

## Scandinavian green/ sustainable design and eco-businesses

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Pure Energy

Elsie Shogren

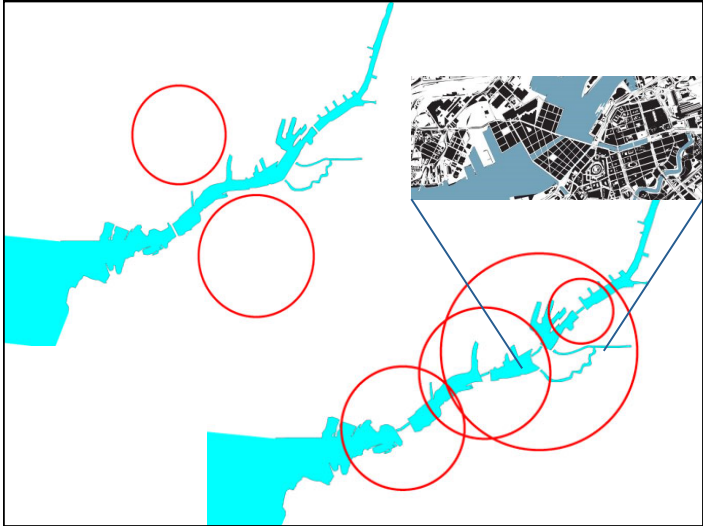
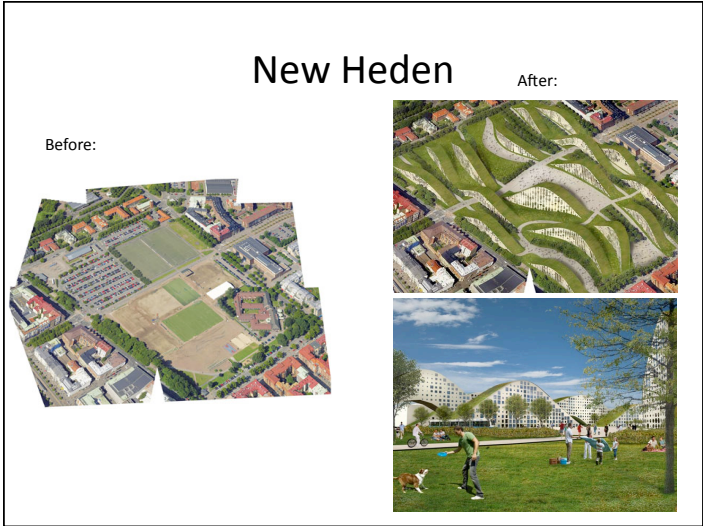
### Energy Sources

- Hydropower
- Wind Power
- Gas Power
- Osmotic Power
- Solar Power
- District Heating
- Wave and Tidal Power



Kjellgren Kaminsky Architecture  
and the Super Sustainable City

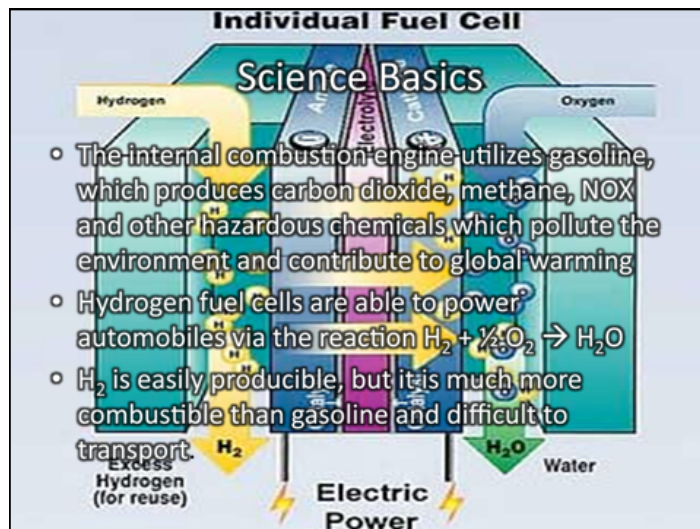
Erika Olson



## References

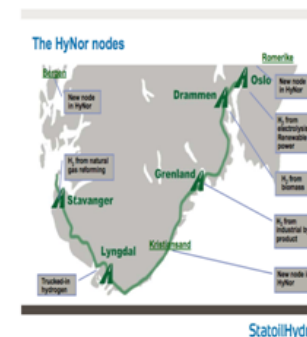


- <http://www.inhabitat.com/2009/01/19/new-heden-by-kiellgren-kaminsky-architects/>
- <http://www.inhabitat.com/2009/03/16/swedish-super-city-envision-göteborg-as-ecotopia/>
- <http://www.kiellgrenkaminsky.se/index.php?bip=19>
- <http://www.kiellgrenkaminsky.se/index.php?bip=25>
- <http://www.kiellgrenkaminsky.se/index.php?bip=30>
- <http://supersustainablecity.blogspot.com/>
- <http://www.kiellgrenkaminsky.se/index.php?bip=60>
- <http://sustainablecities.dk/en/city-projects/cases/gothenburg-creating-scenarios-for-sustainable-food>
- <http://www.kiellgrenkaminsky.se/index.php?it=1#anchor1>



## Norway: The Hynor

- Construction begins in 2003, completed on May 11<sup>th</sup>, 2009.
- 600 km (~375 mi) track from Stavanger to Oslo
- First station opens in August 2006 in Stavanger
- Vehicles include busses, taxis and cars
- Most regions produce their own hydrogen via different methods.



### Sweden: HyFuture

- 1 active station in Malmö, which was completed in 2003.
- Hydrogen produced from wind power and electrolysis.
- 3 more sites currently under evaluation.
- Nonprofits such as Hydrogen Sweden.

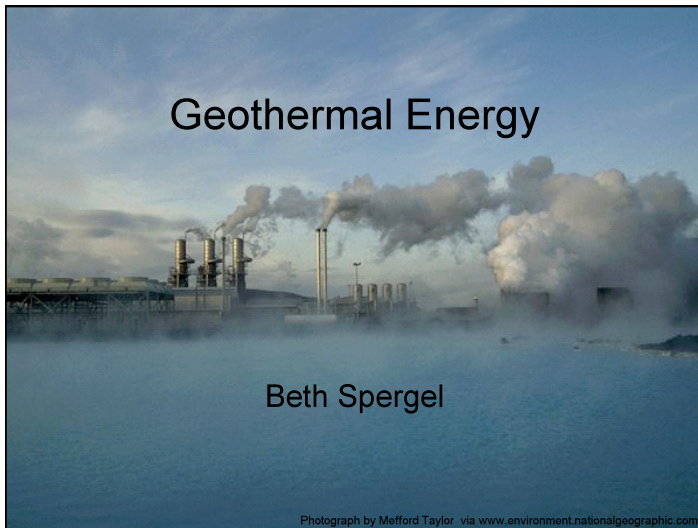


### Denmark: Hydrogen Link

- Began in October 2005
- Plans to connect with Germany in addition to other Scandinavian countries.
- Most ambitious of Scandinavian countries
- By 2025 plans to have 100% governmental vehicles in Copenhagen running on hydrogen



### Geothermal Energy



Beth Spergel

Photograph by Mefford Taylor via www.environment.nationalgeographic.com

### Geothermal fields

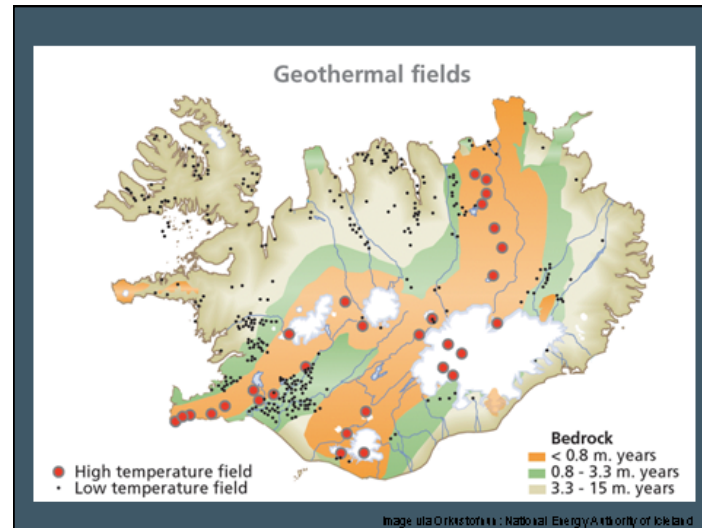


Image via Ordnance Survey; National Energy Authority of Iceland

## Hellisheiði Geothermal Plant



image url [www.greenenergyblog.com](http://www.greenenergyblog.com)

## Nesjavellir Geothermal Plant



image url <http://www.greenenergyblog.com/rock/178>

## Resources

- <http://www.or.is/English/>
- <http://environment.nationalgeographic.com/environment/global-warming/geothermal-profile/>
- <http://www.nea.is/>



Erik Green


For the Arlanda Express to be an environmentally aware company, the staff must:

- Have knowledge of environmental matters so as to be able to work with environmental awareness in a conscientious manner
- Make efforts to reduce the company's environmental impact include
  - awareness when making purchases
  - reduced consumption of materials and energy
- Place demands on suppliers so that they deliver products that comply with the company's demands.



They have:

- Cut Emissions by 4,900 Tons of CO2 and 1.4 Tons of NOx per year.
- Could potentially cut emissions by 50,000 tons of CO2 and 325 tons of NOx per year.
- Been Designated as a "Good Environmental Choice" by the Society for Nature Conservation
- Jointly present, with the Society for Nature conservation, the Arlanda Express Environmental Award each year



## Sustainable Practices in the Clothing Industry

How Scandinavians are promoting ecological clothing production through **government action**, **consumer preferences** and **individual initiatives**.

"People don't realize how complicated the textiles supply chain is. But we can track in such detail that we know the cotton farmer, spinner, weaver and dye manufacturer behind each garment." - Allanna McAspurn  
UK General Manager




an initiative funded by the European Union and the Dutch government to promote sustainable practices in the retail clothing industry.




# Jackpot

Danish Clothing Company

By striving to be an "A" Made-By Label clothing producer, Jackpot embodies the movement toward making the textiles industry more transparent from the consumer perspective.

"At Jackpot we are passionate about our corporate social responsibility. We have joined forces with MADE-BY, a Dutch organisation that works to encourage and ensure that companies work according to sustainable principles."

"Also, as much as 20% of our collections is made from 100% organic cotton. You can always recognize the Jackpot Organic by the special hang tag and a green flag label."

"Each season we create a Donation T-shirt to support the organic farmers. 5 Euro from each sold T-shirt goes to supportive projects such as a school, rice mill and warehouse"

<http://www.jackpot.dk/en/Our-Universe/Our-Values/>

The public can follow the production of products through the Track & Trace system. **Jackpot reports that its profits have risen by 60pc since signing up to Made-By.**



Less expensive line by designer Peter Ingwersen, **Black Noir**, expands reach of ecosensitive clothing to the masses

70% of collection is made of certifiable materials

The mission of Noir, BLACK NOIR and Illuminati II is to provide fashionable apparel that is created based upon Corporate Social Responsibility principles in all links of the supply chain that are meant to, at a minimum, do no harm and, at a maximum, do good in the communities, cultures, societies and environments in which the companies operate. Noir, BLACK NOIR and Illuminati II strive to adhere to this, by using the principles of the UN Global Compact, the International Labor Organization and the International Chamber of Commerce as guidelines in all links of the process.

This, with special attention to:

- 1) Supporting the environment
- 2) Sustaining social ethics
- 3) Driving a sustainable business model



# Noir

High-fashion Danish line




Fashion designer and "style theorist" whose work with publications and media has garnered additional attention for reworking of old clothing.





the "hacktivism" of fashion





# Otto von Busch

## Green Biotech Companies and Energy provider in Copenhagen, Denmark



## DONG Energy



Avedør

## Wave Star Energy



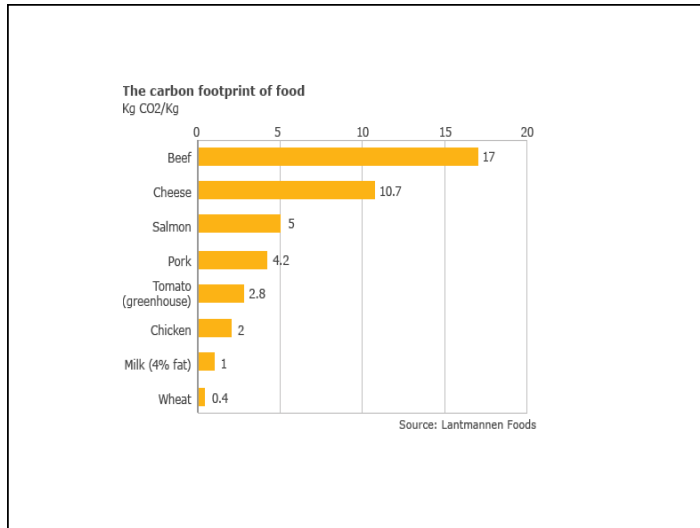
## Purochole




## MAX BURGER

Working to reduce the carbon footprint of the fast-food industry







**Max Burger's Falafel Burger: A red meat alternative**

**The Carbon Footprint printed on the menu.**

