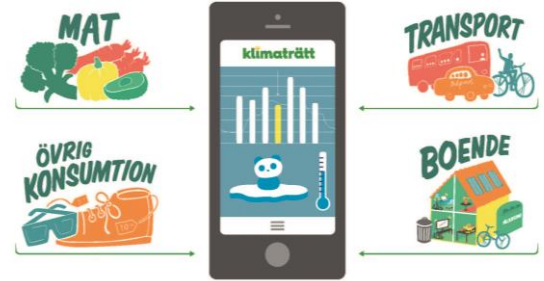




Environmental responsibility





# Climate Right

During the project the following results were achieved:

- The climate impact from the active participants had decreased with, on average 31 %
- Residential power consumption decreased with 13 %
- A majority of the participants experienced that the changes had an positive effect on their economy

## See, Understand and Change Your Daily Climate Impact

Uppsalahem initiated together with ICA the Klimaträtt Project with the main objective to provide help, support and inspiration for our tenants in their pursuit of a more climate friendly lifestyle.

The key question posed in the project was: Can we help our customers reduce their climate footprint in a way that doesn't make them feel that they are making sacrifices or increase their costs, and at the same time make it commercially viable for the participating companies?

The first step and the unique feature of the project was to accomplish this by developing an application that could give people direct and detailed feedback on their climate footprint.

Besides Uppsalahem and ICA the partners in the Klimaträtt Project are Chalmers University of Technology, WWF, Sunfleet, UL, ICA Bank, ICA Supermarket Torgkassen, Auto Mile, Uppsala Municipality and Energy Cloud. The development of the app was supported by Vinnova, Sweden's innovation agency.

