



The CEO Guide to **CLIMATE ACTION**



Dear Council Member,

As you know, Paris will take center stage this year by hosting the COP21 Climate Change negotiations. The scientific need to reach a meaningful global agreement on Climate Action is higher than ever. The expectations from the meeting even exceed those from COP15 in Copenhagen (2009).

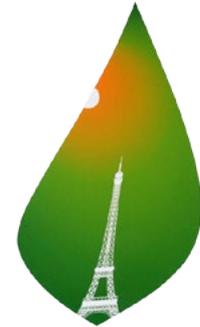
The big difference between Copenhagen and Paris lies in the fact that business is now an integral part of the event. The Lima Paris Action Agenda is inviting businesses and cities to push the Solutions Agenda forward.

With high expectations for Paris, the amount of noise will go up exponentially in the coming months. This CEO Guide aims to be your compass and provide clarity on the different ways you can engage your company. A simple start may be to ask your team to tell you how your company will be involved in each of the initiatives on pages 7 to 13.

Warm regards,



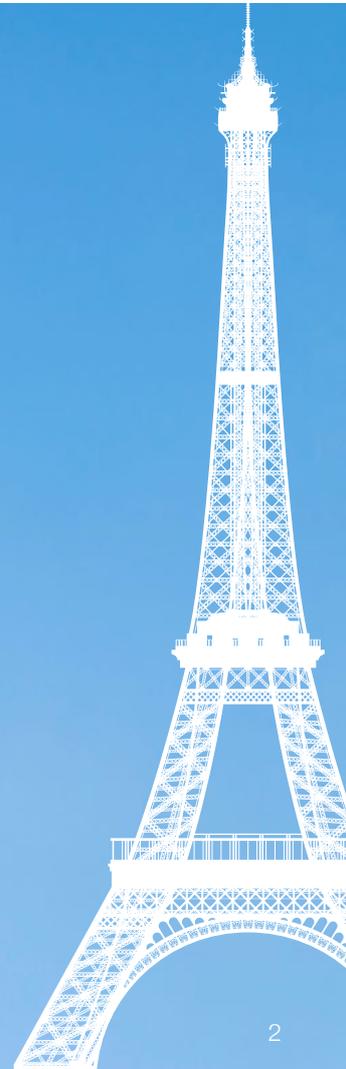
Peter Bakker, President & CEO WBCSD



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COP21 and the role of business

The French Presidency of COP21 is leading the Lima-Paris Action Agenda to ensure the adoption of a **sustainable, universal** and **ambitious** agreement in Paris.

Through partnerships between businesses and governments, the Action Agenda will support the progressive increase of national commitments beyond Paris. Business contributions may be based on the following four pillars:

- Individual commitments by businesses to GHG reductions. **Transparent, quantifiable and measurable**, these commitments should operate on a timescale to 2020, 2030, and if possible have an aspirational objective for 2050.
- Active support of public policies in favour of climate action and the development of low-carbon economies.
- Engaging in large-scale collaborative and multi-stakeholder initiatives within a sectoral/ value chain approach or around a specific technology.
- Establishment of sectoral pathways through to 2050 consistent with the 2°C objective. (in particular in GHG intensive sectors such as extractive industries, construction, metallurgy, mobility, chemicals)



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WBCSD SOCIETAL MUST-HAVE ON CLIMATE CHANGE

WBCSD's Action2020 platform examined scientific facts & societal trends. In view of the critical climate change challenge, the WBCSD companies agreed a science-based societal Must-Have:

With the goal of limiting the rise in average global temperature to 2°C above pre-industrial levels, by 2020, the world MUST have energy, industry, agriculture & forestry systems that simultaneously:

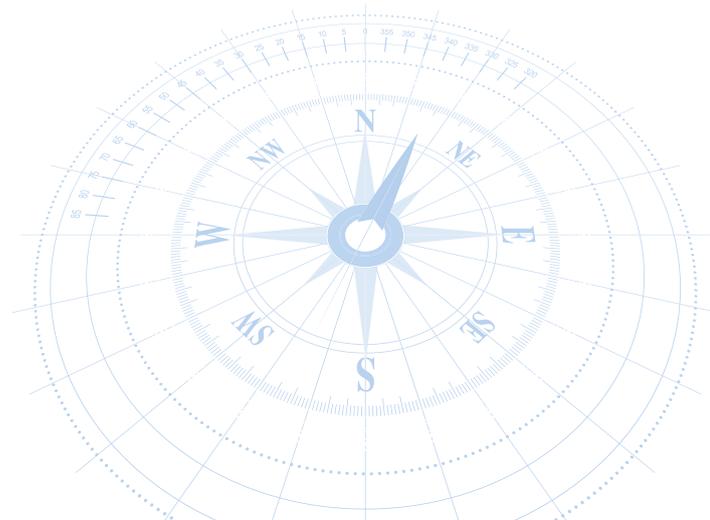
- Meet societal development needs,
- Undergo the necessary structural transformation to ensure that cumulative net emissions do not exceed one trillion tonnes of carbon. [Peaking global emissions by 2020 keeps this goal in a feasible range],
- Become resilient to expected changes in climate.

The six ways to engage your company in climate action

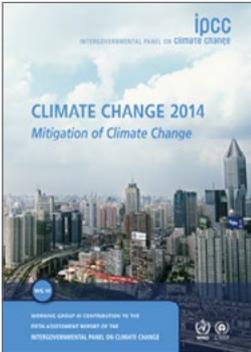


At WEF 2015 Annual Meeting in Davos, UN Secretary General Ban Ki-moon called upon all CEOs to base their actions on science, be carbon champions and to integrate climate solutions in their core businesses.

- ① Base your actions on science
- ② Be champions of carbon pricing
- ③ Integrate climate solutions into your core business
- ④ Lead one of the LCTPi solution areas
- ⑤ Join the meetings of the leaders
- ⑥ Stay up to date on key developments

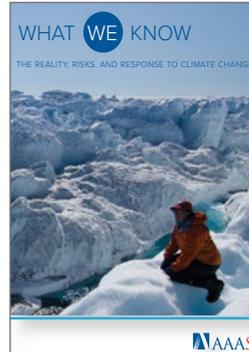


① Base your actions on science



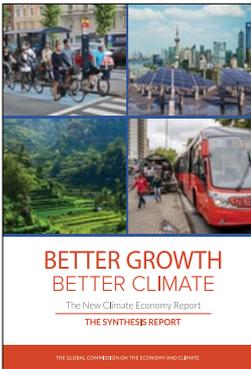
IPCC WGIII Climate Change 2014 Mitigation of Climate Change

- Infrastructure developments and long-lived products that lock societies into GHG-intensive emissions pathways may be difficult or very costly to change, reinforcing the importance of early action for ambitious mitigation.



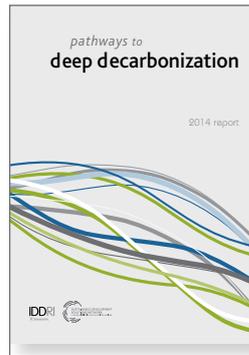
AAAS 2014 Report What We Know The Reality, Risks, and Response to Climate Change

- We are at risk of pushing our climate system towards abrupt, unpredictable and potentially irreversible changes with highly damaging impacts.



The New Climate Economy Report - Better Growth Better Climate

- The structural and technological changes unfolding in the global economy, combined with multiple opportunities to improve economic efficiency, now make it possible to achieve both better growth and better climate outcomes.



IDDRI & SDSN Pathways to Deep Decarbonization 2014 Report

- The science is clear that global warming beyond 2°C carries the risk of grave and irreversible harm to human wellbeing and development prospects in all countries.

Please click on cover to access report

① Base your actions on science

IEA Technology Roadmaps

To address the global challenges of energy security, climate change and economic growth, the development of low-carbon energy technologies needs to be accelerated. The IEA is developing a series of [global low-carbon energy technology roadmaps](#) covering the most important technologies. The overall aim is to reach a 50% reduction in energy-related CO₂ emissions by 2050.



② Champion carbon pricing



THE WORLD BANK

World Bank Statement Putting a Price on Carbon

The World Bank Group, business groups, and investors have called on governments and corporations around the world to [support carbon pricing](#) to bring down emissions and drive investment into cleaner options.

Join the Carbon Pricing Leadership Coalition

WBCSD is part of the World Bank's Carbon Pricing Leadership Coalition. By joining, you can participate in key public-private dialogues and support the design and implementation of carbon pricing policies that maintain competitiveness, create jobs, encourage innovation, and deliver meaningful emissions reductions.

WBCSD supports global, robust and stable carbon pricing

Carbon pricing:

1 is central to WBCSD Vision 2050

- ensures the internalization of the GHG emissions externality in business products and services
- changes the rules of the game by making clean technologies more competitive

2 is the smart business approach

- provides the lowest cost pathway for GHG emission reductions across the economy
- gives flexibility on mitigation options
- allows transparency and can be passed through the supply chain

3 should be global robust and stable

- global: including all countries and sectors over time and ensuring coherent regulations
- robust: meaningful enough to redirect investment to low carbon solutions
- stable: encouraging approaches that create certainty and predictability and are complementary to other policy approaches

③ Integrate climate solutions into your core business



WBCSD has launched the [Low Carbon Technology Partnerships initiative](#) with IEA and SDSN that will create business implementation plans for different Business Solutions/Technologies

Your company can sign on to various commitments including [RE100](#) (led by the Climate Group and the CDP), [Clean Trillion](#) (led by Ceres) and the [B team Call for Net-Zero Greenhouse-Gas Emissions by 2050](#)

[We Mean Business](#) provides a communication platform to share great examples of company leadership/actions/solutions

WBCSD is a core Partner of the [We Mean Business](#) (WMB) coalition (the B Team, BSR, CDP, Ceres, the Climate Group, the Prince of Wales' Corporate Leaders Group and the WBCSD) which aims to influence climate policy, build corporate leadership and create a common climate narrative toward COP21. WMB focuses on 3 strategic pillars; policy, corporate engagement and communications.



Policy <i>advocacy to secure a robust global policy framework</i>
Corporate <i>commitments to innovative climate action</i>
Communications <i>changing the narrative</i>

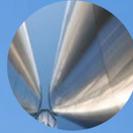
④ Lead one of the LCTPi business solution areas

Supported by the French Presidency of COP21 as part of the Lima-Paris Action Agenda, the WBCSD has launched the [Low Carbon Technology Partnerships initiative](#) (LCTPi) with SDSN and IEA. We are inviting leading companies to join us in catalyzing action to accelerate low-carbon technology development and scale up deployment with the aim of limiting global warming to below 2°C. We will share this ambition with a range of stakeholders and develop new partnership based action plans which will be announced at COP21.

Underway



Renewables



Carbon capture & storage



Energy efficiency in buildings



Materials: Cement Sustainability Initiative



Advanced biofuels

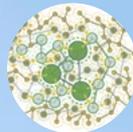


Climate smart agriculture



Forests & forest products as carbon sinks

Scoping



Smart grids



Low carbon passenger mobility



Low carbon freight

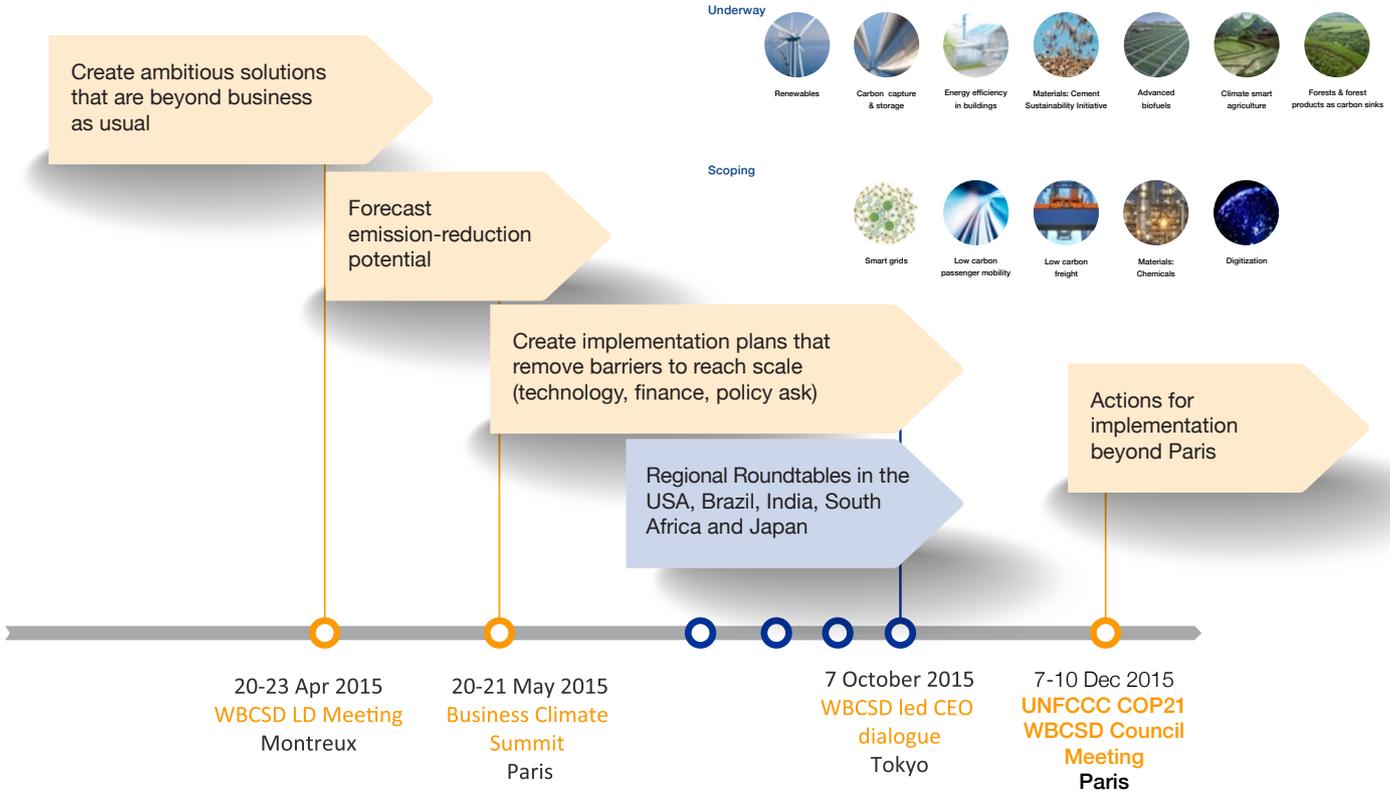


Materials: Chemicals



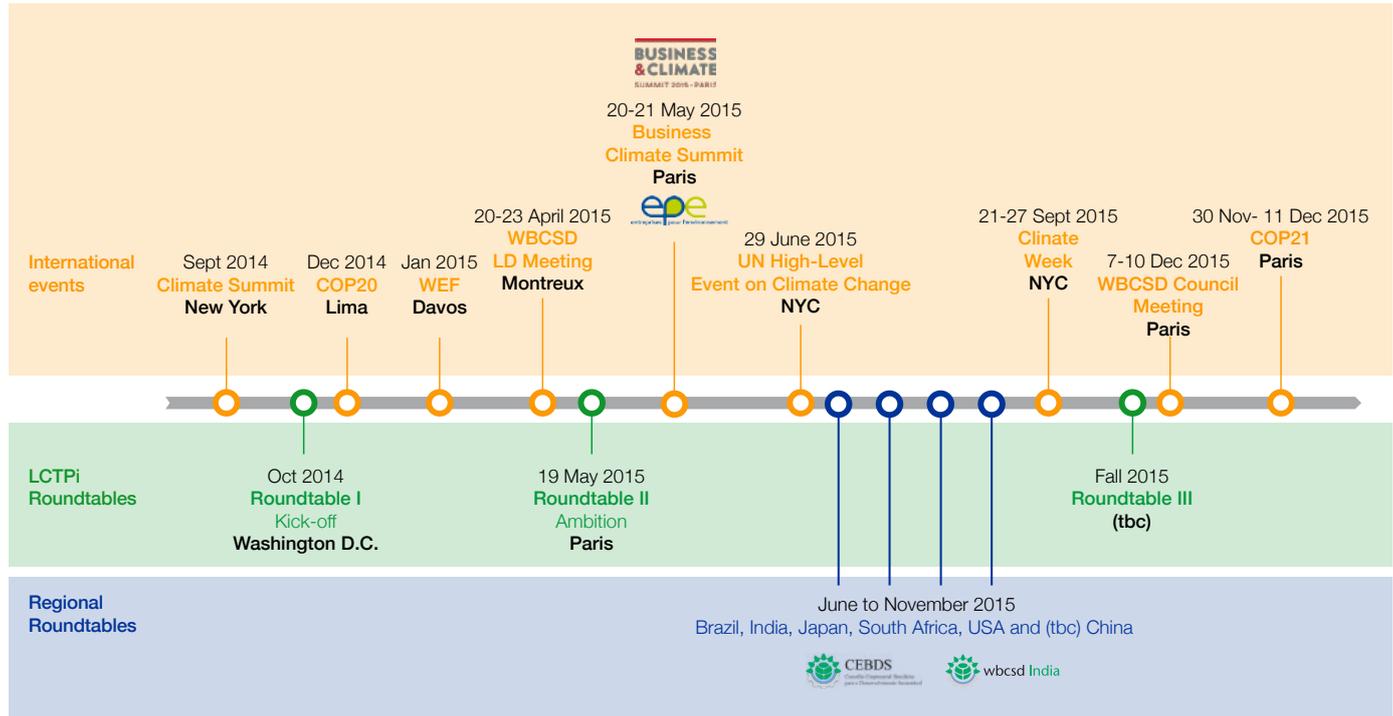
Digitization

④ LCTPi milestones per solution/technology area



⑤ Join the meetings of the leaders

[Please click here to access the program for the Business & Climate Summit, the cornerstone event of Climate Week Paris.](#)



⑥ Stay up to date on key developments

[WBCSD Road to Paris webpage](#) will bring you the most recent facts and news about climate change.

You can also learn about and support other key initiatives.



[Tropical Forest Alliance](#)

Join TFA 2020 to reduce tropical deforestation related to key agricultural commodities by 2020.



[Munich Climate Insurance Initiative](#)

Join insurers and other experts in ensuring a climate risk insurance mechanism for developing countries.



[IATA Mitigation Targets](#)

IATA has adopted ambitious mitigation targets including a reduction in net aviation CO₂ emissions of 50% by 2050, relative to 2005 levels.



[Live Earth](#)

Launched in Davos, [Live Earth Road to Paris](#) has started a yearlong global campaign in partnership with leading brands, organizations & artists.

Support the campaign and add your business voice to Live Earth's call for a billion voices to deliver a single message to all leaders- Take Climate Action Now.



[Earth Statement](#)

On 22 April Earth Day, the [Earth League](#) network, a group of scientists from world class institutions, issues the [Earth Statement](#) which outlines the essential components of a successful climate agreement. Support this statement and join the call on world leaders to base Paris on state-of-the-art scientific knowledge.

Key contacts



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WBCSD	Road to Paris & Beyond	Maria Mendiluce , Director, Climate & Energy mendiluce@wbcSD.org
	LCTPi	Helen Baker , Program Manager LCTPi helen.baker@wbcSD.org



We Mean Business	General	Nigel Topping nigel.topping@cdp.net
	WBCSD	Daria Lopez-Alegria lopez-alegria@wbcSD.org
	Comms	Callum Grieve callum@wemeanbusinesscoalition.org



business solutions for a sustainable world