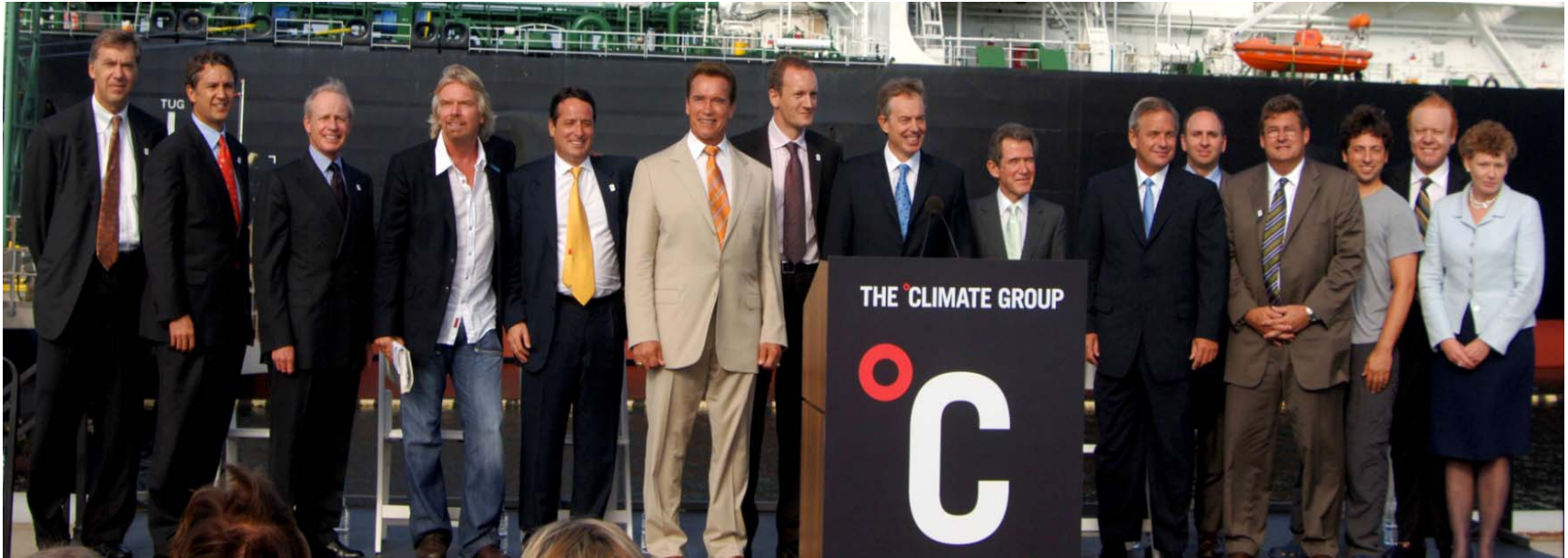


THE °CLIMATE GROUP



CLIMATE CHANGE – ----

TRIGGERS A REVOLUTION

TOWARDS A LOW CARBON ECONOMY

CHANGHUA WU

GREATER CHINA DIRECTOR

BEIJING UNIVERSITY, 2008-03-07

THE °CLIMATE GROUP

MISSION

To catalyze business & government leadership on climate change in order to put the world on track towards a low carbon economy

ABOUT US

- > Founded 2004 to act as a hub for business & government leadership on climate change
- > 50 staff
- > 31 members including Google, HSBC, BP, AIG, Virgin, JPMorgan, News Corp, California, New York, London
- > Financial support from a wide range of sources – foundations, individuals, corporations, governments
- > Programmes on Finance/Banking, Consumer Engagement (Together.com), Cities, States/Regions, Insurance (US), Green Power (with WRI)

AWAKENING TO CLIMATE CHALLENGE

GLOBAL ECONOMY: REVOLUTION TO A LOW CARBON FUTURE

- Emerging policies encourage shift in economic activities away from a dependence on fossil fuels towards a low carbon future
- Companies from all sectors are responding by taking actions to mitigate the build-up of GHGs in the atmosphere to bring economic, social and environmental benefits
- Financial sector is ploughing massive investment in technology needed to achieve a robust and profitable low carbon economy

IN THE BLACK: THE GROWTH OF LOW CARBON ECONOMY

- Renewable energy is projected to supply 20% of global power by 2020, up from 4% at present
- Production of solar photovoltaic cells grew 45% in 2005, six times the level of production in 2000
- The market capitalization of the 85 largest renewable energy companies reached US\$50 billion in 2005, double that of 2004
- Spend on energy-efficient products in UK during 2005 grew 11% to 1.6 billion GBPs
- Production of biofuels globally has grown 95% between 2000 and 2005
- Even the newest technology, cars using zero-emission fuel cells, are expected by manufacturers to be in mass commercial production by 2015-2020

- In The Black, 2007, The Climate Group

COMPANIES WITH STARTLING GROWTH

- Renewable energy
- Biofuels
- The manufacturers of energy-smart products and low carbon vehicles
- The emerging clean energy and carbon trading markets

FINANCIAL INSTITUTIONS/INVESTORS RESPONDING

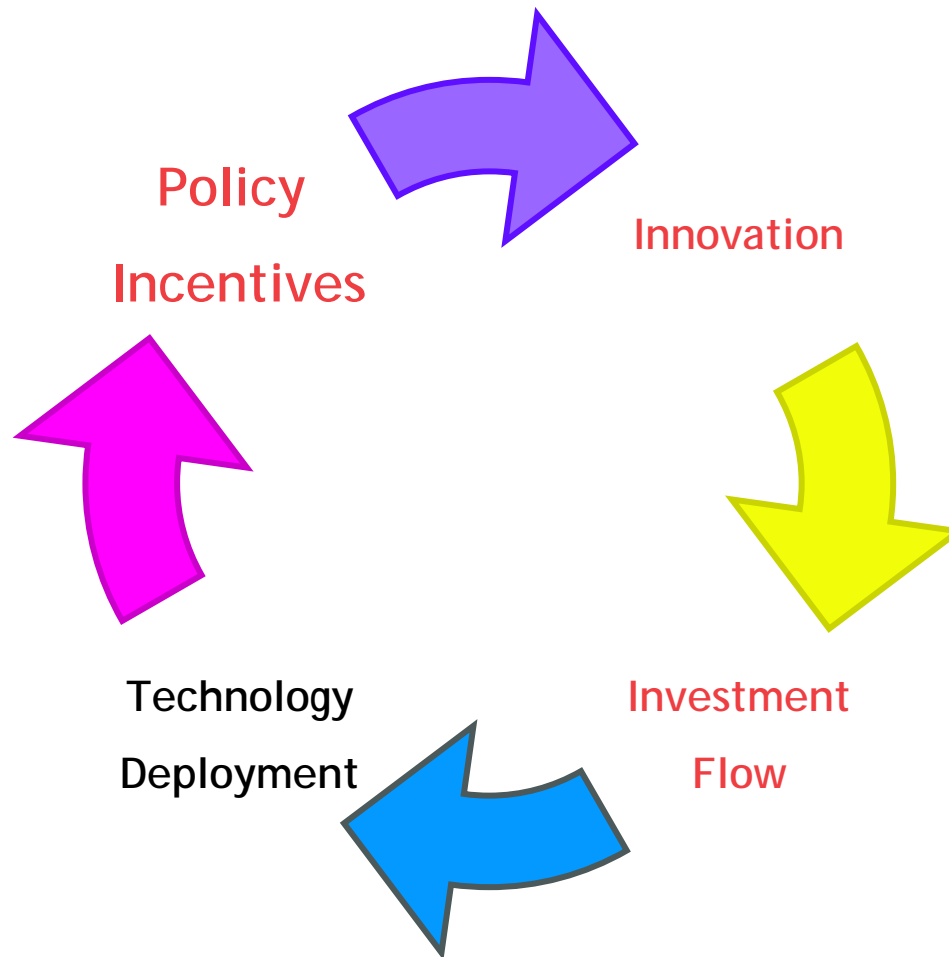
Major pension funds

Insurance companies

Investment banks

VCs

AN EMERGING POSITIVE TREND



Risks and Opportunities

RISKS

Carbon Price

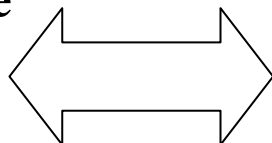
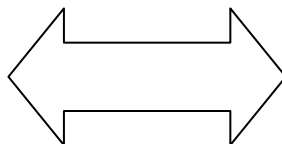
Regulation

Supply Chain/

Market Pressure

Reputation

Climate Impacts



OPPORTUNITY

Energy Efficiency

Low Carbon Power

Clean Technology

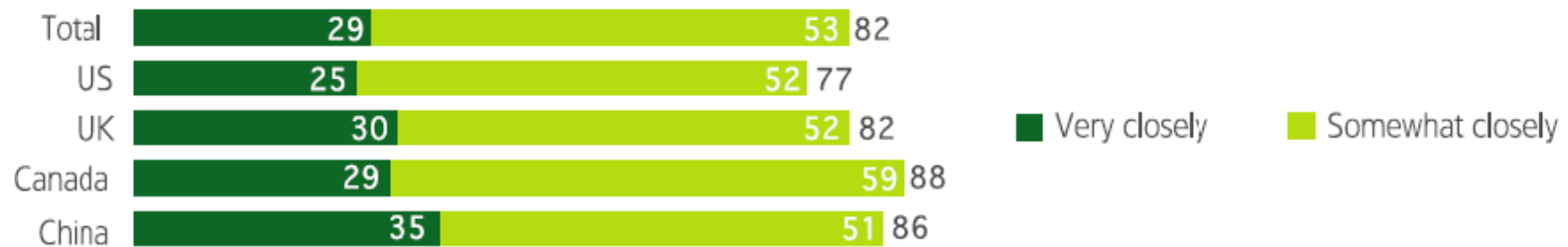
Low Carbon Services/Products

People

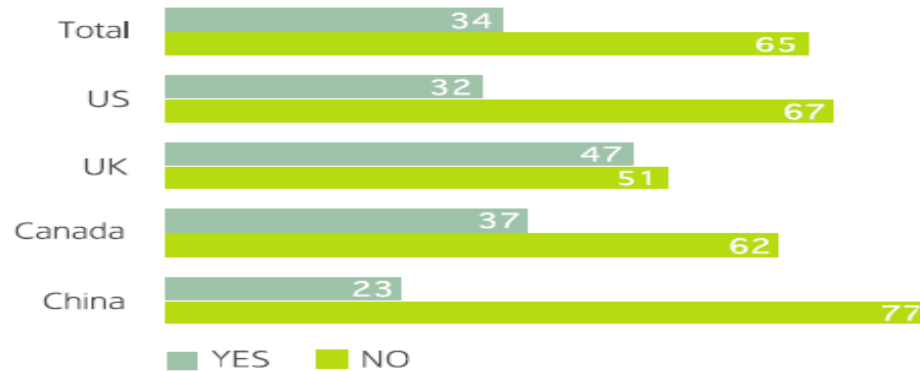
STRONG PRIVATE SECTOR STRATEGIES REQUIRED

Awareness of climate change and strategies to respond within the private sector in China

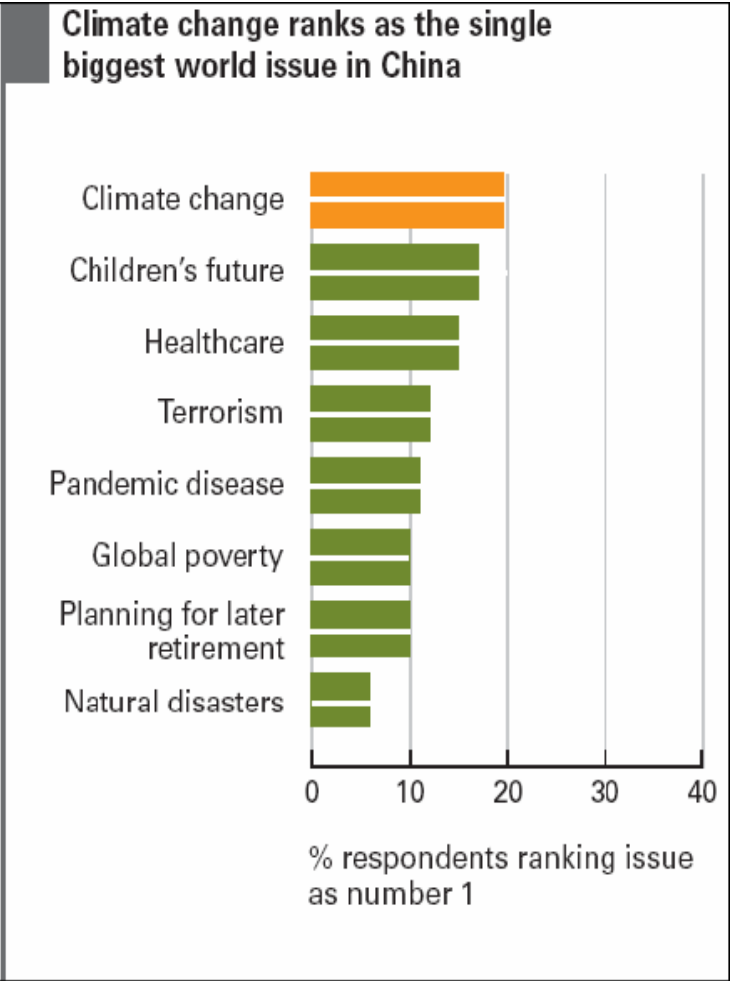
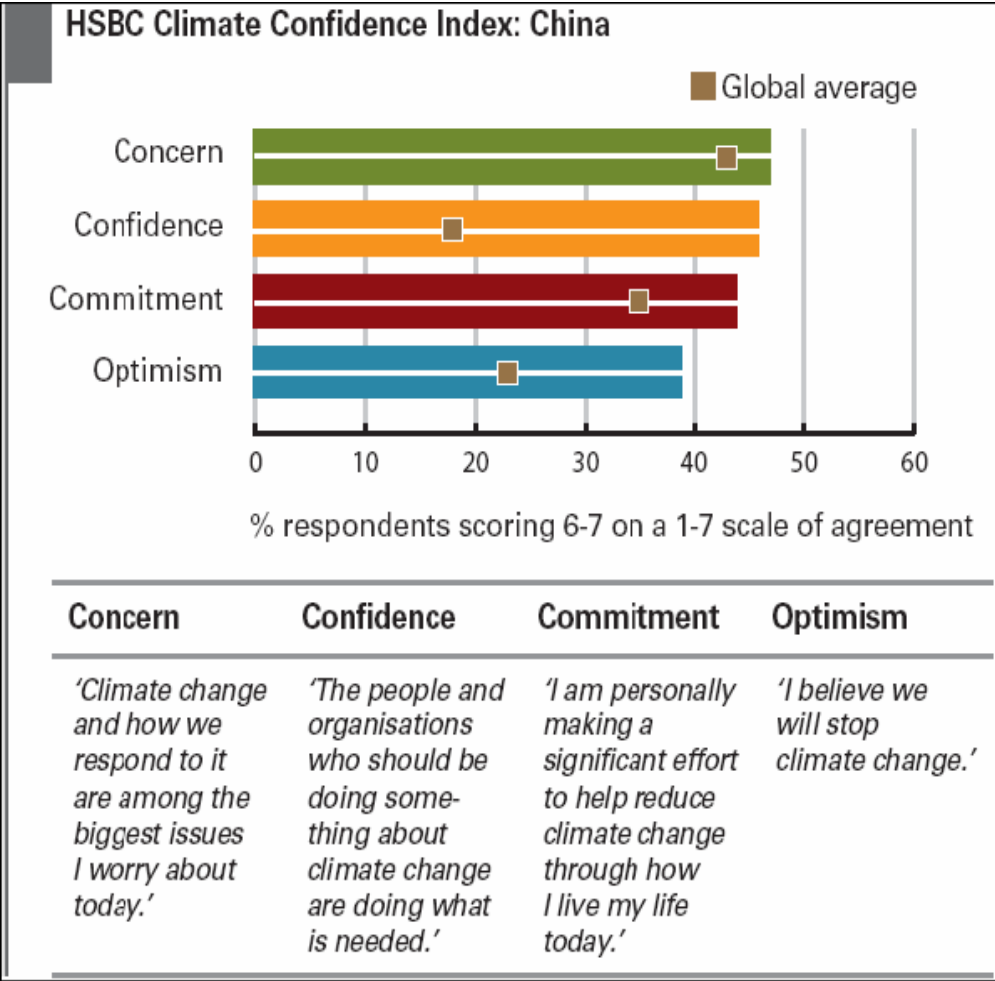
Q How closely do you follow the issue of global warming, regardless of whether you believe it to be true?



Q Has your firm described an energy strategy?



ENGAGING PUBLIC TO REINFORCE LEADERSHIP: CORPORATE AND GOVERNMENT



TOGETHER

**- CATALYZING BEHAVIOUR
CHANGE**

Changing Public Attitudes Is Time Consuming, Expensive And Not An Exact Science

Right now, facilitating change in behaviour may prove more fruitful



Our Approach: Action Not Words

A campaign of pragmatic facilitation

Working in partnership with *100m+* customers

You Are Intimately Involved In People's Everyday Lives

As trusted brands you are uniquely placed to embed and normalise behaviour change

How?

Take the small and achievable actions most people are already latently aware of

Create mechanics that make it easier for people to perform these actions





Together.com

Together launched in the UK on April 23rd



"Blair, companies unite on global-warming effort"

Wall Street Journal

"The initiatives are designed to make it easier for consumers to make small changes in the home which, on a national scale, should add up to significant reductions."

The London Times



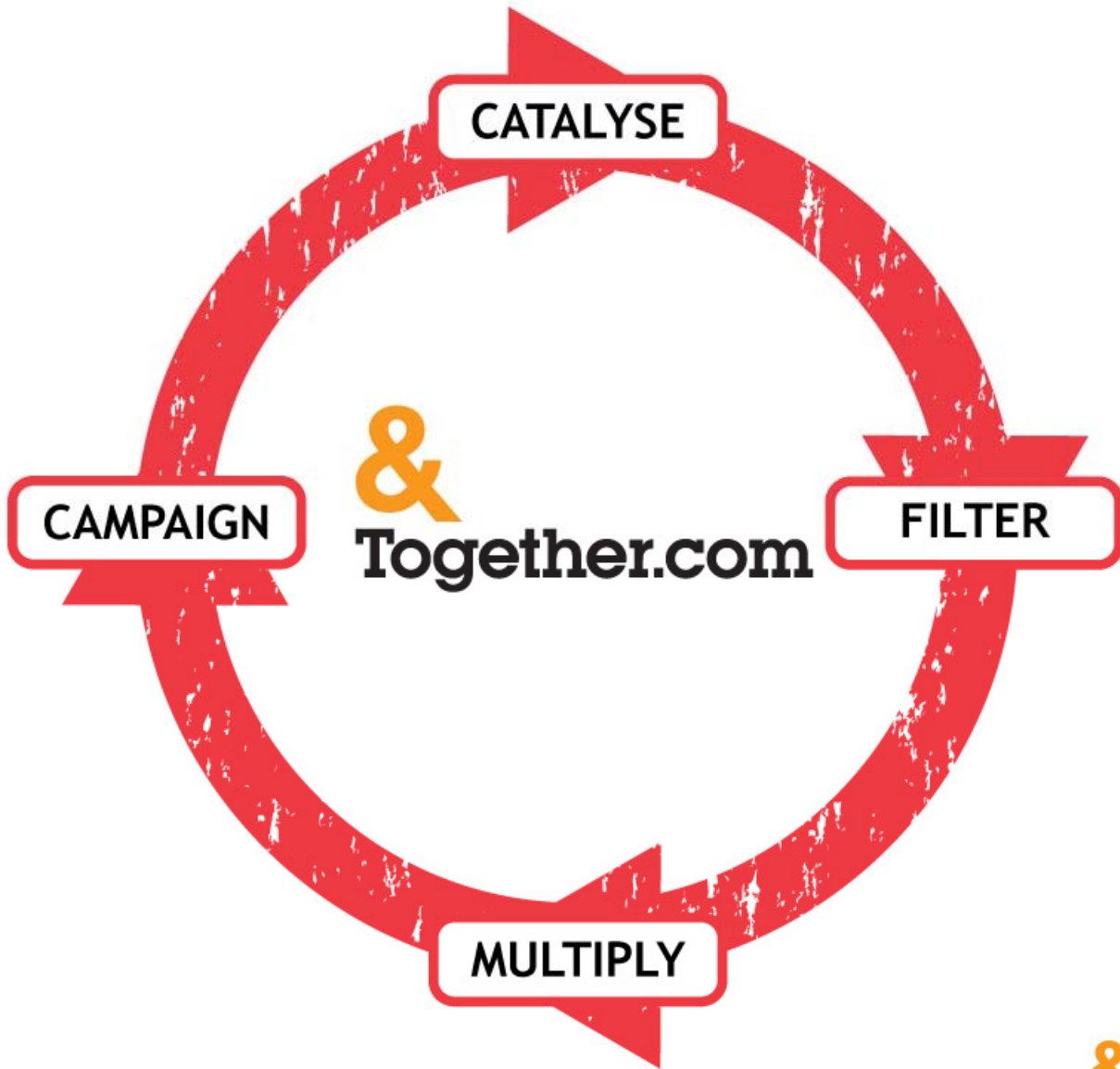
"I fully support this inspiring and ground breaking campaign.

By working together - as individuals, businesses and nations - we can meet this challenge and safeguard our way of life and our planet."

Prime Minister Tony Blair

"We want to make green consumption mass consumption."

Sir Terry Leahy, CEO Tesco



What's the easiest way to deal
with climate change?

That's simple! Come and
join us at together.com



We're in this Together

Join in to find lots of easy things you can do right now


Together.com

4 principles...

1. Don't lecture



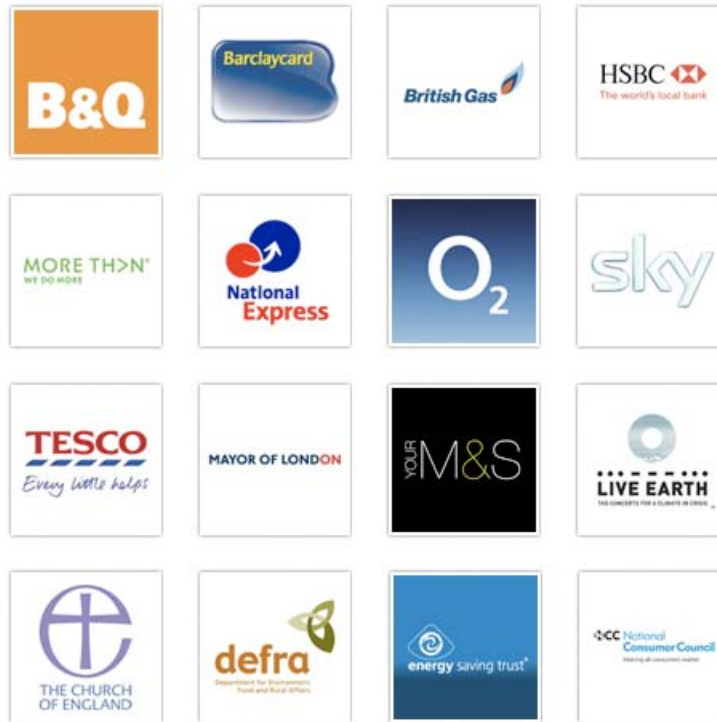
2. Make it easier



3. Be credible

Independently approved by THE °CLIMATE GROUP

4. Collaborate



Barclaycard

The screenshot shows the Barclaycard Breathe website. At the top, there's a navigation bar with 'Home', 'Card Benefits', 'Offers', 'Projects', 'Climate Change', 'Top 10 Tips', and 'Apply now'. Below this, the main content is divided into sections: 'Barclaycard Breathe Projects' featuring a world map with green highlights; 'Card Benefits' listing features like 50% profit donation, 0% interest on green spend, and 0% interest on balance transfers; 'Offers and Discounts' for British Gas, ecotricity, and ecopostcards; and 'Green for go' with a 'Barclaycard & You Together.com' logo and 'Top 10 Green Tips'.

Dedicated microsite



To apply for
Barclaycard Breathe
click here

[Apply now](#)



Barclaycard & You
Together.com

Web banners



Now at last
there's a
credit card
for her

50% of profits from Barclaycard Breathe
will be donated to worldwide projects
that tackle climate change
barclaycardbreathe.co.uk

14.9% APR

APR (Annual Percentage Rate) is the interest rate charged on the credit card. It is calculated as a percentage of the credit limit. The APR is fixed at 14.9% for the first 12 months. After 12 months, the APR will increase to 19.9% for the remainder of the term. The APR is subject to change without notice. Barclaycard Breathe is a credit card issued by Barclaycard Bank PLC, London. © 2008 Barclaycard Bank PLC.


National Press campaign

British Gas- Zero Carbon

Call 0845 788 8900 or visit britishgas.co.uk/greener

Our electricity has the lowest emissions of any major supplier.



As the per kWh of electricity supplied to domestic customers in Great Britain which includes British Gas's, compared to the 5 other major suppliers for most of the March 2008. This cover Sun, Agri, Mercury, British and E.ON. See www.britishgas.co.uk/greener for more information. All rates may be subject to change and are subject to the terms and conditions of the relevant supply agreement. All customers will be charged a maximum of 4p per kWh for this cost (or 8p per kWh during evenings and weekends). A call charge of 1p per call applies to calls from residential lines. Non-RT customers should check the cost of the call with their provider.

National Press

To find out more visit
britishgas.co.uk/greener

TV

Marks & Spencer

selected furniture

Up to 50% off selected Furniture [View](#)

Limited Period

3 for the price of 2 on all Schoolwear [View](#)

20% off all Rosé wine [View](#)

Offer ending soon! 3 for 2 on Tops [View](#)

Free umbrella

Spend £40* and receive FREE Golf Umbrella [View](#)

3 for 2 on all Books [View](#)

3 for £10 on Knickers - over 85 styles [Apply now](#)

Save 5% online

Travel Insurance

What's one of the easiest ways to deal with climate change?

That's simple! Come and join us at together.com

P.S. You can watch Live Earth on our site: 07-07-07

M&S & You Together.com

E-mail to customers

Think Climate - Wash at 30°C

Lowering your washing temperature to 30°C can save around 40% energy per wash. In fact, the Energy Saving Trust estimates that if we all moved to washing at 30°C, we'd save enough electricity to light every street lamp in the UK for 10 months!

Does a 30°C wash clean as effectively as a 40°C? Not only is 30°C ideal for freshening many washable items, independent tests* show there's no significant reduction in performance for everyday loads.

You'll find that around 70% of our machine washable clothing can be washed effectively at 30°C - and from July we'll be putting new 'Think Climate - Wash at 30°C' labels in our clothes to show you exactly which ones they are.

*from research by M&S and supported by leading detergent manufacturer

Plan A. Five Years. Five Centuries Less. One World. 100 things to change.

Plan A. Because there is no Plan B.

Hints and tips

By washing at 30°C whenever you can, you'll be helping to cut carbon and reduce and doing your bit to reduce climate change.

Washing powders and liquid detergents are designed to work in low energy 30°C washes so they'll give the best results to work best and contain special cleaning ingredients to aid stain removal. Make sure you use the right amount, control the peak for delicate or delicates to work better at lower temperatures, and using less will only mean you have to wash again.

Remember that the temperature shown on a care label is the maximum temperature that the item can be washed at, but it's perfectly okay to wash it in a cooler cycle to save energy.

As long as you fill the machine properly, use the right amount of detergent, and wash colours and whites separately, washing at 30°C is clean and energy saving.

*However, really stained or dirty products, along with items such as underwear and baby clothes, will benefit from a higher temperature wash.

Whatever temperature you wash your clothes at, detergent* helps work best on keeping you as clean as possible, so it's a higher temperature - with detergent, but, no detergent present - to lighten daily dirtier. It's really the matter of the machine to wash it right.

YOUR M&S Plan A. Because there is no Plan B.

Marks & Spencer is a partner in the 'No to the Together' campaign. For more details, please visit www.together.com.

Instore leaflets/POS

Introducing our new designer labels. Designed to help you wash at 30°C.

M&S & You Together.com

Next month we're launching our 'Think Climate - Wash at 30°C' labels, which are there to help you reduce your carbon footprint. Around 70% of all our machine washable garments will carry the label. By lowering the temperature to 30°C you can save around 40% energy per wash. And if all of us started washing at this temperature, we'd save enough electricity to light every street lamp in the UK for 10 months. This is part of our five year plan to address climate change. So next time you come to do your washing, remember to check the dial first. www.marksandspencer.com/PlanA

THINK CLIMATE - RECOMMEND WASH AT 30°C

YOUR M&S Plan A. Because there is no Plan B.

National press

Sky



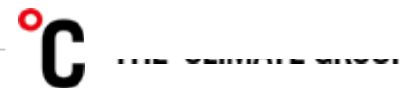
National press



National press



TV Idents across Sky network





National press



Tesco.com



Point of Sale



Internal comm (250k)

Campaign Assessment

200,000 tonnes saved from 11 million actions

THE TOGETHERISER
Together we've saved:

200,463 tonnes of CO₂

That means we're 90% towards saving a tonne for every household in

target number: 6
SHEFFIELD

Thank you! Next stop:
Leeds

learn more about this

The infographic is styled to look like a postage stamp with a perforated left edge. It features a green tree, a person, and a lightbulb icon. An orange arrow points from the text 'a tonne for every household in' to the 'target number: 6 SHEFFIELD' section.

Where Are We Now?

- **Qualitative focus groups (August 2007) validated our approach; but more 'fame' needed**
- **Quantitative research (July 2007) demonstrated that we have an encouraging base to build on**
- **Partner feedback has been quite consistent in pointing out areas for greater focus**
 - **We have also learned from the experience of running the campaign**

Consumers Are Beginning To Get To Grips With Climate Change

- Recognition that this is a problem that is here to stay *'It's too big, it's not going to go away'*
 - Acceptance of personal responsibility to do something in their own lives
'Everyone has to do something' 'We know we have to nowadays'
 - But confusion and in some cases scepticism not far from the surface
'What you can do is not publicised' 'You have to be cynical about who's telling you what'
 - Limits to the amount most are prepared to do
'I feel a bit guilty, but I'm not going to cancel my summer holidays'
'We all want to do our bit, but we're not martyrs - we'll do what's easy'

Source: Climate Group Research, BC1 25-44, Mixed

They Are Crying Out For More Help

- *'It needs to be as easy as possible'*
- *'There needs to be more advertising'*
- *'People should have more of an incentive to do things'*
- *'You need a carrot or stick to help you do something'*

Source: Climate Group Research, BC1 25-44, Mixed

The Campaign Is A Credible Answer To Their Concerns

- They buy into the philosophy
 - 'Being greener becomes easier'*
 - 'If everyone did something the change would be big'*
- They welcome the involvement of well known companies
 - 'It's nice to see top companies working together'*
 - 'These are the right sort of companies, big companies that should be doing something'*
 - 'They are part of the problem, but so are we'*
 - 'Making it accessible, with products you use everyday'*
- They like the brand, the website and the sense of community created
 - 'It's fun - good that it isn't dull'*

Source: Climate Group Research, BC1 25-44, Mixed

But They'd Like It To Be More Visible

- *'Put it everywhere, make it more available'*
 - *'It should be in your face in stores'*
- *'You need to advertise majorly - people will definitely be interested'*
 - *'Get some celebs on board'*
- *'The companies are starting small - they need to commit to do more'*

Source: Climate Group Research, BC1 25-44, Mixed

We Also Need To Sharpen The Message

- Position the campaign as a badge of credibility
'Gives companies a hallmark they can use'

- Communicate who is behind it
'People need to know it's a charity'

- Show how it is policed

*'The standards are very important, we need to know they've met the standards'
'I'd like to know that it's truly independent, that someone would be kicked out'*

- Update people on the progress and impact of the campaign
'I don't want to be just a drop in the ocean'

Source: Climate Group Research, BC1 25-44, Mixed

Quantitative Research Confirms That Businesses Are Right To Be Engaging With Climate Change

- Consumers admire companies that are tackling climate change
 - Consumers want businesses to play a bigger role
- The opportunity is positive (62% would choose a brand because of its environmental credentials)
 - Businesses are well placed to overcome barriers to action (price and confusion)
 - Consumers look to mainstream brands, not green specialists, for help
 - This is relevant to all sectors (not just 'high-carbon' categories)

Source: Lippincott Online Research, Sample of 2000 18+ respondents, UK and US

Initial data on the campaign is positive

14% awareness among the UK population (backed up by London research)

57% of people who have encountered the campaign are more likely to trust what partners say and only **4%** are less likely

Those who are aware of the campaign also have a higher awareness of individual solutions

50% would definitely consider buying Tesco light bulbs and **35%** would be more likely to consider buying other products from them as a result of the campaign

49% think Tesco light bulbs are a worthwhile way to reduce climate change and **46%** believe this of B&Q's insulation offer

Source: Lippincott Online Research, Sample of 1000 18+ respondents, UK only

Partner Feedback - Positives

- Successful launch with good media coverage
 - Live Earth presence and PR
- Unprecedented collaboration of household names
 - The solutions themselves
 - High profile stakeholder support

Negatives

- Limited awareness so far (battle for consumer attention)
 - More collaboration between partners is needed
 - Difficulty of pulling off joint ads/ad hoc requests
 - More partners required

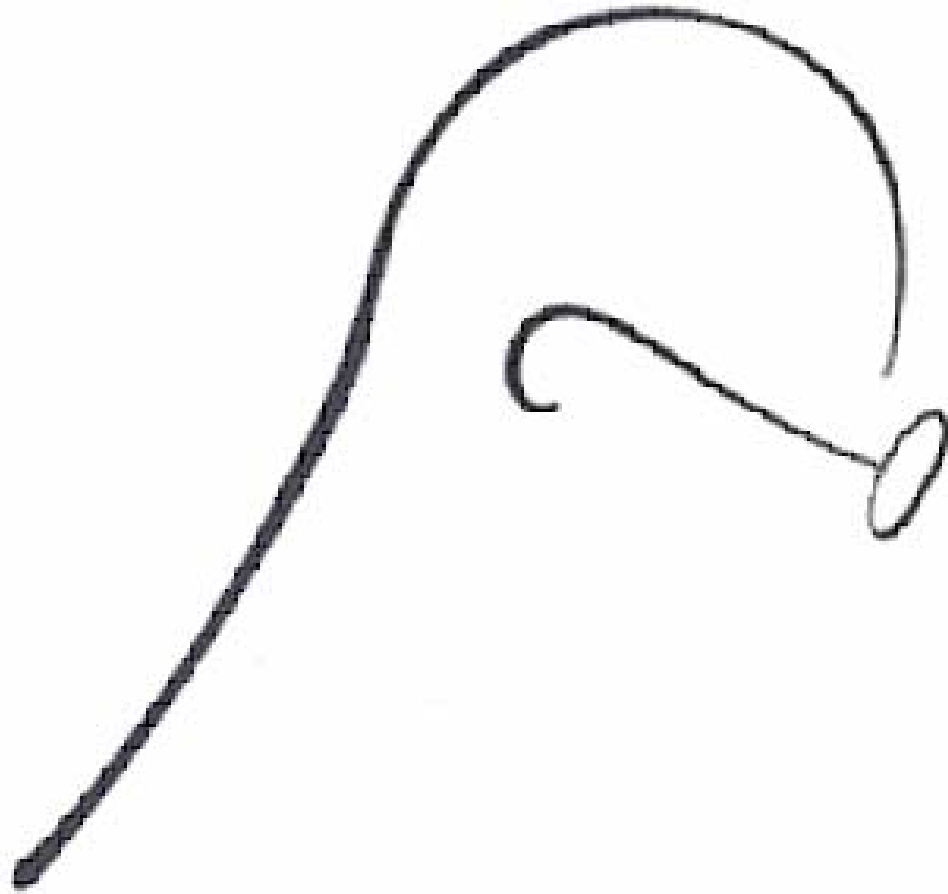
Learning From Experience

- **Simplicity**
- **Internal commitment**
- **Governance**

Objectives For 2008/9

The campaign must accelerate in 2008/9 in order to make a real difference. Our objectives:

- To build a robust and diverse portfolio of solutions (and get to around 20 major corporate partners)
- To work closely with our partners to maximise take up of solutions and ensure that they are effectively communicated
 - To actively develop joint initiatives between partners
- To broaden the campaign beyond business (NGO/civil society partners)
- To develop a more consistent central campaign which raises awareness of the 'Together' brand and gives it meaning for consumers
 - To enhance the credibility of the campaign by bringing its NGO backing and strict governance to the fore



Gandhi was once asked if he expected India to attain the same standard of living as Britain. He replied:

It took Britain half the resources of the planet to achieve this prosperity. How many planets will a country like India require!

BE PART OF SOLUTIONS
INSTEAD OF PROBLEMS!!!



THANK YOU!!!

WWW.THECLIMATEGROUP.ORG

GLOBAL LEADERSHIP
ON CLIMATE CHANGE
