



## Presenting Ekosofia AB

**Ekosofia AB is a consultancy in the environmental field dedicated to sustainable development. We show our clients how to achieve increased profitability and credibility through environmental awareness. We act as a discussion partner and qualified adviser and can be engaged on a continuous basis or on a single task. Communication is our primary tool – the ability to initiate and sustain a meaningful dialog.**

Our clients are companies and organizations, big and small, in all lines of business and all fields of interest in any geographical location.

We are dedicated to helping our clients to see the advantages and possibilities of their entire organization working with the environment in mind. Some of the benefits we see are increased income, decreased costs, improved productivity and quality, increased commitment from employees, quality conscious suppliers and improved public relations - being a good citizen.

Our activities are based on "ecosophy" (deep ecology), a concept that was first developed by the Norwegian philosopher Arne Naess during the nineteen-sixties. While ecology deals with knowledge of the environment and the ecosystems within it, Naess emphasized that "ecosophy" deals with insight, awareness and wisdom concerning environmental matters.

Credibility is a key factor if you want to be successful, both in environmental work as such and in communicating environmental concern - internally and externally. Some of the elements that are crucial in order to obtain and maintain credibility are taking a comprehensive view and being committed, consistent, open and aware.

Ekosofia AB was founded in 1993 by Bill Romanus and Magnus Ruberg. The company has at present three employees, in our office located in Göteborg.

- We develop and implement environmental awareness programs and environmental management systems, e.g. ISO 14001, as well as integrated systems for quality, environmental protection and improvement of the working environment.
- Our training programs cover the full range from basic environmental education to environmental communication, environmental legislation, forming public opinion, salesmanship and negotiations and purchasing techniques. We offer courses and seminars for management groups, environmental coordinators as well as all personnel categories.
- We carry out environmental studies and present situation analyses.
- Our business intelligence is extensive and spans the globe. Based on this information we are able to perform analyses of the consequences of different proposals in a wide number of areas.
- We produce environmental reports and general environmental information for both the printed and electronic media for different target groups.
- We assist our clients in formulating arguments dealing with environmental issues that can and should be used in their marketing communication.

### **Business Intelligence – from an environmental perspective**

What is presently happening in the environmental field? What will happen in the near future? The long-term environmental trends, what do they look like? Who are the most important actors and opinion creators? What issues will environmental politicians address within the next few years? What do environmental journalists write about?

We will help you to find the right answers to these and other questions relevant to your business. We will do the business intelligence that shows changes and trends in the environmental field that are of vital importance to your line of business – in the short and long term. When you have become aware of the environmental issues and act accordingly your credibility will be enhanced. This in turn opens up opportunities for a more in-depth dialogue with interested parties.

### **Development seminars for company management**

The purpose of these seminars is to reach agreement on the importance of environmental issues and advantages of running a business in an environmentally adapted way. By shedding light on demands and expectations from society, customers, media and employees we hope to be able to show the environmentally conscious actions and their possibilities. How do we achieve a sustainable business development?

### **Initial review of environmental and business aspects**

The main purpose of an analysis of the present situation is to lay a foundation for the continuation of the environmental work within a company. The analysis helps you to structure the environmental work, which in turn will enable you to see where and how to reduce environmental stress. The entire business activity will be covered, for example the company's purchase of goods and service and how these affect the environment; however, it does not substitute the need for more detailed and profound individual investigations.

### **Implementation of an environmental management system**

Our environmental programme is applicable to companies of any trade, size or location. A part or parts of the programme can be used depending on how much environmental work the company has already done.

The programme contains the following parts: An initial review of environmental and business aspects, environmental policy, goals, training, plan of action and follow-up.

During the whole programme internal and external communication is a prerequisite for the implementation of the programme.

The principal parts of the EMAS System or the ISO14001 Environmental Management System are included in our environmental programme. Should you wish, we can assist you to an EMAS-registration or an ISO-14001 certification.

### **Education and training in environmental issues**

We provide our customers with education and training, from short lectures to seminars and courses for several days. We also hold lectures and courses in co-operation with colleges, universities and trade associations.

### ***Our seminars on environmental issues***

By arranging seminars we make sure that the environmental work of a company or organisation will have the full support from everybody in that company or organisation. A seminar is a positive method of training people, making them participate in the work and letting them bring up their own ideas of what could be changed or improved in their company. We have experienced that when participants are divided into small groups they have better possibilities to start a dialogue when discussing these issues.

### ***Our environmental communications training***

We arrange seminars on credible environmental communication and we give lectures at different events where environmental communication is the main subject.

### ***Our lectures on the Swedish legislation on the environment***

When lecturing on the Swedish legislation on the environment we connect environmental law, environmental policy, environmental work and business to each other. We can give you an overall view of the implications of the environmental legislation for your business.

### **Communication in environmental issues**

The purpose of communication is to start a dialogue, internally and externally, in order to make your environmental work succeed and to take advantage of the possibilities that environmentally conscious actions give you.

The following are examples of services connected to environmental communication:

- Planning and implementation of internal environmental communication, for example articles in staff magazines and environmental training in such a way that the company's environmental work has the full support from everybody in the company.
- Planning and implementation of external environmental communication, for example corporate environmental reports, the company's web site, information material, lectures and exhibitions.
- Analysing the external environmental communication as well as environmental arguments about the market communication
- Drawing up a comprehensive communications plan.

### **Environment on the website**

The work the company does in order to adapt its business to environmental demands should be communicated on the company's website. It is easy to update and many target groups can easily be reached. We will help you with structuring the material from the present website as well as with the text etc.

### **Environmental reports**

In order to satisfy the general public for more and better information, more and more companies choose to issue separate corporate environmental reports. A corporate environmental report contains an account of and an evaluation of a company's principal environmental condition and also a presentation of the company's environmental work.

We can help you with the production of the whole environmental report or with parts of the production.

### **Analysis of the consistency of environmental communication**

What are the effects of environmental arguments in the market communication? How do clients react to exaggeration and obscurity? How do environmental organisations judge a company's environmental work depending on how it is being communicated?

- Will the environmental arguments in a company's advertising stand a comparison with the opinion from employees and neighbours – how does the press react to discrepancies?
- What does the law say and what judgments will be given by the Market Court?
- We help you with the analysis and we also suggest to you suitable measures to be taken.
- We can act as a qualified adviser when judging the reactions of different opinion groups, clients or other publics on any kind of environmental communications activity or programme.

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