



## CASE STUDY - DANSKE BANK



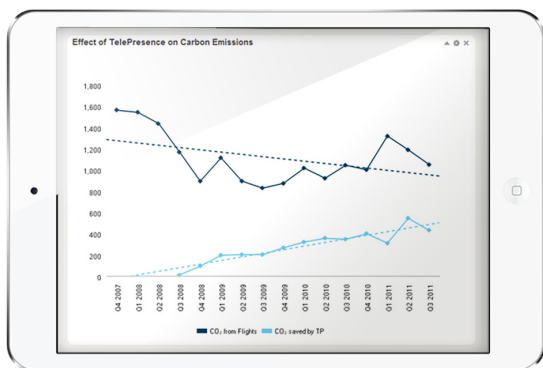
# MEASURING THE IMPACT OF CARBON REDUCTION INITIATIVES

## Danske Bank

The Danske Bank Group is the largest financial enterprise in Denmark and one of the largest in the Nordic region, offering customers a wide range of services in the fields of banking, insurance, real-estate and asset management. Not content to lead only in financial services, Danske Bank was the first large Danish bank to set a goal of reaching Carbon Neutrality.

### THE CHALLENGE

With offices in 14 countries and almost 22,000 employees, Danske Bank quickly identified airline travel as a significant component of its carbon footprint. In addition to other carbon-reducing activities, Danske Bank invested in TelePresence studios in 16 key locations to



Effect of TelePresence on CO<sub>2</sub> emissions

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*“cr360 software from UL EHS Sustainability is an essential management tool that helped The Danske Bank Group achieve their goal of Carbon Neutrality, a benefit to the company, its employees and the planet.”*

Kristian Højland,  
CR Co-ordinator, The Danske Bank Group

reduce the need for employees to fly for internal meetings. Danske Bank selected cr360, a UL company to help capture the data necessary to build a solid business case to support the investment necessary to sustain this program.

### THE SOLUTION

Danske Bank calculates its overall carbon footprint with cr360’s Sustainability Data Management System, using this data in their annual sustainability report, as well as their annual submission to the Carbon Disclosure Project. To help track their progress against the goal of Carbon Neutrality and support their investment in TelePresence, cr360 is used to:

- Convert each use of the TelePresence suite into the equivalent amount of CO<sub>2</sub> that would have been produced for each participant that would have flown for an equivalent face-to-face meeting.
- Produce an easy-to-read chart that clearly demonstrates how CO<sub>2</sub> from flights is reduced as the use of TelePresence facilities increases. An example output is included to the right.



*cr360 is proud to be a CDP Carbon Calculation Partner.*

## KEY BENEFITS

- Comprehensive data collection and analysis showed tangible return on investment and built a solid business case for further investments in TelePresence.
- Graphics added a sense of immediacy to help inspire employees to change their business travel behaviour.
- A single system is used to meet multiple reporting requirements, from CDP and published sustainability reports, to engaging with internal stakeholders.

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