



*Conference
Nordic Energy Futures
Oslo, 17 March 2009*

***Prominent strategies for
environmental sustainability in the
stationary energy sector***

*PhD research project
Gabriela Schaad*



Proposition

- Energy companies need to intensify efforts to contribute to sustainable development.
- Integrate "sustainable thinking and acting" at operational *and* strategic level.

Research Purpose

- Find ***key mechanisms*** that enable energy companies to strengthen sustainability of their business & the stationary energy system.
- ***Operationalize sustainability*** in the context of energy companies and establish a ***framework*** to structure the different activities for environmental sustainability.



How can we study these issues?

- **Close-up investigation** essential
- Focus on **extreme cases**
- **Case studies** of energy companies with a prominent strategy for environmental sustainability

Data collection

- Personal interviews and document studies
- Collect views from production, environment, development, finance...
- Focus on **exploring** activities and strategies for environmental sustainability
- Test a tentative framework of focus areas

Frameworks for understanding environmental sustainability

1. Five focus areas for sustainable development

Illustrates that sustainability in the context of energy business

- is a complex issue
- requires a holistic approach
- entails substantial work

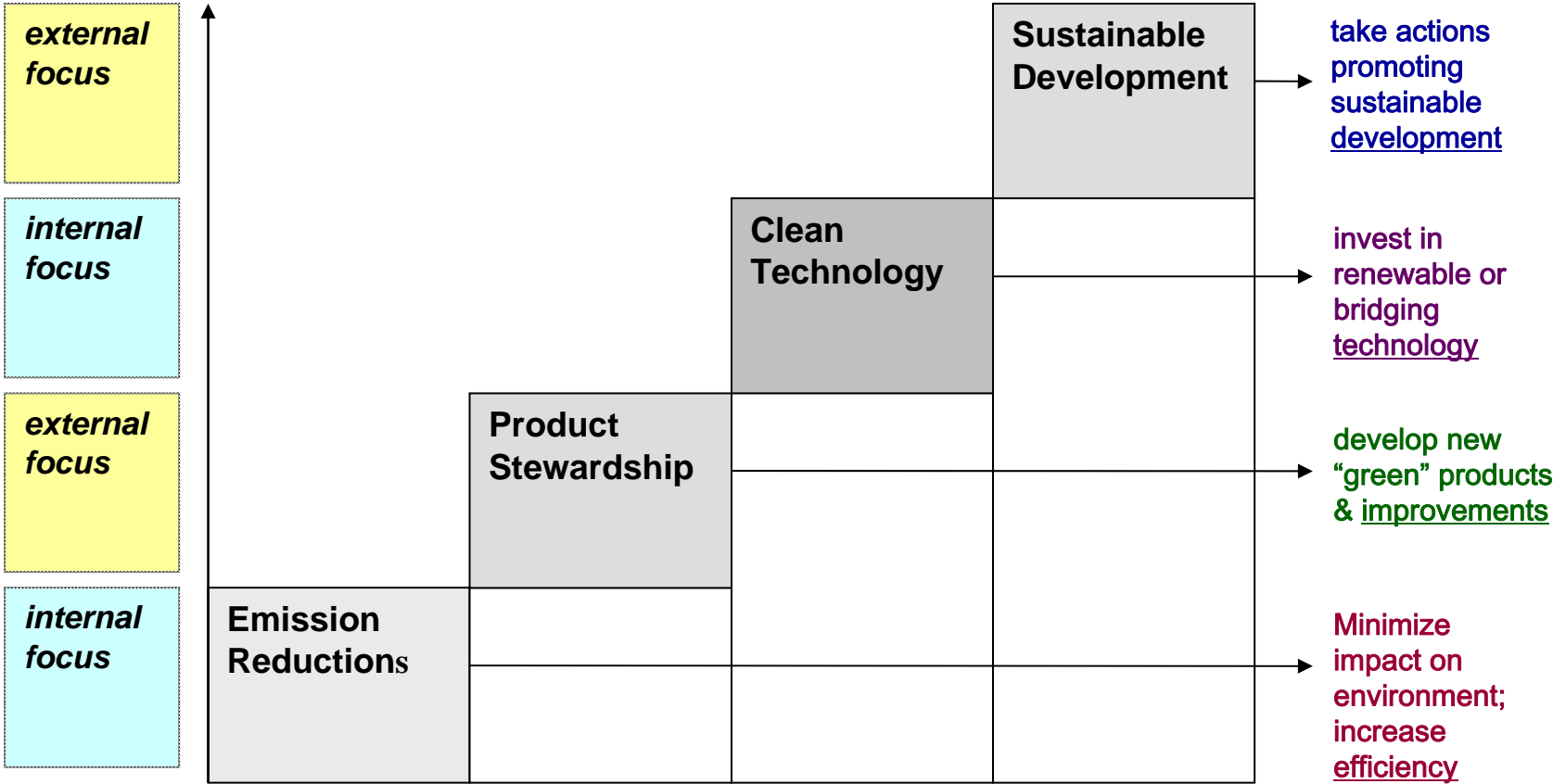
2. Conceptual framework of activities for environmental sustainability

Tool to structure and illustrate sustainable activities

Fig. 1: Five focus areas for sustainable development



Fig. 2: Framework of activities for environmental sustainability



Source: Adapted from Hart, S. & Milstein, M. 2003: "Creating sustainable value"



Conclusions

- In practice, companies implement a combination of activities from the different stages
- Sophisticated approach and intense activities to reduce emissions, but product stewardship is perceived as very challenging
- The complexity of achieving sustainability requires a holistic approach – co-ordinated activities a must to achieve a balanced portfolio of activities.