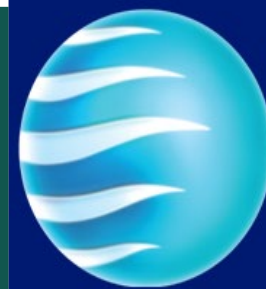


CASE STUDY

SKAGERAK ENERGY



Skagerak Energi

<https://www.skagerakenergi.no/forside/>

Company Name

Skagerak Energi AS

Category

Renewable Energy & Smart Grid Solutions

Location

Skien, Norway

Website

<https://www.skagerakenergi.no/forside/>

*How a European SME
Builds Credibility
Through Transparent
Impact Communication*

* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

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A European SME Committed to Measurable Impact



Skagerak Energy is a medium-sized enterprise based in Skien, Norway, operating extensively across Denmark and the wider Nordic region. The company provides renewable-energy and smart-grid solutions and has built a strong reputation for ethical, transparent and data-driven communication. In a market often dominated by large corporations, Skagerak Energy stands out as an **EU-aligned SME** that demonstrates how sustainability and communication integrity can coexist as business priorities.

The company's purpose is simple yet powerful: to deliver clean, reliable energy while ensuring every environmental and social claim it makes is measurable and verifiable. Unlike multinational firms that have faced criticism for misleading "green" narratives, Skagerak Energy has made transparency and accountability the cornerstones of its communication strategy. By transforming compliance obligations into storytelling opportunities, the company proves that ethical communication is not a burden, but a source of trust, innovation and differentiation.



Skagerak Energy's sustainability communication framework is grounded in **evidence, regulation and stakeholder engagement**. The company's annual sustainability report is structured according to leading European standards, including the **Global Reporting Initiative (GRI)**, the **EU Taxonomy for Sustainable Activities** and the **Corporate Sustainability Reporting Directive (CSRD)**. This ensures that all disclosed data, whether related to carbon emissions, renewable output or biodiversity impact, is accurate, comparable and compliant with EU legislation.

To avoid greenwashing and enhance trust, Skagerak Energy relies on **third-party verification** for its environmental indicators. All claims regarding carbon savings, renewable capacity and energy efficiency are independently audited. In addition, the company applies a **double materiality** lens, communicating not only how sustainability issues affect its business but also how its activities affect society, ecosystems and future generations.

Beyond compliance, the company prioritizes **stakeholder engagement and accessibility**. Through interactive dashboards, community consultations, and open data platforms, Skagerak Energy turns complex performance metrics into stories that are understandable to all audiences. This multi-channel, transparent approach reflects the EU's vision for responsible sustainability communication, linking data, dialogue and accountability.

Impact and Stakeholder Engagement

Skagerak Energy's commitment to transparent impact communication has produced measurable results across environmental, operational and social dimensions. By 2024, the company had achieved **100% renewable electricity** across its operations, primarily from hydropower and wind energy. Its clean-energy initiatives prevent approximately **1.2 million tons of CO₂ emissions annually**, positioning Skagerak as one of the Nordic region's most efficient mid-sized energy providers.

Transparency also extends throughout its supply chain. More than **97% of suppliers** are screened for environmental and ethical compliance, ensuring that sustainability principles are embedded in procurement decisions.

The company collaborates with local communities to design and implement **biodiversity restoration projects** co-funded by the **EU LIFE Programme**, including reforestation, wetland restoration and wildlife habitat protection near hydropower facilities.

These results illustrate how a purpose-driven SME can lead the energy transition by linking measurable sustainability outcomes with open, honest communication. For Skagerak Energy, every statistic represents not just a corporate achievement but a story of accountability and shared progress.



Lessons for Entrepreneurs

The Skagerak Energy case provides clear, actionable lessons for entrepreneurs and SMEs aiming to build credible and compliant sustainability strategies:

Base communication on verified data. Replace marketing claims with measurable, independently reviewed evidence.

Align with EU frameworks. Compliance with GRI, CSRD and EU Taxonomy standards enhances comparability and investor confidence.

Engage stakeholders early. Transparency invites collaboration, not criticism, when it is proactive and evidence-based.

Treat compliance as a communication strength. When used strategically, data transparency builds credibility and mitigates reputational risk.

For SMEs navigating the evolving landscape of sustainability reporting, Skagerak Energy proves that data-driven communication is not just a legal requirement but a strategic asset that differentiates responsible businesses from competitors.

Connecting Purpose with Practice: What *Skagerak Energy* Teaches About Transparent Communication

Skagerak Energy demonstrates how European SMEs can turn **transparency into trust** by using verified data to tell meaningful sustainability stories. The company integrates purpose with practice-showing that measurable communication strengthens credibility, supports EU compliance and fosters long-term resilience.

By aligning communication with regulatory standards and community values, Skagerak Energy transforms the traditional narrative of corporate sustainability into one of shared accountability. For entrepreneurs, it represents a tangible model of how small and medium-sized firms can lead Europe's green transition through truth, not spin. The company's success confirms that when businesses make their impact visible and verifiable, transparency becomes the most powerful storytelling tool of all.

References

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