

## Do you want to optimise your company's performance?

*Do you want to optimise the production of low-carbon technologies?*

Then you must consider that:

- You can double the innovation in your company if you increase the share of female employees from 25 % to 40 %.
- You can double – and hence improve – your recruitment base by considering both women and men as future employees at all levels in your company.

*Do you want to increase your competitiveness and better target your customers?*

Then be aware that women and men behave differently as consumers! Examples from Denmark.

- 62 % of women are willing to pay extra for climate-friendly products compared with 54 % of men.
- 81 % of women request climate labelling on food and staple goods while only 67 % of men request it.
- Women are more concerned about shops being climate friendly – 48 % think it is very important while only 37 % of men think the same.
- Small-scale research in the bulk transport sector indicates that women spend 25 % less fuel than men – reducing the negative effect on the environment and saving money.



## What is required of you as a decision maker?

Did you know that:

- Women and men have very different carbon footprints.
- Women and men are affected differently by climate change.
- Women are rarely involved in decision-making processes regarding adaptation and mitigation policies on climate change.

*Do you want to mitigate the emission of CO2 from road transportation?*

Then you will have to build your solutions to take account of the fact that women and men have very different transportation patterns!

- Men use cars more often than women, and women use the public transportation system more often than men.
- Male and female employees are not equally represented in the transportation sector – only 20 % are women.

*Do you want to ensure that your aid for developing countries suffering from climate-related natural catastrophes is effective?*

Then you must incorporate a gender perspective in your efforts, since the consequences of climate-related natural catastrophes are very gender specific.

- 70–80 % of the casualties in the 2004 Asian tsunami were women.
- In the 1991 cyclone in Bangladesh, 90 % of the casualties were women.



Nordic Council of Ministers

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# Nordic Climate Solutions

– a gender perspective

## The Nordic Council of Ministers

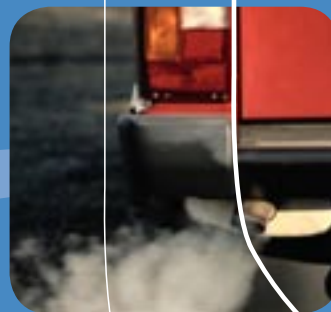
The Nordic Council of Ministers has decided to focus on globalisation, sustainable development and climate change in order to promote the Nordic region as an international role model.

The ministers for gender equality have promoted a special emphasis on gender and climate change in order to ensure that a gender perspective is incorporated in all future decisions and projects.

An innovation camp is planned for February 2009 and several seminars will be completed before COP 15.

For further information on official activities in the Nordic region, please contact Carita Peltonen ([cp@norden.org](mailto:cp@norden.org)), Søren Feldbæk ([sfw@lige.dk](mailto:sfw@lige.dk)) or Kira Appel ([kap@lige.dk](mailto:kap@lige.dk)).

Find out more about how to improve your company's performance by introducing a gender perspective in climate change policies at [www.lige.dk](http://www.lige.dk).



*“There can be no sustainable development without an equitable development; and there can be no equitable development without gender equality”*

(Nobel Peace Prize Laureate Wangari Mathai)

