PowerSwitch! - The new global campaign by WWF

WWF Australia
WWF Australia is working to increase consumer uptake of green power. WWF will join forces with energy retailers, local councils and government agencies to inspire Australians to make the Powerswitch! in their homes. The campaign is raising awareness about the impacts of climate change and promoting the personal switch to green power as a way people can reduce their greenhouse emissions. At the same time it builds momentum for the adoption of legislation that will introduce a subsidy on the Green Power price premium. Many of the new Green Power customers will become PowerSwitch! activists.

WWF Austria
WWF Austria is raising awareness about the impacts climate change already has on people and habitats. These impacts are linked to the power sector as the biggest climate polluter. Austrians are asked to become climate witnesses and talk about their experiences. WWF Austria also fights for tough European efficiency standards to ensure appliances and goods that don’t waste energy. The public will be encouraged to make a personal commitment to save the climate by buying efficient products which are promoted on the WWF website. The Austrian PowerSwitch! campaign has a strong emphasis on building an activist base.

WWF Canada
PowerSwitch! in Canada is focusing on the country’s most populous province Ontario, where five dirty coal plants provide approximately 30 per cent of the electricity and are the major contributors to local smog problems. As a member of the Ontario Clean Air Alliance, WWF Canada is working to backstop the Ontario Government's promise to phase out all coal-fired generation by 2009. WWF Canada is pressing for dramatic reduction of energy use and for a significant increase in energy supply from renewable sources. Therefore WWF Canada is partnering with the country’s first 100 per cent green electricity retailer to elevate the PowerSwitch! message.

WWF France
PowerSwitch! in France focuses on green power and energy efficiency. WWF France will encourage people, municipalities and businesses to purchase green electricity, and individual consumers to purchase efficient appliances. Part of this effort is to teach the public about the links between energy production and impacts on the planet. To reduce the overall amount of energy consumed in Europe WWF calls for mandatory targets to reduce energy consumption in the public sector by 3% and in the private sector 2.5%, every year. WWF France is also working with an industry partner to encourage a stronger focus on renewable energies.

WWF Germany
The German PowerSwitch! campaign focuses on one major CO₂ polluter – the power company RWE. The campaign aims to stop RWE from making investments in new coal-fired power plants. WWF Germany will run a high-profile public awareness campaign showing that coal-fired power plants are the biggest climate killer. WWF Germany will also work to achieve a tougher Emissions Trading System (ETS) in Europe, which gives CO₂ emissions a high price. This will help to gain a lower legal cap for industry CO₂ emissions, in particular for the power sector. WWF Germany also tries to convince the financial sector to take significant CO₂ emissions into account when rating companies.

WWF India
WWF India is working to ensure greater public openness in power sector planning processes, in order to attain clean, efficient, cheap and reliable electricity for consumers. In particular, WWF India is working to build strong rules on energy efficiency and demand-side management into legislation establishing the regulatory body for the
power sector in the state of Delhi. To achieve this WWF is building a coalition of Civil Society Organizations to participate in the process to reform the Delhi power sector. A people’s petition is a key part of the energy efficiency rules campaign.

**WWF Indonesia**

WWF Indonesia’s PowerSwitch! campaign is pushing for more transparency, accountability and public participation in power sector planning processes. Like WWF India, WWF Indonesia is working to build strong energy efficiency rules into legislation governing Indonesia’s new energy regulatory body. This will foster the development of a clean and sustainable energy sector in Indonesia. WWF wants to mobilize civil society leaders and consumers in Jakarta to engage in the electricity debate. A series of outreach activities for Indonesia’s key stakeholders will help WWF to increase public participation in the process to establish a national electricity law and regulatory body.

**WWF Italy**

In Italy WWF will run a high profile campaign against the construction of new coal-fired power plants. With the support of 10,000 climate activists at least one new coal power plant proposed by the Italian energy giant Enel will be stopped. In order to do this, WWF Italy plans to build an alliance of local councils, who refuse to allow new coal-fired power plants in their municipalities and who will purchase green electricity. The renewable electricity capacity in Italy shall be doubled by 2006. WWF Italy also works to achieve a tougher Emissions Trading System in Europe to gain a lower legal cap for CO\(_2\) emissions from the power sector.

**WWF Philippines**

WWF Philippines is working with local communities to stop new coal-fired power plants in the islands of Panay and Cebu. With the support of this public movement for sustainable energy WWF ensures that the government implements participatory planning processes for new electricity infrastructure. Only then decisions will reflect people’s needs and desires for clean, efficient, cheap and reliable electricity. WWF Philippines is also working to ensure the passage of a renewable energy bill. The goal is to increase the share of clean energy in the country’s energy mix to 41% and reduce coal’s share to 26% by 2012.

**WWF Poland**

WWF-Poland is working to promote green electricity through an education campaign focused on high school students, as they are the energy consumers of tomorrow. Probably in 2006 Polish consumers will get the opportunity to purchase green electricity. The education materials are online and include ”green energy” lesson scenarios, renewable energy quiz and crossword, energy calculator. Materials are available also on CD-ROM (see picture). WWF-Poland also works to achieve a tougher Emissions Trading System in Europe to gain a lower legal cap for CO\(_2\) emissions from the power sector and on the biomass energy market development.

**WWF Russia**

WWF Russia wants to mobilise the Russian public to appeal to RAO UES - the world’s biggest CO\(_2\) emitter - to avoid any new investments in coal power plants. WWF Russia also works with a municipal authority in the Altai eco-region to achieve CO\(_2\) emission reductions of at least 20%, to get municipal authority legislation on energy efficiency and to replicate this model throughout the eco-region. In addition to this, the Russian PowerSwitch! campaign raises public awareness about climate change being anthropogenic and dangerous and about the need for energy efficiency and energy savings.

**WWF Spain**

WWF Spain is working to achieve a commitment by one major power company to make the switch from coal to clean energy and become a PowerSwitch! Pioneer. WWF also works for a commitment by at least one major energy retailer to initiate an energy efficiency promotion campaign to its customers. Another goal of the campaign is to achieve a tougher Emissions Trading System in Europe to gain a lower legal cap for CO\(_2\) emissions from the power sector. In Spain, Pow-
erSwitch! is a high profile campaign to generate thousands of activists in support of the campaign goals.

**WWF Sweden**
Sweden has comparably low domestic CO₂ emissions, but Swedish power companies own coal-fired power plants in other countries. WWF Sweden will raise public awareness about the effects of these investments on the global climate and push for the creation of export support for intelligent and clean energy solutions. WWF Sweden will also work to improve the financial and legal environment in which power companies operate in Sweden, to accelerate the switch to renewable energy. Therefore PowerSwitch! pushes for stronger policies on renewables and energy efficiency in order to reduce Swedish CO₂ emissions.

**WWF Switzerland**
The Swiss PowerSwitch! campaign will promote energy efficient appliances through the WWF Switzerland TopTen website and the Climate Savers programme, a programme to actively engage industry to reduce CO₂ emissions. Although not an EU member state and therefore not affected by EU legislation directly, WWF Switzerland lends support to an EU campaign to reduce the amount of energy consumed in Europe by setting mandatory targets: reduce energy consumption in the public sector by 3% per year and in the private sector by 2.5%. A “panda mobile” will travel around Switzerland to win public support for cleaner, more efficient use of electricity, especially among young people.

**WWF Thailand**
WWF Thailand is working to get 100,000 signatures on a petition in order to change the rules for access to the national electricity grid. At present the rules favor big CO₂ polluters. The petition demands that the government make access easier for smaller electricity generators (between 1-10 megawatt). These companies are likely to be small-scale renewable generators. WWF Thailand is also working to stop new coal-fired power plants and to push for public participatory planning processes for new electricity infrastructure.

To achieve this WWF Thailand is lining up with local anti-coal groups and creating a public movement for sustainable energy.

**WWF UK**
WWF-UK’s PowerSwitch! campaign – Stop Climate Chaos! - is urging the government and the power sector to commit to year on year reductions in carbon dioxide emissions, and deliver on national climate change targets. Real domestic action is crucial if the UK government is to take the lead during international negotiations on climate change. To this end, WWF-UK will work with other European WWF offices to achieve a stronger Emissions Trading system in Europe, and a tougher National Allocation Plan for Britain. Another goal of the campaign is to ensure that no new coal-fired power stations are being built in the UK and the dirtiest coal-fired power stations are closed or replaced with more sustainable low-carbon technologies.

**WWF US**
WWF US works on gaining public and political support for the passage of the McCain-Lieberman bill, a national law that would establish mandatory limits on carbon dioxide in the US. Such a law would begin a real downward trend in US emissions. WWF US is also working with key power companies to convince them to become PowerSwitch! Pioneers. Such Pioneer companies take on performance commitments to significantly improve efficiency, increase the share of renewables or close down old coal-fired power plants. And they publicly express support for mandatory emissions reductions in the electricity sector.

**Contacts**
Imogen Zethoven, Campaign Leader, WWF International, tel. +49 30 308742 16; e-mail: zethoven@wwf.de

Christian Teriete, Communications Officer, WWF International, tel.: +49 30 308742 21; e-mail: teriete@wwf.de