

Miska Paulorinne, Social Democratic Party candidate in the Finnish 2011 Parliamentary Elections, campaigns e)mission neutral

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AT A GLANCE

Overview:

- Miska Paulorinne is a Social Democratic Party of Finland candidate in the Finnish Parliamentary election.
- His electoral campaign is e)mission neutral certified, meaning that the carbon footprint of the campaign has been fully neutralized

Climate responsibility:

- The campaign's carbon footprint has been calculated to be 0.72 tonnes of carbon dioxide (tCO₂)
- Mr Paulorinne uses renewable energy sources in his home and office, and relies on a fuel efficient car and public transport for mobility needs

Commitments:

- Besides making his campaign e)mission neutral, Mr Paulorinne commits to a net zero carbon impact from his activities if elected as a Member of the Finnish Parliament

A political campaign need not cost the climate. In the run up to the Finnish Parliamentary Elections, to be held on the 17th April, Miska Paulorinne, candidate for a seat as Member of Parliament on the Social Democratic Party list, decided to make his an e)mission neutral electoral campaign.

Values and Vision

In his campaigning, Miska Paulorinne advocates for energy efficiency and a lower carbon society not only on the basis of environmental responsibility, but also because its good for the economy of organizations, companies and the State. "Assuming responsibility for carbon emissions, and integrating a carbon price on the products and services we use, allows us to look at clean energy options in a fairer, more balanced way", said Paulorinne.

A Materials Engineer by training, Miska Paulorinne participates in the NoE – Energy in the Cold Climate Forum, an initiative supported by the EU Intereg Programme, and is involved in different activities to promote sustainable energy use in his community. "Taking stock of the impact that my political campaign can have on climate change, and taking concrete action to neutralize that impact, is consistent with my view of the responsibility of governance".

Miska Paulorinne is a Member of the Parliamentary Campaign Strategy Committee for the Social Democratic Party of Finland.

Sérgio Santos, of e)mission, said, "Climate stewardship is not only the responsibility of companies and government, and more and more individuals are stepping up to address this issue and make their contribution to a low carbon society", and added, "Political representatives have a special role in leadership towards a healthy environment, economy and society, and we're very pleased to work with Mr Paulorinne to make sure his campaign is part of the solution, not the problem."

Coming clean – carbon footprint

Mr Paulorinne's campaign footprint has been calculated by e)mission, and is relatively small. His home and office are very energy efficient, using wood, a carbon neutral fuel source, for space heating, and solar energy for water heating. He drives a hybrid vehicle which gets very good mileage, and uses rail and bus transport for campaign mobility needs.

In all, the carbon footprint for Mr Paulorinne's campaign until the election date, calculated according to the Greenhouse Gas Protocol, the international benchmark for carbon emissions reporting, is estimated at 720 kg of CO₂. This is little more than the carbon impact of one return trip by airplane from Helsinki to Copenhagen.

This carbon footprint will be entirely offset, or neutralized, using carbon credits from e)mission's portfolio of projects which contribute to sustainability in developing countries, while reducing emissions. As such, Mr Paulorinne's political campaign in the Finnish Parliamentary election is e)mission neutral certified.

Mr Paulorinne has also committed to monitoring his carbon footprint, and maintaining a net zero carbon impact for his activities if elected as a Member of Parliament on the 17th April.

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