



# DISCOVER THE BENEFITS OF LEADERSHIP WITH WWF CLIMATE SAVERS



**CLIMATE SAVERS**

碳减排先锋  
DEFENSORES DO CLIMA  
クライメート・セイバーズ

A WWF GLOBAL INITIATIVE WITH BUSINESS

« CHANGING DIRECTION IS  
SOMETIMES THE DIFFERENCE  
BETWEEN LIFE AND DEATH. »

NIELS PETER WRIGHT, CEO, ELOPAK



# WHAT DO THE WORLD'S LEADING COMPANIES KNOW THAT YOU DON'T?

WWF Climate Savers is a global programme that positions companies as leaders of the low-carbon economy. Member companies take on two commitments: to become the best in class in reducing greenhouse gas emissions; and to influence market or policy developments by promoting their vision, solutions and achievements.

WWF Climate Savers companies recognise that cutting carbon emissions and spurring economic growth can go hand in hand. And they're proving it every day by tackling emissions reductions in practical and profitable ways.

The programme also acts as a sounding board by providing valuable guidance to companies seeking to shrink their carbon footprint while growing their business and enhancing brand equity. Member companies are better placed to avoid carbon-related risks while realising opportunities within their long-term business strategies. Acting as *agents of change* within their sphere of influence, they are successfully transforming themselves into low-carbon leaders.

By aligning with initiatives such as the Carbon Disclosure Project (CDP), the Greenhouse Gas Protocol and Windmade, the WWF Climate Savers programme aims to streamline its process and standards for participating companies.

« WE'VE SHOWN OVER  
THE LAST 10 YEARS THAT  
WE CAN REDUCE EMISSIONS  
AND DO IT PROFITABLY. »

DENNIS CANAVAN, EXECUTIVE DIRECTOR,  
WORLDWIDE ENERGY MANAGEMENT, JOHNSON & JOHNSON

# WHAT BEING A CLIMATE SAVERS MEMBER ENTAILS

The process begins with a consultation between the prospective member company, WWF and an independent technical expert.

Together, we explore what it would entail for your company to be sector-leading in carbon efficiency and how your company can go beyond its existing or previously planned emission reduction targets. It requires a high-level of ambition on the part of your company's management and commitment throughout the organisation to achieve these targets.

Once all parties agree that there is a basis for a successful partnership, an agreement is tailored to the specific circumstances and operating sector of your company. Sector-leading reduction targets are set within a defined timeframe. Targets and progress are reviewed on a regular basis and publicly communicated.

This process positions the WWF Climate Savers programme as one of the most ambitious and credible climate business engagement programmes in the world. Member companies stand out as responsible corporate actors; a fact typically welcomed by stakeholder communities including shareholders and staff.

# LEADERSHIP BENEFITS OF THE WWF CLIMATE SAVERS PROGRAMME

How is your company facing up to the business risks posed by climate change? Shareholders, customers, financial analysts and media increasingly want clear answers, while climate legislation continues to get even tougher in many markets. Climate Savers helps you to provide those answers.

The shift to a low-carbon economy will also bring opportunities to those companies that recognise them and are ready and able to benefit from these changes. The business case for Climate Savers has never been stronger.

Joining the WWF Climate Savers programme will allow your company to:

## ENHANCE BRAND EQUITY

- WWF is one of the world's most trusted conservation brands. Membership in the WWF Climate Savers programme demonstrates member companies' commitment to significant GHG reductions – a commitment that is

validated by WWF. In the current media landscape, which is inundated by green washing, Climate Savers membership lends credibility to companies' climate communication, 'cutting through the noise' on climate issues. Not just seen as emission reducers, Climate Savers companies position themselves as respected leaders towards the low-carbon economy of the future.

- Additional positive exposure for your brand is also provided through various Climate Savers publications and on-line platforms.

# « SUSTAINABILITY, INNOVATION AND TECHNOLOGY WILL DRIVE OPPORTUNITY IN THE LOW CARBON ECONOMY. »

SHANE ROBISON, CHIEF STRATEGY & TECHNOLOGY OFFICER, HP

## IMPROVE BUSINESS PERFORMANCE

- Member companies tap into strategic expertise on corporate greenhouse gas reduction strategies and carbon accounting both from WWF and from other Climate Savers member companies. Insights to improve your business performance abound. With its global network of specialists on climate science, climate policy and energy issues, WWF can help you develop business models in line with the future low-carbon economy placing your company ahead of competition. From climate science, policy developments and supply chain emissions through to logistical strategies credible green

power and offsetting options, Climate Savers members improve their carbon efficiency while cutting energy costs and are often inspired to develop innovative new products and services.

## IMPROVE RISK MANAGEMENT

- Climate change will cause significant shifts in the markets and sectors where your company operates. Part of a Climate Savers strategy is about helping your company be better prepared to deal with these changes. Reducing your energy consumption and procuring renewable energy can not only reduce your direct and indirect GHG emissions, it also makes your

company less dependent on dwindling energy resources and less susceptible to fluctuating energy prices.

- Your Climate Savers targets enhance your 'license to operate' by positioning your company as a desirable long-term partner in the markets where you operate. In competitive employment markets, a strong and positive brand image can make the difference in attracting the most qualified employees. Membership in the Climate Savers programme can contribute to your company being perceived as a responsible and reliable company to work for.

## INCREASE NETWORKING OPPORTUNITIES

- WWF organises Climate Savers events, both live and on-line, which will allow your company to connect with other global industry leaders and key policymakers. Various forums exist within the Climate Savers programme for sharing best practices and cooperating within and across industries.



**« WHEN IT COMES TO CLIMATE  
CHANGE, THE TIME HAS COME FOR  
US TO DO MORE THAN MIND OUR  
OWN BUSINESS. »**

MUHTAR KENT, CHAIRMAN AND CEO, THE COCA-COLA COMPANY

# THE WWF CLIMATE SAVERS PROGRAMME — SEEING THE BIGGER PICTURE

Greenhouse gases are the main contributors to climate change – one of the most serious problems the world is facing today.

All of the world's major governments now formally accept that the average temperature is rising because of anthropogenic greenhouse gas emissions, and is affecting

life on Earth. If unchecked, these changes will prove disastrous for people and the planet. The consequences for your business, wherever it is located will also be considerable.

WWF Climate Savers is a unique programme which allows innovative, values-driven companies to make meaningful commitments to reducing their emissions consistent with emission reduction pathways the scientific community is recommending. The programme offers clear workable management solutions for the target setting process. WWF Climate Savers members are leading efforts to usher in the new clean economy.

Climate Savers companies have so far reduced their CO<sub>2</sub> emissions by about 100

million tonnes. In addition to the short-term business benefits of addressing your company's greenhouse gas emissions, there are other compelling reasons to take the lead in the transformation of industry towards a sustainable future.

Take a look at the leading brands that are already Climate Savers members. There is clearly a global appetite to better understand and grasp the new investment patterns and enlightened decision-making that exemplifies successful members of the clean economy.

Climate Savers have destroyed the myth that cutting carbon is bad for business. They are demonstrating that growth and low carbon are not contradictory – they are complementary. They are preparing for the challenges of a world that requires economic and environmental sustainability.

## ARE YOU?

# « THE LOW CARBON ECONOMY : IT'S TIME TO START BUILDING »

BRUNO LAFONT, CHAIRMAN AND CEO, LAFARGE



With the support of WWF, these leading companies have since 1999 decreased their combined CO2 emissions by about 100 million tonnes, more than the annual emissions of Austria. If other major companies in the same sectors followed the example of Climate Savers, emission reductions could range from 500 to 1000 million tonnes, roughly equivalent to the annual emissions of Germany.



# GOT WHAT IT TAKES TO BE A CLIMATE SAVER?

For more than ten years WWF Climate Savers companies have been showing that it is both possible and profitable to tackle emissions reductions in practical, forward-looking and successful ways.

Climate Savers members with the support of WWF are cutting carbon emissions and creating competitive advantage; they are generating economic growth and increasing shareholder value.

They are proving that climate leadership makes sense for business and for the planet. They're seizing the initiative and leading the transition to the low-carbon economy.

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