



WWF's Climate Savers Programme triggering corporate action to fight climate change

Carbon Management Conference brings companies and WWF together

Representatives from a diverse range of companies met with WWF staff at the annual meeting of the Climate Savers Programme in early February 2007 in Paris.

A spirit of challenge could be felt throughout the WWF conference, as Paris was the place where the IPCC (Intergovernmental Panel on Climate Change) brought together 2500 climate scientists from around the world to hold a discussion about the recent climate science findings, issuing a stark warning. The report from IPCC

Working Group 1 showed that the world has already warmed by over 0.7°C and is locked into at least another 0.5°C warming.

“The report embodies an extraordinary scientific consensus that climate change is already upon us, and that human activities are the cause.” says James P. Leape, Director General of WWF International. During 2007, the IPCC will publish two further reports, one about the impacts of climate change and one about the solutions.



Delegates from WWF and companies attending the conference



The “WWF Carbon Management Conference” was hosted by Lafarge, the global cement company

The conference provided an opportunity to look back and celebrate achievements in reducing CO2 emissions, and engaged delegates in discussions on best practices, emerging science, policy and communications. Driven by the urgency of the problem, as presented by Hans Verolme, Director of WWF’s Climate Change Programme, conference participants were keen to support the future development of the Climate Savers Programme.

Delegates discussed what further steps could be taken to tackle global warming. Marketing and communication strategies related to climate change were presented by Martin Phelps from Ogilvy, the global marketing agency. While some companies have started to communicate on the potential climate change benefits of their products, companies are not yet delivering on the need to educate customers about climate change and meaningful solutions to the problem.

The first afternoon session was dedicated to exchanging experiences and best practices in reducing a company’s carbon footprint. Hosted as a talk show, companies presented both positive experiences as well as barriers to cutting greenhouse gas emissions. Many new ideas on how to overcome barriers emerged. The day closed with two technical workshops on managing supply chain and logistics operations greenhouse gas emissions.



Hans Verolme, WWF International

Nike Awarded for Delivering on Targets and Milestones Set in 2000

The 2007 Climate Savers Award went to Nike for achieving their target commitments.

Through investments in efficiency, clean energy on-site and from the grid, by addressing greenhouse gases from employee travel, the supply chain, and eliminating pressurized greenhouse gas in products, Nike delivered on an ambitious commitment to reduce emissions 13% below 1998 levels by the end of 2005.

Nike’s Sarah Severn, Director Corporate Responsibility Horizons, commented: “Participation in Climate Savers enabled us to get an early start on an issue that has major consequences for business

and society. We have found that constraints can lead to tremendous innovation and despite growth in our owned and managed operations we have become more efficient with our energy use. Our next steps will be partnering with suppliers to further reduce our manufacturing and logistics climate footprint.”

WWF applauds this milestone and appreciates efforts the company has made to raise public awareness through the Race to Stop Global Warming (a running event in 8 US cities), joint communications on public transit, in the New York Times and by sharing best practices with other leading businesses.



*Matthew Banks, WWF USA
Sarah Severn and Jim Goddard, Nike*



Jim Leape, Director General, WWF

Director General, Jim Leape Inspires Partners to Join Forces, Carry On and Do More

Day 2 of the conference looked at the future challenges. WWF's Director General Jim Leape kicked the day off with a call to action.

Companies are the ones that can provide solutions to climate change, they should be proactive. Governments have to ensure the right framework to fight climate change, but companies have to fill it.

Intensive Dialogues Send Clear Signal for Expansion of Activities

Company representatives engaged in intense discussions with WWF how to magnify the achievements of the Climate Savers Programme in the future.

Driven by the urgency to address climate change, ideas ranged from targeting the consumer, to lobbying governments, to making climate change solutions a mass market movement.

It was clear that the Climate Savers Programme is ready to advance to another level, given the constructive and enthusiastic spirit that dominated the meeting.

This spirit was supported by the results of a survey delegates were asked to fill out on day 1. More communication and media activities, more exchange of best practices in implementing CO2 reduction strategies and more political messaging were the three issues for future focus most mentioned by respondents.

Lafarge CEO Bruno Lafont demands pragmatic action to fight climate change

The conference closed with a commitment by Bruno Lafont, CEO of Lafarge and host of the conference:

“Uncertainty should not deter companies from engaging in the reduction of CO2 emissions and the results we shared during this conference are a positive signal for the business world, showing that pragmatic responses can lead to the reduction of emissions without threatening competitiveness.”

“As we are doing within the WWF Climate Savers program, I strongly believe we need to openly discuss our challenges, think outside of the box and learn from each other so that we can implement pragmatic actions and achieve tangible results.”



Bruno Lafont, CEO, Lafarge



With the conference's enthusiasm resounding, WWF is committed to continue and strengthen its co-operation with companies to fight climate change. 2007 will in many respects be a crucial year for climate change action. The Climate Savers Programme is gearing up to take the challenge.

Members of the Climate Savers Programme in February 2007: Catalyst, IBM, Johnson & Johnson, Lafarge, Nike, Novo Nordisk, Polaroid, Sagawa, Sony, Tetra Pak, The Collins Companies, Xanterra

Press Breakfast: Climate Savers Companies Show Business the Way, Issue Challenge

In a press breakfast event for the international media Sony, Nike and Lafarge represented the Climate Savers companies, demonstrating that reasonable and meaningful solutions can be implemented by companies in every sector of business.

A call to action was issued challenging more large companies to join the Climate Savers. If 1300 more large companies set Climate Savers targets, the targets of the Kyoto Protocol would be fulfilled. The three firms shared their experiences in reducing emissions and cutting energy costs.

With the media buzzing, the press event came as the Intergovernmental Panel on Climate Change 4th assessment meeting was underway in Paris and ahead of President Chirac's Paris Environment Conference. In a statement, endorsed by the companies, the Climate Savers emphasized that there are clear opportunities for business to improve their standing and their bottom line through actions that cut carbon emissions.

Media coverage included: BBC Radio, AFP, Les Echos, RTL, Nikkei, Frankfurter Allgemeine, Il Sole, Le Figaro, and many others.

More information about WWF's work with companies to fight climate change can be found at:

www.panda.org/climatebusiness

WWF's science fact sheets summarizing the latest findings of the IPCC can be downloaded at:

www.panda.org/climate

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption

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