

The Norwegian sovereign fund says no to coal energy and to GHG emissions, how will this affect your business?

This decision made on [June 5th 2015](#) by the biggest investment fund of the world (1 100 billions \$Can) is an important signal of the change in investment portfolios at global scale. Concretely, the Norwegian fund which represents 1.3 % of the world market capitalization withdraws from mining and energy companies for which the coal represents more than 30 % of their activity or business. This signal is not the first one, in fact last year in Montreal, institutional investors representing more than 100 billion \$Can in portfolio made the commitment to measure greenhouse gas emissions in the optics to reduce the carbon intensity of their investment ([Montreal carbon pledge](#)). Furthermore, a conglomerate of insurance companies made the commitment to double their "green" investments in 2015 with more than 84 billion \$US. Why? Because the damage caused by climate change and extreme conditions is very expensive, notably more than 127 billion \$US in claims on a global scale to insurance companies in 2011 ([Environmental Finance](#)).

Your activities might not be affected directly, but the signal is clear: pension funds, trusts, insurance companies, banks, all these sources of funding are now trying to invest in companies which present no or low risks associated to "carbon". Coal being the most polluting fossil source of energy, it is the first to suffer this change.

How can you to take advantage of this new trend? By positioning your company as a leader in your industry with the best carbon performance intensity and attract financing for your development projects. Any company which looks for financing will have to know its carbon intensity. Are you above or below the benchmark of the industry? Do you have an action plan to improve your carbon performance?

Please contact us at info@ocotechnologies.com, we have developed the solutions GO-TECH^{MD} to help you to position your business with the best carbon performance intensity of your industry.