



Tłumacz Myśli

Together
for the Planet



68% This is the
percentage decrease
of the animal population
on Earth since 1970.



Source: Living Planet, Report 2020, WWF.

3/4 Of land and
2/3 of the sea has been
subjected to significant changes
as a result of human activity.



Source: Report IPBES 2019.

Miasteczko
Myśli



Good place to talk

Your opinion is
important to us



Tłumacz Myśli

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Is there Still Hope?

“We are the first generation that is aware of climate change, and the last generation that can make a difference,” said Barack Obama. In order to stop the unfavourable trend, a change on several levels is necessary, and it is not enough to segregate trash or replace an old smoky furnace with an ecological stove. Of course, any action taken up to improve the state of the world is praiseworthy and makes sense. However, it is important to understand the core of the climate problem and realise that this change is even happening at all. We must focus on energy, transport, and agriculture, because without a significant change in these sectors, we will not stop the climate crisis. It is related to the radical transformation of world economies.

Today it is worth to remind oneself of the signing of **the Montreal Protocol in 1987**, i.e. the agreement aimed at counteracting the ozone depletion. Then the international community united in a just cause and reduced the emissions of substances harmful to the Earth almost to zero. We know that humanity can act together for what is right. This time we can also succeed, if we act together.

“Tłumacz Myśli” Dictionary

Global warming is an increase in the average surface temperature of the Earth caused by human activity since the beginning of the industrial age.

Greenwashing is a term for misleading consumers by unjustifiably suggesting that a product or service is ecological.

Climate neutrality is the maximum reduction of CO₂ emissions and the compensation of those emissions that cannot be reduced by increasing their absorption, e.g. by planting trees.

Renewable energy sources (RES) are based on natural, ecological and inexhaustible resources, e.g. solar, wind or water energy, and biomass.

The Paris Agreement is a commitment made in 2015 by the international community to limit the rise of temperatures on Earth to a level well below 2 degrees Celsius.

Carbon footprint is the sum total of greenhouse gas emissions caused directly or indirectly by an individual, company, or product.

More information: www.miasteczkomysli.pl



Julien Ducarroz
president of Orange Poland

Prof. Muhammad Yunus
winner of the Nobel Peace Prize for 2006

How to win
the fight
about
the planet?

Last Chance for Change

There is consensus among scientists that climate change is man-made. The earth is warming due to greenhouse gas emissions, so it is of paramount importance to reduce them. If we want to survive, we on our own, our societies, scientists, governments, and businesses, should all react and act together.

On the challenges facing business today in relation to climate change **Julien Ducarroz**, president of Orange Poland, talked with **prof. Muhammad Yunus**, winner of the Nobel Peace Prize for 2006.



I Julien Ducarroz: How do you combine the challenge of climate change with running a social business?

I Prof. Muhammad Yunus: To recover from the climate crisis we need a complete business redesign. It is a life and death struggle. It should also be made clear that the traditionally run business of seeking to maximize profit, regardless of the consequences, e.g. the waste generated in the process, has a huge responsibility for climate change. We must finally realize that 80 per cent of global warming comes from burning fossil fuels, and this is despite the 1995 Paris Agreement and subsequent climate summits. Some governments are still investing in fossil fuel businesses, though they should subsidize green energy instead. And because of that, I believe that everything is a matter of politics. First and foremost, governments, banks, and individual companies must change their point of view, each within their own scope of responsibility. Only then will global warming go away.

I Julien Ducarroz: I agree, we are not in the right place. However, I see positive pressure from regulators, shareholders, and consumers. Everyone wants change. Therefore, at Orange, we have made a long-term commitment to climate neutrality and short-term commitments that will help us achieve this overarching goal. In our business, energy is the main source (as much as 90 per cent) of emissions. In Poland energy still comes from fossil fuels, it is “black”, and so far there are not many



Global warming was not created by God or any other superpower. This is the result of our actions. Our house is on fire, and we are celebrating our business successes as if we were there at a party. The house is nonetheless still on fire and will soon turn to ash. It cannot be like that!



prof. Muhammad Yunus

alternatives. However, in three years, by 2025, 60 per cent of the energy consumed by Orange will come from renewable sources, mainly solar and wind energy. Our primary challenge is the ever-growing Internet traffic, because more data transferred requires more energy. We will have to take drastic measures to reduce these emissions.

I Prof. Muhammad Yunus: This is the point, for the change to come from business, on its own initiative. IKEA works in a similar way. When announcing the opening of 17 stores in Russia, the company announced that they will be powered by energy from 100 per cent renewable sources. For this to happen, they will invest 4 billion dollars.

Carrying out a revolutionary change in a corporation is never easy and the fact that we are committed to the natural environment may not be enough. By sitting in the chair of the president of the board, we become a prisoner of our shareholders, management board, and the stock exchange. I experienced this while working with Danone. Danone proposed to my organization to jointly create a social business that will combat child malnutrition in Bangladesh.



Out of concern for myself and the world my children will live in, I share the fears of Prof. Yunus, but I also see changes, because for example, consumer expectations related to business responsibility are growing. Young people are more eager to hear about green energy than about business successes.

Julien Ducarroz



We agreed that we would share the costs half and half, each pledged to spend 500 thousand euros. However, from a legal point of view, this turned out to be impossible. The company could not invest in a non-profit business as this would be against the basic interests of the shareholders. We started to look for a solution so as not to give up the project. There came up an idea to send a letter to all Danone shareholders (over 3 thousand people!) describing the Danone-Grameen project and asking if and what percentage of the profit they want to invest in social business in Bangladesh. The funds we collected exceeded our wildest expectations. We obtained 35 million euros from 98 per cent of the company shareholders, and another 30 million from the company's employees who also got involved in the campaign.

So, the problem is not money, because it can be obtained. There is a saying, if you have the right approach and ask the right question, you will get the right answer. I suppose that's the way it is.

I notice an open attitude to change, especially among young people. The future belongs to them, and they are the most sensitive to the issues we discuss. They try to redesign the current state of affairs, and are focused on responsible companies that improve the situation in the world.

I Julien Ducarroz: Exactly. Recruiting young talent is a huge challenge. Today it is no longer enough to provide good salaries and benefits, because young people ask questions about what we do for the climate and sustainable development, and what our social responsibility strategy is. I've noticed that people are more likely to listen to me when I talk about these topics than just discussing business successes. It makes me happy because I operate in the long term, in line with my own beliefs.

I also believe that technology will help solve the problem of climate change.

As the president of a technology company and infrastructure operator, I would like to draw your attention to the steps we are taking towards digital integration. We have a huge impact on society. Especially in the time of a pandemic, it is important not to exclude anyone, to enable connection with the world thanks to safe access to the Internet. This is still an important topic, especially in Central and Eastern Europe. Is it the same in your part of the world?

I prof. Muhammad Yunus: Yes. We think the same here too. Since the establishment of Grameenphone in 1997, we have tried to reach out with our telephone service to the poorest, especially women living in rural areas. Thanks to financing from our bank, 100 thousand women in Bangladesh were able to buy phones and start running a micro-business. They no longer had to go every day to a village 20 km away to run an errand, but rather suddenly they could trade over the phone. We continued our expansion by providing internet services, online money transfer

services, and developing digital healthcare. Today we provide medical services in places where there is no inpatient health care. Our call centres employ doctors who can provide assistance to every person from anywhere in the country, because 75 per cent of the population has access to telephones. Doctors issue a prescription by phone, texts, or via the Internet, and the patient can buy the drug in their place of residence. Of course, there are still places in the world where telecommunications or the Internet have not yet arrived, and I agree with you that we must ensure that the connection is available to everyone in the world.

Grameen Bank in Bangladesh works similarly. We provided banking services to the poorest people, granting loans for running a business. Out of 9 million borrowers, 97 per cent are women. The pandemic forced us to change and switch to virtual banking. We still have traditional branches, but more and more often virtual ones are enough. We recently opened a new branch in Chicago within Grameen America, and it's completely virtual. The virtual world allows diversification in many different directions. The pandemic has pushed us towards what is technologically a new frontier for us.

I Julien Ducarroz: I agree. Orange is a leader in the field of digital inclusion and digitization of services, but I am aware that still 10-20 per cent of people, even in developed countries, are digitally excluded. The reasons are obviously different, e.g. some people do not have the appropriate knowledge or tools. Therefore, it is the role of business to make sure that no one is left behind on digital inclusion.

I Prof. Muhammad Yunus: If we want to run a business to solve social problems, we cannot only be guided by the idea of making money. It blinds us. When building banking, telecommunications, or the healthcare systems, we did the opposite, we created a system that serves people. This is in the DNA of our business and everything we do is social business. I believe that anyone can do this, even large corporations, e.g. by running a social business in parallel to the actual activity. **It is therefore necessary to search for new business models that respond to contemporary challenges.**



Will business
manage to limit
itself?

Changing the DNA of Business

The biggest threat for the global economy is not the pandemic, but rather climate change. Soon it will be the environmental policy that determines the competitiveness of businesses.

At this point, state regulators not only announce changes, but finally implement them. Europe executes the Green Deal, and the United States has the provisions of Joe Biden's climate summit. Companies are also under pressure from financial institutions that signed the Principles for Responsible Banking agreement at the annual UN General Assembly in 2019. In fact, this means that the banking sector has withdrawn from high-carbon investments.

Business is also noticing changes.

According to the Deloitte report "Climate check: Business' views on environmental sustainability", as many as 91 per cent of executives believe that companies are already feeling the impact of climate change on operating a business. So how to deal with the problem of climate change? It is essential to cooperate on three different levels:

1) Consumer-citizen, 2) Business-industry, and 3) Regulation (of individual countries and the EU).

“Over the last 50 years, we have lost 68 per cent of the population of all animals on Earth. If nothing changes, there will simply be no wildlife. And we need nature, not only for walks outside. 70 per cent of the active substances for drugs sold on the American market comes from tropical forests. So far we are not able to produce them ourselves. So what are we doing? Are we changing business, or are we still cutting forests?”

Mirosław Proppé | president of WWF Poland



We must realize that the change we are talking about is a process, which was emphasized by all the panellists during Miasteczko Myśli “Together for the Planet”.

Martyna Sztaba noticed that it was good, because as a result we take the burden of acting “already” and “immediately” off ourselves. The process we have to go through is very complex.

Mirosław Proppé also emphasized the need for dialogue between all stakeholders. Although we are currently dependent on coal, we should talk about how to grow and develop in order to make the energy sector, transport and agriculture, transform into new ways of doing business. Therefore, it is necessary to educate the young generation on climate problems, e.g. by supporting the initiative #TakDlaEdukacjiKlimatycznej (“A yes for climate education”), and teaching innovative thinking that allows the use of available technologies.



We must learn to implement existing services in an innovative way, and find new business ideas.

The customer is the driving force

Business is also under pressure by consumers, who, do not always have a sense of power. When we think about environmental problems, it may seem that individual consumer behaviour will not be meaningful enough, because we cannot save the world on our own. However, this statement is true only up to a certain point. Our choices affect other consumers, and above all, business and the state. The consumer is not powerless.

This issue was taken up by Martyna Sztaba, who emphasized that self-limitation is primarily needed by business as a polluter producing the most CO₂, adding, however, that the change will take place faster under the pressure of consumers and regulators setting the direction of development. Witold Drożdż agreed with this approach, pointing out that there are already clients who demand green services. In addition, he noted that, from a purely business point of view, you can follow the regulations and start buying green energy only when it pays off. Nonetheless, it is not a good solution for business, neither from a strategic, civil, or purely human point of view. Everyone should equally care about the change.

Eco: an investment or a money saver?

Martyna Sztaba pointed out that the regulations should encourage climate-friendly business and in some way reward ecological products. Unfortunately, the way it works now is quite the opposite. Most often, the producer itself bears the costs of the technology that allows it to create an ecological product and agrees to earn less in the short-term. The costs should, however, pay off in the long run.

Witold Drożdż noted that the price is still the basic criterion for choosing a product or service. Therefore, it is necessary to look for solutions that will reconcile the business dimension, purely on the market, with environmental requirements. The main contribution of

"Corporations are not amorphous organisms, but organizations of people. Our awareness of climate challenges has changed over the years, because we are constantly learning. Our thinking about companies' strategies also evolves accordingly".

Witold Drożdż | member of the strategy management board for Orange Poland



"The world doesn't need a few people who are the perfect warriors for the environment, but billions who do it acceptably. So, if I care enough about the climate, and with that influence other people, it makes sense".

Martyna Sztaba | president of Syntoil

the carbon footprint generated by Orange is electricity. For this reason, the company is looking for solutions that can sincerely be called green, but at the same time will not incur major costs for the purchase of energy. This is a challenge since the goal is both zero-emissions activity and costs balance. But these are not divergent goals. There are already two wind farms working for Orange Poland, in the coming years, we plan to use energy from renewable sources so that this proportion exceeds 60 per cent of annual demand by 2025.

There is no other option today anyway. According to Miroslaw Proppé, we currently use a new definition of companies' competitiveness. Either the company is green, and its activities have the lowest possible environmental impact, or it loses the race. We must remember this, so that we may all win.



Where
to get hope
for the future?

How to Avoid Eco-Scams?

More and more companies talk about ecology and declare their commitment to the protection of the planet and natural resources. Often, however, these are only marketing strategies that do not have much in common with sincere care for the environment. It is good that the awareness of Polish consumers is growing.

Consumer organizations

in the United States began to use the term *greenwashing* as early as in the 1980s to describe activities of companies that prey on ecology. The New York Times journalist used that phrase to refer to hoteliers asking their guests to change towels and sheets less frequently in an effort to protect the environment. In fact, they just wanted to save them a bit more money. Still numerous companies spend a lot of money in order to pull us leg and distract us from real

problems, instead of changing their strategy and approach to climate issues.

Why is greenwashing still a thing? In order to really take care of the environment, many companies would have to change their business model and production method, which means turning things upside down. In extreme cases, even building the business from scratch. PR strategies related to environmental protection turn out to be less expensive and necessary,

"You have to tell the truth, the whole truth and nothing but the truth, as in a court of law. Plus have evidence and be prepared to be contested. Therefore, in the context of our emissions, the key topic is obtaining energy from alternative sources. The rest is an add-on."

Jacek Hutyra | Orange Polska
climate officer



Jacek Hutyra agreed with this approach, pointing out that in order to have something to communicate, you first need to actually do something.



Don't wait for rescue

He noted that it is worth looking for ways out on one's own, and not just waiting for system solutions. Such may not come soon. Since energy in Poland comes mainly from coal combustion, Orange is trying to become independent of it, thanks to two wind farms in Greater Poland Voivodeship providing 9 per cent of the company's annual energy consumption. This will translate into an annual reduction of emissions by 34 thousand tons of CO₂. An average person living in Poland emits almost 10 tons of CO₂, which means that thanks to this one action, Orange removes the emission of almost 3,5 thousand people, noted Jacek Hutyra and added that Orange tries to present each pro-environmental action in a broader context, which is part of the company's overall strategy.

because these are the needs of consumers, emphasized Anna Sierpińska. Agnieszka Liszka-Dobrowolska proposed to look at companies as participants of public and social life, responsible for their environment (*corporate citizen*). She noted that the issue of climate is not a topic for marketing narratives and advertising activities. Companies should face this challenge at the level of business and management strategies, operations, and production. Only later should you consider how to communicate your own actions.

"If a company wants to seriously tackle climate issues, it must start by finding out what its real environmental impact is. It should try to change the most burdensome aspect of its business and not solve those problems that require only minor adjustments."

Agnieszka Liszka-Dobrowolska, PhD
| member of the board of Climate Strategies Poland



"Today in Poland every producer is able to, without any major consequences, place a label on product suggesting that it is environmentally friendly or neutral. Some companies like to use it and add terms such as „eco” or introduce green colour and floral motifs on the packaging. Therefore, we need clear regulations."

Anna Sierpińska | science populariser,
Climate science



Small Steps Method

You can start saving the world by looking into your own wardrobe. Some people find it hard to give up eating meat, but we all have too many clothes. Maybe it's better to eat lunch out in the city than to buy a new item of clothing, often worn just once.

I started my adventure with a clothes detox. I had an ambition to change the entire fashion industry, but of course I hit a wall. I didn't give up easily and started to wonder what I could do. In the end, I gave up buying new things completely. Not everyone has to approach the subject as strictly as I did. Rather it is about considering each time we have the urge to spend, whether we really need a given item. We often buy something, even though we already have similar things in our wardrobe, we just don't remember about them.

Each of our purchases impacts on our planet, but also into working hours and our wallet. Perhaps the economic argument is more convincing for some. WWF counted the value of ecosystem services, i.e. the value of everything that nature provides us, and received an amount that makes our head spin. 125 trillion dollars annually. If there was a company providing services of this value, nobody would underestimate it, especially since we are talking about services that cannot be abandoned, such as clean air. Everyone would consider such a company: other concerns,

"You don't have to quit your job to do something good for the planet. It is worth starting from where we are, acting in our workplace or at our kid's school. First of all, start with yourself."

Areta Szpura | author of
"How to Save the World?"



politicians, or economists. Unfortunately, nature is still being ignored.

Therefore, the idea that appeals to me is to include the environmental cost of a product in the form of a carbon or water footprint. When shopping, we rarely think about the working conditions of clothing manufacturers or what they did with the waste. If clothes were more expensive, in order to cover the costs of providing good working conditions and reducing the environmental impact, then maybe we would think twice about our impulse buying habits.



Be the change you want to see in the world.



Mahatma Gandhi

3.5%

Is the percentage of people that must be persuaded to accept changes in order for them to become real and noticeable to others.

Therefore, it is worth constructing your idea so that it works like a snowball, once it is released, it begins to gain momentum.



3

thousand litres

This is the amount of water needed to produce a cotton T-shirt. It is the equivalent of a person's drinking water requirement for **2.5** years!

It is worth considering shopping for second-hand goods at a market, which is huge and does not mean explicitly going out to a second-hand shop. You can use existing applications that allow you to buy things from your favourite brand in the right size for a third of the store price.



6

out of 10 items of clothing

Produced in a given year will say goodbye to our wardrobe in just one year.

Thank you!

Tłumacz
Myśli



Julien Ducarroz



Areta Szpura



prof. Muhammad
Yunus



Witold Drożdż



Martyna Sztaba



Mirosław Proppé



Agnieszka
Liszka-Dobrowolska, PhD



Jacek Hutyra



Anna Sierpińska



Aleksandra
Stanisławska
and Piotr Stanisławski



Weronika
Wawrzukowicz