



The Climate Group

Nancy Skinner - US Director

CARBON DOWN, PROFITS UP

Business Initiatives to Reduce Greenhouse Gas Emissions

Presentation to US EPA Climate Leaders

May 5, 2005

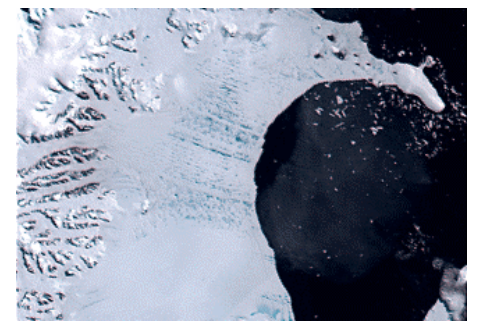
THE °CLIMATE GROUP

MISSION

- > TO AVERT DANGEROUS CLIMATE CHANGE THROUGH ACCELERATING THE REDUCTION OF GREENHOUSE GAS EMISSIONS INTERNATIONALLY BY **BUILDING A LEADERSHIP COALITION OF GREENHOUSE GAS 'REDUCERS'** AND **PROMOTING CLIMATE SOLUTIONS**



WHY THE CLIMATE GROUP?



The problem is now urgent

- > Scientific understanding of climate change indicates - 15 year 'window of opportunity' to avert risk of catastrophic changes (Tyndall Center)
- > International debate heavily influenced by negative messages

However

- > Real reductions are happening, businesses and others have reduced emissions by up to 75%
- > Proves that emissions reduction can be economically beneficial and economically competitive

Now

- > With strong leadership and widely spread effective messages, climate protection action can be accelerated

GOALS

- Change the Debate
 - Show Climate Change as Economic Opportunity
 - Accelerate Action
-

Identify and Profile Successful GHG Reducers

- Case Studies - Highlight Best Practice
- Reports - 'Less Is More', '360 Degrees' e-bulletin

Communications

- Media/PR - Strategically Placed Press Coverage/Targeted Advertising
- Events - Launches/Conferences with Prominent Leaders
- NSEW - Global Book and Exhibition Project

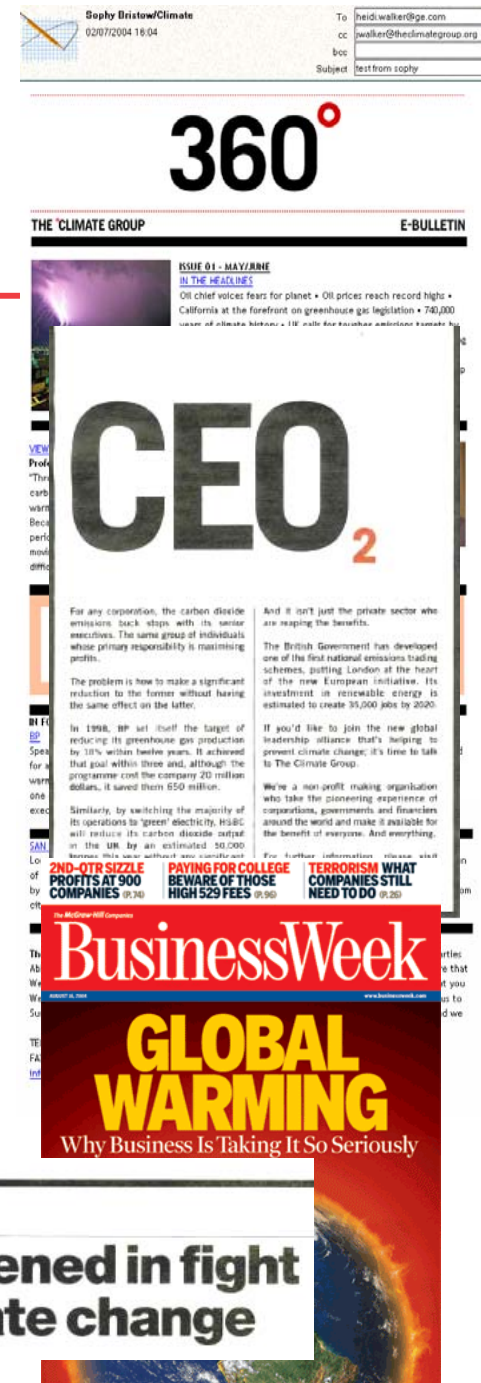
Leadership

- Membership Principles
- Working Groups - e.g. Banks, Retailers, Insurers, Utilities

ACTIVITIES

> **COMMUNICATE STRONGLY:** Profiling business case for GHG reduction; encouraging new leaders and building momentum; building confidence within wider business and policy community that reductions are possible, cost effective & even profitable

- **HIGH PROFILE EVENTS**
- **MEDIA RELATIONS & POSITIVE CAMPAIGNS** : press trips, report releases, features, targeted advertising
- **ON-LINE PROGRAM:** Website & monthly newsletter





NEW YORK

Fall/05

Launch of RGGI

With NY and other
NE Governors

UK

Q3 2005

G8

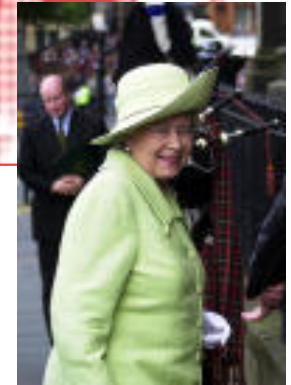
TBC



BERLIN

3/NOV/04

German Launch



Queen's State visit to Germany
With Tyndall Center, British
Embassy, German Foreign Office



CALIFORNIA

JUN/05

*Key Schwarzenegger
announcement, profile CA
Business Leaders*

With CalEPA & Governor's
Office

MELBOURNE

5-7/April/05

Conference of Reducers
One-day public event
Two-day invitational meeting
for Asia-Pacific leaders

EVENTS

THE ENVIRONMENT

An increased sense of urgency

Large companies have launched some striking initiatives, writes Vanessa Houlder

call it "green-ationalists stand-ducting elabo-relations came-ate "green" practice, their; they are con-y a central role ental destruct-

another fertile area for corporate initiatives. Unilever, the consumer goods group, recently announced that, with the support of Greenpeace, it had developed ice cream freezers that use hydrocarbons which neither contribute to global warming nor deplete the ozone

improving energy efficiency will cut costs.

Earlier this year, a group of companies committed to early action on tackling greenhouse gas emissions helped launch a new public/private partnership called the Climate Group. The organisation, which also

CEO 2

For any corporation, the carbon dioxide emissions buck stops with its senior executives. The same group of individuals whose primary responsibility is maximising

And it isn't just the private sector who are reaping the benefits.

The British Government has developed one of the first national emissions trading schemes, putting London at the heart of the new European initiative. Its investment in renewable energy is estimated to create 35,000 jobs by 2020.

If you'd like to join the new global leadership alliance that's helping to prevent climate change, it's time to talk to The Climate Group.

6 The Guardian Wednesday April 28 2004

National news

New front opened in fight against climate change

This issue will dominate world agenda, says Blair

Paul Brown
Environment correspondent

on reducing carbon emissions whatever happens.

Mr Blair said that whatever happened internationally, the government had committed itself to 60% carbon dioxide emission cuts by 2050 which scientists said was necessary worldwide if the effects of global warming were to be safely mitigated.

economy had grown in order to move political agenda. people, communities and companies must share on politicians said. That was why he had agreed to launch the organisation. Margaret Beck

Companies take early action

The business community is usually cast as the villain in the debate on global warming. Corporate lobbyists across the world successfully have diluted and delayed climate policies.

But a small but influential group of companies has taken a different approach. These companies have made voluntary cuts in carbon emissions and have campaigned for regulations that would force others to follow suit.

Johnson & Johnson has become the latest corporate user of wind power

Last month, about 20 companies joined forces with a number of city, state and national governments in the Climate Group, a non profit organisation working to pool expertise on cutting emissions. Practical action, the participants argued, could not wait for an international agreement.

There is a longstanding gap between the attitudes of the small group of environmentally conscious companies and the rest of the business community, however.

weather-related disasters.

Companies are increasingly conscious that climate change will bring new risks and opportunities. Axa, the French insurer, argues that climate risk - which it said would affect about 23 per cent of global gross domestic product - is more important than interest rate or foreign exchange risk.

Some investors are also becoming more assertive about the potential risk that climate change poses to their



Swiss Re changes the climate

The group has joined with like-minded companies to campaign for immediate action to reduce greenhouse gas emissions, says Vanessa Houlder

For a self-owned

operation will benefit from

2ND-QTR SIZZLE PROFITS AT 900 COMPANIES (P.74)

PAYING FOR COLLEGE BEWARE OF THOSE HIGH 529 FEES (P.96)

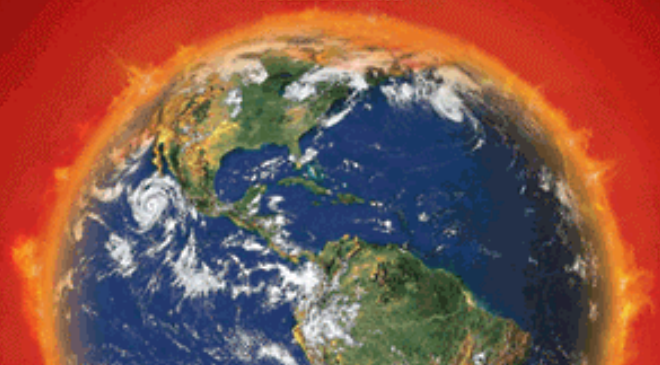
TERRORISM WHAT COMPANIES STILL NEED TO DO (P.26)

BusinessWeek

McGraw-Hill Companies
MAY 24, 2004
www.businessweek.com

GLOBAL WARMING

Why Business Is Taking It So Seriously
BY JOHN CAREY (P.60)



THE CLIMATE GROUP

Blair backs new group to check emissions

BY MICHAEL MCCARTHY
Environment Editor

TONY BLAIR opened a second front in the fight against climate change yesterday when he launched an international body

GREENHOUSE GAS REDUCERS: LEADERSHIP EXAMPLES



LEADING REDUCERS

STATES & REGIONS

MANITOBA set 23% reduction target on 1990 levels by 2010 and goal to be carbon neutral within 15 years.

US NEW ENGLAND STATES committed to 60% to 75% long term reductions.

BAVARIA set target to reduce CO₂ emissions by 10% on 1999 levels by 2010.

CALIFORNIA new law regulates GHG emissions from cars. Public goods charge on electricity funds energy efficiency. RPP standard 20% of retail electricity from renewables by 2017.

NEW SOUTH WALES committed to 7.5% reduction by 2010.



LEADING REDUCERS CORPORATIONS

DUPONT reduced GHG emissions 69% from 1990 levels and saved US \$2 billion.

IBM reduced emissions 65% on 1990 levels and saved US \$791 million.

3M 50% reduction in worldwide emissions between 1990 and 2005 Has saved US \$200 million in energy costs since 1973.

BRITISH TELECOM reduced emissions 38% on 1992 levels and saved £119 million.

ALCOA 25% reduction in emissions between 1990 and 2003 - with US \$100 million in cost savings by 2006.



LEADING REDUCERS CORPORATIONS

STMICROELECTRONICS target of 0 net emissions by 2010, achieved 20% reduction in CO₂ between 1994 and 1998. Project savings of \$900 million from 1994 to 2010.

TOYOTA reduced emissions 19% on 1990 levels.

INTEL 35% reduction in PFC emissions between 2001 and 2003, 32% reduction in N₂O emissions from New Mexico facility. Has saved \$10 million in energy costs.

UNITED TECHNOLOGIES CORPORATION goal to reduce ghg emissions by 40% by 2006, to date have achieved 37% reduction from 1997 levels.



LEADING REDUCERS: NATIONAL GOVERNMENTS



> **Germany** 19% emission reduction on 1990 levels - creation of 450,000 jobs

> **UK** 15% reduction in greenhouse gas emissions between 1990 & 2002 - the Action Energy Program stimulated UK energy savings of around £650 million a year between 1989 & 2001

> **Sweden** long term goal set alongside UK of 60% reduction in CO₂ emissions by 2050

> **Denmark** higher energy taxes on natural gas, gasoline, diesel, diesel light, fuel oil, coal, & electricity



NORTHSOUTHEASTWEST[®]

An International Exhibition, Book & Film About Climate Change

- With the British Council & Magnum Photography
- 10 Themes Presenting New Ways of Looking at Climate Change - Science, Human Rights, Development, Health, Nature, Food, Technology and Innovation, Economy, Environment, Urban Life, Leadership
- 10 International Guest Essayists - including Kofi Annan, Tony Blair, Mary Robinson
- Launched in London March 2005 @ Science Museum
- US Launch San Francisco World Environment Day events, June 2005
- Exhibition will Circle World for 2 Years reaching 10 million people in 100+ Cities in 60+ Countries





www.theclimategroup.org

**GLOBAL LEADERS FOR
CLIMATE SOLUTIONS**