

5 February 2015

Press release - 5 February 2015 at 20:00 CET

KR Foundation launched. Connie Hedegaard (Chair): “Our mission is to address the root causes of climate change and environmental degradation.”

KR Foundation’s first Board meeting marked the beginning of its effort to combat climate change and environmental degradation. The Foundation not only laid down its focus areas but also granted funds to a number of promising international projects.

KR Foundation’s focus areas

KR Foundation will primarily support projects with international impact and long-term effects. The Foundation’s focus areas are:

- Economy and Behaviour: KR Foundation supports projects and initiatives that contribute to 1) promote mind-shifts and behavior that incorporates sustainable practices, 2) raise awareness of the true costs of extraction, production and consumption, 3) promote and mainstream new economic systems and practices, such as circular economy and sharing economy.
- Living Within the Earth’s Safe Operating Space: KR Foundation supports projects and initiatives that contribute to 1) mitigate climate change through policy changes, 2) increase resource efficiency and sustainable consumption and production, 3) address root causes of challenged ecosystems and short-lived climate pollutants, 4) address legal challenges associated with climate change.

KR Foundation’s first grants

At its first meeting, the Foundation decided to support a number of promising international projects, including projects focusing on applied research within sustainable economy, and accelerated phasing out of coal power plants in Europe.

Chair of the Board, Connie Hedegaard:

“It is an established fact that the climate and environment are seriously challenged. There is a pressing need to change the current understanding of how we measure and value growth and of how we as humans relate to our limited natural resources. Changing the current production and consumption patterns

requires a global mind-shift towards more sustainable practices. The purpose of KR Foundation is to promote projects that help show the way towards sustainable societies.”

About KR Foundation

KR Foundation was established on 21 December 2014 by the descendants of engineer Villum Kann Rasmussen and VILLUM FONDEN in order to increase VILLUM FONDEN's international activities within environment and sustainability. Initially, VILLUM FONDEN intends to grant DKK 1bn to KR Foundation over the next 10 years.

The establishment of KR Foundation will not lead to a change in VILLUM FONDEN's focus areas. However, VILLUM FONDEN's environmental program will in the future primarily focus on Denmark.

KR Foundation's Board members

- Connie Hedegaard (Chair), former European Commissioner for Climate Action and Danish Minister of Climate and Energy (DK)
- Astrid Kann-Rasmussen (Vice-Chair), Vice-Chair of V. Kann Rasmussen Foundation (US)
- Anthony A. Leiserowitz, Research Scientist & Director of the Yale Project on Climate Change Communication, School of Forestry & Environmental Studies, Yale University (US)
- Tim Jackson, Professor of Sustainable Development & Director of the Sustainable Lifestyles Research Group, University of Surrey (UK)
- Johan Rockström, Professor, Water Systems and Global Sustainability & Director of the Stockholm Resilience Centre, Stockholm University (SE)

KR Foundation's Executive Director is René Dinesen, former Danish Ambassador to South Africa and Afghanistan.

Contact

- KR Foundation: Phone +45 33 43 63 20, email info@krfnd.org
- For general info on KR Foundation, how to apply for funding, etc., please visit the Foundation's website at www.krfnd.org
- VILLUM FONDEN: www.villumfonden.dk