



Communicating the greater purpose of better transport

Wow-effect til Moving 30

27 November 2017

Agenda


- Vi har forandringslyst til fælles
- The pitch (wow!)
- The questions (how?)
- The peptalk (now!)

SKAB POSITIV FORANDRING

Vi forbinder virksomheder med de mennesker, de kan gøre en forskel for, og bidrager til bundlinjer ved at løse ægte problemer med kreative løsninger baseret på dybe indsigter.

TrygFonden





Der sker noget i verden lige nu,
der forvandler bæredygtighed
til forretningsmulighed



De 17 verdensmål
er **et nyt fluepapir for
investorer**



Hvor ligger din
forretningsmulighed?

**Vi kan forandre verden
med kreativitet**

“Giving people access to data most often leaves them feeling overwhelmed and disconnected, not empowered and poised for action. This is where art can make a difference. It can make the world felt. And this felt feeling may spur thinking, engagement, and even action.”

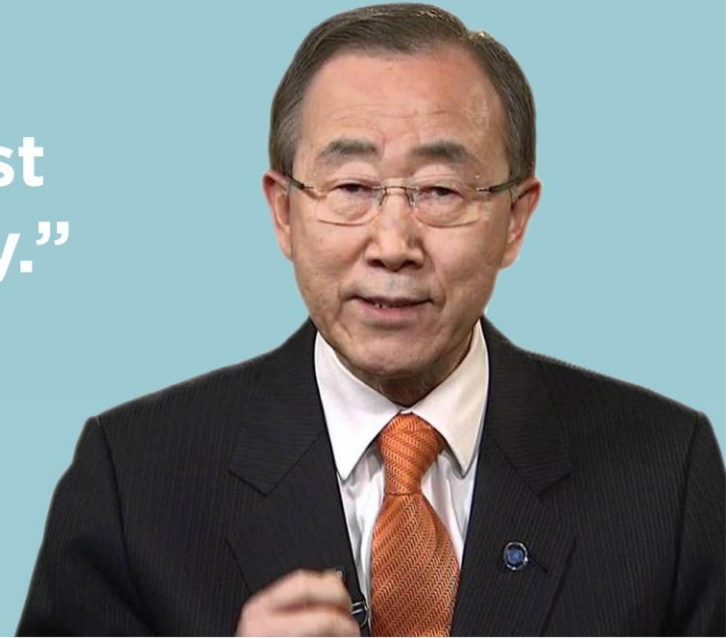
Olafur Eliasson



Lorenzo Quinn's hands support the city against climate change

“I know all of you have tremendous power to shape opinions. You are master storytellers. And I want you to help us create the biggest campaign ever for humanity.”

Ban Ki-moon, United Nations Secretary-General





**Vi skal skabe
forandringer på
microniveau**





Why or how?

mandagmorgen Søg på mm.dk

FORSIDE ▾ VIDENBANK ▾ TÆNKETANK ▾ NETVÆRK OM MM ▾ JOBANNONCER ABONNEMENT

 Faglige organisationer: Trepartsaftale leder akademikerne i stikken
26. november 2017

 Sig goddag til fremtidens robotryheder
26. november 2017

 Opger om forsikringskæmper: Topdanmark fyrrer topchefen
26. november 2017

Erhvervslivet kæmper med at finde forretning i FN-mål

Af Marianne Kristensen Schacht | 24. september 2017 kl. 0:00 |



Danske virksomhedsledere bakker om op FN's verdensmål. Men i praksis er det stadig de færreste, der aktivt arbejder med målene, og endnu færre har høstet gevinster af at bruge målene som driver af ny forretning.

COK byder alle nyvalgte medlemmer velkommen

Katte Kom

Kattegat 2018: Tre dage fokus på rollen som kommunalbestyrelse.

Bor du i bedste k

Se hvor godt din kommune klarer sig
Mandag Morgens

JOBANNONCER

Compliance or opportunity?

REMOVING BARRIERS TO INCLUSION

Every body working for AP Moller - Maersk must have the opportunity to reach this bar. All genders, and networks to ensure the success to decide that they possess this.

AP Moller - Maersk commitment to include a diverse workforce

AP Moller - Maersk is committed to include a diverse workforce in all our operations and activities. We believe that a diverse workforce is essential for our success and for the well-being of our employees. We are committed to creating an inclusive environment where everyone has the opportunity to reach their full potential and to contribute to our success.

Our commitment to diversity and inclusion

- Leadership commitment:** Our senior management is committed to diversity and inclusion and sets the example for the rest of the organization.
- Recruitment and hiring:** We ensure that our recruitment and hiring processes are inclusive and that we attract a diverse pool of candidates.
- Training and development:** We provide training and development opportunities for all our employees to ensure they have the skills and knowledge to succeed in their roles.
- Work-life balance:** We offer flexible work arrangements and support our employees in balancing their work and personal lives.
- Employee resource groups:** We have employee resource groups for various backgrounds and identities to provide support and networking opportunities.
- Accessibility:** We ensure that our facilities and services are accessible to all our employees.
- Pay equity:** We ensure that our pay and benefits are fair and equitable for all our employees.
- Retention and turnover:** We focus on creating a positive work environment to reduce turnover and increase employee loyalty.

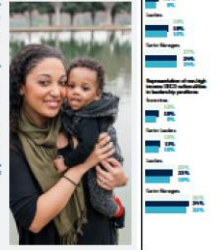
AP Moller - Maersk is committed to creating an inclusive environment where everyone has the opportunity to reach their full potential and to contribute to our success.

Global diversity and inclusion strategy

Our global diversity and inclusion strategy is focused on creating an inclusive environment where everyone has the opportunity to reach their full potential and to contribute to our success. We are committed to creating a positive work environment where everyone has the opportunity to reach their full potential and to contribute to our success.

Key metrics and goals

- Gender diversity: 45% female representation in senior management.
- Ethnic diversity: 30% representation of employees from diverse ethnic backgrounds.
- Age diversity: 25% representation of employees aged 50 and over.
- Disability diversity: 10% representation of employees with disabilities.



HEALTH AND NUTRITION

Health strategy makes a difference

Our health strategy is focused on creating a positive work environment where everyone has the opportunity to reach their full potential and to contribute to our success. We are committed to creating a positive work environment where everyone has the opportunity to reach their full potential and to contribute to our success.

Key initiatives and goals

- Employee health and well-being:** We offer health and wellness programs, including gym memberships and health screenings.
- Work-life balance:** We offer flexible work arrangements and support our employees in balancing their work and personal lives.
- Employee resource groups:** We have employee resource groups for various backgrounds and identities to provide support and networking opportunities.
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Supplying safe products is our top priority. Furthermore, we want to provide products that match consumers' nutritional needs and, at the same time, inspire better food habits. We do this by providing a variety of nutritious products as well as recipes and transparent information.

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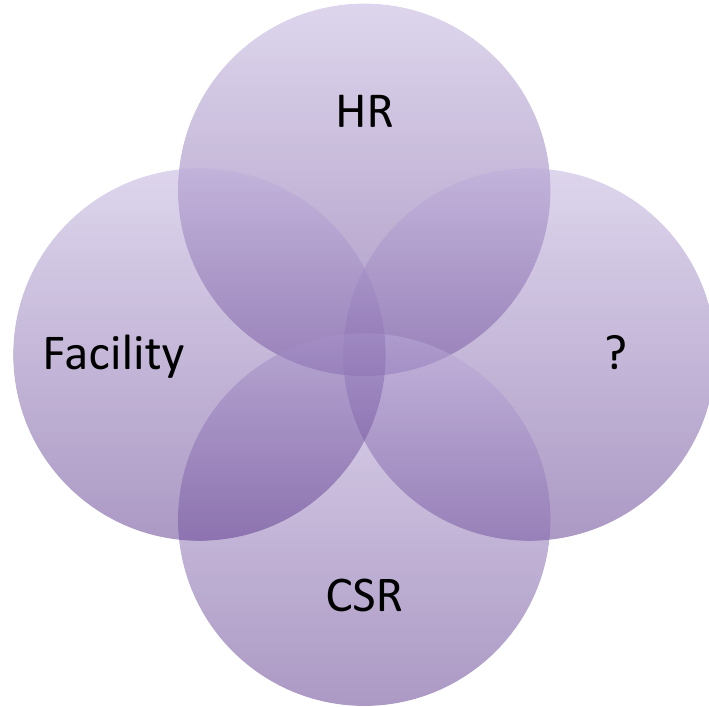
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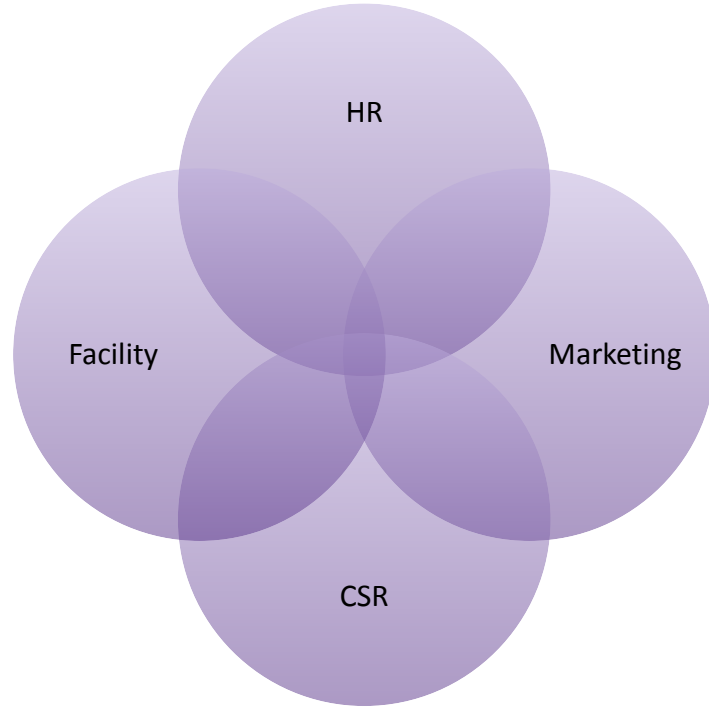
Forandring eller effektivitet?



Find én fejl



**Date dine kolleger i marketing.
Du har storypower. De har stemme.**



Virksomheder kan forandre verden. Hvis vi vil.



BSR @BSRnews

People do want driverless cars. They don't want driverless corporations. @MorganStanley #BSR17



Vær tydelig og tænk stort



Sig det højt!

TOGETHER
TOWARDS
ZERO



ZERO
CARBON
FOOTPRINT



ZERO
WATER
WASTE



ZERO
IRRESPONSIBLE
DRINKING



ZERO
ACCIDENTS
CULTURE




Vær playful. Mennesket drives af lyst.



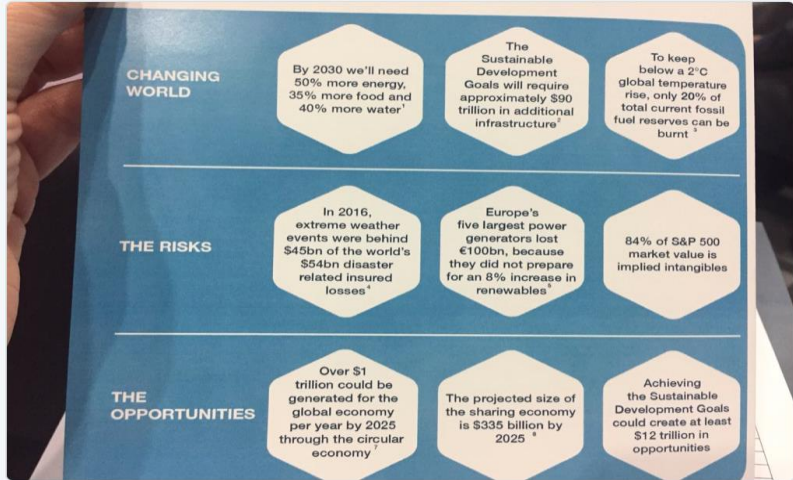
<https://carlsberggroup.com/newsroom/carlsberg-creates-zero-carbon-windmill-bar/> We ♥ People

Spred de gode nyheder

freya williams liked

 **Solitaire Townsend** @GreenSolitaire · Nov 15

The business case for sustainability is this simple:
Inaction gonna cost you £\$€Billions.
Action gonna make you £\$€Trillions.
Mic drop from @princesa4s
#A4S17



CHANGING WORLD

- By 2030 we'll need 50% more energy, 35% more food and 40% more water¹
- The Sustainable Development Goals will require approximately \$90 trillion in additional infrastructure²
- To keep below a 2°C global temperature rise, only 20% of total current fossil fuel reserves can be burnt³

THE RISKS

- In 2016, extreme weather events were behind \$45bn of the world's \$54bn disaster related insured losses⁴
- Europe's five largest power generators lost €100bn, because they did not prepare for an 8% increase in renewables⁵
- 84% of S&P 500 market value is implied intangibles

THE OPPORTUNITIES

- Over \$1 trillion could be generated for the global economy per year by 2025 through the circular economy⁶
- The projected size of the sharing economy is \$335 billion by 2025⁷
- Achieving the Sustainable Development Goals could create at least \$12 trillion in opportunities

11 13

Vær ubange. Og stå ved, at I er på vej.

**We do not live in a perfect world.
But we live in a perfectible one.**

Forpligt jer



ChristinaBlak @ChristinaBlak

20s

My one action for [#BSR17](#) is to facilitate powerful and inviting storytelling about an exciting sustainable future

(((Aron Cramer))) @aroncramer

Closing session [#BSR17](#) - [@LauraGitman](#) asks us all what we'll do to make change happen



TAK

