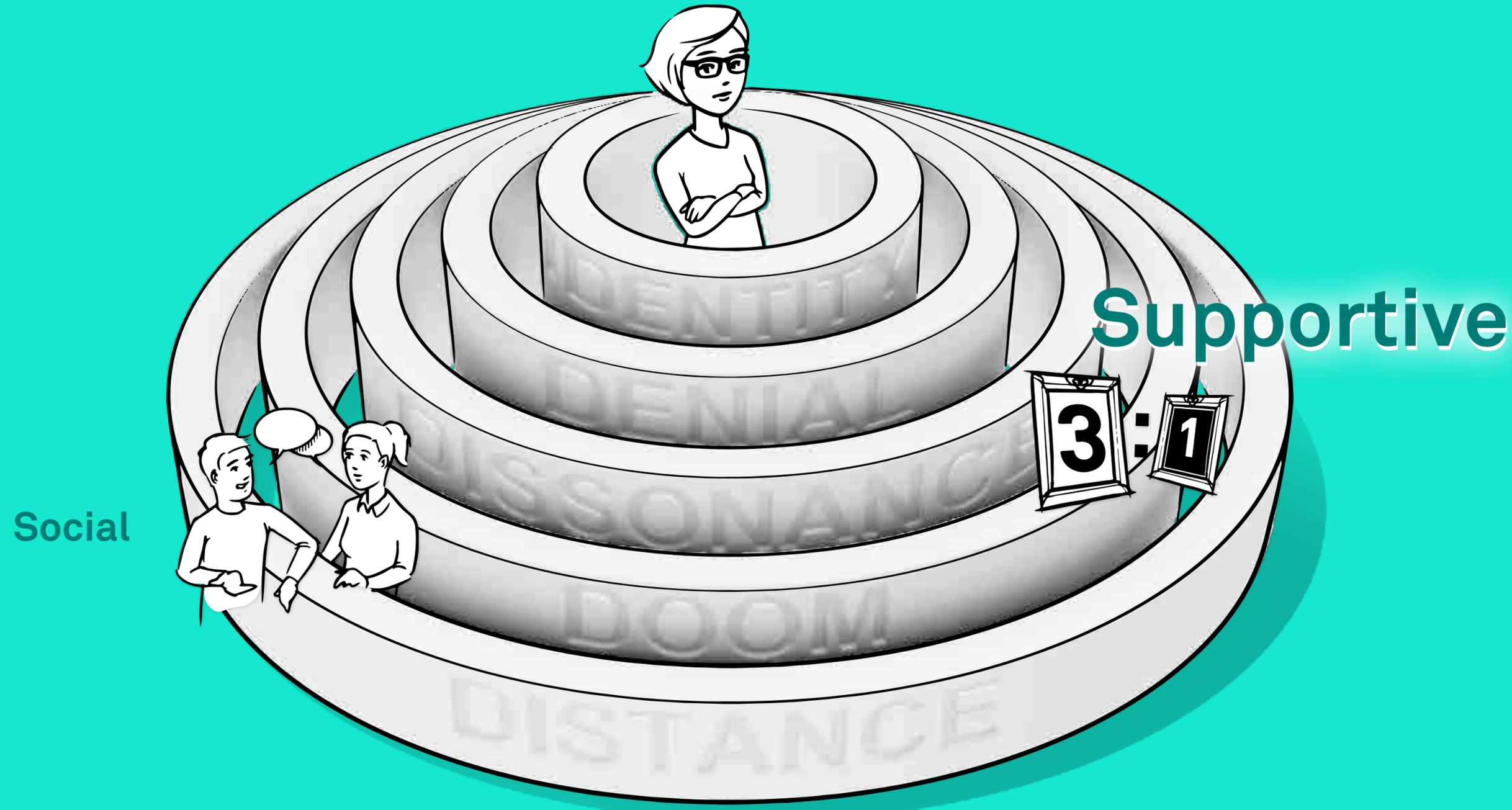
Meatless  
“beef”



## Flip “Doom” to “Supportive” framings



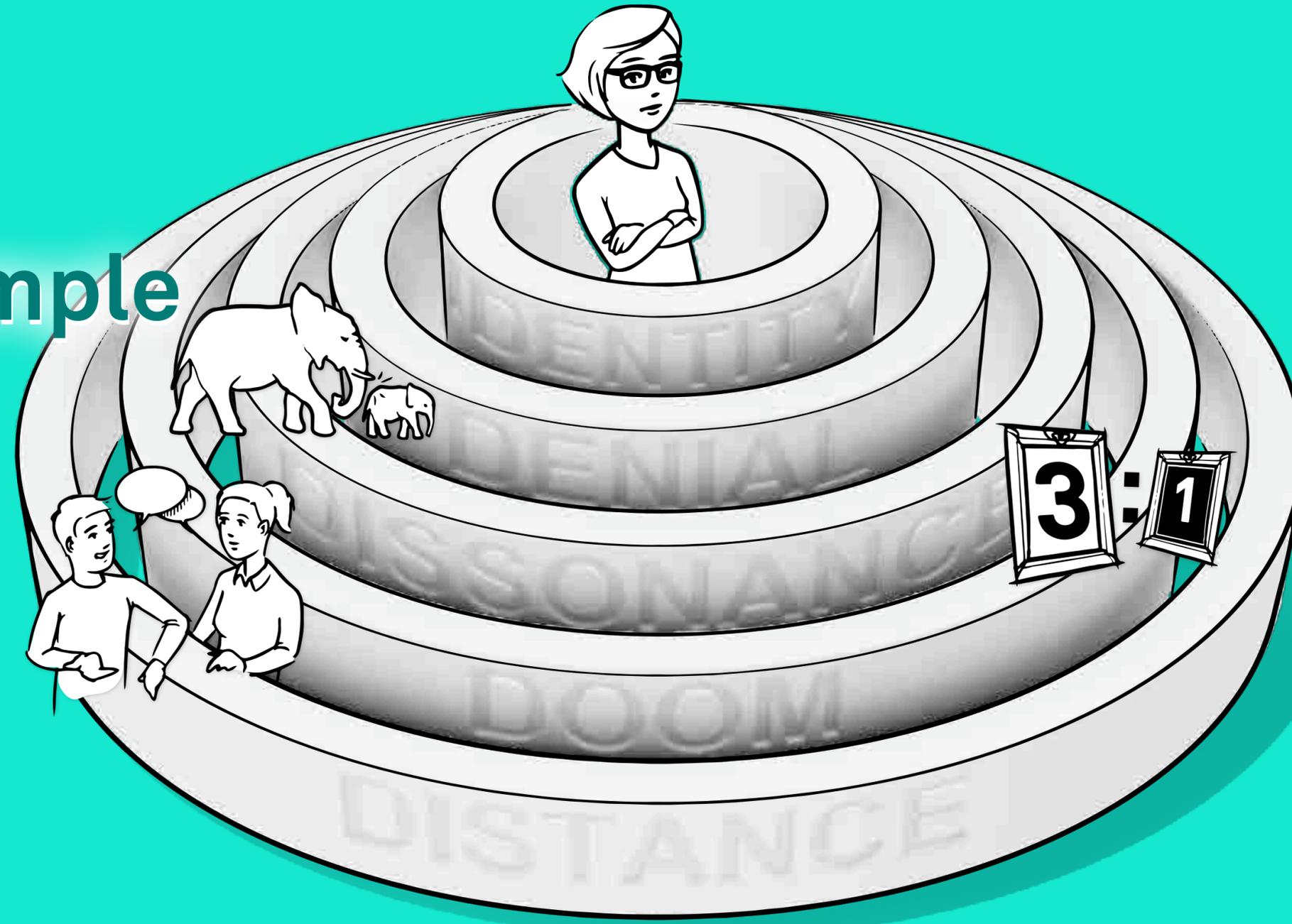
Photo: The climate group



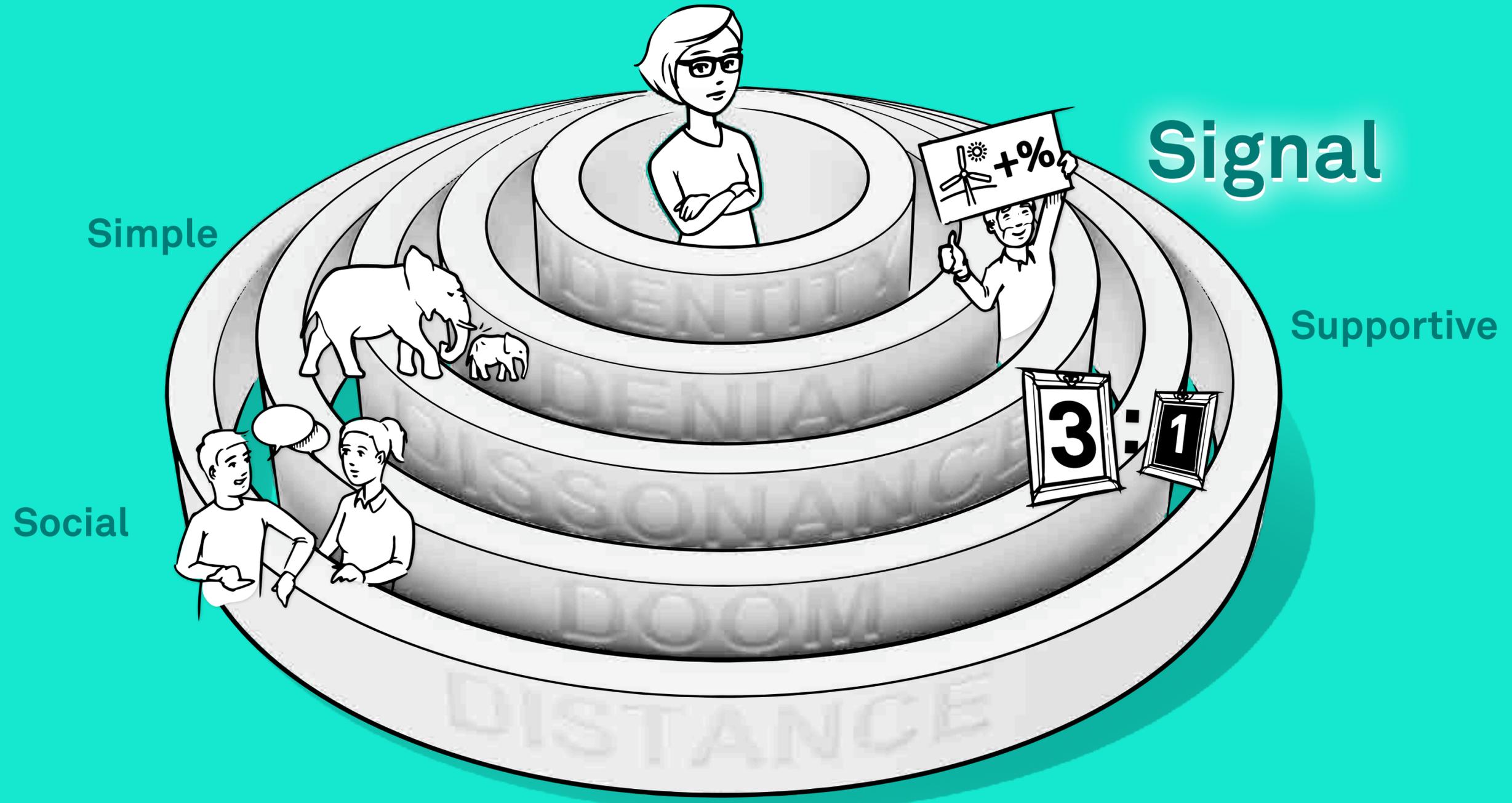
Simple

Social

Supportive







Signal

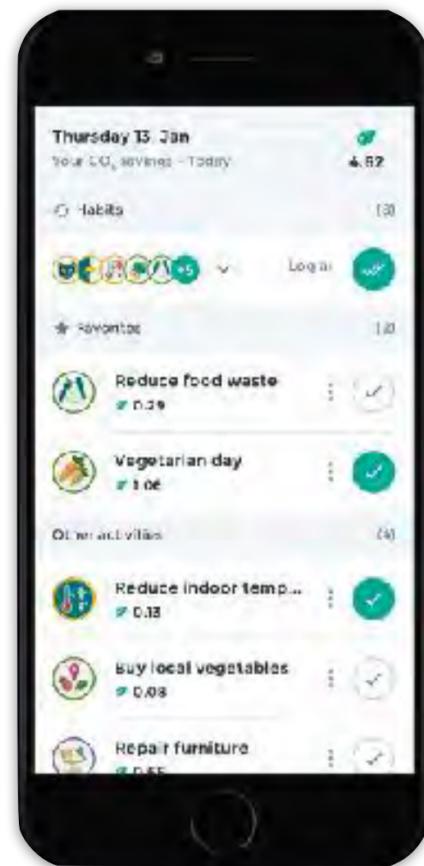
Simple

Supportive

Social

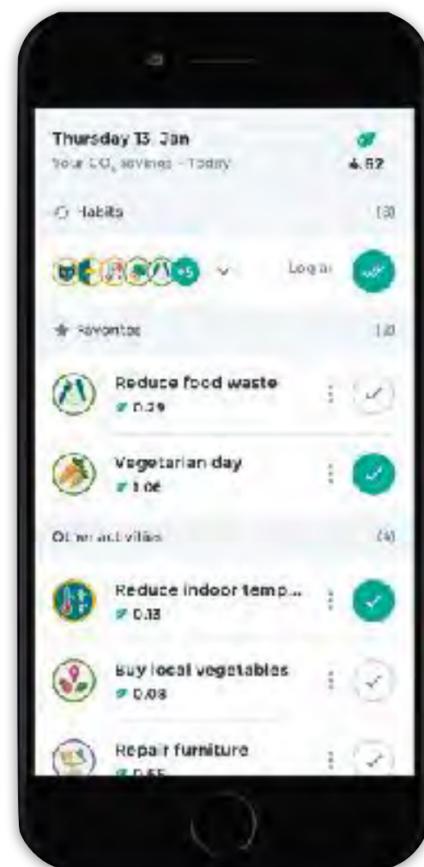


# Flip “Denial” to “Signals”





# Flip “Denial” to “Signals”



✓ **New level for your team** 12,000  
🕒 3 h

**Your team has saved more than 12,000 kgCO<sub>2</sub>**

This corresponds to the amount of CO<sub>2</sub> a passenger plane uses by flying around the world.

### Team CO<sub>2</sub> savings

**Team Rainbow Juice Trondheim** 12,295  
43 35 (your team)

LOG LEADERBOARD INSIGHTS RECENT ACTIVITY

registered activities

✓ **69,567** activities

TKM Climate Challenge 2018  
How much CO<sub>2</sub> can you and your team save over two weeks?  
18 Jan - 6 Feb

5 days left 5,677 participants 54,098 total savings

Most popular activities

- 1. Emission free transport 98
- 2. Repair electric item 91
- 3. Vegetarian day 84
- 4. Repair clothing 61
- 5. Reduce night temperature 41
- 6. Turn off lights 40

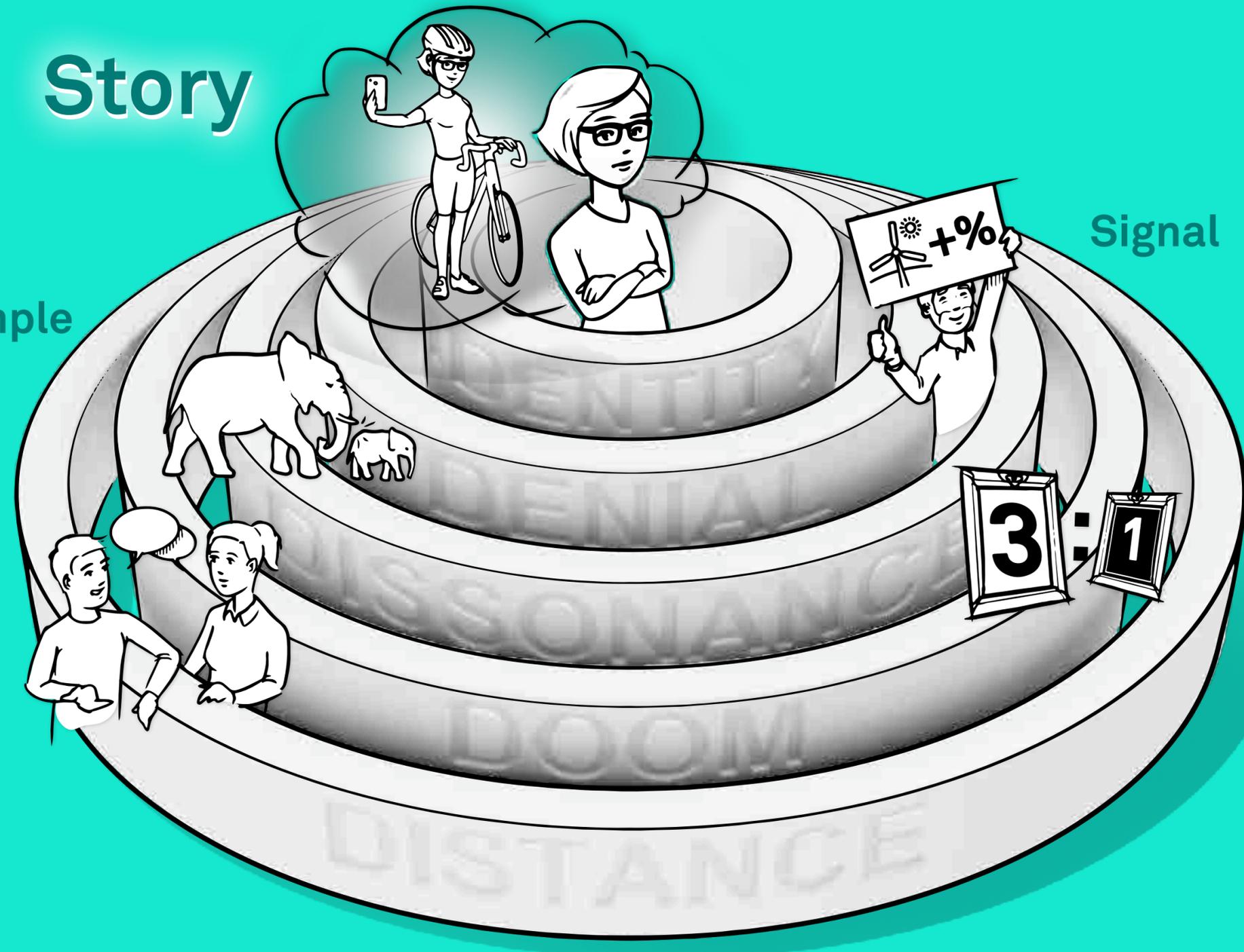
Story

Simple

Social

Signal

Supportive





## Flip “iDentity” with “Stories”



Story

Simple

Signal

Supportive

Social

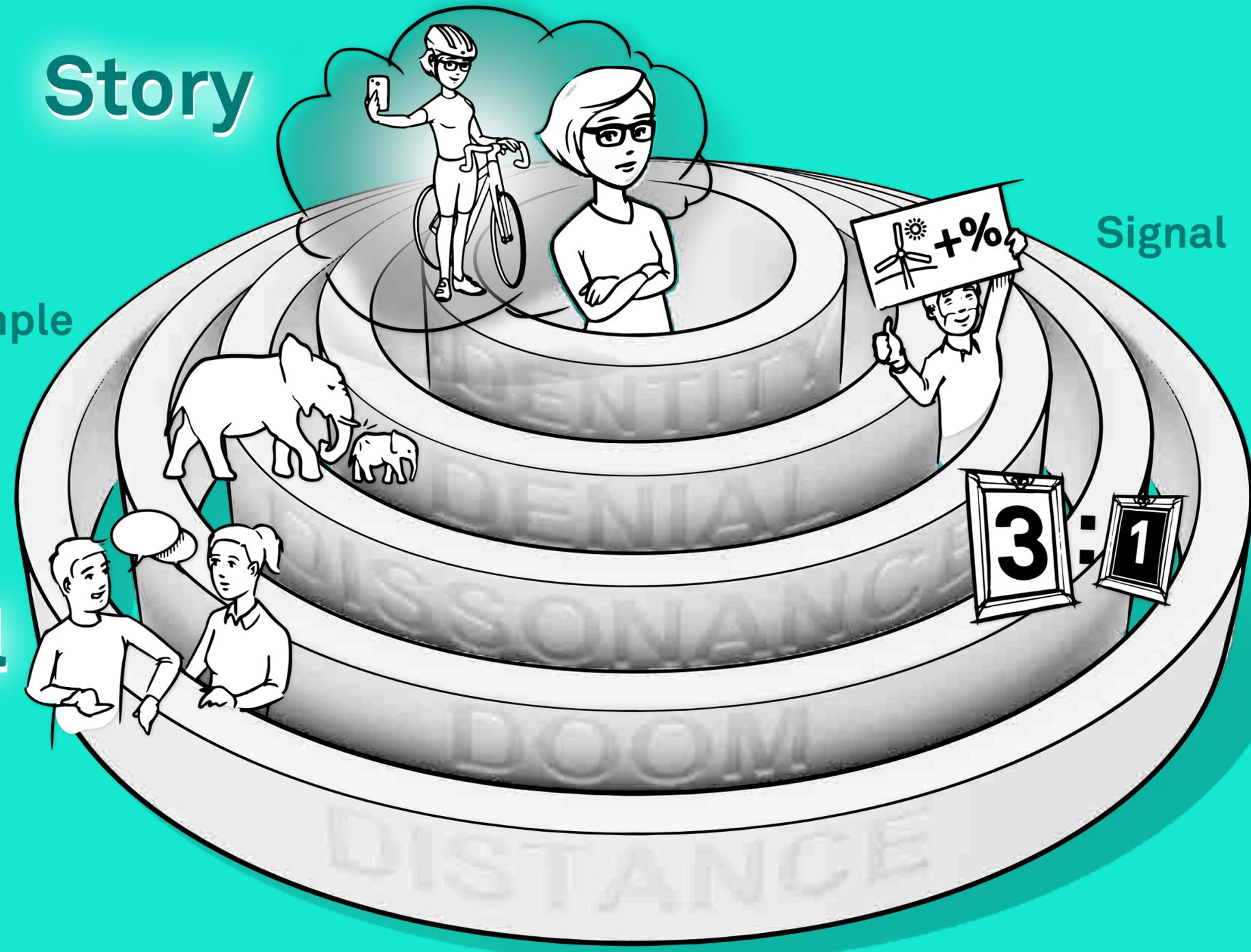






Photo: NASA



# CLIMATE CHANGE: A PIVOTAL MOMENT FOR 'GREEN ENABLERS'?

Yuko Takano

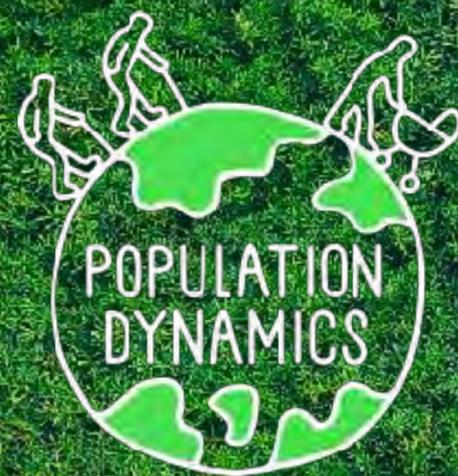
Portfolio manager, global equity team

#NEWTON2018

**WHAT IS A 'GREEN ENABLER'?**



# OUR THEMATIC FRAMEWORK



# THE INVESTMENT OPPORTUNITY



**CLEAN ENERGY**



**ELECTRIC VEHICLES**



**RECYCLING**



**EFFICIENT INFRASTRUCTURE**



**RESOURCE MANAGEMENT**



**WIND TURBINES:  
ONE PERSON DOESN'T  
SEEM TO LIKE THEM...**



**Donald J. Trump**

@realDonaldTrump

Follow

Windmills are destroying every country they touch--- and the energy is unreliable and terrible. [fb.me/1LVnDIPkU](https://fb.me/1LVnDIPkU)

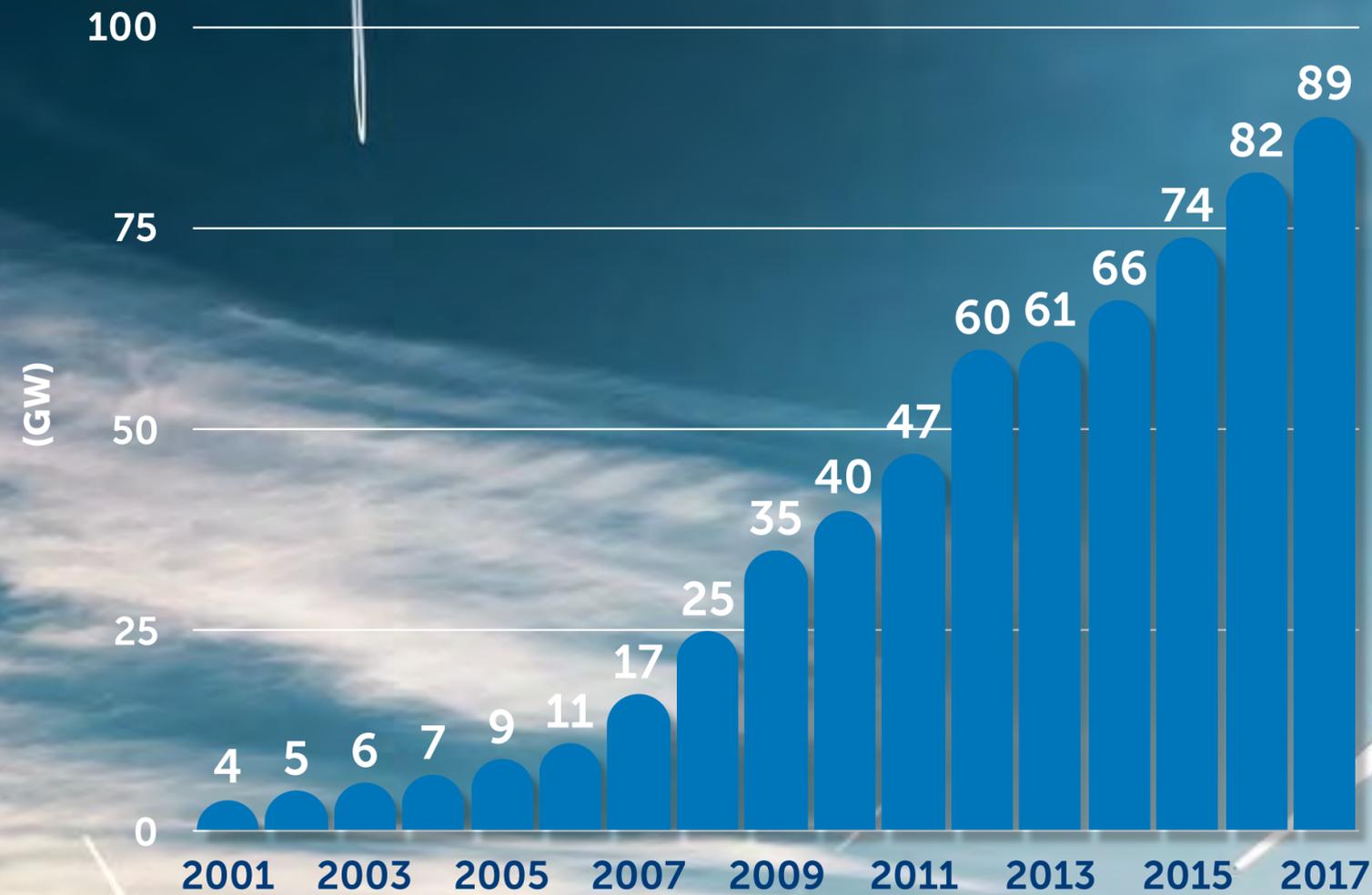
7:29 PM - 14 Dec 2012

176 Retweets 54 Likes

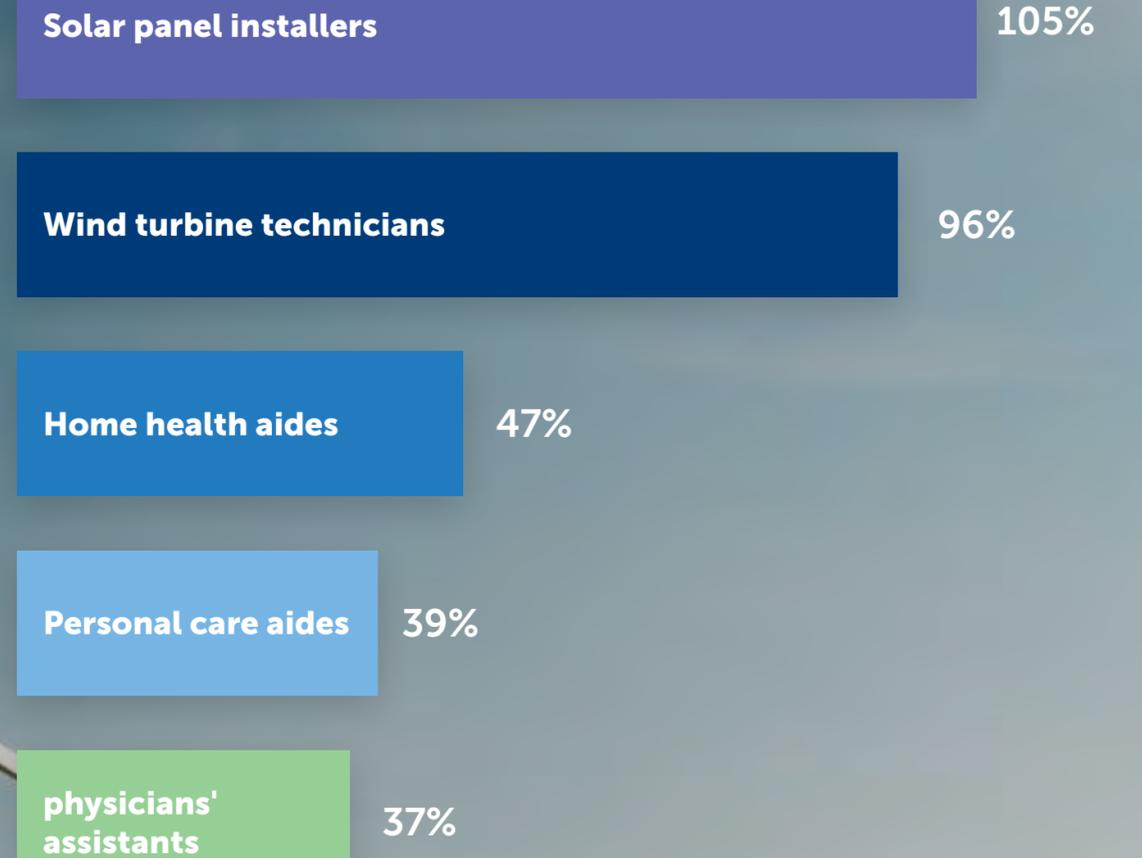


**BUT IN FACT,  
MANY OTHERS DO...**

Cumulative installed wind capacity  
stood at 89GW at end-2017 in the US

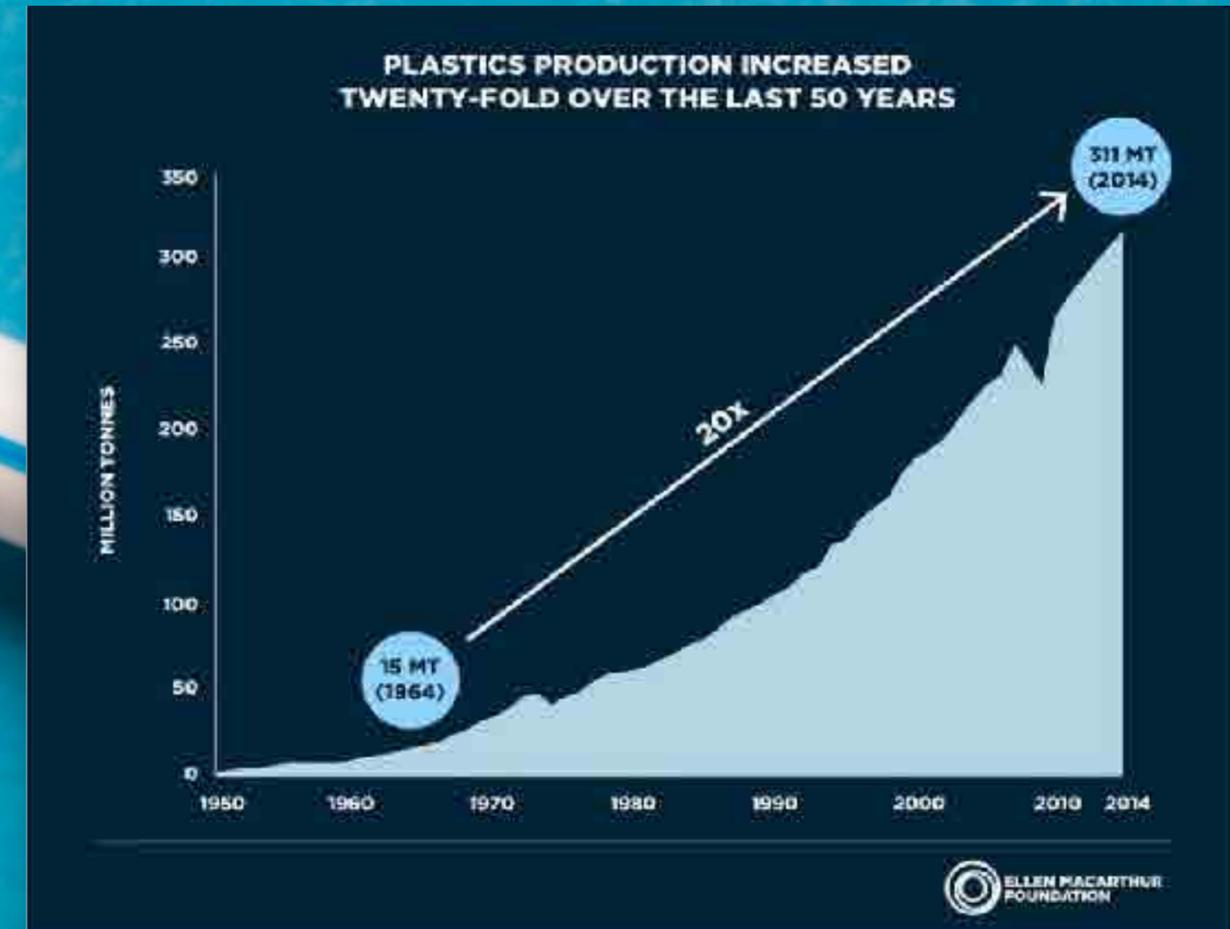


### Fastest growing occupations



LET'S LOOK AT PLASTIC  
PACKAGING...

ONLY 14% IS RECYCLED



# INNOVATION AS A SOLUTION

Case study: Japanese  
beverage company



**40%**  
less plastic



**2-3%**  
profit margin  
increase



**100%**  
bio-degradable  
bottle under  
development

# IN CONCLUSION...

**Achieving  
efficiency  
through  
innovation**

**Positive impact  
on environment,  
leading to  
measurable  
returns**

**Supporting  
continuous  
progress**

**NEWTON**

Investment  
Management

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