

## GREEN OFFICE PROGRAMME

### Summary

Green Office is a programme operated by WWF Finland. The aim of the programme is to offer offices a simplified environmental management and certification system, with a special focus on CO<sub>2</sub> emissions. The ultimate goal of the programme is to combat climate change through energy efficiency and renewables, reduce natural resource use, and promote sustainable lifestyles through enhanced employee awareness.

Green Office is a purely voluntary and self-financing programme. It is operated by WWF Finland, a voluntary organization, and the target group participates voluntarily and finances the programme through fees paid by participants. Green Office is an advice and certification programme which provides participants with information about how to achieve energy and environmental savings, and provides their stakeholders with information about which offices can be considered 'green', i.e., good partners to co-operate with or attractive employers to work for.

The target group includes office facilities in Finland that wish to improve their environmental management. Currently, 200 offices in 80 different organisations have gained the Green Office certificate. They include the head offices of some large companies (e.g., banks), media companies, and in particular, large non-profit organizations.



### Analysis and conclusions

The example can be considered a successful one in the sense that no public funding is needed, and savings have been achieved on a voluntary basis in the participating organizations. On the other hand, it still operates on a relatively small scale, and the technologies and solutions applied are fairly conventional. The most recent data (2007) indicate that annual reductions in CO<sub>2</sub> emissions have continued to be significant, but some participants are experiencing problems in reducing their electricity use. The programme appears to have been very successful in promoting social learning: participating offices exchange experiences via regular network meetings, and environmental and energy management is institutionalized in the participating offices. WWF Finland has progressively learned to manage the programme over the years and gained insights into the problems and potentials for energy and resource management in offices. In recent years, the programme has also expanded to other countries - in a number of Asian and European countries.

The successfulness of Green Office needs to be judged vis-à-vis its starting point, when there were very few exemplars available and the programme was a very new kind of activity, both for WWF Finland and for most of the participating offices. From this perspective, it has done extremely well.

#### The most crucial factors influencing its success are:

- Good fit with the needs and expectations of the target group
- Use of peer-to-peer networks
- Incremental approach
- Linking energy into a broader environmental framework
- Closeness of the programme managers to the target group.