

From ISO 14001 to GO - McDonald Oy's headquarters



From ISO 14001 to Green Office - McDonald's headquarters, WWF's Green Office case example 2013

The head office of McDonald's in Finland has had an environmental programme in place since the mid-1990s. Previously they used the ISO 14001 standard, but in 2008 they switched to WWF's Green Office. "The Green Office programme is more conveniently suited for offices, as it focuses on concrete improvements that relate to office work, rather than heavy assessments and examinations," says Juha-Pekka Vieno, Quality Assurance and Environmental Specialist at McDonald's.

Within McDonald's Finland Green Office programme there are several actions, regarding for example travel, energy saving, recycling and procurement.

- Juha-Pekka Vieno / Quality Assurance and Environmental Specialist at McDonald's