BUSINESS – THE REAL DEAL

Powering economies into the low carbon future: Business leaders claim that a strong deal in Copenhagen will be good for the economy, a weak deal will be bad.

What will world leaders produce at the end of the week? A political deal? A legally binding deal? No deal at all?

There are rumours floating in and around the Bella Center that big business would prefer caution and the status quo instead of a treaty that is bold and sets comprehensive reduction targets.

That perception is incorrect. More than 1,000 businesses from all continents, most of them global players, are advocating for a strong legally binding deal that reduces carbon pollution and accelerates clean energy innovation on a global scale. They want a clear signal that allows businesses to make long term investment decisions in low carbon technologies;
Provides incentives to invest heavily in low carbon R&D, and;
Protects economies from dramatic impacts of climate change.

The voice from progressive businesses represent over
11 Trillion US$ in market capitalization.
These businesses provide over
20 million jobs
in companies which are committed to turn the vision of a low carbon economy into reality, generating at least
2.6 trillion US$ in 2008 annual turnover.

One thing is for certain: today, there are many businesses delivering the real deal. The companies participating in the initiatives described below show that taking climate action makes business sense!

The question is – if businesses can do it, why can’t world leaders?

Business is showing the way, proving that cutting carbon is healthy for the economy.
The Prince of Wales’s Corporate Leaders Group (CLG) and The Copenhagen Communiqué

In a letter to EU President Barosso, the EU CLG says “A strong deal in Copenhagen, will enable business to lead the transformational change that must occur in the world economy within the next couple of decades. A weak deal will be bad for the climate and for the economy.” The Copenhagen Communiqué, a statement developed by the EU and UK Corporate Leaders Group is now widely recognised as the definitive statement from the international business community and calls for world leaders to agree “These are difficult and challenging times for the international business community and a poor outcome from the UN Climate Change Conference in Copenhagen will only make them more so, by creating uncertainty and undermining confidence.” It has been signed by over 900 companies based in over 60 countries, including every country in the G20, ranging from the world’s largest companies and best known brands, to Small and Medium Size Enterprises (SMEs).
WWF Climate Savers

Climate Savers companies are demonstrating that ambitious greenhouse gas reduction targets are achievable while business is growing, that ambitious targets lead to a range of innovations and are good for the bottom line. Climate Savers dispels the myth that ambitious CO₂ cuts are bad for business and shows that carbon smart companies are the successful companies of the 21st century. Collectively, Climate Savers companies are reducing emissions by 50 million tons CO₂ by 2010, equivalent to the annual emission of Switzerland. The companies have partnered with WWF in a global campaign calling to negotiators to “Let the Clean Economy Begin” with an ambitious climate deal in Copenhagen.

Catalyst  Elopak  Fairmont Hotels and Resorts  Hewlett Packard  IBM  Johnson & Johnson  JohnsonDiversey  Lafarge
National Geographic  Nike  Nokia  Nokia Siemens Networks  Novo Nordisk  Sagawa  Spitsbergen Travel  Solidel  Sony  Tetra Pak  The Collins Companies  The Coca Cola Company  Xanterra Parks & Resorts

CERES/BICEP

We are major U.S.-based companies coming together to send a strong signal that we need a global deal now to address global climate change. A global deal must include significant near- and long-term emissions reductions targets, with a commitment of actions by other major emitting nations. Such a deal will provide the market certainty that will unleash the investments needed to create jobs and enhance U.S. competitiveness. We have long shared the widely-held view that climate change is a serious issue requiring immediate and meaningful action by government, industry, consumers and society. The urgency to act is clear and the need for strong leadership is paramount. We pledge our support for backing climate leadership on helping secure a strong global deal.

Levi Strauss & Co.  Nike  Starbucks  Sun Microsystems  Timberland  Aspen Skiing Company
Ben & Jerry’s  Clif Bar & Company  eBay  Eileen Fisher  Gap Inc.  Jones Lang LaSalle  The North Face  Seventh Generation  Storyfield Farm  Symantec

The Climate Group

The businesses we work with need a long-term signal from Copenhagen. With the right deal we will see an unparalleled wave of investment and innovation: a clean energy and technology revolution. It is right for the planet and the right for the economy - we just need our leaders to seal the deal.

The Climate Group has created a coalition of governments and the world’s most influential businesses all committed to tackling climate change. Through this coalition, it’s helping to set the targets, create the policies, build the confidence, and generate the political willpower needed to make the changes the world requires to set it on a path to a low-carbon, prosperous future.


Brazilian Business Council for Sustainable Development (BCSD-Brazil/CEBDS)

The Brazilian Business Council for Sustainable Development, a coalition of more than 50 of the largest companies in Brazil, aims to ensure the business leadership as catalyst to the change towards the Sustainable Development and a low carbon business. Among different efforts, BCSD-Brazil has adapted the GHG Protocol to the brazilian companies necessities. In response, its company members have been engaged in managing the impact of their activities on the climate: whether by knowing, informing or setting GHG emissions reduction targets, or by exploring market-oriented strategies. Gathered to discuss and climate change impacts on their own activities and making the effort to contribute to an effective climate deal, BCSD-Brazil members have signed a Climate Pact and produced a common position paper to the COP15, which has been handed in to the Brazilian Government Negotiators, in order to contribute to a realistic and positive climate agreement.

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