

NGOs and the private sector

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FANC

- biggest ENGO in Finland
- national network of local associations
- expertise in legislative work and concrete actions

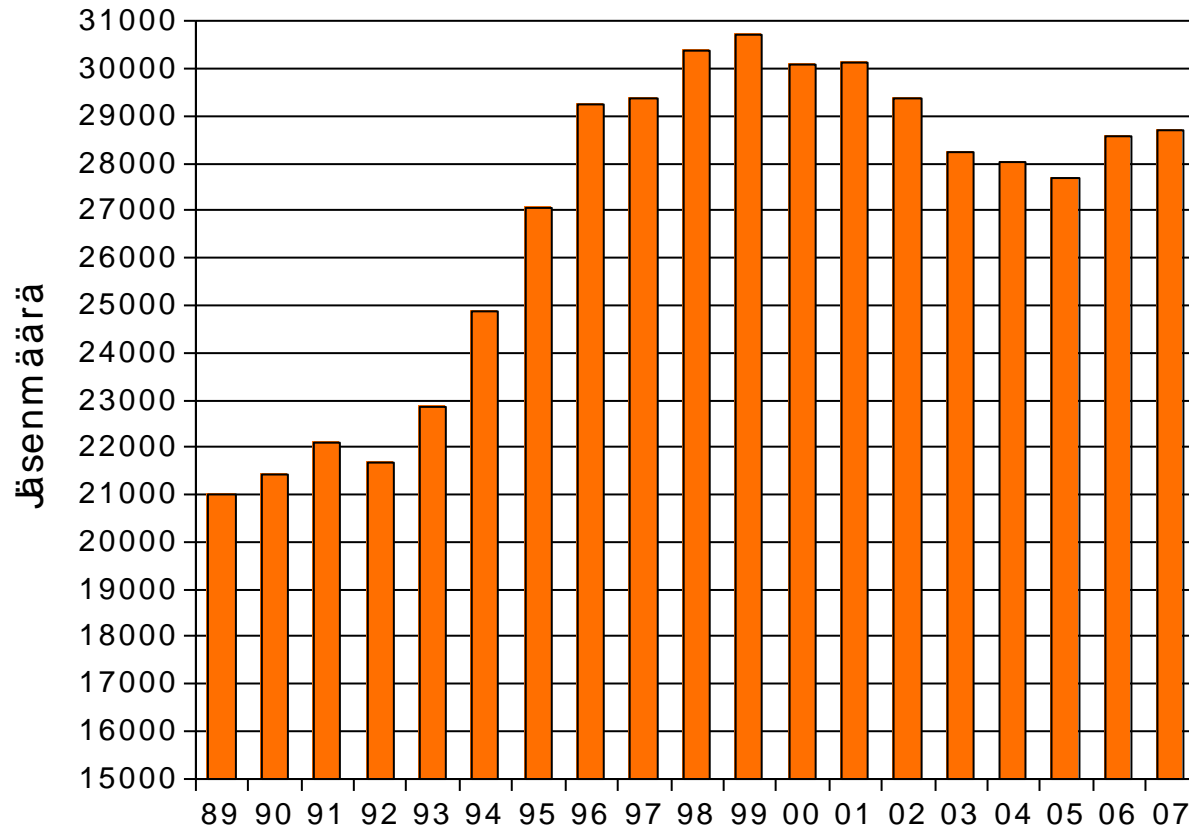


FANC

- 36.000 members (comprising 6.000 in youth organisation Nature League)
- 187 local associations
- 15 regional offices
- youth organisation Nature League



Membership development





Achievements

- Major improvements in environmental legislation
- Breakthrough in environmental awareness
- Network of nature conservation areas improved
- Endangered species saved
- Protection of forests and biodiversity discussed at political level



Achievements

- Natural resources efficiency, recycling and emission cuts widely accepted and implemented
- Natural habitats saved and maintained
- Environmental hotspots raised to national debate

Local achievements

- Regional and local associations have done a lot: valuable nature areas saved, sustainable waste strategies introduced, climate strategies implemented at community level, and environmental awareness improved through courses



Cooperation with companies

Base line: external funding from private sector is ok as long as it does not affect FANC policies and views

Ethical instructions: private companies are fine as long as their activities are not directly in contradiction with FANC policies

Multinational companies are out

Cooperation with companies

- Common trait: Finnish companies with same values look for FANC (national, reliable and constructive)
- Cooperation with Finnish retail company: based on client cards and bonuses that can be donated to FANC, guaranteed funds that can be used to cover general costs
- Several companies with project-related activities (airline: Baltic Sea and reforestation project in Madagascar, national railways: traditional habitats, energy companies: endangered species and small rivers, cosmetics company: bogs and marshes, housing company: climate change)
- Previous experience: ethical investments are not successful, investors focus on maximum gains, not environment

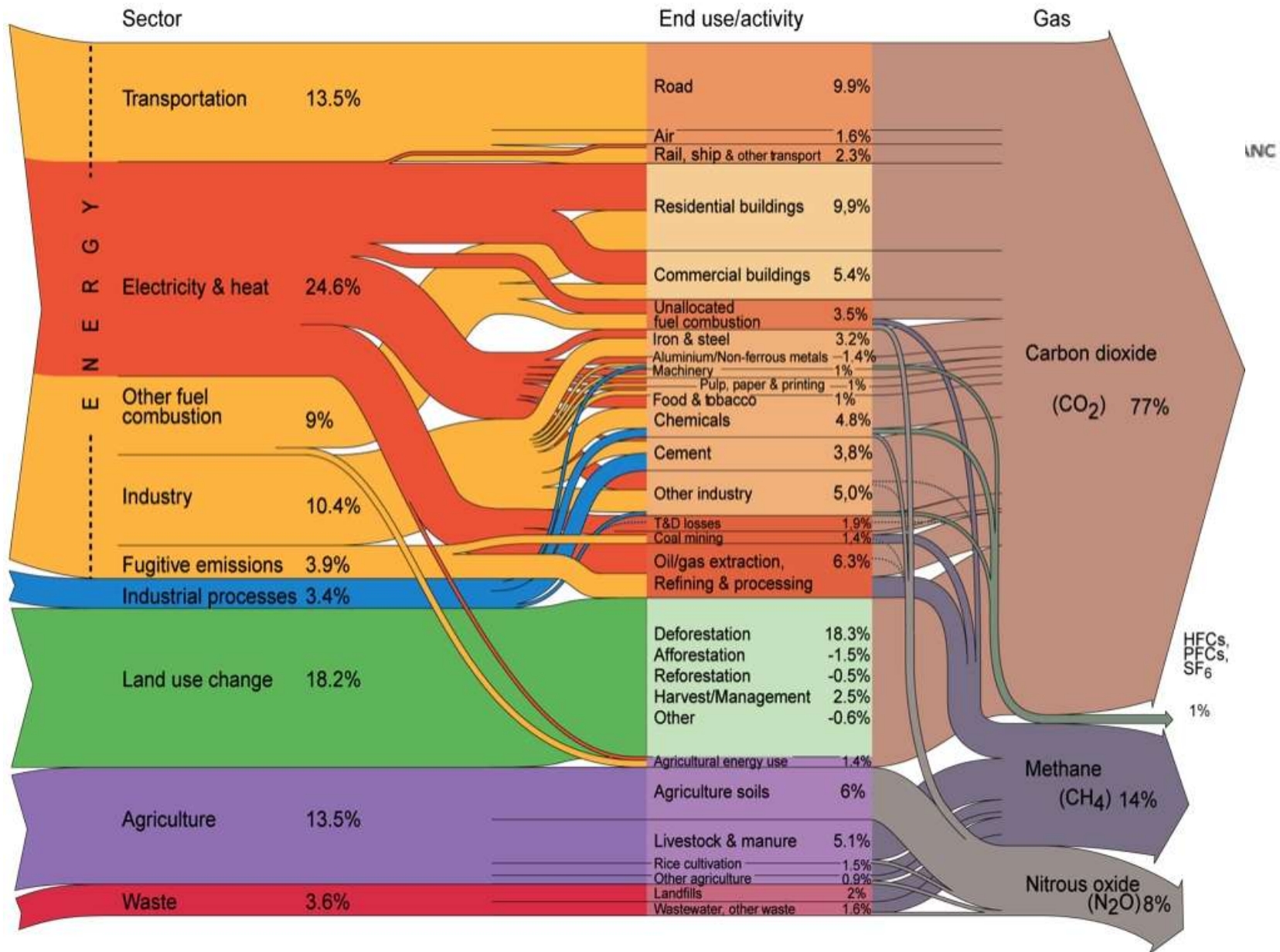
Activities in the energy sector

- Created in 1998, started under the Norppa-label
- Change of brand in 2008, regulations updated, Norppa became Ecoenergy
- Certifies that the energy produced is based on renewables and is feasible for climate and biodiversity
- Main producers: Fortum, Vattenfall and a dozen other smaller energy companies
- 300.000 households, 30.000 private companies use Eco-labelled electricity
- Next steps: expand Ecoenergy to 1) other Nordic countries, 2) the Baltic States, 3) other EU member states
- Objective: use consumers as a driving force to achieve low carbon society and tackle climate change



Energy production is the main source of green house gas emissions.

World greenhouse gas emissions by sector



Source: World Resources Institute, Climate Analysis Indicator Tool (CAIT), Navigating the Numbers: Greenhouse Gas Data and International Climate Policy, December 2005; Intergovernmental Panel on Climate Change, 1996 (data for 2000).



EKO

ECOENERGY CERTIFIED BY FANC

Electricity markets are in transition.

European wide grids are being built.

EU market is opening to energy sales.

Monopolies are collapsing.

Green electricity can be sold.



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**What happens if we stop financing:
coal
oil
natural gas
peat or
other fossil fuel
based energy production?**





There are good efforts.





But they are not desirable enough for big multinational companies – huge energy users.





**There is a huge need for an INTERNATIONALLY
RECOGNISABLE ECOLABEL for energy.**



There is a big difference between green electricity and ecolabeled electricity.

Ecolabels are independent and they set criteria for renewables also.



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Salmon (*Salmo salar*) and **brown trout** (*Salmo trutta*) are almost extinct in Finland because of hydro power.



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Birds do not crash so often to wind mills.

But windmills do disturb nesting and eating if they are located wrongly.





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Logging and felling of wood for energy can destroy nature if done in a wrong way.





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**The Finnish Association for Nature Conservation
has a goal**

**to create a transnational ecolabel for energy.
Join us!**

Suomen  luonnonsuojeluliitto

QuickTime™ ja
BMP pakkauksen purkuohjelma
tarvitaan elokuvan katseluun.