

Join global leaders in sustainability

to pioneer new approaches of combating climate change

Off4Firms: Employer-led CO₂ and Energy Reductions by Employees

- ... **by measuring private CO₂ emission reductions** resulting from existing company measures
 - ... **by analysing employee behaviour** related to such measures to determine best methods and practices
 - ... **by developing a tool kit** for other companies to efficiently implement effective CO₂ reduction incentives
 - ... **by phrasing policy recommendations** to establish market-based mechanisms for boosting such incentives
-

We are now looking for a partner firm in the EU to join us in this initiative. You can engage by providing data for research or by testing and implementing measures to combat climate change: Tailored to your company for free.

Your company as implementation partner for the Climate-KIC Innovation Project "Off4Firms"

Households contribute massively to the world's energy consumption and CO₂ emissions. Behavioural changes in this area are essential on the path towards sustainable energy systems. Employers can play a key function here. They can incentivize their employees through a set of supportive measures towards the socially desired changes.

The spectrum of possible measures ranges from subsidies for the purchase of electric bicycles, hybrid cars, public transport and heat pumps to department-specific energy-saving competitions and workshops within the company. Employees and companies would both benefit from such measures.

This is where Off4Firms comes into play. On the one hand, the project will evaluate measures that companies already offer to employees with regard to their environmental effectiveness and cost efficiency. On the other hand, an online questionnaire will elucidate the attractiveness of the measures. Off4Firms will evaluate existing measures at the project partner Swiss Re and other companies. Measures that prove to be effective and accepted will be tailored specifically to companies. The result is a catalogue of measures that has reached implementation maturity. Off4Firms has already won the utility company ewz for such an application, but is still searching for a further case study. Your company would be an ideal partner.

By participating in Off4Firms, no external costs incur for your company. The company receives free consultancy services of leading scientists and experts. In exchange, it is expected to provide the necessary internal resources to implement the project.

With **ETH Zurich (CH)**, **Wageningen University (NL)**, **South Pole Carbon (CH)**, **Swiss Re (CH)** and **ewz (CH)**, Off4Firms is a consortium of global leaders in sustainability. Based on on-going cutting-edge research and financially supported by the European climate knowledge and innovation community, Climate-KIC, we are ready to pioneer new approaches of combating climate change.

Project Partners

| | |
|------------------------------|--|
| ETH Zurich | PI, business-oriented, applied scientific research and knowledge generation in the field of effective incentive creation, behaviour towards data privacy, and carbon accounting. |
| Wageningen University | Co-PI, science and education coordinator; expert in empirical studies in behavioural economics and environmental psychology. |
| South Pole Carbon | Carbon consultant, project and business developer; pioneer & thought-leader in the development of climate solutions, CDM methodologies, and monitoring instruments |
| Swiss Re | World-leading reinsurance company with universally recognized and awarded CSR initiatives. First-mover in the field of employee climate engagement programmes. Lighthouse role for other industries and players. |
| ewz | Leading Swiss utility firm with over 1,000 employees. Committed to act as pioneer in incentive schemes that help reduce carbon emissions among their employees' households. Preparing for future schemes to market offsets from employee incentive measures. |
| Climate-KIC | Initiative of the European Institute of Innovation and Technology (EIT) designated to drive innovation in the area of climate change adaptation and mitigation. Fostering an integrated European network of global and regional partners from the private, public and academic worlds. |
| Your company? | <p>A company with the intention to sharpen its sustainability profile, willing to (i) contribute data and case studies to Off4Firms, or (ii) consider pioneering measures to reduce household emissions of employees, or (iii) provide input in other forms.</p> <p>Receive strong reputational gains and concrete CSR innovations at no direct costs.</p> |

INTERESTED?

Contact Lukas Bühler / Project Coordinator

Lukas Bühler / Project Coordinator / ETH Zürich, Institute for Environmental Decisions, Chair of Economics, Prof. Dr. Renate Schubert
Office: Clausiusstrasse 37, CH-8092 Zürich – Telefon: +41 (0)44 632 94 55

Email: lukas.buehler@econ.gess.ethz.ch