Ingrid Jansson
Head of Corporate Sustainability at SEB

Sustainability at SEB
- moving beyond the line
Dec 07 2009
Corporate Sustainability - way forward

● SEB own effort in climate change
  – Reduction of our own emissions with 45% by 2015
  – Transfer to using renewable energy
  – Annual investment in carbon compensation project

● The Business Case for Sustainability in all divisions

● Take our stakeholders expectations into account

● Activate a communication plan

● Activate all three focus areas
Stakeholder assessment, Q2 2009

40 interviews

<table>
<thead>
<tr>
<th>Owners</th>
<th>Employees</th>
<th>Customers</th>
<th>Analysts</th>
<th>Partners</th>
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<td>Volvo</td>
<td>A G Life Management</td>
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<td>Närlivs i Stockholm</td>
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<td>Staff other</td>
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Source: Stakeholder Analysis SEB 2009, conducted by Intellectual Capital Sweden April-May 2009
Recommendations

- Create and anchor a collective understanding about current CR ambitions internally. All levels of the organization, incl. the Board of Directors.

- Formulate distinct CR strategy and goals - connecting to and supporting SEB’s overall vision.

- Integrate CR into the business plan and business systems. Secure implementation and follow-up.

- Close the gap between actual and perceived performance. Efficient and transparent communication - key to build trust re CR issues. Need to be targeted messages.

Source: Stakeholder Analysis SEB 2009, conducted by Intellectual Capital Sweden April-May 2009
Carbon Chasing at SEB
Reducing our footprint

25 % reduction of CO2 emissions by 2011*

45 % reduction of CO2 emissions by 2015*

* compared with baseline (2008) emissions.
Baseline (CO$_2$ target - 45% by 2015)

- Travel: -15%
- Leasing cars: -30%
- Energy: -70%
- Paper: -15%
Solar cookers - 19000 inhabitants in Ningxia

Climate compensation of a total 34 000 tonnes CO2 emissions

The villagers produce the efficient cookers themselves.

The local population receives the solar cookers at a much reduced price.

The climate-friendly cookers replace cooking with coal, which is damaging to climate and health.

myclimate supports the distribution of solar cookers and efficient cookers.

Sustainability in SEB - way forward 2010-2012

"Moving towards a sustainable future"
8 sustainable business priorities
Evolutionary approach

Level of sustainability

"Getting our house in order - ambassadorship"

"Realize business opportunities - multi engagement"

"Core capability and integration"
A 10 step program

1. Strategy & policies
2. Reporting & mgmt system
3. BusInt & expert dialogue
4. Business case for CS
5. Great place to work
6. Carbon Chasing at SEB
7. Business Sector Policies
8. Responsible investments
9. Community investments
10. Engage & Communicate