

CLIMATE ACTION

In partnership:



PLEASE CLICK TO SELECT PAGE:

OVERVIEW - PUBLICATION - WEBSITE - CLIMATE LEADER VIDEOS - WORLD ENVIRONMENT DAY - SUPPORTING ORGANISATIONS - PACKAGES

OVERVIEW

Climate Action is an international communication platform, produced by Sustainable Development International in partnership with the United Nations Environment Programme (UNEP) that is specifically designed to assist the private and public sectors towards carbon neutrality, as well as providing practical actions to reduce our global carbon footprint. Climate Action was launched December 2007 at the UN climate change conference in Bali.

Objectives

- Promote stakeholder dialogue between industry and government;
- Highlight the sharing of best practice, new technologies and initiatives;
- Raise awareness of the latest market trends, threats, and opportunities in response to climate change;
- Inform and educate the investment community.

Communication

Through a combination of publishing, the internet and an international television campaign on CNBC our approach is powerful and effective.

Climate Action consists of two main elements:

- A 250+ page publication, entitled Climate Action
- The website: www.climateactionprogramme.org

These are supported by:

- An online marketing plan to promote the book and website
- A television advertising campaign around the UN climate change conference on CNBC

Industry focus

Climate Action provides insight into efforts and solutions to mitigate and adapt to climate change throughout the world by industry sectors including:

- Transport and logistics;
- Energy;
- Construction and green building;
- Information communications technology;
- Finance and insurance;
- Metals and mining;
- Food and agriculture.

Climate Action is produced by Sustainable Development International, part of Henley Media Group, in partnership with the United Nations Environment Programme.



The United Nations Environment Programme (UNEP) is the voice for the environment in the United Nations system with a key role to play in a broad range of activities related to understanding, mitigating and adapting to climate change. The organisation works closely with the UN Framework Convention on Climate Change (UNFCCC) on outreach and is assisting countries to benefit fully from the various mechanisms of the Kyoto Protocol. UNEP is an implementing partner of the Global Environment Facility which has climate change mitigation and adaptation as one of its focal areas. UNEP also supports clean and renewable energy projects throughout the world and is helping countries to develop national adaptation plans.

Sustainable Development International has been providing senior decision makers in the public, private and intergovernmental sector with sustainable development reference resources since 1998. We believe that in a global economy companies need to keep abreast of the international sustainable development agenda, as well as to communicate to governments, stakeholders, partners and shareholders how it is internalising environmental, social and economic considerations through effective CSR practice. We are proud to be partnering with UNEP to run Climate Action.



PUBLICATION

The 2008-9 A4 publication will include **250+ pages** of editorial from some of the **leading authorities** in academia, government, industry and commerce, the UN and other multi-lateral organisations. 2007 authors included UN Secretary General Ban Ki-Moon, UNEP Executive Director Achim Steiner, IPCC Chairman Rajendra Pachauri, Sir Nicholas Stern and Jeffrey Sachs.

The publication is designed to encourage and assist governments and businesses to lower their greenhouse emissions, while also informing them about how they can adapt to the impacts of climate change.

The editorial will look at why we need to reduce emissions: the **facts, opinions and politics**. It will highlight the environmental challenges facing global business and governments and **share strategies and best practices for environmental responsibility**. Furthermore, it will look at the **business case for climate change**, highlighting the risks and opportunities while showcasing selected companies' efforts to address those risks and opportunities.

Crucially, Climate Action puts the emphasis on practical 'Actions' - **concrete steps that companies and governments can take to reduce their carbon footprint**. This ensures that Climate Action is read and used as a reference consistently throughout the year, and offers real value to its extensive readership. Further, the book will focus on a series of key issues, including market mechanisms, energy, transportation, telecommunications and green buildings.

Another key area of Climate Action is to help institutional investors to analyse and compare companies that are responding to the business risks and opportunities resulting from global warming.



Audience

Targeted distribution to 30,000+ key decision-makers within business, government and institutional investment communities including:

- Board level business leaders responsible for climate change/CSR within FTSE4Good and Fortune 500 companies, plus the world's largest companies by market capitalisation;
- Key legislators, regulators and government ministers worldwide;
- Institutional investors and fund managers with a combined portfolio in excess of \$40 trillion;
- Attendees of the influential Fourteenth Conference of the Parties to the UNFCCC and Fourth Meeting of the Parties to the Kyoto Protocol December 1 - 12, 2008 (Poznan, Poland);
- International business journalists;
- Heads of development in NGOs and UN agencies.

Contributing organisations in 2007 included:

- Ceres
- Pew Center on Global Climate Change
- Investor Network on Climate Risk
- FTSE4Good
- The Carbon Trust
- The Earth Institute at Columbia University
- London School of Economics
- World Energy Council
- Massachusetts Institute of Technology
- World Bank
- Carbon Disclosure Project
- University of Cambridge
- World Business Council for Sustainable Development
- US Green Building Council
- William J Clinton Foundation
- US Environmental Protection Agency
- International Energy Association
- American Council for an Energy Efficient Economy
- International Council on Metals and Mining

Click here to view the 2007 edition



"This publication sets out a number of actions that organisations and governments can take... backed up by clear examples of how reducing greenhouse gas emissions can be achieved"
Ban Ki-moon, Secretary-General of the United Nations (Climate Action 2007)

WEBSITE

www.climateactionprogramme.org (and www.climateactionprogram.org), was launched in December 2007. The already extensive site will be expanded and developed over the next 12-months to become the definitive guide for businesses striving to become carbon neutral. It provides a valuable resource for everyone concerned with defining and implementing an organisation's carbon neutral policy, from CEOs to procurement managers in businesses as well as governments and NGOs. The site provides an excellent platform for solution providers to highlight how they can assist governments, multi-national organisations and the private sector to become carbon neutral. Further, the site is designed to highlight those companies, individual climate leaders and industry sectors that are successfully becoming carbon neutral - that are taking responsibility and are seizing the commercial opportunities presented by climate change.



Special focuses include:

- World Environment Day 'Kick the Habit': a focus on Climate Leaders who are successfully leading their organisation to carbon neutrality (June). See [page 4](#);
- UN climate change conference - progress of events and review (December).

Spotlights include:

- Energy
- Green building, construction and infrastructure
- Transport and logistics
- Information and Communication Technology
- Food and agriculture
- Finance and insurance
- Forestry and wood products
- Metals and mining

www.climateactionprogramme.org

- High profile site
- Links from our partners and supporting organisations
- Daily news from range of authoritative news sources
- Dedicated editor commissioning regular features
- Truly global
- Not "greenwashing" - predominantly independent content
- Includes articles from over 150 highly respected authors and organisations
- Comprehensive 'Actions' - practical steps helping businesses reduce their carbon footprint
- Extensive resources section

Monthly e-newsletter

The e-newsletter is sent monthly to a subscriber base in excess of 11,000 senior decision-makers and specifiers of carbon neutral strategies and solutions. The e-newsletter will outline the issues, upcoming events, and has a specific spotlight focus associated with climate change each month.

Website marketing activity

The website will be promoted throughout 2008 via an international marketing and communications campaign, including:

- A series of television commercials on CNBC Europe, CNBC Asia and CNBC USA.
- Search engine optimisation
- Google adwords marketing
- Media partnerships
- e-newsletters
- Links from UNEP's and our supporting organisations' websites
- Viral marketing programmes providing free awareness tools for companies to place on their intranets, linking to the Climate Action site.
- Promotion throughout the Climate Action publication, distributed to 25,000+ individuals by post
- Promotion by UNEP and the Climate Action publication at the United Nations climate change conferences in Bali in December 2007 and Poznan in 2008.

"Global warming presents enormous risks and opportunities for US businesses and investors"
Fred R. Buenrostro, CEO, CalPERS, (America's largest public pension fund with \$230 billion in assets).

CLIMATE LEADER VIDEOS

Climate Action will film interviews with inspiring leaders who are successfully reducing their organisations' overall emissions or are promoting the benefits of carbon neutrality and energy efficiency. Our small, experienced film crew consisting of a cameraman and interviewer will come to the location of your choice and film an interview with a high profile climate leader such as the CEO.

The footage will be edited into a five-minute video. The videos will be streamed on Climate Action's homepage for a week and then on the Climate Leaders section of the website alongside interviews with Climate Leaders such as Yvo de Boer, Executive Secretary of the UNFCCC, Juan Somavia, Director General of the ILO, Nathalie Kosciusko-Morizet, Secretary of State for Ecology, France and Achim Steiner, UN Under-Secretary General and Executive Director, UNEP. The completed video will also be available to your organisation for use at your discretion.



Yvo De Boer, Executive Secretary of the United Nations Framework Convention on Climate Change (UNFCCC)

WORLD ENVIRONMENT DAY

5th June, 2008

In June, Climate Action will be supporting the United Nation's World Environment Day whose slogan for 2008 is Kick the Habit! Towards a Low Carbon Economy. This recognises that climate change is becoming the defining issue of our era, and UNEP is asking countries, companies and communities to focus on greenhouse gas emissions and how to reduce them. World Environment Day will highlight resources and initiatives that promote low carbon economies and life-styles, such as improved energy efficiency, alternative energy sources, forest conservation and eco-friendly consumption.



The Climate Action website will feature a special focus (spotlight) for World Environment Day, highlighting what companies and non-commercial organisations are doing to Kick the CO₂ Habit and to move towards a low carbon economy. With editorial content from experts around the world and links with the UNEP website, the spotlight will include practical actions to assist organisations to move from talk to implementation. Interactive features include quizzes and a carbon calculator to raise awareness of current footprints and illustrate how to lower them.

"Climate change is forcing companies of all sizes to rethink the way they do business... Whether new initiatives come from international bodies, such as the UN or the EU, or from national governments, the aim is the same: to find ways to sustain growth in a low, rather than high, carbon economy."

Richard Sharman, Carbon Advisory Group, KPMG (Climate Action 2007)

"The time to act on climate change is now. We can no longer consider the issues relating to climate change as primarily environmental. Quite simply, climate action has become a matter of strategic consequence, a core political issue for every government on Earth."

Ban Ki-moon, Secretary-General of the United Nations (Climate Action 2007)

SUPPORTING ORGANISATIONS



Ceres is a national network of investors, environmental organisations and other public interest groups working with companies and investors to integrate sustainability into capital markets for the health of the planet and its people. Ceres coordinates investor activity in the Investor Network on Climate Risk (INCR), a \$3 trillion alliance network created to promote better understanding of the risks of climate change among institutional investors.



The Pew Center on Global Climate Change provides a forum for objective research and analysis and for the development of pragmatic policies and solutions regarding climate change. The Pew Center's Business Environmental Leadership Council (BELC) is now the largest US-based association of corporations focused on addressing the challenges of climate change, with 43 members representing \$2.8 trillion in market capitalisation.



The highly respected FTSE4Good Index Series has been designed to measure the performance of companies that meet globally recognised corporate responsibility standards, and to facilitate investment in those companies. To reflect the growing importance of global warming, eligibility for inclusion in the FTSE4Good Series includes climate change. Today, more than 900 companies are listed on the FTSE4Good index.



The Global Compact is the world's largest voluntary corporate responsibility initiative offering a framework for businesses that are committed to aligning their operations and strategies with ten universally accepted principles. Its "Caring for Climate" platform provides a framework for business leaders to advance practical solutions and help shape public policy as well as public attitudes on the issue of climate change.

The Supporting Organisations may be revised and expanded in 2008-9.



"I am pleased to confirm that the United Nations Environment Programme is working in partnership with Sustainable Development International to produce Climate Action. This book and accompanying website will encourage and assist governments and business to lower greenhouse gas emissions, while also informing them how they can adapt to the impacts of climate change.

With articles and features by authoritative authors from governments, intergovernmental organisations, civil society and the private sector, the book will include practical 'Actions' - steps that companies and governments can take to reduce their carbon footprint.

Climate Action will promote stakeholder dialogue between government and industry, and highlight the sharing of best practice, and new technologies and initiatives. It will also raise awareness of the latest market trends, threats and opportunities in response to climate change.

Distributed widely to governments, think-tanks, environmental organisations, businesses, fund managers and business associations, Climate Action will be particularly valuable in highlighting the widespread benefits to society which will derive from reducing greenhouse gas emissions.

*I encourage you to support this most timely and important initiative."
Achim Steiner, UN Under-Secretary General and Executive Director, United Nations Environment Programme*