

Thinking green

There's no doubt that creating a green issue is a risky venture for an airline magazine. But then again, here at *Scanorama* we like to think that we regularly push the envelope in terms of content. Besides, we reached a point where we could not ignore this topic any longer: there were too many Scandinavians doing too many amazing things for the environment.

THERE'S A LONG HISTORY OF ENJOYING NATURE AND BEING ENVIRONMENTALLY AWARE IN SCANDINAVIA, far ahead of the trends. Way back in 1896, Swedish scientist and Nobel Prize-winner Svante Arrhenius discovered the connection between carbon dioxide emissions and global warming. And Swede Bert Bolin was a pioneering climatologist who became the first chairman of the United Nations Intergovernmental Panel on Climate Change (IPCC) in 1988. (That's the group that shared the Nobel Peace Prize with Al Gore in 2007.)

From our cover model Lone Droscher Nielsen who is working to save the orangutans from extinction in Borneo to the Swedish King who was the first royal ever to address a UNESCO conference on the climate, to Head CEO Johan Eliasch and his campaign to buy rain forest to save it from destruction, to Søren Hermansen and his energy-efficient island, and even to two Danes and their organic food company, there is a long list of people to be inspired by in this issue.

While we wanted to celebrate these talented Scandinavians, we also know that there are no clear-cut or easy

solutions to the problem of global warming. The same palm oil that is used in earth-friendly biofuels is causing deforestation and loss of plant and animal habitats. Nor were we out to say



that we must all stop traveling immediately, instead just pointing out that Norwegian politician Erik Solheim does so succinctly. **"IT IS NOT TRAVEL IN GENERAL WE MUST CURTAIL, BUT**

KIND OF TOURISM THAT DAMAGES OUR PLANET."

As for us, we are trying to do our part. *Scanorama* is produced in an environmentally friendly way. The printing house is certified by ISO 14001, an environmental management system. The paper the magazine is printed on is produced from chlorine-free pulp and comes from an FSC-certified paper mill, which guarantees that the raw material comes from well-managed forests. The trees are grown in mid-Sweden, close to the paper mill. The printing house is also in Sweden, which means that we have eliminated long transports. And as a staff, we have adopted one of Droscher Nielsen's orangutans.

CAN YOU ALSO MAKE A DIFFERENCE? "There are many simple things you can do," says EU Commissioner Margot Wallström. "You can install good home insulation, switch off the lights, use energy-saving bulbs, avoid keeping electric appliances on standby, reuse shopping bags, use biofuels and check the correct tire pressure." Simple enough, right?

It's such a large problem. But it's actually one where we each make a difference. Remember the saying, how do you eat an elephant? The answer, of course, one bite at a time.

– the Editorial Team

PS. Naturally, putting together a special issue is never a small or easy task. So we want to give extra thanks to our collaborators on The Earth Shakers feature: writers Arild Molstad, Jesper Rasmussen and Inger Merete Hobbelsstad; as well as Pernilla Svenberg at B&B for all the assistance with the Single Mother and The Killing Fields features.

SCANORAMA

PUBLISHER

Magnus Lindvall

EDITORIAL

EDITOR IN CHIEF (acting)

Sandra Carpenter
(responsible under Swedish press law)

SENIOR EDITOR Thomas Sjöberg

ART DIRECTOR Annika Sundström

LAYOUT Annika Olbin

PICTURE EDITOR Ann Sundblad

COPY EDITOR Jennifer Palley

e-mail: firstname.lastname@sasmedia.se

DEPARTMENT EDITORS Charles Ferro, Tara Stevens, Inger Merete Hobbelsstad, Evan Rail, Risto Pakarinen, Scott Berman.

Tel: +46 8 797 03 00, Fax: +46 8 797 53 15

DISTRIBUTION

Carina Wuolikainen Eklund

e-mail: distribution@sasmedia.se

PRODUCTION

Annica Sunnerfors

Tel: +46 8 797 03 45, Fax: +46 8 797 53 15

e-mail: annica.sunnerfors@sasmedia.se

SAS MEDIA ADVERTISING SALES

Sweden

SALES DIRECTOR Catarina Berggren

Kerstin Adell, Display advertising

Christina Arrhénborg, Display advertising

Joakim Lind, Display advertising

Annika Stiernspetz, Sales and booking coordinator

Tel: +46 8 797 03 00, Fax: +46 8 797 53 15

e-mail: firstname.lastname@sasmedia.se

INTERNATIONAL SALES DIRECTOR Anita Wollroth

anita.wollroth@sasmedia.se

Tel: +46 8 797 03 47, Fax: +46 8 797 53 15

Norway

Mona Hellund

Siri Danielsen

Gry Ryssdal

Tel: +47 22 70 32 40, Fax: +47 22 70 32 41

e-mail: firstname.lastname@aspectus-media.no

Denmark

Ulrik Broström

Morten Petersen

Tel: +45 33 85 30 09, Fax: +45 33 85 30 01

e-mail: firstname.lastname@sasmedia.dk

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SE-195 87 Stockholm, Sweden

www.sasmedia.se

MANAGING DIRECTOR Lennart Löf Jennische

SAS Customer Relations

www.sas.se/feedback

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