

The retail and distribution companies are generally less energy intensive as their energy consumption often comes from shops and warehouses. This makes it easier to become 100% renewable as energy consumption represents a lower share of their overall costs. Shops and warehouses often have large roof areas which makes it possible to install solar photovoltaic. This is a great way to show that you take advantage of the opportunities and resources you have to be more sustainable. The proportion of non-renewable thermal energy that the company use, can be compensated with carbon offsets.

The Swedish fashion retailer *H&M* wants to become a leader in the change of sustainable fashion. The company operates globally and have customers all around the world. With a strong sustainability focus, the H&M Group create large-scale demand for sustainable materials and circular solutions.

Along with other big companies, the H&M Group is a member of the RE100 initiative where they commit to using 100% renewable energy. They have a solid energy strategy with focus on three priorities. The 1st priority is to become as energy efficient as they can. The second priority is to use 100% renewable energy, and the last priority is to target climate resilience and carbon sinks. The well-known brand has a goal to lead by example towards a sustainable future and is working to achieve a climate positive value chain by 2040. Today 96% of H&M's electricity used in own operations is coming from renewable sources. They accomplished this by using different methods, including the purchase of *Energy Attribute Certificates* (EACs). The H&M Group conduct in more than 20 pre-feasibility studies on rooftop solar projects in Bangladesh, China, and India as well as they recently made it possible to construct a new wind park in Sweden. The H&M Group invested in the wind park which is expected to generate 16,000 to 18 000 MWh each year.

Other companies working towards a sustainable future and have a clear energy strategy, is, for instance, the IKEA Group. Like the H&M Group, IKEA is a member of the RE100 initiative and are having ambitions to become climate positive by 2030. Today the IKEA Group, purchase renewable energy for their own facilities as well as they have invested in 416 off-site wind turbines and installed 750,000 solar panels on their own IKEA buildings, taking advantage of the large roof areas on their warehouses.