

# WORLD CLIMATE LTD

ACCELERATING GLOBAL GREEN GROWTH

WORLD CLIMATE SUMMIT 2010, CANCUN REPORT

# THE ROAD TO GLOBAL GREEN GROWTH

Key recommendations by global business, finance, philanthropy and government leaders



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# PREFACE: THE START OF SOMETHING NEW

## **WORLD CLIMATE SUMMIT 2010, CANCUN – FORGING A PROSPEROUS ROAD FOR GLOBAL GREEN GROWTH**



*“Now is the time for business, government and civil society to truly take the lead in driving innovation and helping move the planet toward a lower-carbon future that supports economic development and job growth.”*

**Muhtar Kent** / Chairman and CEO / The Coca-Cola Company

The transition to a prosperous global green economy is underway. The success and profitability of this new industrial revolution requires a highly collaborative and interactive approach spanning across the vast realms of the public and private sector. While governments and the UN process are critical to set targets, provide funding and keep climate change at the top of the multilateral agenda, it is equally important that market actors across business and finance recognise the extensive prosperity opportunities that this economic revolution presents and in turn form coherent and critical mass to lead, and drive forward, global green growth.

This brief report provides a snap-shot of the recommendations, important debates and key thinking from global leaders across industry, government, philanthropy and finance who gathered at the inaugural World Climate Summit in Cancun, along side COP 16, to identify new collaborative pathways for a prosperous green economy. The two day summit, positioned as the most prominent and exclusive global platform accelerating solutions for climate change, saw 900 delegates from five continents convene and participate in active, energized and positive discussion with over 150 expert speakers, such as Sir Richard Branson, Ted Turner and Lord Nicholas Stern.

## **SETTING THE CONTEXT - THE STATISTICAL PROGNOSIS**

- Currently, the world emits 48 gigatons of carbon per year.
- For a 50 per cent chance of meeting the 2°C target, emissions need to be reduced to 44 gigatons by 2020.
- If global emissions continue to increase at the current rate it will hit 56 gigatons by 2020, 12 gigatons short of the required target.
- The best outcome in conjunction with the Copenhagen Accord will see 49 gigaton of carbon emitted by 2020, achieving only 60 percent of the carbon cuts needed.



## COP 16 – LAYING THE FOUNDATIONS FOR A NEW CLIMATE REGIME



*“Cancun is laying the foundation of a climate regime we will have to work on for years to come”*

**Christiana Figueres**

UN Climate Convention Secretary

The global climate challenge provides an urgent imperative to build a green economy that can deliver greater prosperity, health, and security, and be the engine for an economic recovery. In 2009, at the Copenhagen Conference of Climate Change, many governments made a commitment to reduce their greenhouse gas emissions. Despite the insufficiency of these pledges and the failure to muster up an international agreement, the run up and aftermath of Copenhagen has created a strong momentum for the green economy movement.

The worth of Copenhagen Accord came into fruition at Cop16 in Cancun, providing a boost to the negotiations by shifting the focus of climate change to a geopolitical issue. The ‘Cancun Agreements’, a modest climate deal brokered between 193 nations, adds flesh to the bones of the Accord. Despite being a far cry from the binding international agreement desperately needed to succeed the Kyoto Protocol the agreement lays important foundations for a future ‘climate regime’. The outcome received an abundance of support from the poorest and richest nations alike, heralded by some as the ‘ringing manifesto for multilateralism’. The Mexican presidency managed to restore mutual trust in UNFCCC and its multilateral process through a transparent and inclusive process inspirationally led by Mexican foreign Secretary Patricia Espinosa. Espinosa drew on a unique approach that saw the talks maintained at the level of the negotiators to skillfully shepherd a compromise that allowed key states and negotiating parties to claim partial victory.



## INITIATIVES LAUNCHED AT WCS

- OPIC announced \$300m financing for private equity investment funds
- The Carbon War Room unveiled the first ever universal shipping energy index
- Philips launched ‘Livable Cities’
- GreenTEK venture announced a \$150m Mexico Fund
- The World Climate Initiative launched
- ADP announced a Voluntary Carbon Standard methodology for avoided deforestation
- SwissInso launched KRYSTALL

# GLOBAL PROSPERITY: BUILDING A GLOBAL GREEN ECONOMY

**Jules Kortenhorst** / European Climate Foundation

**Siegmar Pröbstl** / Siemens

**Marcos Jank** / UNICA

**James Cameron** / Climate Change Capital

**Jeff Seabright** / The Coca-Cola Company

**Juan Costa Climent** / Ernst & Young

Moderator: **Aimee Christensen** / World Climate Ltd

## A CLEAR BUSINESS IMPERATIVE FOR ACTION



*“Green and sustainability is an opportunity not a threat”*

**Siegmar Pröbstl** / Director of Corporate  
Sustainability / Siemens

The perception of the transition to a green economy requires a refocus. The shift to green growth is more than an environmental issue but is an economic revolution that presents tremendous opportunities for business. Specifically the low-carbon economy will increase competition, catalyze efficiency and innovation, and open new exciting markets. Competition is good and the fight to finish first in the ‘green race’ will drive the global economy forwards to a brighter economic future, creating new jobs and permanently pushing businesses to develop. In addition a green approach to business directly reduces operational costs through motivating increased efficiency and innovation.

## THE PATHWAY FOR GLOBAL PROSPERITY – REGULATION, LEADERSHIP AND REPRESENTATION



*“Before Copenhagen many of us were working towards an international agreement we thought would create a framework for global action. Now it is global action which is driving the momentum for an international agreement. You as business leaders have a tremendous responsibility for moving the ball forward.”*

**Jules Kortenhorst** / Chief Executive Officer European Climate Foundation

Businesses are ready to change the way ‘the global economy works’. However, government support is required, specifically in terms of establishing a regulatory framework in order to provide clarity and certainty for businesses looking to make long term capital decisions. For example, government should provide a strong ‘prize signal’, namely carbon pricing, to reinforce the economic imperative for greener practises. Likewise, a change in vision by business is also necessary by accepting that regulatory constraints can ultimately unleash unlimited growth potential.





*“As business we can do a lot, we need to play a role. That is why we are here.”*

**Jeff Seabright** / Vice President Environment and Water Resources / Coca Cola

To achieve an effective policy blue print government requires industry to convey a message of commitment, support and, most essentially, strong leadership. Effective negotiations will not be achieved without push from the private sector. Direct leadership by business will help guide policy development and demonstrate a resolute commitment to drive forward the transition to a profitable green economy.



*“The private sector is extremely important in terms of leadership. We need to show the world that climate change is not only an environmental issue but an economic issue.”* **Marcos Jank** / President / UNICA

The main stumbling block hindering the private sector’s leadership role, and thus preventing productive policy making, is the misrepresentation by industry associations. Policy makers are hearing a negative story that centres around the pit falls of regulation and the need for a ‘level playing field’, a stark contrast to the tale of exciting competition and the need for effective “prize signals” through regulation told within the public sector. This misrepresentation may be a result of two factors. First, the issue of a genuine wide-spread commitment from the public sector is questionable. There is a wide range of cases demonstrating strong commitment but for this requires more prevalence. Secondly, fragmented views occur within larger industries making it hard for trade associations to form a unified voice. The solution to this could be a fundamental change in structuring industry associations by, instead of segregating by industry, pulling together pro green economy businesses from different sectors to form stronger leadership and policy influence.

## ADDRESSING RISK



*“If we don’t scale fast enough we won’t even get to a fifty-fifty chance.”*

**James Cameron** / Climate Change Capital

The issue of scale is vital. Scaling solutions to be commercially viable will propel global green growth. However, capital risk coupled with market uncertainty is preventing an abundance of technological solutions to enter the market. There is too much discussion on who pays the bill and not on how businesses can work together to decrease this crippling uncertainty. Enhancing market conviction and confidence is essential in increasing the speed of financial deployment and in encouraging businesses to take the risk. Uncertainty can be lowered through an improved regulatory framework of supportive policy aimed at mitigating risk, as well as a collective understanding by businesses that on the other side of the risk hurdle lays financial reward. Effective scale will again require leadership by industry to forge a path that defies insecurity and demonstrates profitability.



*“We need to make a choice whether the size of the global economy is limited or accept that, if we put constraints on the way we move the economy forward, we can unleash unlimited growth potential.”*

**Juan Carlos Climent**  
 Global Leader for Climate Change and Sustainability / Ernst & Young

# RENEWABLE ENERGY: SCALING POLICY AND TECHNOLOGY

**Pedro Quesada** / Siemens Mesoamerica  
**Edwin Ritchken** / Government of South Africa  
**Reid Detchon** / UN Foundation  
**Sunil Paul** / SpringVentures and Green Economy Network  
**Christiana Wyly** / Green Mountain Energy  
**Finn Mortensen** / Climate Consortium  
Moderator: **Chip Comins** / AREDAY

## MOVING THE SECTOR FORWARD – THE TRIANGLE OF POLICY, TECHNOLOGY AND FINANCE



*"Its time for us to come together and have a global vision...we have to think about policy, markets and technology together"*

**Reid Detchon** / Vice President for Energy and Climate / UN Foundation

Renewable energy has the potential to provide 100 percent of our global energy needs. The market is developing at a rapid scale with 150 billion dollars invested in renewable energy in 2009, five times the investment made in 2004. The wind and solar markets are flourishing and are set to be major contributors to reducing green house gas emissions over the next ten years, with wind energy possessing the potential to cut emissions by 4 gigatons a year and the solar industry growing at a rate of 50 per cent annually. In addition to these environmental benefits, the renewable energy industry is combating the recession, creating tens of thousands of jobs globally.

The advancement of the sector will depend on a triangle of policy, technology and finance contributing simultaneously and in unison. Businesses and governments need to work together to formulate a collective and unanimous vision of how to effectively adopt and stimulate these markets. Firstly, policy support is vital. There is an obvious need for a policy framework to lift renewable energy up onto an international scale. Examples exist of how policy has driven the wind and photovoltaic markets, in turn creating a virtual circle of lower cost technology and production value. Secondly, despite the rapid growth of the market there is still a clear requirement for the development and scale of new technology, namely effective energy storage capacity. Renewable energy adoption will not be the answer to global climate needs unless this vital technology area is further developed and commercialised. Finally, in order to meet this technology requirement, further investments need to be made as well as protected by the potential 'attack' of recession cuts.

For renewable energy solutions to be successful, expectations, both in terms of international negotiations and sub national initiatives, need to be heightened. Gigaton scale solutions are needed and, as such, low expectations should not be tolerated by industry and government. This can be achieved through the strong leadership of business.



## A BOTTOM UP APPROACH – EDUCATING AND EMPOWERING CONSUMERS



*“We haven’t even begun to tap into the power of educated and empowered consumers and if we do that we can really change the way power is made”*

**Christiana Wyly** / Venture Partner / Green Mountain Energy

In addition to focusing on important supply-side economic work, there is great, and largely untapped, potential for market growth that lies in educating and empowering consumers. Currently there is a wall between how energy is produced and the awareness of consumers who, in general, lack perception of what is involved in energy creation. Thus, there needs to be a heightened awareness by consumers about where electricity comes from that ‘starts at the light switch and works back’. This increase in awareness can be achieved by providing customers with an alternative choice of how their energy is produced. This is exemplified by the green energy utility company Green Mountain Energy who offer customers the opportunity to make a difference for the environment by supporting greener, renewable sources of energy instead of limited and polluting fossil fuels. This new market channel of selling green energy direct to customers is pioneering a new approach, brand and market concept that is not only changing the way power is produced but how people relate to electricity and ultimately empowering a cultural consumer change from the bottom up.

## OVERCOMING THE CHALLENGE OF THE FINANCIAL GAP IN DEVELOPING COUNTRIES - CREATING CRITICAL MASS



*“The underlining factor from an industrial strategy perspective is that for renewable energy to be meaningful you have to achieve critical mass”*

**Edwin Ritchken** / Strategic Projects Advisor / Government of South Africa

The overwhelming challenge in many developing nations is how to close the financial gap between cost of renewable energy and cheaper coal technology. The starting point to meet this challenge is to integrate the climate finance agenda with industrial development, at least to the point where renewable technology focused businesses can stand on their own two feet.

Relevant supply chains for the manufacturing of renewable energy technology present a major opportunity for industrialised policy. Localisation of technologies and manufacturing capabilities stimulates growth in jobs and enables the development of technological capabilities. However, critical mass must be achieved in order for the renewable energy industry to play a meaningful role for a developing nation’s economy. Localisation is not a ‘big bang’, it takes time but a critical mass of predictable demand must be visible to generate a viable business case for the manufacturing of new technologies. Ultimately, if the renewable energy sector makes up low percentage of energy production it will fail to get institutional and legislation attention. This needs to be bolstered to around 15 per cent for the sector to become a priority from an institutional point of view and help enhance energy security for countries that has had stunted growth. A clear critical mass will also help build a new business and financial interest groups which can drive the green economy forward ensuring that the renewable energy industry is not a brief ‘flash in the plan’ that returns back to coal.



# ENERGY EFFICIENCY: THE FIFTH FUEL BEST RETURN ON INVESTMENT

**Robert Wilkins** / Danfoss USA  
**Harry Verhaar** / Philips Lighting  
**Bruno Berthon** / Accenture  
**Jane Henley** / World Green Building Council  
**Clay Nesler** / Johnson Controls  
**Adam Muellerweiss** / The Dow Chemical Company  
Moderator: **Kateri Callahan** / Alliance to Save Energy

## BUILDING ENERGY EFFICIENCY



*“Energy efficiency shouldn’t be the fifth fuel, it should be the first. It is the cheapest, it is the quickest, it is the greenest way to extend the world energy supplies and to reduce the global green house gas emissions”*

**Kateri Callahan** / President / Alliance to Save Energy

Energy Efficiency can deliver more than 50 per cent of the carbon emission reductions needed to reach the 2 °C target. Furthermore, the cost effectiveness of energy efficient measures, namely through technology implementation, is indisputable with an excellent return on investment. Specifically, the building industry holds the most potential for carbon reduction with the sector’s emissions set to double over next 20 years. In order to drastically curb these emissions there is a clear need for the building industry to unlock the potential for more efficient energy use. In addition, utilizing energy efficiency measures will enhance job creation and result in considerable cost savings for the end user. The focus of implementation is shifting away from new constructions and towards existing buildings due to the fact that 75 – 80 per cent of required buildings for 2030 are already in existence and thus these builds offer the most potential for significant carbon reduction.

## THE BARRIERS - HITTING THE INVESTMENT, POLICY AND ‘MAX TECH’ WALL



*“Buildings are not on the agenda because during negotiations governments are focused on supply side issues not on demand side action to unlock potential.”*

**Jane Henley** / Chief Executive Officer /  
World Green Building Council

Many well proven technologies are currently available to help meet energy efficiency targets but they are not being exploited properly because of economic considerations and lack of focused



policy. Lack of capital access, both from the private sector and within individual organizations, is the major barrier halting the exploitation of immediate opportunities from being taken. There are also several policy trends that are hindering progress such as: taxes that discourage investment into energy saving equipment; lack of building energy codes; and lack of effective rating system to enable owners to realise value of energy efficiency. New policy initiatives are needed to overcome the economic barriers and to replace, not continually repair, inefficient technology. In addition, there is a distinct lack of collective knowledge and data standards across countries making it hard to compare, share best practise and implement cross border solutions.



*“For an action plan for energy efficiency we need a thorough understanding of what is actually wrong, the core of the problem is that over the past few decades we have created a society that is optimized on lowest initial cost”*

**Harry Verhaar** / Senior Director / Energy & Climate Change / Philips Lighting

The building industry is meeting a so called ‘max tech’ with individual technological components fast approaching their maximum energy efficiency levels, calling into question on how these technologies can be further utilized. There are tremendous opportunities from focusing on overall systems and the interaction between technologies rather than individual components. This ‘max tech’ is changing the conditions of energy efficiency strategies and leading the industry to look at better design and management between the relationships of products and systems through integrated approaches and whole building systems, as well as focusing beyond individual constructions and more on clusters of buildings. A parallel trend that is tackling the ‘max tech’ dilemma is the ‘smart grid’ enabling users themselves to adjust energy efficiency.

## UNLOCKING ENERGY EFFICIENCY POTENTIAL

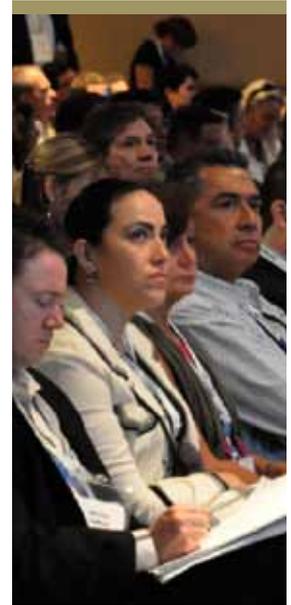


*“You can find great examples of policies all around the world...if we incorporated them and distributed them broadly it could have a huge impact.”*

**Clay Nesler** / Vice President, Global Energy & Sustainability Building Efficiency / Johnson Controls Inc

A collaborative, cross border approach is critical in realising the tremendous environmental and economic potential of energy efficiency. Government and business need to work together to establish common global methodology and standards of how carbon emissions are measured. There are numerous inspiring examples of effective policies from around the world. If these best practises were harvested through effective information sharing and incorporated broadly across regions the impact would be substantial.

Policy regulation is key for driving investment and achieving scale There is a need for a cultural shift and a change in mentality looking at the long term investment perspective rather than initial lowest expenditure. A transformation from a ‘linear society’, of consuming and emitting, to a sustainable ‘circular society’ is also required. This can be partially achieved through instigating behavioural change by consumers through phasing out inefficiency and restricting consumer choice, making it mandatory for old technologies to be disposed and replaced with smart alternatives. Finally, a number of practical solutions need to be adopted, such as; measuring, reporting and verifying performance to enable financial solutions to be made; and taking a highly integrated design approach to energy efficiency measures (as exemplified by the recent achievements of the Empire State Building project).



# LOCAL ACTION: CITIES AND STATES LEADING THE WAY

**Lars Tveen** / Danfoss  
**Bo Asmus Kjeldgaard** / City of Copenhagen  
**Rainer Theisen** / Siemens  
**Iñigo Orvañanos Corcuera** / Casas GEO  
**David Cadman** / ICLEI  
**Harry Verhaar** / Philips Lighting  
**Bruno Berthon** / Accenture  
Moderator: **Amy Davidsen** / The Climate Group

## A LITTLE LESS TALK AND A LITTLE MORE ACTION



*“The solutions are there, everyone agrees we know what to do, it is just a matter of doing it”*

**Rainer Theisen** / Director of Development & Strategy / Siemens

Currently half the population live in cities, this will rise to two thirds in 2050 and by the end of the century it will hit 90 per cent. And with cities emitting around 60 to 75 per cent of global green house gas emissions changing the way we live in urban areas is critical for achieving carbon reduction goals.

The solutions are here, today. The need for bold action to grasp and deliver these solutions is integral. The commitment is clearly there. In Copenhagen last year 3,500 cities made climate change commitments, most of which agreed to target 20 per cent below 1990 emissions by 2020. These cities have a focus on achieving sustainability, not just from an ecological stance but also from an economical and social point of view. The challenge of achieving this, through learning how to develop cities differently, is substantial but one that many are already innovatively tackling. Strong individual examples include:

- The use of ‘district energy’ in Vancouver, a method of drawing heat from sewage system into buildings.
- London’s congestion charge which has reduced traffic by 30 per cent and is fully self-funded.
- Copenhagen’s bid to become the first carbon neutral city through a range of measures such building carbon neutral neighbourhoods and insulating existing buildings.
- The wide scale use of energy efficient city lighting in cities such as Shanghai.



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## THE WAY FORWARD - A HOLISTIC APPROACH

There are two main focus areas of carbon reduction implementation: the built environment, making constructions as energy efficient as possible; and mobility, compacting communities that are serviced by pedestrian, cyclists and public transport. However, in order to effectively transform themselves, cities need to adopt a holistic plan. Specifically through an increased focus on: integrating initiatives that fit and work together; forging productive partnerships with the public and private sector; pragmatically demonstrating wide-scale scalable solutions; addressing supply chain efficiency; forming self funded and economically sustainable solutions; and integrating social and economic factors.

## A NEED FOR A COLLABORATIVE FRAMEWORK



*“We can do this. We need to work with other sub national levels of government, with the private sector but most of all we need the national governments to come on board”*

**David Cadman** / President / ICLEI

There is a clear requirement for a stronger web of collaboration, partnerships and regulation that spans between cities, governments, and the private sector. National governments are obscuring the practical progress that cities are desperately attempting to instigate and the lack of an international political agreement is resulting in an unstable market and detracting investment. If there is no agreement, there is no incentive and no regulation for lowering emissions from cities. Developing a market around ‘carbon credits’ could be one catalyst that could stimulate a drastic increase in city initiative investment. In addition, inter-linkage between cities through best practise sharing is highly important not only from a learning perspective but also for a more economical competitive environment.



# FINANCE: ACCELERATING PUBLIC AND PRIVATE FINANCE FOR CLIMATE

**Caio Koch-Weser** / Deutsche Bank

**Ole Beier Sorensen** / The Institutional Investors Group on Climate Change (IIGCC)

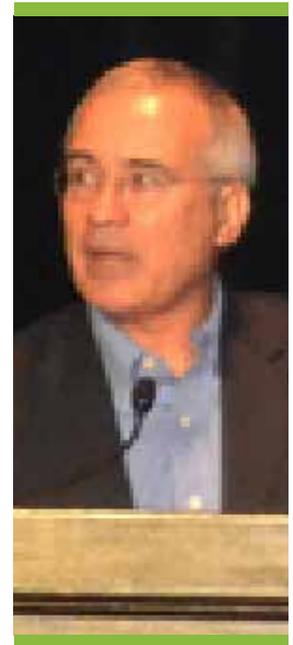
**Elizabeth Littlefield** / OPIC

**Nicole Reich de Polignac** / Grupo Financiero Scotiabank

**Rachel Kyte** / Business Advisory Services, IFC

**Lord Nicholas Stern** / Grantham Research Institute on  
Climate Change and the Environment, LSE

Moderator: **José María Figueres** / Carbon War Room



## A SHIFT IN CLIMATE POLICY DYNAMICS



*“The most important factor is that change is happening and the proof of that is that we are here discussing it.”*

**Nicole Reich de Polignac** / CEO /  
Grupo Financiero Scotiabank

90 per cent of investment into the low-carbon economy needs to come from private sector. Change is underway and the stops are slowly being pulled out to enable flows of private funds to developed and developing countries at the scale required to meet the climate challenge. A range of strong, long term policy solutions and financing mechanisms are required to mobilize public investment and unleash greater private sector capital flow. Without this policy commitment investors can not engage with companies in assisting them with implementing climate strategies and grasping opportunities.

Since Copenhagen the dynamics of international climate policy have witnessed a series of shifts. National action at a domestic level is now leading international action. Large emerging markets have occurred in developed countries such as the U.S and China. A major focus readjustment from the cost of emission reduction to the opportunities of the ‘big green revolution’ is changing the patterns of growth to be less resource intensive. And an increase in more fluid coalitions across the world has occurred, opening opportunities for smaller like-minded countries, cities and enterprises to move the agenda forward.

Proactive private sector action should follow up these policy shifts ahead of the introduction of carbon pricing, namely thinking of new ways to create partnerships. Leaders of the world banks should get together with key private sector players to learn how to leverage and scale-up financial flows in a big way. Additionally, international regulators should also collaborate to provide best experience in order to establish carbon prices and carbon markets.



*“We need to learn from each others experiences in how we leverage and scale out private flows in a big way. I think we have the knowledge to make this possible.”*

**Caio Koch-Weser**  
Office of the Vice  
Chairman / Deutsche  
Bank

## CHINA – AN IMPORTANT SUCCESS STORY

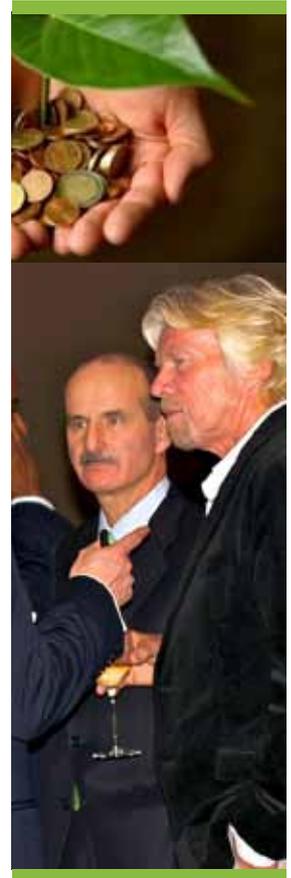


*“China is the story that I think is very important and we should be, as a world, collaborative in that story by sharing technologies, sharing ideas on policies and making it easier to interact.”*

**Lord Nicholas Stern** / Grantham Research  
Institute on Climate Change and the Environment

China has benchmarked the finance route for the rest of the world to follow. They have a clear, strong and implicit commitment to themselves to go ahead with a five year investment plan that will act as a set of criteria and will see hundreds of billions of dollars invested in the ‘magic seven’ green industries, set to grow from 3 per cent of the economy to 15 per cent. As one of the biggest global emitters of carbon, China is taking strong calculated action and taking full advantage of the opportunities made available. They have set their own standards for the green economy through detailed analysis, clear policy, a solid legal framework, emission reduction measures and renewable energy implementation. As a result wide-scale initiatives are gaining pace and their economy is growing formidably stronger and greener.

China is an extremely important story, demonstrating strong global leadership of international finance solutions. The rest of the world can learn from this story by tapping into their experience, sharing technologies and ideas on policy and making it easier to interact. The world also needs to show similar action and push ahead with their own financial plans.



## FINANCIAL DEPLOYMENT IN MIDDLE AND LOWER INCOME COUNTRIES



*“A lot of very unsexy work needs to be happen in order to build the capacity of lower income countries to receive investment”*

**Rachel Kyte** / Vice President for Business  
Advisory Services / IFC

There is a growing movement of innovative and forward thinking businesses and entrepreneurs in middle and lower income countries looking to surge ahead with investments. However, they are hitting a wall due to a distinct lack of available capital, albeit in highly contrasting contexts.

Middle-income countries are ‘getting on with it’ with the focus on exploring finance streams, whether it be from domestic markets, international investors, domestic development banks or funds. The private sector is highly focused on stimulating action on a national level, particularly national decision makers in order to develop policy that will unleash investment and enhance market security. These countries require an investment climate that allows a long term structure of decarbonising industry.

Lower-income countries have a different story revolving around low governance, a weak investment capacity and a harder process of raising finance. These countries require a lot of baseline work to be done in order to build their capacity to receive a blend of financing. Investment in these countries faces more barriers and higher risk. In contrast with middle income countries these nations are relying on action on an international level, calling on the need for an international agreement to mitigate this risk.

# COMMUNICATION: CREATING MASS BEHAVIOURAL CHANGE

**Emilio Azcarraga** / Televisa  
**Philippe Cousteau** / EarthEcho International  
**Ted Turner** / UN Foundation  
**Seth Farbman** / OgilvyEarth  
**Kelly Rigg** / Global Campaign for Climate Action  
Moderator: **Becky Anderson** / CNN

## EFFECTIVE MESSAGING - SIMPLE, POSITIVE AND DIVERSELY COMMUNICATED



*"I think the lesson for us is to try and communicate in very positive terms...fear is never a good motivator."*

**Kelly Rigg** / Executive Director /  
Global Campaign for Climate Action

Climate change is the most complex problem facing society. The ambiguous nature of the issue makes formulating and communicating effective and clear messaging a challenging task. Complicated messages have a significantly increased chance of being misheard, misinterpreted and ignored. Breaking down the subject matter of climate change into digestible messages, and avoiding them from becoming diluted and confused, is integral for achieving widespread understanding and behavioural change.

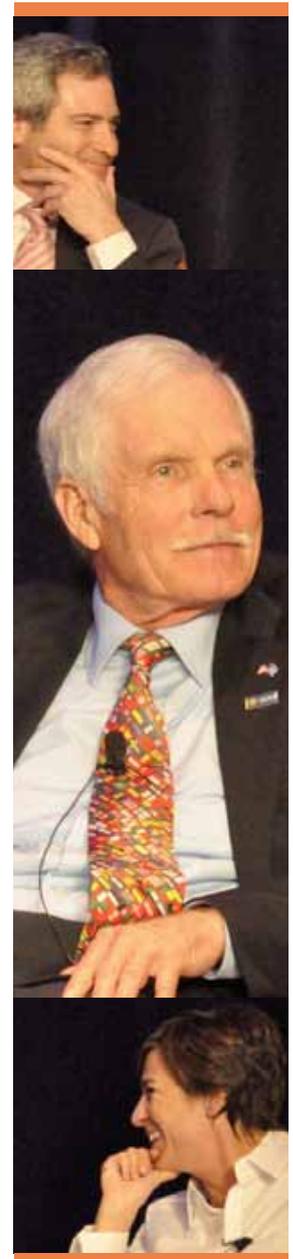
Currently long-term, negative messages around climate change, predominantly resulting from science, dominate the media. This negativity and 'fear provoking nature' has a de-motivating effect on the public. Positive messages need to be communicated, getting across that climate change is indeed a very worrisome situation but there are solutions to the problem, that it is not too late, and that society is working to tackle it head on.

It is not only the substance of message that matter but also who is delivering it. It is critical to have a broad and diverse set of leaders who channel these positive messages. If the person who is telling the story does not share the audience's worldview the message will be immediately discounted. A broader scope of communicators will ensure maximum pickup. Finally, ensuring the messages by businesses is practised and believed in within the corporation, and communicated in an honest way, is highly important to avoid 'green washing'.



*"The theme here is good programming with the right messages... we need to really understand the messages, not only produce them."*

**Emilio Azcarraga** / President / Televisa



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## EFFECTIVE CAMPAIGNING - PREACHING BEYOND THE CONVERTED AND CREATING A NEW NORM



*“Talk about solutions you have, talk about what people can do today and let them take you along. If you try to force them into your point of view. People don’t like that.”*

**Seth Farbman** / Head / OgilvyEarth

The challenge for effective campaigning is to preach beyond the converted and common constituencies. In simple marketing terms, there are 20 per cent of people who agree with campaigns, 20 per cent who will never agree and 60 per cent undecided in the ‘fat middle’ and, as a result, the key target audience for behavioural change efforts. Campaigns are sometimes listened to and absorbed by those who share the same values. This can result in a closed-loop, with messages making sense to the campaigners and supporters but not necessary to those outside this value system. Pushing strong individualized values can be detrimental. Campaigns should communicate in-line with the audiences own values rather than preaching ‘you should believe in this, think the way we, or care about the environment’.

Climate change campaigns can drive behaviour through creating a ‘new social normal’ in line with the desired behaviour. People like to feel normal and by creating a norm or suggesting a general consensus will make those who are unconverted, who have shut down from the messaging, sit up and take notice. Alternatively, it is also suggested that people change their behaviour first and then adopt matching values, rather than visa versa. Marketing is thus shifting its focus to identifying behaviours that already exist and fitting core messages around this. Thus there is a need to broaden the scope in finding behavioural commonalities.

Finally, there is a strong need for communication to be a two way dialogue in order to put a sense of power back into the public. People learn and change by participating in a discussion, not by being thrown facts and expected to absorb information.



# LEADERSHIP: BUSINESS AND GOVERNMENT IN PARTNERSHIP

- David Sandalow** / U.S Department of Energy
- Brian Smith** / The Coca-Cola Company, Mexico
- Louise Goeser** / Siemens MesoAmerica
- Timothy Wirth** / UN Foundation
- Roland Douglas** / Willis Insurance
- Fernando Gonzales** / CEMEX
- David Hone** / Royal Dutch Shell
- Ike Kakegawa** / Ricoh Americas Corporation
- Moderator: **Sandrine Dixon-Declève** /  
The Prince of Wales's EU Corporate Leaders Group on Climate Change

## IMMEDIATE ENERGY EFFICIENCY ACTION – SHOWING THE PATH FOR PUBLIC-PRIVATE PARTNERSHIPS



*“There are some very important steps that can and should be done now but these are the ones that won’t be done without public and private partnerships...It is absolutely essential.”*

**Timothy Wirth** / President / UN Foundation

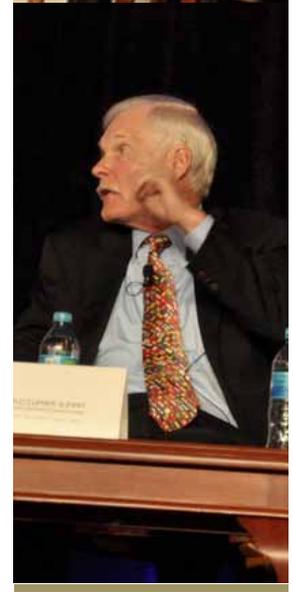
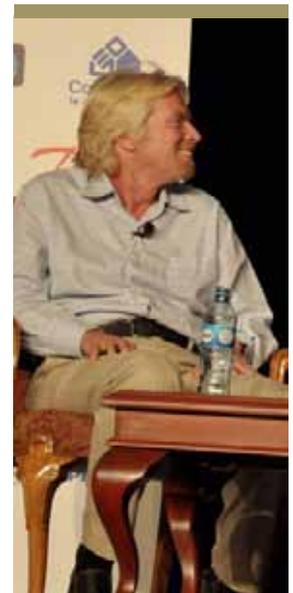
The Cancun Communiqué, released by hundreds of global business leaders, calls for an ‘ambitious, robust and equitable global deal on climate change’. However, it is likely that the business community are not going to get an agreement for some years. Nevertheless, these are very promising times for the private sector’s influence in the global climate arena. The next few years will see the voice of business become louder, especially in 2012 with Rio+20. This is due to an increase in emerging issues which demand significant engagement from the business community, namely the focus on putting together the different ‘building blocks’ of the green economy.



*”As businesses we need to bring solutions, solutions that will help all of us to solve the issues we are facing with climate change and sustainability. We need to then share this knowledge across industry.”*

**Louise Goeser** / President / Siemens MesoAmerica

The time to act is now. There needs to be immediate and proactive action. In order to deliver the initial round of carbon reductions and take the first step to achieve long term targets, companies need to look at the short-term cost effective strategies. Investments should be made to increase energy efficiency quickly and effectively in order to curb costs and push forward the green economy. Attempting to optimize energy use with government support can demonstrate that public and private sector can act together. However, few governments are discussing the building block of energy efficiency. Coalitions of businesses need to raise the profile of energy efficiency on the political agenda and create dialogue with government about how to effectively stimulating these measures. There are additional short-term steps companies can take, such as; communicating through and educating the value chain on carbon reduction measures; sharing knowledge and communicating across industry; and proactively bringing innovative solutions to help solve the issues of climate and sustainability.



## LONG TERM PARTNERSHIP GOALS – CARBON PRICING AND DIPLOMATIC INNOVATION



*“Even with a carbon price one would need a variety of complimentary policies over a long time to solve the climate problem.”*

**David Sandalow** / Assistant Secretary for Policy and International Affairs / U.S Department for Energy

Partnerships with government that focus on long term business and policy goals are critical to ensure the low-carbon economy collectively moves forward, specifically in terms of adaptation and mitigation. As well as focusing on core areas and putting together specific ‘building blocks’ aimed at making a real difference, partnership needs to be integrated with each other to make the approach more concrete.

There is a universal sentiment that a price on carbon is needed in order to meet long term climate change goals. Carbon pricing will steer investment, incentivise internal programmes and provide strong reasoning to curb emissions. It will also help initiate important technologies such as Carbon, Capture and Storage. Although carbon pricing is essential, and requires public-private collaboration to achieve it, it is not sufficient to solve the problem. Governments and businesses need to find solutions together and keep marching forward with a variety of complimentary approaches and policies.



*“Businesses have an enormous role by setting a new norm...this will help reduce the political risk for legislation and politicians to drive forward the green economy.”*

**Roland Douglas** / Chief Executive Officer Global Analytics / Willis Insurance

Businesses need to continually raise the bar through innovation and technology transfer in order to drive change and motivate industry to adopt new measures. This is exemplified in Japan where many industries rely on the scaling-up of new technologies to survive. New and important technologies exist, such as plug-in electric cars, photovoltaics, and appliance electricity consumption monitoring. However, these new and exciting markets will only take off if businesses see the market opportunity and grab it and if government provides complimentary action in mitigating the capital risk.



*“The universal sentiment is that we need a price on carbon... ultimately we need an accelerating tool to bring the necessary technology to market, and that’s what we are missing”*

**David Hone** / Climate Change Advisor / Royal Dutch Shell

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## **PUBLIC-PRIVATE PARTNERSHIPS – UNLOCKING THE ‘LEAP-FROG’ OPPORTUNITY FOR EMERGING ECONOMICS**



*“We should look at how we can use growth to achieve the types of benefits we are all looking for 2020 or 2050”*

**Brian Smith** / Chief Executive Officer /  
The Coca-Cola Company, Mexico

A dichotomy between growth and emission curbing has occurred in emerging economies trying to move within the constraints of the decarbonisation. Businesses should work with governments in these developing economies to help them understand the significant growth opportunities coupled with the green economy transition. Developing countries are in a unique position to take advantage from the low-carbon economy transition. Due to the limited economic and technological progress made by many developing countries, compared to their more developed counter parts, there is an opportunity for them to ‘leap-frog’ expensive technology implementation from the past and fast track to more advanced and effective measures. However, to fully realise this opportunity, a collaborative effort and strong partnership from government and businesses is required to provide the capital flow and enhance the understanding of such opportunities.



*“A decisive international recognised framework is necessary.”*

**Fernando Gonzales** / Executive Vice President of  
Finance and Administration / CEMEX



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# OVERARCHING RECOMMENDATIONS: THE ROAD AHEAD FOR PROFITABLE GREEN GROWTH

## 5 OVERARCHING RECOMMENDATIONS

In summary, there are five overarching recommendations that resulted from the inaugural World Climate Summit in Cancun

1. First and foremost, climate change should be addressed as a prosperity opportunity. There needs to be heightened awareness across industry and government that the green economy is not just an environmental issue but an economic revolution that presents tremendous opportunity and requires immediate action.
2. Business, financiers and governments need to work together to identify and set up effective policy frameworks and financing structures that will accelerate the development of the green economy, such as mitigating political and technology risk in emerging markets where there are great prosperity opportunities available.
3. Governments need to formulate a strong price signal for curbing emissions in order to enable efficient and immediate action. Carbon pricing will reinforce the economic imperative, steer investment and incentivise internal programmes.
4. Business needs to accelerate its action urgently while also organizing itself to make sure governments know addressing climate change is a prosperity opportunity. Industry leaders need to “speak up and speak loudly” to show government what is possible under visionary leadership.
5. There is a clear need for the continuation, and increase in, the large-scale collaboration between action-oriented businesses, financiers, philanthropists and governments to further identify, implement and lead new pathways to a prosperous green economy.



## THE PATH AHEAD FOR PROFITABLE GREEN GROWTH

The next 10 years will be crucial for developing a sustainable and prosperous green economy. To stimulate profitable green growth an opportunity for dialogue and progress across all sectors of the economy must be provided. An effective platform will: enable solutions to be replicated and invested in; encourage deal-making and collaboration to be facilitated; and help engage governments to create suitable market conditions.

World Climate limited, the organizers of the inaugural World Climate Summit in Cancun, will accelerate the development of the global green economy by facilitating wide spread collaboration among leaders in business, finance, philanthropy and government through Green Growth 2020 (CG2020), a ten-year framework launched in 2011. The long term program will set new standards for change, providing a global platform for profitable climate solutions and green partnerships to help meet and go beyond 2020 targets and stimulate new green growth opportunities.

To find out more about GG2020 and this year's World Climate Summit during COP 17 in Durban, please visit [www.wclimate.com](http://www.wclimate.com).



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