



# Climate Savers Update

**Issue 6**  
**October 2008**

## The Coca Cola Company joins Climate Savers

The Coca-Cola Company, in partnership with WWF, announced ambitious new targets to improve water efficiency and reduce carbon emissions within its system-wide operations, while promoting sustainable agricultural practices and helping to conserve the world's most important freshwater basins.

"Our sustainability as a business demands a relentless focus on efficiency in our use of natural resources. These performance targets are one way we are engaging to improve our management of water and energy," said Muhtar Kent, president and CEO of The Coca-Cola Company.

"In this resource constrained world, successful businesses will find ways to achieve growth while using fewer resources," said Carter Roberts, president and CEO of WWF-US. "The Coca Cola Company's commitment to conservation responds to the imperative to solve the global water and climate crisis."

The partnership, announced by WWF and The Coca-Cola Company in 2007 with US\$20 million in funding, has now been extended an additional two years (through 2012) with the Company providing US\$3.75 million in new funding.

The Coca-Cola Company also joined WWF's Climate Savers programme in which leading corporations from around the world work with WWF to dramatically reduce their greenhouse gas emissions.

The Company has set two emissions reduction targets:

- grow the business, not the carbon system-wide and-
- a 5 percent absolute reduction in Annex 1 (developed) countries.

The emissions targets apply to manufacturing operations in the year 2015 compared to a baseline year of 2004.

The Coca-Cola Company and its bottlers anticipate substantial volume growth globally during this period, thus growing the business without growing the carbon is a significant commitment. Without intervention, emissions would grow proportional to volume and reach 7.3 million metric tons in 2015. Thus, the global commitment will prevent the release of more than 2 million metric tons of CO<sub>2</sub> in 2015.

*The Coca-Cola Company*

## Editorial

By Matthew Banks

We live in dynamic times and as markets recover and elections reorient the political map, Climate Savers continues to highlight market leaders that are curbing emissions, defining new standards of excellence in climate protection.

In 2009 we celebrate 10 years of mobilizing companies to cut CO<sub>2</sub>. To commemorate a decade of achievements and chart a course for further climate action, we will convene the Climate Savers Summit, March 25-27 in New York City. This meeting will allow for an open discussion about how best to amplify the programme before

the December 2009 UN climate talks in Copenhagen. Bringing the business voice to the delegates at the UNFCCC will be critical.

WWF Canada began this drum beat, elevating Climate Savers best practice at the Business of Climate Change conference in Toronto, October 15th.

In recent weeks a wave of new Climate Savers milestones were reached. On September 10th JohnsonDiversey went public with ambitious commitments to cut emissions more than any company in the cleaning industry. On September 23rd HP became

the first company in the IT industry to release the totality of the company's supply chain emissions. Today, The Coca Cola Company is announcing commitments to unify its system of bottling partners to deliver targets that transition production toward a low carbon future.

These are indeed exciting times and the 18 Climate Savers companies are addressing the climate threat and taking meaningful actions that others are envious to emulate. WWF looks forward to making lots of noise in 2009 about a decade of corporate climate leadership!

## JohnsonDiversey joins Climate Savers

JohnsonDiversey, one of the world's largest providers of commercial cleaning products and services, has joined the WWF Climate Savers programme, pledging to significantly reduce harmful greenhouse gas emissions from their operations.

The company announced it will invest US\$19 million over the next five years to achieve these commitments, but anticipates operational savings of US\$31 million over the same period, which demonstrates, say company officials, that sustainability is the right approach for both the environment and the bottom line.

WWF US President and CEO Carter Roberts said the actions being taken by JohnsonDiversey to address climate change will set a new standard for the cleaning industry and serve as a model for other companies seeking to transform the way they do business to help preserve the environment.

By 2013, JohnsonDiversey pledged to reduce emissions from their operations by 8% below 2003 levels, a 89,000 tonnes reduction in emissions. To achieve that target, the company outlined a number of operational initiatives including:

- Improving the fuel efficiency of its worldwide auto and truck fleet by switching to vehicles with the best fuel efficiency in their class and alternative energy vehicles;

- Upgrading the energy efficiency of its buildings, manufacturing plants and operations in major sites around the world; and
- Installing on-site alternative energy sources such as fuel cells or wind turbines.



"Our customers all over the world are asking us to be their partner in developing solutions to reduce their environmental impact, protect human health and safety and improve the economic strength of their enterprises," JohnsonDiversey President and CEO Ed Lonergan said. "Our goal is to not only practice sustainability in all we do, but also to help our customers become more sustainable in their operations."

## Earth Hour March 28, 8:30pm

Join millions of people and thousands of businesses around the world in signing up to Earth Hour.

By switching off the non-essential lights in your offices for one hour, you symbolically support the call for urgent action on climate change.

Signing up is simple and Earth Hour offers your company opportunities to demonstrate your long-term commitment to climate solutions. Engage staff, suppliers, customers and other stakeholders in communicating what your company is doing on climate and energy.

To give you some ideas, here is an example of an advertisement placed by The Economist, who took part to Earth Hour last year. To view a short video about Earth Hour please see <http://www.youtube.com/watch?v=BjWD8pbK5t8>

A dedicated Climate Savers section on the global Earth Hour website is being created, and Climate Savers will provide a co-branded Earth Hour/Climate Savers/your company logo web banner, which Climate Savers companies participating in Earth Hour can use as they please.

For more information, please contact Tati Guedes on +61404738005 or [tguedes@wwf.org.au](mailto:tguedes@wwf.org.au)



Just this once  
we'd like to keep you  
in the dark.

## HP Releases Supply Chain Emissions Data

HP announced emissions data associated with its largest suppliers, representing more than 80% of the company's costs for the materials, manufacturing and assembly of its products worldwide. In 2007, the aggregated carbon dioxide equivalent (CO<sub>2</sub>e) emissions associated with more than 80% of HP's first-tier manufacturing expenditures totaled approximately 3.5 million metric tonnes.

HP will use this data to incorporate energy efficiency into how it manages its first-tier suppliers. In addition, HP will propagate this reporting to the rest of its supply chain to determine further emissions reductions as it incorporates emissions reporting into lower tiers.

"By releasing its aggregated supply chain emissions data, HP demonstrated its commitment to being an environmental leader," said Jason Clay, senior vice president, WWF – United States.

"HP is setting an example for other companies to follow in using its influence to address climate change beyond its products and operations."

HP's reporting on CO<sub>2</sub>e emissions in its supply chain represents an initial step in a long-term programme. The company is working to establish better standardization of tools and methodologies to facilitate consistent and reliable reporting among suppliers and enable a robust process that could potentially be implemented throughout HP's supply chain.

[» Read more](#)

## IBM Launches 'Cradle to Grave' Environmental Consulting

A new IBM consulting offering can help clients make their products more eco-friendly from development and manufacturing through delivery and use to end-of-life reclamation and recycling. Ranging across products as diverse as cars, tractors, televisions, electric shavers, even food and clothing, the IBM Environmental Product Lifecycle Management offering assists clients in analyzing every phase of a product's existence and designing it to be environmentally friendly from the beginning. This includes considering the materials used to make and package it, the energy needed to produce it, transport and use it, and designing it to be refurbished or recycled when it's no longer useable.

[» Read more](#)

## Novo Nordisk's staff engagement programme to include climate change efforts

TakeAction! is Novo Nordisk's global initiative to inspire company staff to volunteer for change. Building on the company's commitment to the Triple Bottom Line, this solutions-oriented programme includes activities such as healthy lifestyle events at schools, fundraising and week-long work in health clinics in developing countries. In its next phase, TakeAction! looks at

engaging staff in all functions on climate change. The initiative includes a toolbox with ideas for action including car-pooling and bike-clubs, local energy saving campaigns, tree-planting and organising fundraisers for climate-related charities such as WWF. The campaign was kicked off with a 'best bad excuse' competition with the prize being... a folding bike! The winning excuse was this:

'sharing a ride to work? I just can't because I like to drive barefooted and my feet smell bad'.

Climate Savers is discussing how we can contribute to this exciting initiative. We're keen to hear about your company's staff engagement programme and discuss ways we can add to your efforts to inspire staff and suppliers to curb climate change.



# The Business of Climate Change Conference, Toronto 15 October 2008

## Market shock, climate shock and new realities

Stéphane Boisvert, President, Bell Enterprise Group, told the legend of a CEO commenting on his office's temperature. "It's always cosy in here: we're insulated by layers of bureaucracy."

But it's not so cosy in the C-Suite right now. "Cosy is an attitude we cannot afford to have any more", M. Boisvert says: "Market shock and climate shock are shaking things up, turning up the heat. Nobody can be insulated from what's happening today."

"Taking action on climate change is good for our business - and good for our customers' businesses".

How can businesses take this opportunity? Rapid returns on investment in energy efficiency were seen as a win-win by several speakers: André Brodeur, of McKinsey Montreal described a Canadian steel mill, where the joining up of a dispersed air compression network is saving C\$2.4m a year at a cost of just C\$3.5m.

Another win-win is partnership: WWF's Climate Savers initiative successfully partners NGOs and businesses. Novo Nordisk, world leaders in diabetes treatment, are working to decouple growth from carbon emissions, said Anne Gadegaard Larsen, Corporate

Responsibility Advisor. They welcome their partnership with WWF: it brings credibility and knowledge and provides access to the Climate Savers network.

Through Climate Savers, WWF shows leadership by finding positive approaches to the challenge of climate change. The Conference participants are moving fast: their attitude is not cosy at all: it's dynamic, determined – and defining.

By Tony Hare and Alina Racoviceanu

### **Novo Nordisk wins Best Workplaces UK special award for Corporate Responsibility**

Viggo Birch, Vice President Europe and Managing Director of Novo Nordisk UK & Ireland says: "This Best Workplace award is great recognition for the considerable efforts that we at Novo Nordisk focus on responsible business practices. In all our work, we strive to be economically viable, socially responsible, and environmentally sound. Balancing the Triple Bottom Line is about considering each of these elements when making business decisions. In this way, we not only manage a sound business, but we also demonstrate our commitment to driving sustainable development – both locally and globally."

[» Read more](#)

### **Advertising not sustainable, authority tells Shell**

A Shell suggestion in advertising that oil sands were a sustainable energy source has been ruled out of order by the UK's Advertising Standards Authority, upholding a complaint lodged by WWF-UK.

[» Read more](#)

### **Measuring GHG emissions from products and supply chains**

WBCSD and WRI are working on a standard to allow for account and reporting of indirect emissions. Building upon existing methodologies, the guidelines will provide a standardized approach for companies to inventory GHG emissions along their value chains and better incorporate GHG impacts into business decision-making, based on a life cycle perspective. WWF is participating in the discussions.

[» Read more](#)

## **Publications**

### **U.N.E.P. - Green Jobs: Towards decent work in a sustainable, low-carbon world**

Development of alternative energy should create more than 20 million jobs around the world in coming decades as governments adopt policies to reduce greenhouse gas emissions.

[» Download the report](#)

## Finance houses back auctions of carbon permits

Auctioning of emissions allowances is needed to provide a clear signal for investors and shareholders looking to secure future investments in an increasingly carbon-constrained world, a group of leading financiers told a virtual - and virtually emission-free - conference. BOS Bank, CA Chevreux, Climate Change Capital and Natixis E&I acknowledged at a WWF round-table conference that auctioning permits allocated under the EU Emissions Trading Scheme - the world's largest - was the most effective way to include climate costs in company balance sheets and have them into account in investment decisions. The round-table discussion was hosted by WWF and WWF Climate Savers member Hewlett Packard, using high-tech video-conferencing technology.

[» Read more](#)

## Carbon Disclosure Project announces results - Major Corporations request clarity on Climate Change Regulation

Global corporations view climate change as a driver of risk and opportunity and have cited clear regulation as key to managing the impacts, in this year's findings from the Carbon Disclosure Project (CDP), which includes exclusive data from 1550 of the world's major companies on greenhouse gas emissions and climate change related strategies.

For Global 500 companies reporting to CDP, a backdrop of regulatory uncertainty is delaying strategic investment decisions and senior management are calling for greater visibility on climate change related policy in order to better anticipate the impact of regulation driven carbon markets and carbon prices.

## Dutch firms push for offshore power

Twenty major Dutch companies are piling the pressure on their government to speed up the construction of wind parks in the North Sea. Ahead of the Dutch parliament re-opening tomorrow, and in conjunction with WWF-Netherlands, the firms took out double-page advertisements in leading Dutch newspapers. They are calling for the generation of 6,000 megawatts from North Sea wind parks. That would be enough energy to run all trains in the Netherlands and to power six million homes.

[» Read more](#)

## WWF Reports

### WWF U.K. - Closing the Energy Gap

If the Government is serious about renewables and energy efficiency, Britain doesn't need to build major new power stations to keep the lights on. That is the conclusion of a new report by independent energy experts Pöyry for WWF and Greenpeace.

[» Download the report](#)

### WWF Australia - Industrial Constraints and Dislocations to Significant Emissions Reductions by 2050

The report identifies industrial constraints to achieving emission reductions of 60%-90% by 2050 in Australia. The report details how Australia is facing critical climate change skills shortages to deliver sufficient reduction cuts, and also pushes the need for complimentary ETS measures such as a Renewable Energy Target (RET).

[» Download the report](#)

### WWF China - Towards Sustainable Development: Reform and Future of China's Banking Industry

Chinese commercial banks should establish environmental reporting, assessment, management, and risk evaluation systems to promote sustainable development in China, according to a new report today from WWF and the People's Bank of China (PBoC), the country's financial and monetary regulatory agency.

[» Read more](#)

"We can see from 2008 responses to CDP a marked increase in levels of engagement from companies, with more companies reporting than ever before. With increased regulation on the horizon, investors are requiring this information to better understand the creditworthiness of companies in their portfolio and how climate change might affect their profitability" said Paul Dickinson, CEO of CDP. [» Read more](#)

## Time for Europe to lead the fight against climate change

With Europe's plans for tackling climate change coming to the decision-making stage, WWF is challenging the decision-makers to show their leadership. Will they lead the fight to keep global warming below 2°C? Track their progress and ask them if they are ready to lead

<http://www.timetolead.eu/>

## Arctic sea ice at lowest level ever

Arctic sea ice may well have reached its lowest volumes ever, as summer ice coverage of the Arctic Sea looks set to be close to last year's record lows, with thinner ice overall.

» [Read more](#)

## Towards a biofuel standard to sort the green from the ungreen

A global panel of experts have lent their support to a draft standard for the use of sustainable biofuels.

» [Read more](#)

***“Those who succeed in putting in place more environment-oriented structures and increased investments in renewable energy will in the long run be the most competitive economies”***

Eric Solheim, Norwegian Minister of Environment at the informal ministerial meetings ahead of COP14 in Warsaw.

## Dates for Your Calendar

### The United Nations Climate Change Conference

1-12 December 2008  
Poznań, Poland

### The Climate Savers Summit 2009

25-27 March 2009  
New York City, U.S.A.

## More info

Editor: Oliver Rapf, WWF

To subscribe/unsubscribe, please contact: Marion Santini, [msantini@wwfepo.org](mailto:msantini@wwfepo.org)



**for a living planet®**

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

WWF International  
Avenue du Mont-Blanc  
1196 Gland  
Switzerland  
Tel: +41 22 364 9111

