

KR Foundation Annual Report



About KR Foundation

KR Foundation is a philanthropic foundation established on 21 December 2014 by VILLUM FONDEN and the descendants of Villum Kann Rasmussen, MSc in Engineering. The purpose of the Foundation is to address the root causes of climate change and environmental degradation.

KR Foundation has a stated capital of approx. DKK 10 million, donated by its founders, and an annual distributable capital of approx. DKK 100 million, donated by VILLUM FONDEN.

The stated capital is invested as “mission-related” (i.e., the investment is not made in companies that extract, produce or are heavily reliant on fossil fuels) through Forvaltningsinstituttet for Lokale Pengeinstitutter in the Triodos Sustainable Bond Fund. The distributable capital is partly invested as mission-related until the funds are disbursed as grant instalments. The investment portfolio usually consists of bonds and various Triodos investment funds.

In 2021, KR Foundation used the following advisers and service providers:

- Auditor: Deloitte
- Legal counsel: Horten
- Asset managers: Forvaltningsinstituttet for Lokale Pengeinstitutter and Merkur Cooperative Bank
- General banking purposes: Merkur Cooperative Bank
- Bookkeeper: LXP Consulting

KR Foundation is based in Copenhagen, Denmark, but works internationally.

4

Mission

6

Foreword:
New beginnings
and bold resolutions

10

An eventful year in
sustainable finance

14

A new focus on the
advertising industry

18

Reaching one of
the most ambitious
climate targets in
the world

20

Governance and
partners

22

Key Figures
2021

Cases →

24

Ad agencies saying no
to fossil clients

26

Advertised emissions
– starting to measure
the impact of
advertising

28

Banning fossil
advertising in the
Netherlands

30

One of the most
powerful things you
can do to protect
the planet

34

Reclaiming finance
in europe

36

Getting Asian banks
to stop financing
coal projects

38

Private equity
propelling the
climate crisis

40

Decarbonising
Denmark 70by30:
getting the data right

40

List of grants

43

References

Mission

Humanity is facing unprecedented risks caused by climate change and environmental degradation. The burning of fossil fuels and unsustainable consumption patterns are two interlinked root causes fueling the current climate crisis and the related biodiversity and ecosystem crises. An unprecedented transformation of society needs to happen to achieve the goals of the Paris Agreement and avoid climate catastrophe.

That is why KR Foundation is:

Working with Sustainable Finance to keep fossil fuels in the ground

Working with Sustainable Behaviour to mainstream low-carbon living

The mission of KR Foundation is to address the root causes of climate change and environmental degradation.

People clean up the debris in the city center of Bad Muenstereifel, Germany on July 17, 2021 as heavy rainfalls causes serious damages in several parts of town and villages in NRW and killed at least 170 people in Germany.



Foreword

New beginnings and bold resolutions

In August 2021, The Intergovernmental Panel on Climate Change (IPCC) published the first part of its Sixth Assessment Report. Their message was crystal clear: Unless there are immediate, rapid and large-scale reductions in greenhouse gas emissions, limiting warming to close to 1.5°C or even 2°C will be beyond reach.

Even though the world has yet to bend the emissions' curve, 2021 saw progress on many fronts, reducing the "emissions gap". In the run-up to the UN climate change conference COP26 in November in Glasgow, China, South Korea and Japan all made substantial commitments to phase out international support for coal projects – signaling a market shift that could mean the end of coal, which is the dirtiest fossil fuel. In November 2021, during COP26, the so-called Paris Rulebook was finally completed, and several states, cities and companies made ambitious commitments to climate action. Among these commitments was a pledge made by 34 countries and five multilateral institutions to end international financing of oil and gas projects by the end of 2022. Also during COP26, an alliance of international financial institutions committed to significantly scale up their support for green initiatives – the so-called Glasgow Financial Alliance for Net Zero. The list of pledges made in 2021 goes on, and they can be difficult to keep track of. At times one may doubt if all these pledges matter at all – whether they can translate into substantial action. But they do matter, or at least they can matter.

Making the pledges matter is part of the mission of KR Foundation's grantees, who in 2021 continued to push for the change we are now seeing across the

world, and who often collaborate in an ecosystem with different tactics to pursue the same goal of advancing climate action: Strong think tanks calculate and communicate what ambitious climate pledges look like – and do not look like. Dedicated grassroot organisations push for higher ambitions and hold the countries and companies who make the pledges accountable. And coordinated alliances of organisations help develop and deliver on the pledges. We all know that a New Year's resolution can be easy to make, but hard to keep, if there is no one around to support, motivate and, at times, pressure you. The same goes for climate pledges. So, KR Foundation and our many allies in global philanthropy will keep supporting the strong ecosystem of civil society organisations helping to realise the pledges and driving ambitious action on climate change.

New developments in KR Foundation

As a result of a strategic refresh in 2021, KR Foundation's Sustainable Behaviour programme area now mainly focuses on the advertising and PR industry's role in fueling the climate crisis. The new strategy is based on a similar approach as the foundation's Sustainable Finance programme area, which targets the financial industry: Creating change by supporting an ecosystem of civil society organisations working towards the same goal of aligning an industry's practices with the Paris Agreement and the goal of keeping global warming below 1.5°C. The first grants have been made, and you can read more about them and the new focus in this report.

2021 also ushered in a new beginning for KR Foundation with the launch of the Danish 70by30 project. Launched

as a collaborative effort between KR Foundation and THE VELUX FOUNDATIONS, the 70by30 project is designed to support the realisation of the Danish goal of reducing emissions of greenhouse gases by 70 pct. in 2030 (1990 baseline). This is one of the most ambitious goals in the world and achieving it will require a massive effort from all strands of society. DKK 320m have so far been allocated by the foundations to support key civil society organisations over the course of five years, helping accelerate the transition in a cost-effective, science-based and just way.

The climate crisis is a global issue that requires global solutions. One ambition

of the 70by30 project is to strengthen Denmark's position as a global leader on key climate issues and thereby stimulate global climate action. At this year's COP26 in Glasgow, we saw what this can look like, as Denmark and Costa Rica launched the KR Foundation-supported Beyond Oil and Gas Alliance (BOGA) – a first-of-its-kind alliance, comprised of nations that are setting an end date for national oil and gas exploration and extraction.

We have seen tremendous progress over the last year, but there is still so much to do. Emissions are still on the rise, and so is what seems to be an ever-increasing energy demand. We absolutely need to keep fossil fuels in

the ground and mainstream low carbon living, if we are to stand a chance of avoiding the most detrimental effects of climate change.

More than ever, philanthropic support for the challenging transition towards a climate safe world is needed. In KR Foundation, we look forward to working with our grantees in 2022 to achieve further progress.

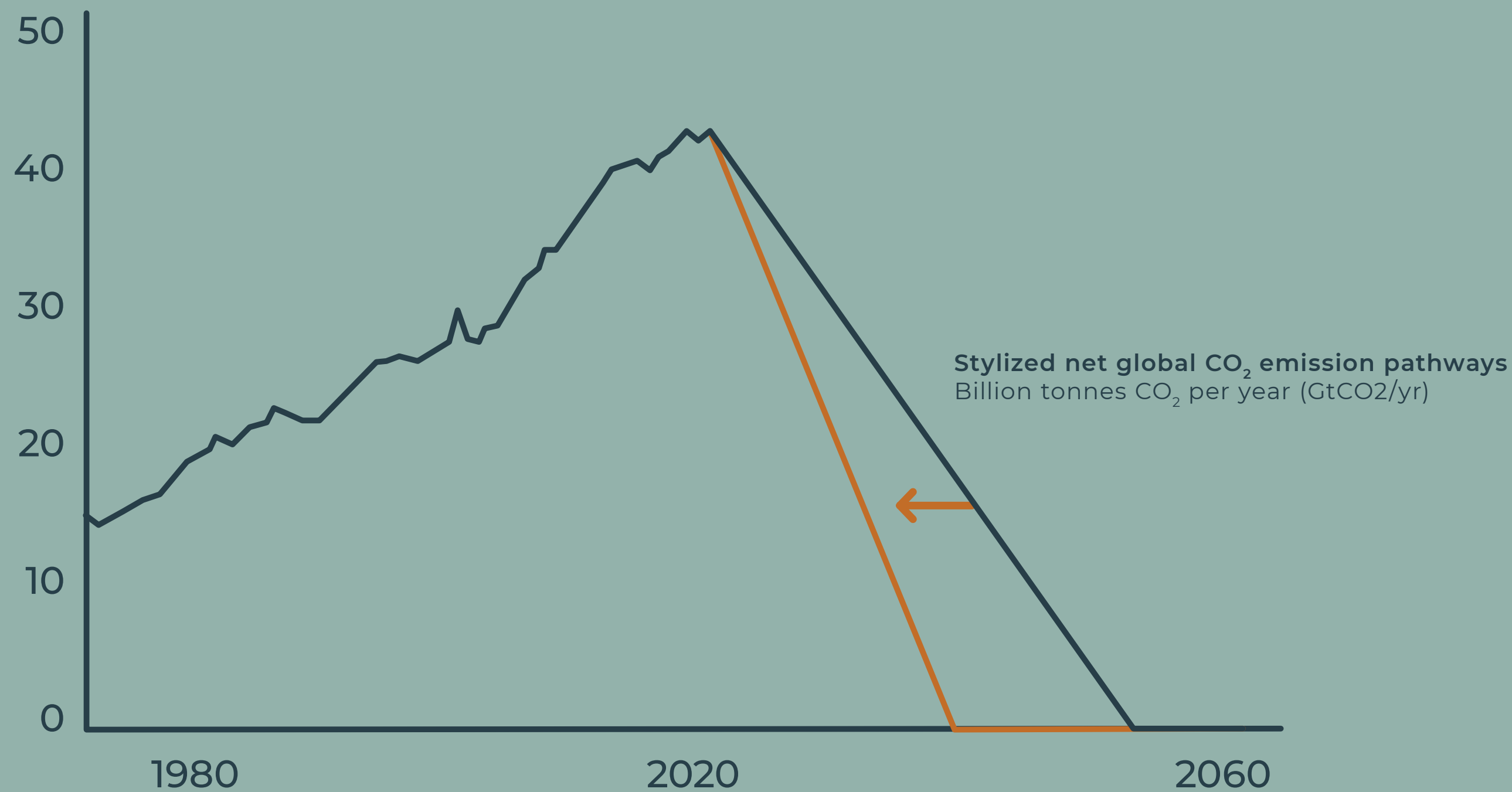


Glasgow Science Center where youth groups, civil society, business, and academia were represented at COP26.

Connie Hedegaard
Connie Hedegaard
Chair

Astrid Kann-Rasmussen
Astrid Kann-Rasmussen
Co-founder and Vice-chair

CO₂ emissions decline needed to reach net zero in 2055 or 2040¹



An eventful year in Sustainable Finance

The extraction, production and consumption of fossil fuels are root causes of climate change and environmental degradation. The Sustainable Finance programme area seeks to shift financial flows to reduce fossil fuel supply and demand to safe levels.

In the world of sustainable finance, 2021 was an eventful year. The year kicked off with a slew of new commitments by financial institutions pledging to be net zero by 2050 – pressured by the growing spotlight on their role in financing the fossil fuels industry. At the big fossil fuel companies’ annual general meetings in the spring, investors took an unprecedented stand to encourage some of the big companies to increase their climate ambitions, while record amounts of assets were divested from the world’s most polluting companies during the year.

Investors challenging oil majors at annual general meetings
‘Black Wednesday’, ‘a turning point’ and ‘a day of reckoning for Big Oil’. These were some of the headlines in major business outlets at the end of May, following a streak of ground-breaking results in the campaign to pressure the oil industry to align their businesses with the Paris Agreement. At the annual general meetings of Chevron, Shell, ConocoPhillips, BP and Exxon it was evident that oil and gas majors are under growing scrutiny to deliver on their climate pledges, with investors voting for climate-related proposals in record numbers.

US oil giant Exxon even faced a new level of pressure as activist investors sought to replace members of the Exxon board. The KR Foundation-supported Climate Action 100+ and As You Sow were involved in two parallel campaigns that successfully managed to put five new climate-focused members on the Exxon board.

The outcomes of this proxy season made it clear that investors are no longer only requesting, but are increasingly demanding that oil and gas companies start addressing risks associated with the energy transition. KR Foundation grantees ShareAction,

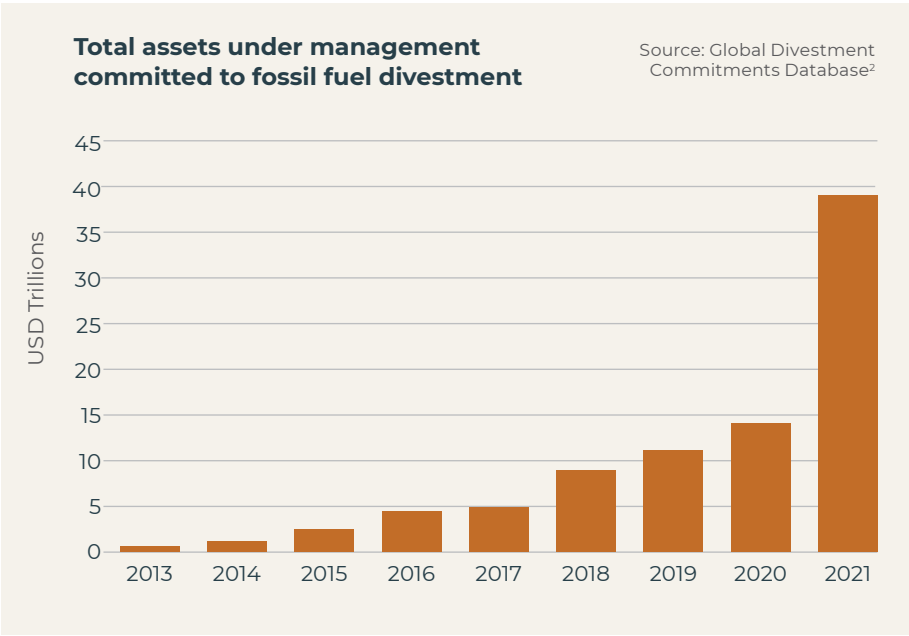
Reclaim Finance, the Sunrise Project and Oil Change International all played key roles in the work to ramp up this pressure. While oil prices recovered from the pandemic-induced price crash last year, and gas prices spiked to record highs during the second half of 2021, the pressure on oil companies indicates that institutional investors are starting to grow sceptical about the long-term financial projections of the oil industry.

Big divestments
That investors are increasingly taking the long view about the financial risks associated with fossil fuel investments is indeed evident when looking at the divestment movement. In addition to using their power of ownership in heavy carbon emitting companies, investors are divesting funds in the fossil fuel sector on an unprecedented scale – and even despite the energy price hikes seen in late 2021. As illustrated by the graph below, the

amount of assets under management which investors committed to move out of coal, oil and gas grew significantly during 2021, reaching a record-high USD 39tr in divested assets at year’s end.

Notable divestment announcements came from Harvard University as well as from Europe’s largest pension fund, the Dutch ABP, who committed to sell off all their USD 17.5bn fossil fuel assets by 2023. Several KR Foundation grantees are deeply involved in the divestment movement, with 350.org, The Institute for Energy Economics and Financial Analysis (IEEFA), WWF-EPO and Urgewald spearheading the work.

Big three quitting overseas coal support
2021 also truly signalled how the era of coal is nearing its end. According to Global Energy Monitor, who are supported by KR Foundation, three



quarters of proposed coal plants have been cancelled since the Paris Agreement, and 2021 only saw this momentum grow. For the past years, the three biggest financers of new coal projects have been China, South Korea and Japan, who all committed to terminate their overseas support for coal during the year. This was a major milestone, and KR Foundation grantees SFOC, JACSES, European Climate Foundation, Market Forces and IGES have all been deeply involved in the work to reach this outcome.

Spelling out the writing on the wall, the multilateral community agreed in the

final weeks of 2021 to phase down the use of coal according to the Glasgow Climate Pact, the outcome document from the COP26 meeting. This was the first ever direct mention of a fossil fuel in an official UN text.

Public financial institutions exiting all fossil fuels

During the COP26 summit, several voluntary initiatives were also launched. One of the pledges getting the most traction was a Statement on International Public Support for the Clean Energy Transition. 34 countries and five multilateral institutions signed up to the statement, thereby pledging

to end international financing of coal, oil and gas by the end of 2022. The signatories committed to not only end bilateral development finance and export credit support to fossil fuels, but also to use their vote on the issue in multilateral institutions.

If implemented fully, the announcement could shift USD 24bn annually in government funds from fossil fuels towards clean energy. KR Foundation grantees E3G, Oil Change International, BothENDS and ActionAid Denmark were closely involved in developing the statement and played key roles in getting the various governments to sign up.

Nations setting targets top move beyond oil and gas

During the COP26 summit, the launch of the Beyond Oil and Gas Alliance (BOGA) created headlines in media outlets across the world. This diplomatic effort is co-chaired by Denmark and Costa Rica and brings together first mover nations and institutions committing to set a closure date for oil and gas production. In total, 11 national and subnational governments were part of the BOGA launch, committing to end new licensing rounds

for oil and gas exploration and to set Paris-aligned dates for ending production.

KR Foundation grantees Energy Transitions Fund and Oil Change International have been deeply involved in developing the initiative and conducting outreach to possible signatory governments. In 2022, this work will continue to grow the number of BOGA members and to further mainstream the necessary conversation around a just and equitable phase-out of oil and gas production in order for the world to become net zero by 2050.

The Beyond Oil & Gas Alliance

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graph TD; subgraph Co-Chairs; Denmark; CostaRica[Costa Rica]; end; subgraph CoreMembers[Core Members]; Sweden; France; Quebec; Greenland; Ireland; Wales; end; subgraph AssociateMembers[Associate Members]; California; NewZealand[New Zealand]; Portugal; end; FriendsOfBOGA[Friends of BOGA: Italy]; Co-Chairs --- CoreMembers; CoreMembers --- AssociateMembers; AssociateMembers --- FriendsOfBOGA;
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A powerful message from the International Energy Agency

In May, a powerful message was sent by the International Energy Agency (IEA) with the launch of their net zero pathway report. A coalition of KR Foundation grantees led by Oil Change International, European Climate Foundation, Energy Transitions Fund, GSCC and E3G have worked for years to pressure the IEA to publish a scenario showcasing how the world’s energy systems will need to transition to limit global warming to 1.5°C in line with the Paris Agreement. As a leading authority in producing energy scenarios, the financial industry has for years relied on the IEA to guide their energy investment decisions – and the IEA energy scenarios have, at best, been

conservative and over-reliant on the use of technologies like CCS.

The publication of the net zero scenario was a break-through moment, with the IEA stating that to reach net zero by 2050, no development in new oil and gas fields can happen, and that the power sector in OECD countries needs to be decarbonised by 2035, with the rest of the world following by 2040. Illustrative of the impact of the report, US climate envoy John Kerry concluded in July that “the IEA tells us we don’t actually need any new investment in oil, coal or gas production”. With the development of this 1.5-degree aligned scenario, the IEA has enabled a major shift in the conversation around future energy investments.

Signatories

Statement on International Public Support
for the Clean Energy Transition



A new focus on the advertising industry

The Sustainable Behaviour programme area supports interventions that counter narratives incentivising unsustainable behaviour and lifestyles, and that develop and disseminate narratives incentivising sustainable behaviour and lifestyles – with advertising and the advertising industry as the focal point.

In 2021, KR Foundation decided on a new direction in the Sustainable Behaviour programme area. This change of direction is guided by the evidence base created throughout the years in the Sustainable Behaviour programme area as seen in the UNEP Gap Emissions report, the Cambridge Sustainability Commission recommendations and the 1.5-Degree Lifestyles report (see boxes 1, 2 & 3), which all point to the need to address the advertising industry's role as a driver of climate change. The programme will thus focus on the major role the advertising and PR industry plays in driving climate change and environmental degradation. Specifically, the foundation will support projects that challenge the advertising and PR industry's work with fossil fuel and high-carbon industries – industries that are to a large extent fuelling the climate crisis while often also actively trying to prevent ambitious climate action.

Industry changemakers transforming the advertising industry

A growing number of industry changemakers are starting to take up the task of transforming the advertising industry from within, and for the first time ever an event focusing entirely on advertising's role in driving climate change was hosted at COP26. Two of the participants in this event were Futerra Solutions Union and Purpose Disruptors – new KR Foundation grantees. They demand more transparency in the advertising and PR industry, and that the industry starts accounting for the climate impact from advertising campaigns (and not just the climate impact from industry operations).

The new KR Foundation grantee Glimpse Collective – mostly famous for filling the London tube with pictures of cats in 2016 to create awareness around the advertising industry's role in society – is another good example of an industry

changemaker. In their project, Glimpse Collective focuses on creatives in the industry. They are already working with more than 3,000 creative talents who use their creativity to change the advertising industry's role in society, and during the grant period with KR Foundation they aim to rapidly expand the collective to 5,000 talents that can drive change from within the industry.

Campaign groups targeting the industry

Climate campaign groups are also starting to pay attention to the advertising industry. New KR Foundation grantee Reclame Fossilvrij in the Netherlands has been successful in getting the City of Amsterdam to ban fossil advertising as the first major city in the world. This has inspired a new campaign by Greenpeace and 30 other NGOs, who in October 2021 launched a European Citizens' Initiative (ECI) calling for a tobacco-style ban on fossil fuel advertising. If the initiative succeeds in getting 1 million signatures from EU citizens before October 2022, the proposal will be presented at a public hearing in the European Parliament to the European Commission. Reclame Fossilvrij is already collaborating with the KR Foundation grantee New Weather Institute, who, in their campaign Badvertising, is pushing for regulatory restrictions on high carbon advertising. Clean Creatives, another KR Foundation grantee, works to get “first-movers” in the advertising industry to take a pledge to become fossil-free advertising agencies, while at the same time calling out big advertising agencies for lack of climate action. More than 800 creatives and advertising agencies have already signed the pledge. Also, during COP26, Clean Creatives launched the campaign #EdelmandropExxon, putting pressure on the world's largest PR firm, Edelman, to drop its client Exxon. The campaign forced Edelman to reconsider their relationship with Exxon – however,

Edelman responded with a delaying tactic, which shows the need for strong and consistent pressure to be successful in the advertising and PR space.

Building the evidence base

A key pillar in KR Foundation's effort to address the advertising industry's negative influence on the climate is to help grow the evidence base in this field. An increasing amount of academic research on the relationship between the advertising industry and climate change is being conducted, a recent example being a research paper published in November 2021 by Robert Brulle³, providing a comprehensive look at how advertising and PR firms are a major force in obstructing climate action by helping to avoid and delay pro-climate regulation. The paper reveals that the advertising PR agencies' playbook includes a combination of lobbying efforts, influencing legislative debates, seeking positive media coverage, employment of third-party experts and spokespeople, and grassroots mobilisation (“astroturfing”). Exposing and countering these efforts is crucial, and KR Foundation is looking forward to growing and supporting the ecosystem of organisations working to achieve this goal.

“Despite their sustainability goals and past pledges to stop working with climate deniers, nearly all of the world’s largest PR and ad firms continue to work with fossil fuel industry clients.”

Duncan Meisel, campaign manager of Clean Creatives



Photo credit: Joe Yates

Box 1: UNEP Gap Emissions Report 2020, chapter 6

The first report in which UNEP devoted a chapter to behaviour change. The chapter illustrates why lifestyles are critical to tackling climate change, especially amongst the wealthiest, and points to restrictions on advertising as a cross-sector mechanism to achieve lifestyle emissions reduction.

The report was released in 2020. KR Foundation supported the work.

Box 2: Cambridge Sustainability Commission on Scaling Behavior Change

The world's first synthesis report on the potential contributions of behaviour change to reach the goals of the Paris Agreement. The commission focused on the empirical evidence of leverage points for societal transformations and points, e.g., to restrictions on advertising as a lever to advance a social tipping point and accelerate climate action.

The report was released in 2021. KR Foundation supported the work lead by the University of Sussex.

Box 3: 1.5 degrees lifestyles: Towards A Fair Consumption Space for All

The second version of the groundbreaking 1.5 degrees lifestyles report, which expands the number of countries and sectors covered in the analysis as well as containing a chapter on policy approaches. Among many findings, the report highlights that lifestyles' impacts on climate change are accelerated by cultural norms that encourage consumerism driven by advertising.

The report was released in 2021. KR Foundation supported both the first and second report lead by Hot or Cool Institute.

Supply

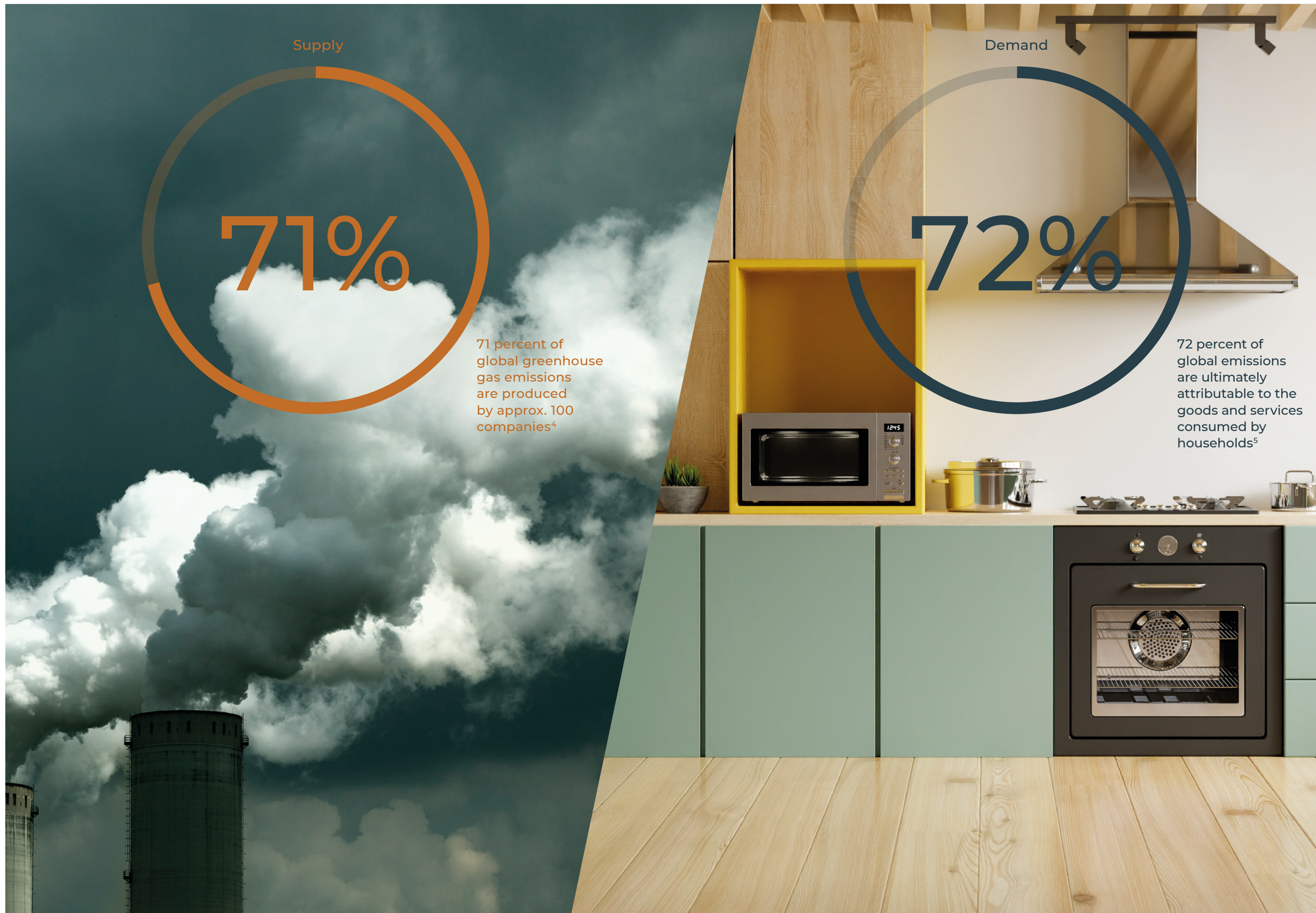
71%

71 percent of global greenhouse gas emissions are produced by approx. 100 companies⁴

Demand

72%

72 percent of global emissions are ultimately attributable to the goods and services consumed by households⁵



Reaching one of the most ambitious climate targets in the world

The Danish government, supported broadly by the Parliament, businesses, civil society and citizens, has adopted an ambition to reduce GHG emissions by 70 pct. by 2030. This is one of the most ambitious climate goals in the world, and it requires a massive collective effort that involves all parts of Danish society. In 2021, VILLUM FONDEN, VELUX FONDEN and KR Foundation launched a DKK 320m project to help achieve the 70-pct. reduction target. The project, aptly named “70by30”, is designed to support the realisation of the reduction target and aims to enable informed decision-making on climate change mitigation at all levels of society to catalyse the necessary, accelerated climate action. And it will do so on a national scale for global inspiration and replication. The project is divided into five focus areas (see box) and is carried out in partnership with the green think tank CONCITO, the social enterprise DeltagerDanmark and Aalborg University as main partners.

Building the right team

Recruiting the necessary skilled people and building the right teams are crucial in the success of any project. In 70by30, due to the complexity of the project, this has been especially important. As 2021 comes to an end, the project partners have built strong teams and robust organisations and are ready to accelerate the implementation of the project. This is supported by a new sustainability hub, “Læderstræde 20”, located in the heart of Copenhagen. A shared knowledge platform and office space with a strong community of organisations all working to support a sustainable development of the Danish society.

Partnerships and strategic alliances

The development and coordination of strategic alliances to promote the necessary political action to realise the Danish climate goal have started to show the first results. Among others, a joint effort to support the climate agenda at the local elections in November 2021 and the development of a strategic alliance of civil society organisations to support climate action across Denmark.

Local climate action

In 2021, the main goal of 70by30 was to make sure that climate policy was high on the agenda in all political parties in the lead up to the municipal elections in Denmark on 16 November 2021. This was done through digital campaigns, by mobilising local climate groups, by delivering science-based recommendations for Danish municipalities, by a strategic public relation effort and via ongoing sparring with local politicians. The main themes that resonated with voters are still being analysed; however, the first data shows that for 43 pct. of all constituencies, climate and the environment were defining areas when casting the vote. This made climate and environmental policy the second most important policy theme.

The five initiatives

- Getting the data right: New global datasets and independent insights will be developed as basis for the ‘next generation whole-of-economy’ and full value chain-centred climate policies as they must unfold over the next decade.
- Knowledge in action: A markedly enhanced effort in deepening knowledge and developing appropriate policies will help ignite critical and timely action in critical sectors through new knowledge and co-creation with key stakeholders in society.
- Effective climate communication: A tailored climate communication and engagement effort built based on the new data and knowledge will engage the best global expertise in developing and applying new approaches to messaging and communication in a Danish and Nordic context.
- Boosting climate education: New teaching materials and teaching processes will help create a new generation of climate competent youth that will be decisive for lasting impact in every corner of society, driving new demands, behaviours and lifestyles.
- Involving for climate impact: The transition will require a population that is receptive to disruptive change. The ability to engage the society at large will benefit from new and science-based methods of involving and engaging citizens at large.



Governance and Partners

KR Foundation's Board of Directors has 6 members:



Connie Hedegaard
(Chair)
Former european commissioner for climate action and Danish minister for climate and energy (DK)



Astrid Kann-Rasmussen
(Vice-Chair and Co-founder)
Chair of V. Kann Rasmussen Foundation (DK)



Anthony A. Leiserowitz
Senior Research Scientist and Director of the Yale Program on Climate Change Communication (US)



Johan Rockström
Professor in Earth System Science at University of Potsdam and Director of the Potsdam Institute for Climate Impact Research (SE)



Tim Jackson
Director of the Centre for the Understanding of Sustainable Prosperity (UK)



Eva Zeuthen Bentsen
Partner in the recruitment company Zeuthen Storm (DK)

To maximize impact, KR Foundation coordinates its efforts with international foundations and partners. Key networks and partners are:

- Partners for a New Economy (P4NE): An international donor collaborative supporting innovative, high-risk interventions that encourage the economic system to value ecological integrity and human well-being. KR Foundation's Vice-Chair, Astrid Kann-Rasmussen, serves as Chair of P4NE.
- European Climate Foundation (ECF): A major philanthropic initiative established to help Europe foster the development of a low-carbon society and play an even stronger international leadership role to mitigate climate change. KR Foundation's Chair, Connie Hedegaard, is a member of ECF's supervisory board.
- ClimateWorks Foundation: Through ClimateWorks, KR Foundation participates in the Funders Table, which is an informal collaboration of not-for-profit foundations dedicated to climate change mitigation.

Key Figures

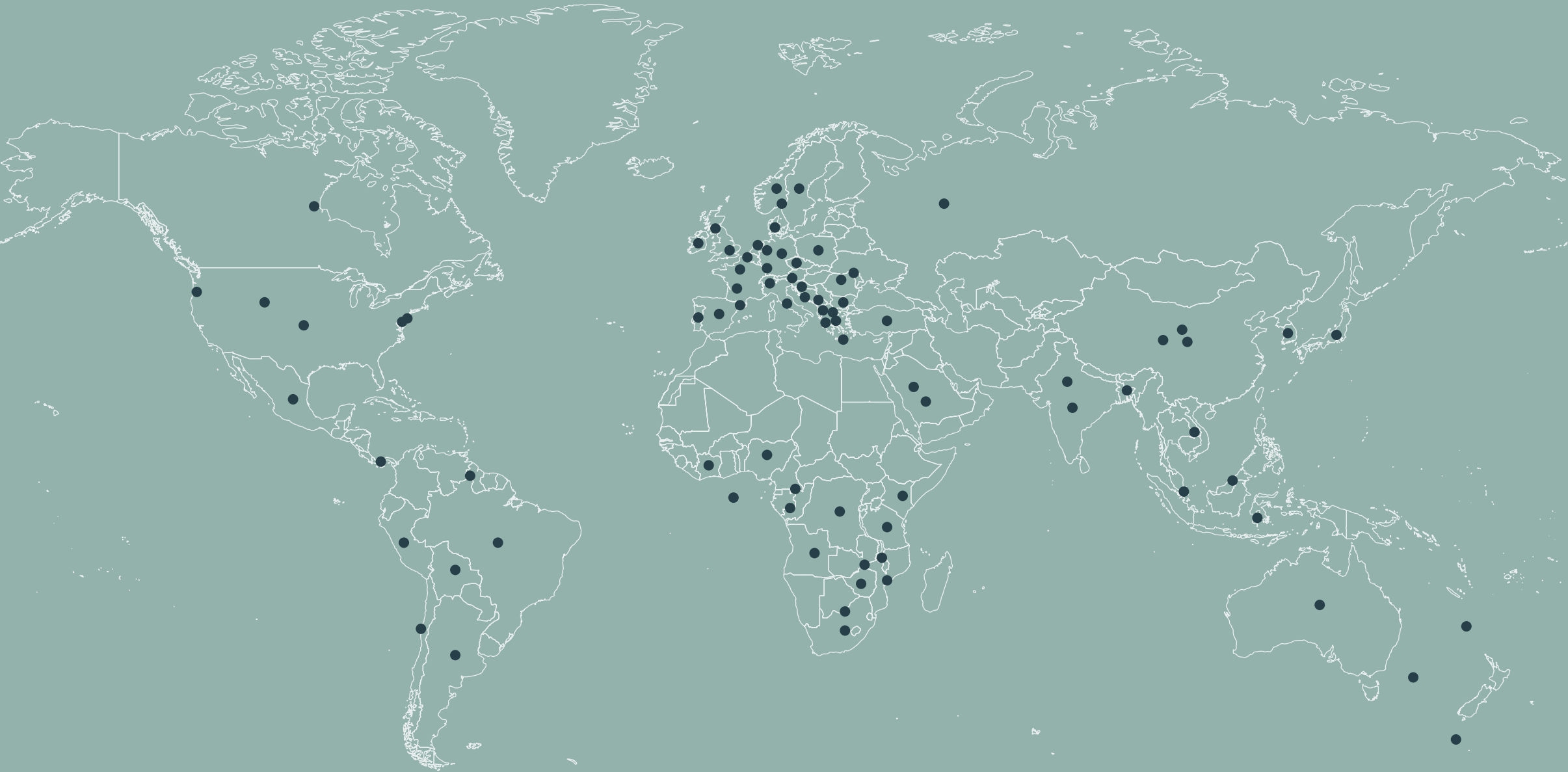
Granted in 2021:

DKK 134,860,590

Number of grants:

60

Location of activities of KR Foundation grantees, 2015-2021



Grants awarded by programme area, 2021

Programme area	Amount, DKK	Number of grants
Sustainable Finance	52,388,430	22
Sustainable Behaviour	17,018,863	8
New Economy	6,467,975	2
Climate Communication	9,295,226	6
Cross-cutting Projects	2,950,000	2
Decarbonising Denmark	46,740,096	20

Case

Ad agencies saying no to fossil clients

Fossil fuel corporations are the world’s leading polluters and have for decades been known to lobby against climate action. Today, even as their campaigns often focus on renewable energy, up to 99 pct. of their financial investments are spent on finding and drilling for more oil and gas⁶. It seems that the oil and gas industry is trying to change its image without changing its practices, with the advertising and PR industry actively helping them craft this image.

However, a growing movement of activists, advertising and PR industry professionals, and regulators are now addressing the role of the industry in supporting the biggest climate polluters on the planet. For instance, in 2021, Italian regulators fined Italy’s oil giant Eni EUR 5m for deceiving consumers about their ‘green’ diesel.

The Clean Creatives campaign aims to harness the power of this movement by bringing together leading advertising and PR agencies, their employees and clients to address the sector’s engagement with the fossil fuel industry. They do this by focusing on three different areas:

- 1) Putting advertising agency brands and their work for the fossil fuel industry in the spotlight: Clean Creatives name the names of agencies that are working with fossil fuel clients identify the specific ways they are contributing to pollution – and lift up those who take affirmative steps to guarantee themselves as fossil fuel free.
- 2) Working with creative talent to empower their vision for a fossil fuel free future: Clean Creatives is increasingly exercising their power as employees in a variety of ways. Clean Creatives is helping this developing ecosystem of employee activism by organising pledges not to work with fossil fuel clients.
- 3) Encouraging clients to drop advertising and PR agencies working for fossil fuel companies: Many large corporations now have ambitious sustainability strategies that aim to create a cleaner future. Clean Creatives make the argument that these companies should not be paying the advertising and PR firms that are making a cleaner future so much harder to realise.

To date, 210 agencies and 600 creatives have taken the pledge not to work for the fossil fuel industry.

Organisation: Fossil Free Media

Project title: Clean Creatives

Programme: Sustainable Behaviour

Grant: DKK 3,000,000

Year: 2021-2023



“Despite their sustainability goals and past pledges to stop working with climate deniers, nearly all of the world’s largest PR and ad firms continue to work with fossil fuel industry clients.”

Jamie Henn, founder of Fossil Free Media and producer of the Clean Creatives campaign.

Organisation

Clean Creatives is a project bringing together leading advertising and PR agencies, their employees and clients to address the sector’s work with fossil fuel companies. It is directed by Duncan Meisel, a climate activist, and Jamie Henn, the founder of Fossil Free Media, a nonprofit media lab that supports the movement to end fossil fuels.

Aims of the project

Clean Creatives aims to reduce the economic and political power of the fossil fuel industry by limiting their ability to shape public opinion through PR and advertising. They pressure the PR and advertising agencies that work with the fossil fuel industry on several fronts:

- Focus on revealing the intentionally concealed relationships between PR and advertising agencies and their fossil fuel industry clients.
- Organise PR and advertising industry employees, including the many creatives who likely feel conflicted working for oil and gas companies.
- Organise PR and advertising agency clients, the sustainability-minded businesses, nonprofits and other institutions who will be unhappy to find out that their PR and advertising agency is actively undermining progress on climate change by spinning fossil fuel industry narratives.

Case

Advertised emissions – starting to measure the impact of advertising

Roughly 72 pct. of global greenhouse gases are directly related to household consumption, and a primary goal of the advertising industry is often to increase that very consumption. As an annual USD 600bn industry, most people on the planet are touched and influenced by advertising, e.g. on their phones, TVs, radios and computers. At present, the advertising industry takes very little responsibility for its role in driving unsustainable levels of consumption in many countries.

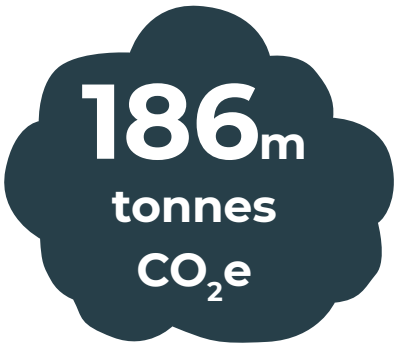
Purpose Disruptors address this issue, aiming to create systemic change within the advertising industry. Their big vision is to “reshape the advertising and marketing communications industry to only promote attitudes, lifestyles, behaviours and brands aligned with a net zero world by 2030”.

At COP26 in November 2021, Purpose Disruptors launched the Advertised Emissions Report. Borrowing from the idea of Financed Emissions, already established within the finance industry, "Advertised Emissions" is offered as an idea and methodology to help the advertising industry measure and reduce the climate impact resulting from the uplift in sales generated by advertising.

To illustrate how the concept works, the report includes new research on the extent of advertised emissions in the UK and finds that this number is around 186 times bigger than the operational emissions of the UK advertising industry, and that the advertising industry is adding an extra 28 pct. to the annual carbon footprint of every single person in UK. This methodology will be further tested and refined during the grant period with KR Foundation.

Organisation: Purpose Disruptors
Project title: Advertised Emissions
Programme: Sustainable Behaviour
Grant: 3,734,286 DKK
Years: 2022-2023

In 2019 **Advertised Emissions** from UK advertising were **more than**



It means advertising is adding an **extra**
+28%
to the **annual carbon footprint of every single person in UK**



Organisation

Purpose Disruptors is a community-based non-profit organisation in the UK, established in February 2020. Their vision is for the advertising and marketing communications industry to only work on promoting brands, behaviours and lifestyles that are compatible with a 1.5-degree world.

Some of the project's key objectives over the next two years are

- Creating a network of 10-20 industry leaders who are most likely to adopt and support the concept of Advertised Emissions.
- Co-creating a tool to enable organisations to easily calculate and reduce their Advertised Emissions.



High carbon brands and industries with little opportunity to re-engineer demand towards low carbon alternatives.



Established brands and industries that can accelerate the adoption of lower-carbon attitudes and behaviours.



New and emerging brands and industries whose business model is geared to serving a 1.5°C world.

Case

Banning fossil advertising in The Netherlands

Many countries have restrictions on advertising for alcohol and cigarettes as these products have large negative health impacts. Now, several organisations are making a similar argument about advertising for fossil fuel companies and related high-carbon industries, calling for an outright ban on ads for these products. One of them is the global grassroots citizen movement Advertising Fossil Free.

Inspired by the ban on tobacco ads, Advertising Fossil Free has started the world’s first campaign aimed at prohibiting advertisements for fossil fuels, as well as air, road and water-borne transportation powered by fossil fuels.

Although Advertising Fossil Free currently consists of a small team, they have already had promising results in the Netherlands: The City of Amsterdam has recently banned fossil advertising; Shell can no longer use the term “carbon neutral” and must stop carbon offsetting marketing; and a ban on fossil advertising is in 6 election programmes for the Dutch House of Representatives.

Among other goals in 2022, Advertising Fossil Free aims to make the first Dutch newspaper or broadcaster ban fossil advertising, to make more cities follow the example of Amsterdam and to encourage education, culture, sports, festivals and conferences to keep out fossil sponsors.



Organisation: Reclame Fossielvrij (Fossil Free Advertising)
Project title: Ban Fossil Ads, Sponsoring and Marketing in The Netherlands (and beyond)
Programme: Sustainable Finance
Grant: 3,921,853 DKK
Year: 2022-2023

- The project's key objectives are**
- Create awareness around fossil fuel advertising as unethical and illegal through legal action.
 - Create bottom-up ripple effects by getting frontrunner cities in The Netherlands to prohibit fossil fuel advertising in the public space as well as getting media outlets in The Netherlands to ban fossil fuel advertising with the overall aim of the Netherlands banning fossil fuel advertising as the first country in the world.
 - International scaling by collaborating with partners in the European Citizens' Initiative aiming at getting the European Union to ban fossil fuel advertising as well as convene international experts and outreach to the leading international organisations such as World Health Organisation to ensure expert and top-down support.

“The fossil fuel industry spends billions on ads. It's time to spread information, not disinformation! That's why we need a tobacco style ban on fossil fuel advertising. I fully endorse the Advertising Fossil Free campaign.”

Bill McKibben founder of 350.org and producer of the Clean Creatives campaign.

Organisation

Advertising Fossil Free (Reclame Fossielvrij) is a campaign group within the worldwide Fossil Free movement and Fossielvrij NL. They started their campaign for a law that bans fossil ads in the autumn of 2019. The campaign is currently run by five dedicated campaigners.

Case

One of the most powerful things you can do to protect the planet

The organisation Make My Money Matter is creating a citizens' movement demanding that the trillions of pounds invested in UK pensions shall go towards protecting the planet and building a better world. This people-powered campaign will raise awareness about how pensions are invested and enable citizens to demand that their pension is invested in mitigating the climate crisis rather than fueling it.

Currently, the UK pension sector accounts for GBP £2.4tr⁷. Much of this money remains invested in fossil fuels and is therefore actively fueling the global climate crisis. But people in the UK want that to change this: According to a survey, 68 pct. of British pension savers want their investments to actively help solve the climate crisis rather than make it worse⁸.

Doing this can potentially make a big difference. An analysis carried out for Make My Money Matter found that investments made by UK pension schemes enable the release of 330 million tons of carbon every year – more than the entire carbon footprint of the UK⁹. Changing one's pension scheme is thus one of the most impactful climate actions individuals can take.

Make My Money Matter has a three-pronged approach to leveraging the power of pensions to help address the climate crisis – they want to galvanise public support, develop partnerships with NGOs and businesses wanting to green their pension schemes and hold the pension funds accountable by monitoring their climate pledges on a regular basis.

The movement is already having an impact: With film director Richard Curtis ("Notting Hill", "Love Actually") as co-founder and several experienced environmental campaigners on the staff, MMMM has made great progress: Over 70 leading companies and organisations such as IKEA, WWF, Tesco and Ernst & Young have committed to green their pensions, ensuring that their pension schemes match their sustainability strategies.

Since the launch in June 2020, more than GBP 1tr in UK pension funds have already been committed to robust net zero targets.

“By helping align the trillions in our pensions with society’s values ... this campaign will support the whole economy transition required to achieve net zero.”
Mark Carney, UN Envoy on Climate Action and Finance



Organisation

Make My Money Matter (MMMM) is a new campaign organisation, focused on driving heightened ambition in the UK pensions sector to take responsibility for their carbon-intensive investments. The organisation was set up in 2019 by film director Richard Curtis and former DFID special adviser Jo Corlett.

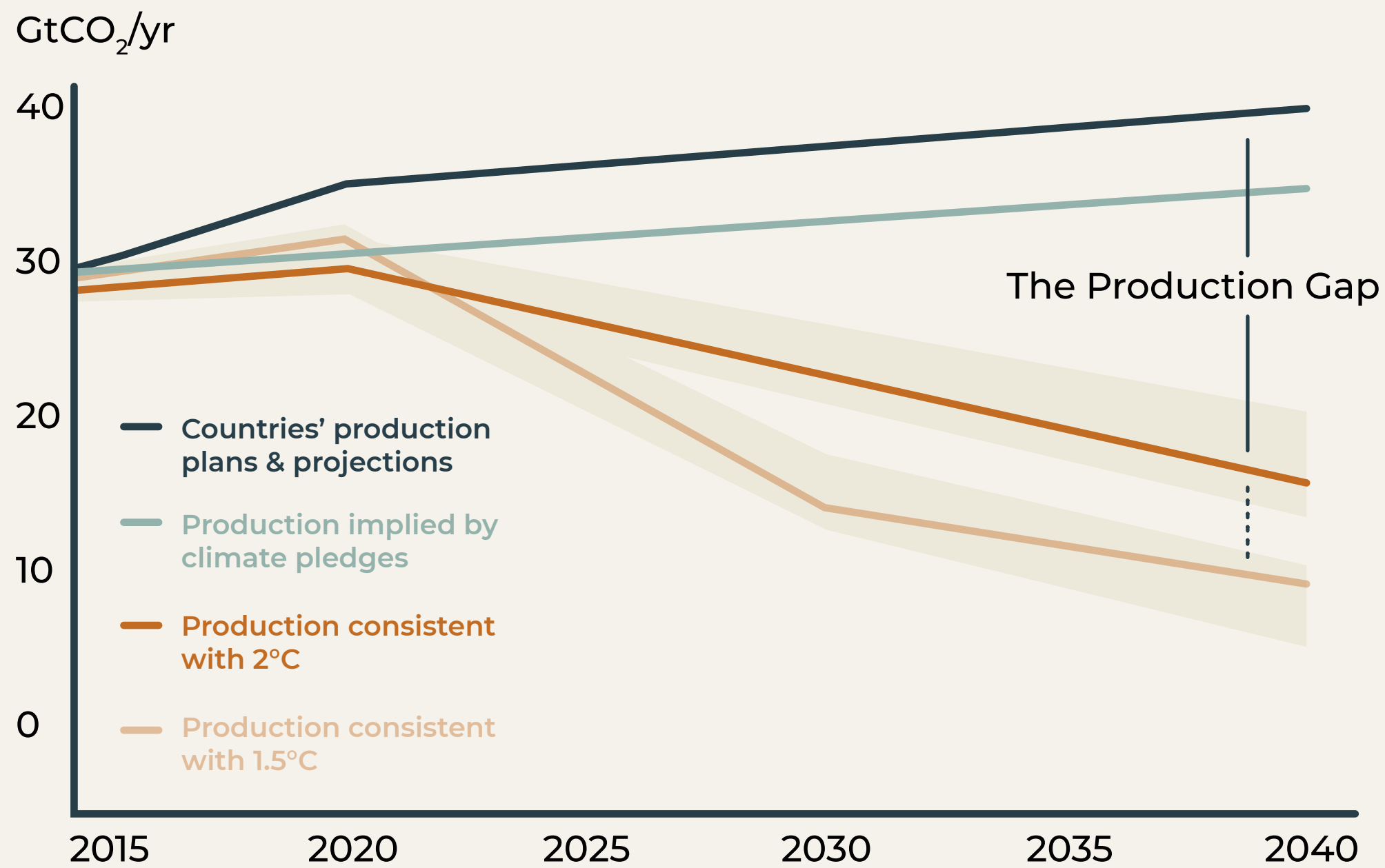
Aims of the project

The focus of 2021-2022 will be holding pension funds accountable for their commitments. The specific campaign objectives include:

- Majority of UK leading pension funds committed to Net Zero by COP26 and delivering on these commitments in 2022.
- Increase in people's awareness and engagement on making pensions matter.
- Mainstreaming of pensions as a core element of corporate sustainability.

Organisation:	Make My Money Matter
Project title:	Make My Money Matter: Support for our campaign to green the UK pension industry
Programme:	Sustainable Finance
Grant:	1,292,792 DKK
Year:	2022-2023

Global fossil fuel CO₂ production¹⁰



Case

Reclaiming finance in Europe

Limiting global warming to 1.5°C will require a speedy phase-out of fossil fuels. Yet, oil and gas production is still on a growth trajectory. The availability and cost of finance can determine whether new oil and gas projects will ever be built and how quickly existing ones will be retired. To meet the objectives of the Paris Agreement, the French organisation Reclaim Finance has set out to make French and European financial institutions remove their financial support for fossil fuel companies.

The French banking sector being the fourth largest in the world, France has the potential to be a highly impactful testing ground for Reclaim Finance's theory of change. As French financial institutions have put forward some of the most progressive exclusion policies on coal, there is a strong precedent to build on regarding oil and gas. With support from KR Foundation, Reclaim Finance will work to replicate the successes from the coal campaign. If French institutions start to move away from supporting oil and gas, it could create ripple effects in the wider European and ultimately global financial system.

The organisation applies a combination of in-depth research, public campaigning and direct engagement with key stakeholders to move the financial sector in a more sustainable direction. While Reclaim Finance's work has so far been focusing mainly on exposing European financial institutions' exposure to coal, they will now scale their growing focus on oil and gas, leveraging the momentum created by recent climate commitments in these sectors.

Organisation: Reclaim Finance
Project title: Cutting off financial flows to the expansion of the oil and gas sector
Programme: Sustainable Finance
Grant: 2,007,636 DKK
Year: 2021-2023



“The gap between rhetoric and action needs to close if we are to have a fighting chance of reaching net zero by 2050 and limiting the rise in global temperatures to 1.5°C.”

Dr Fatih Birol, Executive Director of the IEA

Organisation

Reclaim Finance is an NGO affiliated with Friends of the Earth France. It was founded in 2020 and is 100 pct. dedicated to issues linking finance with social and climate justice. In the context of the climate emergency, one of Reclaim Finance's priorities is to accelerate the decarbonisation of financial flows.

Aims of the project

- Investigate performance and losses of private equity investments in fossil assets.
- Identify institutional investors that back private equity investments in fossil assets and engaging those investors.
- Media, communications and coordination with campaigners to publicise findings

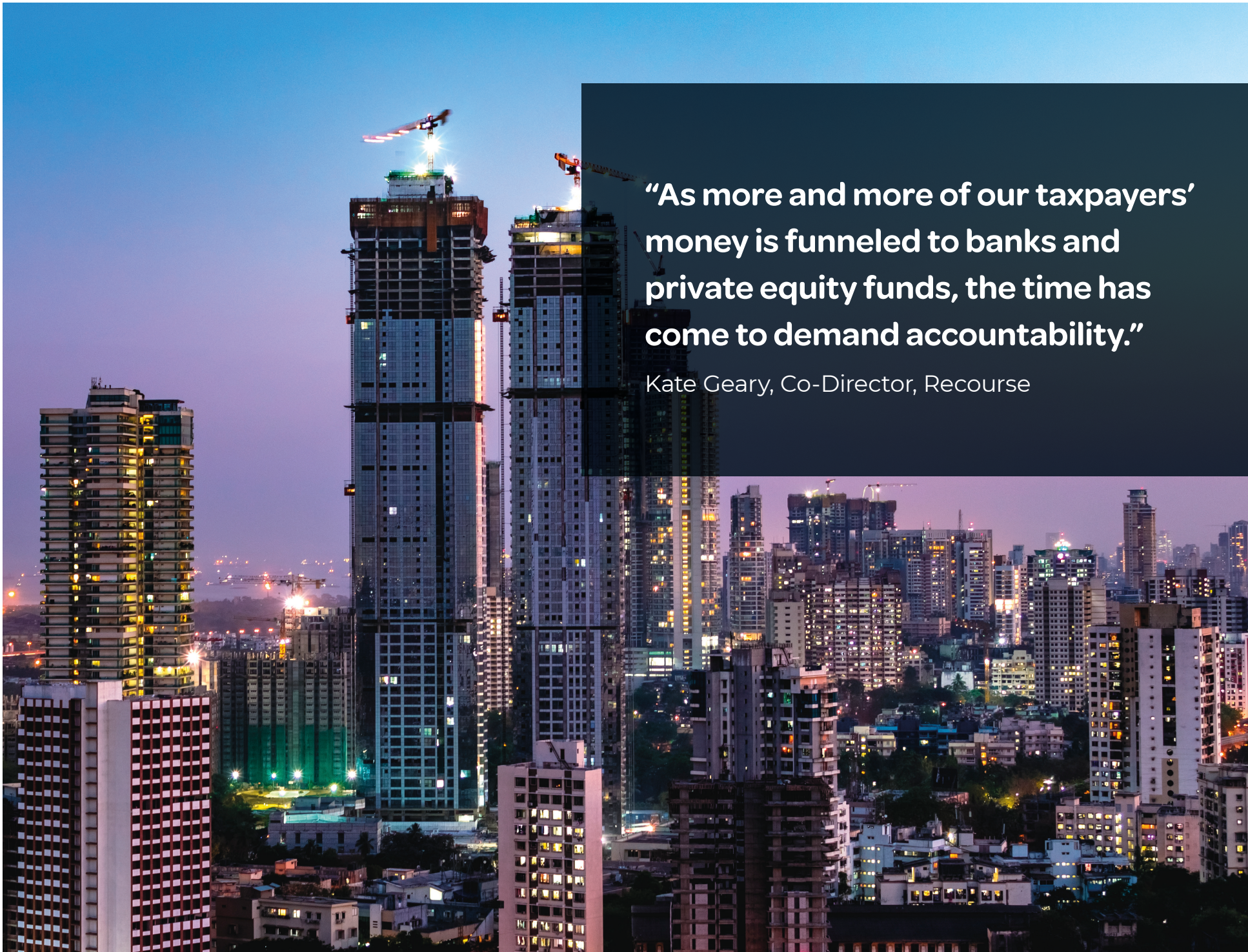
Case

Getting Asian banks to stop financing coal projects

Over the last two decades, Asia has seen the largest growth in greenhouse gas emissions in the world, with three Asian countries in the top ten of global emitters¹. While better-known international commercial banks (such as BNP Paribas, HSBC or Standard Chartered) have announced progressive fossil fuel phase-out plans, there is a raft of lesser-known banks that have largely flown beneath the radar, but whose financing is vital to sustaining fossil fuel expansion in Asia and elsewhere. Over the last decade, Development Finance Institutions (DFIs) such as the World Bank have been channelling public money through the financial sector, investing in these lesser-known banks that keep supporting new fossil fuel projects.

To address this issue, the Netherlands-based organisation Recourse is engaging with the DFIs that have a large presence in these Asian countries. Somewhat simplified, Recourse’s strategy is to get large public financial institutions operating in developed countries (such as the World Bank) to make the banks they lend money to stop financing new coal projects.

A recent example of Recourse’s achievements was when they successfully pushed the World Bank to commit to phase out coal investments through financial institutions. In 2022, Recourse will focus on replicating this success at other development finance institutions (like the Asian Development Bank or the Asian Infrastructure Investment Bank) and leveraging this pressure onto the commercial banks or infrastructure funds receiving loans from the DFIs, to get them to stop financing coal and ultimately oil and gas.



“As more and more of our taxpayers’ money is funneled to banks and private equity funds, the time has come to demand accountability.”

Kate Geary, Co-Director, Recourse

Organisation:	Recourse
Project title:	Finance Out of Fossils: Using Intermediary Lenders to Pressure Commercial Banks
Programme:	Sustainable Finance
Grant:	1,652,475 DKK
Year:	2021-2024

What is a DFI?

National and international development finance institutions (DFIs) are specialised development banks or subsidiaries set up to support private sector development in developing countries. They are usually majority-owned by national governments and source their capital from national or international development funds. These institutions play a key role in supporting new fossil fuel projects across Asia and that is why Recourse has chosen to target them.

Organisation

Recourse is a Netherlands-based, non-profit, civil society organisation, working for a world where people and planet are at the heart of development. They campaign to redirect international financial flows away from dirty, harmful investments, towards greener and more inclusive development, working with partners around the world to hold international financial institutions accountable.

The two key objectives of the project are

- In collaboration with partners in Asia, Recourse will campaign to get commercial banks and funds out of coal, oil and gas by using development finance as a lever.
- That Recourse’s partners in Asia gain support for their campaigns against iconic coal or gas projects financed through commercial banks or funds.

Case

Private equity propelling the climate crisis

In recent years, the private equity industry has grown dramatically. At the same time, private equity firms have been investing heavily in the energy sector – at least USD 1.1tr since 2010, with most of these investments flowing into fossil fuel projects¹². Private equity investors are buying up fossil fuel assets that publicly traded energy companies have begun to sell off to meet the calls from investors and campaigners to align their businesses with climate objectives or because of the bad economics associated with the assets.

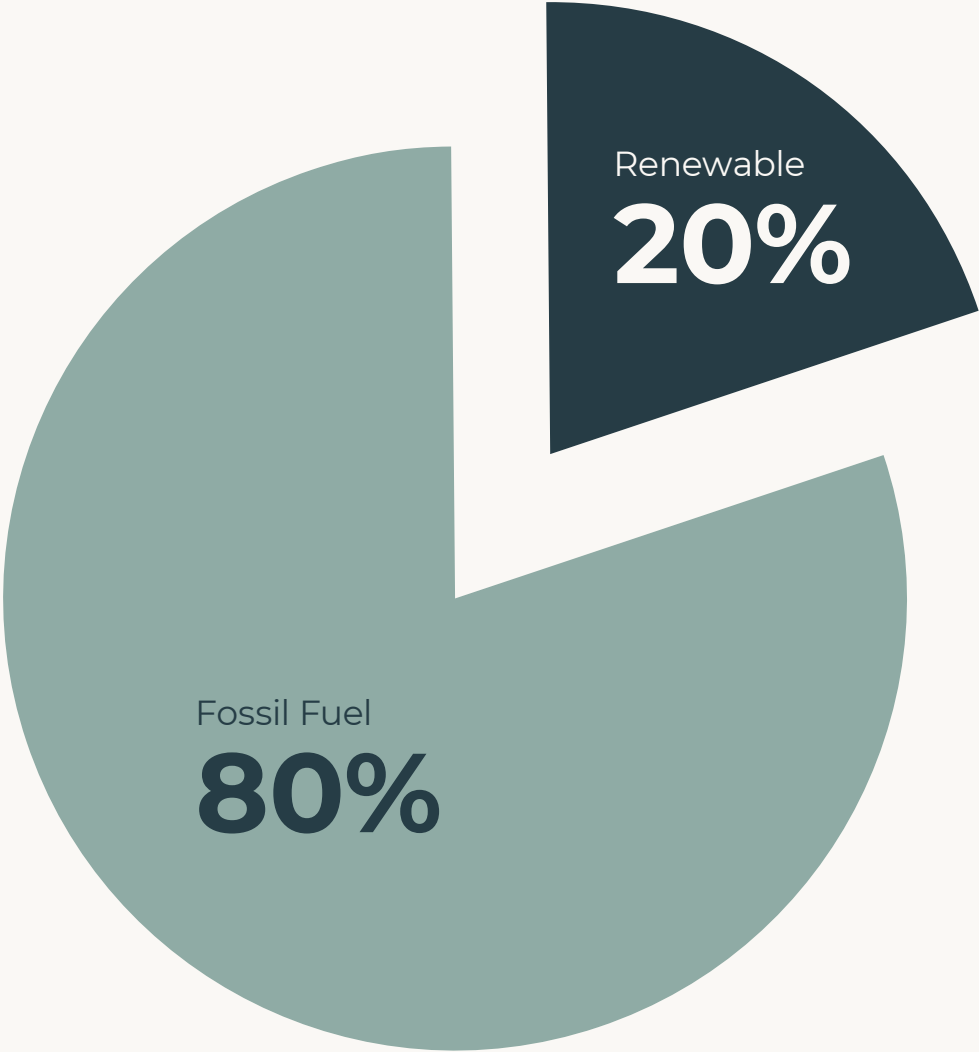
Instead of closing coal-fired power plants or oil and gas extraction projects, private equity firms are buying up these fossil assets and keeping them alive. Furthermore, the private equity industry is often focusing on aggressive cost-cutting, which may reduce spending on environmental compliance or pollution control, which in turn might exacerbate the risk of fossil assets.

The Private Equity Stakeholder Project (PESP) and a coalition of NGOs have set out to shine a light on the private equity sector and the investors channeling money through private equity, to address the financial support they provide to toxic fossil fuel assets.

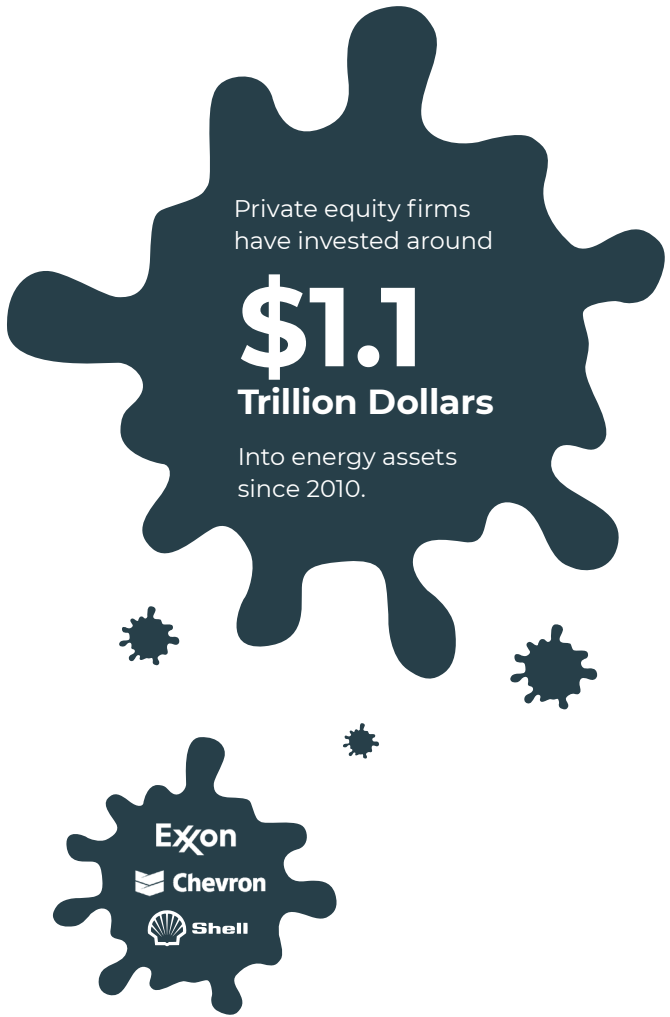
Compared to publicly listed fossil fuel companies, private equity investments in fossil assets have largely escaped scrutiny. The project led by PESP aims to track and draw attention to private equity firm investments in fossil assets by identifying who owns what, by investigating the financial vulnerabilities of the fossil fuel projects as well as identifying the institutional investors that back private equity investments in fossil assets. PESP and the collaborating NGOs will engage with the investors and the private fund managers to get them to shift their portfolios away from fossil fuels.

Organisation:	Private Equity Stakeholder Project
Project title:	Private Equity Fossil Asset Research and Engagement
Programme:	1,900,000 DKK
Grant:	DKK 1,378,000
Year:	2022-2023

Private Equity Energy Portfolio Asset Breakdown
Renewable vs Fossil Fuel



Source: Private Equity Propels the Climate Crisis¹¹



That is the market value of Exxon, Chevron and Royal Dutch Shell combined.

“The climate crisis poses enormous financial risk to investment managers, asset owners and businesses. These risks should be measured, disclosed and mitigated.”

António Guterres, UN Secretary-General

Organisation

The Private Equity Stakeholder Project (PESP) is a US-based organisation, specialised in engaging with the private equity industry. PESP serves as the coordinator of this research project that also includes Americans for Financial Reform, Global Energy Monitor, the Institute for Energy Economics and Financial Analysis, Carbon Tracker, Climate Nexus and the Sunrise Project. Combined, these organisations possess significant expertise in tracking private equity firms, tracking fossil asset impacts and economics, communicating the risk of fossil asset investments, directly engaging with investors and partnering with campaigners.

Aims of the project

- Identify who owns what, and what the impacts are of those investments
- Investigate performance and losses of private equity investments in fossil assets
- Identify institutional investors that back private equity investments in fossil assets and engaging those investors
- Media, communications and coordination with campaigners to publicise the role of private fund managers in owning fossil assets and the impact of their investments to a wider audience.

Case

Decarbonising Denmark 70by30: Getting the data right

The success of climate mitigation initiatives depends largely on the ability of decision makers to make science-based and informed decisions. To do this there is a need for up-to-date, valid and trustworthy climate data. The success of climate mitigation initiatives depends largely on the ability of decision makers to make science-based and informed decisions. To do this there is a need for up-to-date, valid and trustworthy climate data.

Aalborg University has set out to develop an up-to-date climate footprint database. It builds on the most advanced current input-output database and will include a consistent physical and monetary model of global production and consumption and their climate impacts, at an extraordinary level of detail. It can be applied to answer all sorts of questions, like “what is the total CO2-footprint of a steak?”, or “what is the global climate footprint of Denmark, adjusted for imports and exports?”

The nature of the proposed work is highly technical – being an update and an improvement of an existing global carbon footprint database, the EXIOBASE 3 Hybrid. It is the only input-output model of the global economy with demand-based causal modelling and simultaneous balancing of both monetary and physical flows. As this is a global data base, the project has the benefit of helping Denmark achieve its 2030 emissions reduction goal while also potentially setting the standard for the rest of the world.

Organisation: Aalborg University

Project title: Getting the Data Right

Programme: 70by30

Grant: 18,990,565 DKK

Year: 2021-2023

Michael Minther from Concito and Jannick Schmidt from Aalborg University receive Nordic Council's environmental award for 'the Big Climate Database', which includes data for climate footprints of 500 different food products broken down by stages of production. The project was supported by Salling Fondene and shows the importance of having up-to-date climate footprint data.



“EXIOBASE is a very relevant tool, and the update will be instrumental for future footprint estimations both in Denmark and in the rest of the world.”

Peer review by Ole Gravgaard, Senior Advisor, Statistics Denmark and Peter Birch Sørensen, Professor of Economics, University of Copenhagen

Organisation

Aalborg University is a leading university working towards a balanced and sustainable development of the planet. The Danish Centre for Environmental Assessment at Aalborg University, which is leading the project, is an interdisciplinary research group of 20+ researchers with extensive experience in life cycle assessment, quantitative sustainable development modelling, digitalisation, big data, social planning procedures and stakeholder engagement. The centre has a strong global network with key researchers and officers within modelling, as well as within statistical agencies.

The key objectives of the project are

- Providing a globally unique, up-to-date climate footprint generator for quantitative assessment of the climate effects of decision alternatives. The generator is based on a consistent physical and monetary model of global production and consumption activities and their climate impacts, at an extraordinary level of detail and geographical specificity.
- Minimising the effort required for continuous updating of the model through automation and open collaboration on data collection and calculation procedures.
- Increasing the accessibility and applicability of the climate footprint generator for decision support and communication at all levels from individual consumers and companies to global decision makers.

List of grants

	Grantee	Country	Project Title	Start date	End date	Amount
						granted in 2021, DKK
Cross-cutting Projects	Rethinking Economics Denmark	DK	Rethinking Economics Denmark	01/07/2021	30/06/2023	249,975
	Swiss Philanthropy Foundation	CH	Partners for a New Economy 2021-2022	01/06/2021	31/05/2022	6,218,000
	Climate Action Network - International	DE	Unlocking Increased and Ambitious Climate Action by 2025 through Leveraging the Power and Influence of the Network	01/10/2021	30/09/2023	2,000,000
	ClimateWorks Foundation	US	Mobilizing Philanthropy to Solve the Climate Crisis and Ensure a Prosperous Future 2021-2023	01/07/2021	30/06/2023	950,000
	Fossil Free Media	US	Clean Creatives	01/10/2021	01/10/2023	3,000,000
	Futerra Solutions Union	UK	Client Disclosure Report	10/01/2022	10/01/2024	1,999,997
	Glimpse	UK	Inside Job: Divesting young talent from high carbon advertising	28/02/2022	29/02/2024	3,942,478
	Purpose Disruptors	UK	Purpose Disruptors report	13/10/2021	13/11/2021	150,000
	Purpose Disruptors	UK	Advertised Emissions	01/01/2022	31/12/2023	3,734,286
	Stichting Den Haag Fossielvrij	NL	Reclame Fossielvrij: Ban Fossil Ads, Sponsoring and Marketing in The Netherlands (and beyond)	01/01/2022	31/12/2023	3,921,853
Sustainable Behaviour	350.org	US	Global Finance Campaigns	01/07/2021	30/06/2023	2,000,000
	ActionAid Denmark	DK	Ending fossil fuel banking in the Nordic Region	01/01/2022	31/12/2023	3,000,000
	Both ENDS	NL	Using the international momentum to end the support of Export Credit Agencies (ECAs) for fossil fuels	01/01/2021	01/01/2022	2,500,000
	Carbon Tracker Initiative Limited	UK	Oil and Gas sector coverage	01/01/2021	30/09/2023	1,000,000
	Chatham House	UK	Mainstreaming Climate and Environment in Finance Ministries, Central Banks, and Financial Regulators – The Waddesdon Club	01/05/2021	30/04/2023	1,737,387
	European Climate Foundation	NL	Securing the Global Energy Transition	01/10/2021	30/09/2022	2,000,000
	Foundation Development Yes Open-Pit Mines NO (Fundacja Rozwoj Tak Odkrywki Nie)	PL	Moving from making European coal mines and plants uninsurable to speeding up the coal phase out by 2030 by having insurance and reinsurance companies across Europe adopt 2030 EU coal phase out commitments	01/10/2021	30/09/2023	1,000,000
	Global Energy Monitor	US	Tracking Oil and Gas Infrastructure	01/01/2022	31/12/2023	2,200,000
	Institute for Energy Economics and Financial Analysis	US	Exposing Financial Weaknesses of Oil and Gas Industries	01/05/2022	30/04/2025	3,619,000
	Make My Money Matter	UK	Make My Money Matter: Support for our campaign to green the UK pension industry from May 2021-May 2022	01/05/2021	30/04/2022	1,168,721
Sustainable Finance	Oil Change International	US	Ending Private Finance for Oil and Gas	01/07/2021	30/06/2023	1,537,500
	Private Equity Stakeholder Project	US	Private Equity Fossil Asset Research and Engagement	01/01/2022	31/12/2023	1,900,000
	Reclaim Finance	FR	Cutting off financial flows to the expansion of the oil and gas sector	01/05/2021	30/04/2023	2,007,636
	Recourse	NL	Finance Out of Fossils: Using Intermediary Lenders to Pressure Commercial Banks	01/10/2021	30/09/2024	1,652,475
	Rockefeller Philanthropy Advisors	US	Beyond Oil and Gas Alliance (BOGA)	01/09/2021	31/08/2022	1,650,000
	Rockefeller Philanthropy Advisors	US	Energy Transition Fund 2022-23 Proposal	01/01/2022	31/12/2023	6,000,000
	ShareAction	UK	Financial Sector Strategies: Benchmarking and engaging the world's most influential financial institutions	01/06/2021	30/04/2023	2,500,000
	Stichting Funder Forum	NL	Funder Forum on Oil and Gas Support (FFOG)	01/10/2021	30/09/2023	3,000,000
	Stichting Funder Forum	NL	Energy Charter Treaty: Developing the inside track	01/01/2022	31/12/2022	1,532,262
	Sustainable Markets Foundation	US	GGON Secretariat	01/07/2021	30/06/2023	2,500,000
Climate communication	Sustainable Markets Foundation	US	US Bank Campaign Director	30/09/2021	30/09/2023	2,035,000
	The Sunrise Project Australia Limited	AU	Shifting fossil fuel finance: moving on Bonds and growing Investor momentum	01/01/2022	30/12/2023	4,348,449
	Friends of the Earth	US	Proposal to fund climate disinformation response	01/05/2021	30/04/2022	1,000,000
	Our Common Home	UK	Connecting with hard-to-reach audiences	01/01/2022	30/06/2023	2,500,000
	Partnership Project fiscal sponsor of Digital Climate Coalition	US	Digital Climate Coalition: A Digital Hub for the Climate Movement	01/10/2021	30/09/2022	1,500,000
	Purpose Foundation	US	Fighting climate mis/disinformation in Poland	03/01/2022	23/12/2022	1,963,011
	The Years Project	US	[INSIDE] THE MOVEMENT	01/07/2021	30/06/2022	1,182,215
	Together for Future	DE	Engage Lab	01/05/2021	28/02/2022	1,150,000
	Aalborg University	DK	Getting the Data Right	06/01/2021	30/06/2023	18,990,565
	DeltagerDanmark	DK	Involving for Climate Impact	01/01/2021	31/12/2022	16,500,000
Decarbonising Denmark	European Climate Foundation	NL	GSCC Nordic	01/01/2021	31/12/2022	7,000,000
	Climate Communication funding pool (various Danish NGOs)	DK	Climate Communication projects in DK (17 grants)	n/a	n/a	4,249,531

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“If, working apart, we are a force powerful enough to destabilise our planet, surely, working together, we are powerful enough to save it. In my lifetime, I have witnessed a terrible decline. In yours, you could and should witness a wonderful recovery. That desperate hope, ladies and gentlemen, delegates, excellencies, is why the world is looking to you – and why you are here.”

David Attenborough at COP26 in Glasgow