



I DO 30

- Using social lobbying to create
business value and save CO₂

Responsible
Business in the
Blogosphere
June 17, 2010
Mette Johnsen,
Novozymes

World leader in bioinnovation

Our business is industrial enzymes, microorganisms, and biopharmaceutical ingredients.

Novozymes' solutions are used in the production of numerous products such as detergents, bioethanol, feed and food.



Enzymes create “more from less”



Enzyme technology for a more sustainable future

Enzymes save energy, chemicals and raw materials

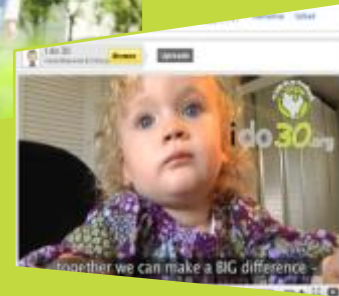
Enzymes can reduce water consumption and pollution

Enzymes are renewable and produced with renewable raw materials

Enzymes are readily biodegradable and non-toxic

Drive the world towards sustainability together with our customers is our business ambition

- Sustainability is fully integrated in our business
- Novozymes is recognized as a world leader in sustainability
- Enzymes deliver sustainability benefits to consumers and leading brands
- We seek to drive an ambitious sustainability agenda across the industries we participate in



Sustainability concerns the full value chain

The GHG impact of washing

EU wash conditions



~ 20-30% of total CO₂ emissions

~ 10% of total CO₂ emissions

~ 60-70% of total CO₂ emissions



Note: % CO₂ distribution based on European wash conditions
 Sources: Novozymes' life cycle assessments and Unilever detergent value chain carbon footprint estimates

The **big** story:

Small changes in everyday actions can make a big difference



More enzymes

Less surfactants

Higher performance at low temperatures

Lower energy consumption



Technology development

Enzymes for low temp. wash and replacement of oil-based chemicals

Behavioral change

Turn down wash temperatures, ~70% of CO₂ emissions in value chain

Significant impact

Turning from 60 to 40°C and 40 to 30°C would save 12M tons CO₂ in Europe, equal to the annual emissions of three million cars

So, people who turn down the dial are everyday heroes

Novozymes wanted to

- Make it personal - the easy everyday choices count
- Create a movement to spread this message
- Gain access to the public dialogue before and during COP15 on technologies for the future
- Put positive pressure on COP15 negotiators by showing that climate friendly technologies are available today and that people are looking for these in their everyday lives



I do 30: On-line viral campaign to create a 'consumer movement' towards easy, sustainable choices like washing at low temperature



0016438



Joined =

001096



Tons CO2 =

00274



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I do 30



0:00 / 1:10

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30 40 50 60
Powered by:
novozymes
Rethink Tomorrow



- English
- German
- French
- Italian
- Danish

DO 30!



A social media platform was chosen for several reasons



twitter

facebook.



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A place where

- We all interact, create dialogue, share, identify, construct identity, help and create
- Messages potentially can go viral
- We can source feed back and innovative ideas

Logo and content developed from the principle of community engagement

Logo



I do 30 video



Live events



Crowd sourced logo
Using crowdSPRING more than 200 creative suggestions were proposed

People on the street
People on the street in London, Paris, Rome and Copenhagen took part on the spot in making the video

Roskilde festival
Free laundry at 30C and – playing on going from warm to cold- a beer exchange

Live activities supported campaign launch and outreach to target groups



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WE DO 30

ido 30 because my mama told me to

ARTVBO

anywho

Anywho så dagens lys i september 2008, da tre kvinder besluttede sig for at dele deres fælles passion for mode med omverdenen. Pigerne lever måske i lutt af en drømmeverden, for der er ikke så til meget Alexander Wang, Balmain og Dries Van Noten der står stadig belæst i butikken. Derfor er de markante jøgere, både når det gælder gode

Novozymes grønne kampagne IDO 30, er sædvanligt også et oplagt budskab at sprede i modebranchen. Derfor har de fået forskellige personligheder til at stille op og dele deres tanker omkring miljø og vaskemaskiner. I øjeblikket er det fortsat på at række et bælt

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BROADCAST AVAILABLE NOW

Now today's fashion shows are available for you to relive at copenhagenfashionweek.tv. The shows are also available in broadcast quality for you to download at copenhagenfashionweek.tv/press


SS10 SHOW PHOTOS

You are now able to watch the show photos from Copenhagen Fashion Week SS10. Don't forget that you can download



Gardening

ido30.org **Sebastian Weiss** 25. september kl. 12:07

 Tak fordi du støtter I do 30 her på Facebook. Må man være nysgerrig og spørge hvordan du faldt over sagen, og hvad der appellerede til dig? (Der er jo mange der taler om miljø i disse tider:)

God weekend!

Sebastian (fra I do 30)

 **Ann-Sofie Popp** 25. september kl. 12:50 Anmeld

Hej Sebastian.

Ja, selvfølgelig må du det.

- Jeg har haft om Global opvarmning som emne i skolen. Jeg vidste intet om den her gruppe, før jeg læste om det i går. Jeg synes det er en rigtig god idé og har også forslået Jer til min klasse. Synes det er super godt, nogle gør noget ved det :) Fra nu af vasker vi i hvert fald på 30 grader.

ido30.org **Sebastian Weiss** 25. september kl. 13:11

 Super sejt. Tak svaret og for at foreslå I do 30 til din klasse. Jeg håber at gruppen kan nå mindst 100.000 inden Klima mødet til december som et statement om at vi kan/vil gøre noget i vores hverdag. Har du i øvrigt set vores video med den lille pige?

 **Ann-Sofie Popp** 25. september kl. 13:16 Anmeld

Ja, det har jeg :) Synes den er rigtig god.

Jeg skal nok prøve at få så mange som muligt til at blive medlem. :) Støtter det 100%!

ido30.org **Sebastian Weiss** 25. september kl. 04:23

 Fedt fedt fedt! :-) Go' weekend!!!



Princess Sara Kelso 18. september kl. 15:01 Anmeld

by all means, I am more than happy to try and help in any way I can!

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Sebastian Weiss 23. september kl. 14:00



Hey Sara, we made a new title and ending in the malou-video. Can I ask you if it makes sense?

<http://www.youtube.com/watch?v=2vYGyAiYt3E>

www.youtube.com

Kilde: www.youtube.com

Del 



Princess Sara Kelso 23. september kl. 20:35 Anmeld

oh wow i just wanna take her home!! shes so CUTE!!

it makes sense, I love it!! shes very like my own little girl which makes me think shes even cuter!!!!

I like the new bit, makes the message more personal, and it gives more time for the message to be driven home too ;)

Svar:

I DO 30 was handed over to Lars Løkke Rasmussen at COP15 in December 2009



I do 30
IDO30org's Channel

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... talking about climate change is over. Future Now

- In Europe alone if we all turn down to 30 degrees we can save 12 million tons of CO₂.

0:09 / 0:35

CC 360p

Key numbers

- Total # of supporters: 16,400
- Facebook: 12,800 fans
- Twitter: 1,300 followers
- YouTube views: +350,000
- Blog features: +70

Impact of the campaign

- Exposure in non traditional media
- Show case of Novozymes' sustainability ambition and commitment
- Positioning of Novozymes' bioinnovation solutions as key to better products and practices
- Internal engagement
- Learnings with using social media
- Strong platform for establishing uncommon connections