



# Small Footprint – Big Difference

The commercial sector has vast potential to help reduce the world's – and Denmark's – climate footprint through its commodities flow and by influencing consumer behaviour and purchases. Although the sector itself does not have a big carbon footprint, it can still make a big difference.

**Denmark's commercial sector handles millions of products every day as part of a bigger value chain. Also, retail and wholesale companies' proximity to end-customers gives them a strong point of departure for participating in value-chain collaboration projects that can generate ideas and identify more climate-friendly products and solutions.**

The commercial sector comprises a total of 34,250 retail and wholesale companies with 300,000 full-time employees. The sector does not have a big, direct carbon footprint. Even so, it has vast potential to secure climate-friendly products and solutions by means of its companies' purchases, agreements and knowledge sharing with other undertakings. Also, the commercial sector can utilize its option of directly influencing consumer behaviour to select sustainable alternatives. The only way that we will succeed in creating a climate-friendly society is through the combined efforts of under-

takings big and small in cooperation with consumers and authorities. Therefore, it is crucial for the scope of the Partnership to be as wide as possible.

## Potential to reduce the climate footprint

The Climate Partnership for Commerce provides specific, ambitious and pragmatic solutions that are achievable in the short term and can thus have an

impact on carbon emissions.

The commercial sector takes global responsibility and goes even further than the Paris Agreement. We are deeply enmeshed in complex value chains, which means that the climate crisis cannot be overcome without thinking globally and taking initiatives that transect value chains, sectors and national borders.

The commercial sector has unique, direct access to consumers, which must be utilized to enable us to make it easier for our customers to choose climate-friendly products.

The commercial sector has entered into an obligation to work together with authorities and NGOs in terms of shared, action-orientated messaging enabling us to achieve genuine behavioural change for the benefit of the climate.

## Vision

We will make the consumption of goods more sustainable and influence the Da-



## 2018 Key Figures for the Commercial Sector

Gross added value in wholesale and retail trading	DKK 224.5 billion
Share of Danish economy	11.5%
Share of companies	21%
Share of private-sector employees	19%
Share of training agreements	12.8%
<b>Total carbon footprint</b>	<b>0.14 million tonnes of CO<sub>2</sub></b>

Source: Statistics Denmark and calculations by the Danish Chamber of Commerce]

nish population's consumption of goods to minimise the global climate impact by 2030. Accordingly, we want to make a business out of creating a demand for sustainable goods, whereby carbon emissions generated by the production, distribution, sales and recycling processes are continuously reduced up to 2030.

### The Partnership's main recommendations

The commercial sector impacts the climate through everything consumed by the Danish population. Therefore, the Climate Partnership for Commerce has identified three overarching recommendations:

1. **Significantly improved climate information for Danish consumers,**
2. **Significantly improved and streamlined recycling of waste, and**
3. **Positive economic incentives to secure more climate-friendly behaviour and a climate-friendly service check of laws and regulations.**

#### 1. Climate information for Danish consumers

A more responsible consumption of daily commodities will not be achieved through reprimanding consumers or reducing their options. The commercial sector must significantly improve the climate-related information it provides to consumers together with the authorities to make climate-friendly purchases more enticing.

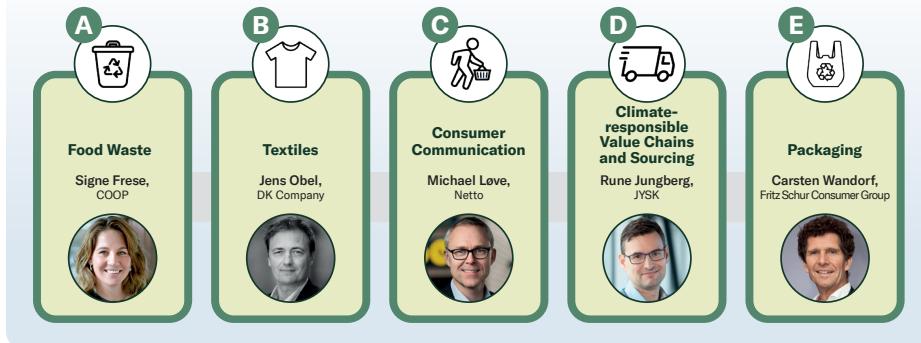
Partnership for common climate information: the Partnership must join forces with authorities and NGOs to ensure common, action-orientated, highly credible messaging targeting consumers so we achieve genuine behavioural change for the benefit of the climate.

Reduce food waste in half by 2030 and utilize food resources before disposal by 2035: no foods may end up in the garbage bin if they could have been eaten or if the nutrients could have been used elsewhere or otherwise.

Credible, relevant climate footprint data for food and non-food products alike, which must be publicly available to everyone to establish a uniform, true and fair basis for the climate footprint.

Strengthen existing product-labelling schemes through climate-based requi-

### Committee structure in the Climate Partnership for the Commerce Sector:



ments: tighten up climate requirements in the established public labelling schemes in collaboration with the Nordic countries and the EU.

Knowledge Centre for responsible imports and climate impact in the supplier chain: to increase the global impact, small and medium-sized enterprises must be helped to make their transactions more climate-friendly, which includes documenting the climate impact of their procurement and cooperation agreements.

#### 2. Significantly improved recycling of resources

Discarded packaging, textiles, electronics, food and other waste generated by the commercial sector largely end up being incinerated, because we are unable to efficiently collect, separate and recycle it. This area has vast potential for reducing the climate impact, but also the potential to create a new industry.

Clear common packaging principles: a further development of design guides for packaging and the proliferation of design guides to ensure efficient conversion to the Circular Economy. Manufacturers and the retail trade are already well underway, and their efforts must be disseminated to other sectors, including non-food products and e-business packaging.

Partnership for Sustainable Clothing and Textiles: the Partnership gathers the sector, knowledge centres and authorities to focus on climate-friendly production of clothing and textiles and to increase the rate of recycling.

Streamlined recycling of resources:

Denmark's waste management system must be reconfigured to support the Circular Economy.

Implementation of manufacturer liability for packaging: the concept of manufacturer liability for packaging must be implemented and include financial incentives to support new design solutions as well as separation and recycling technology.

#### 3. Incentives for climate-friendly behaviour and a climate-friendly service check of laws and regulations

A number of incentives must be brought into play and barriers broken down to increase the demand for climate-friendly food and non-food products. This requires a service check of laws and regulations to ensure support for our efforts.

Climate-friendly service check of the taxation system and the implementation of a repair exemption: the government is urged to analyse the climate impact of existing and new special-purpose taxes and to implement a repair exemption to support the Circular Economy.

Public-sector procurement as a driver of climate-friendly behaviour: with a procurement budget of DKK 380 billion a year, the public sector in Denmark can transform and create markets for a greater number and selection of climate-friendly products.

Simplifying rules relating to product donations: the government is urged to establish inter-ministerial cooperation aimed at simplifying rules and guidelines for donating surplus goods.