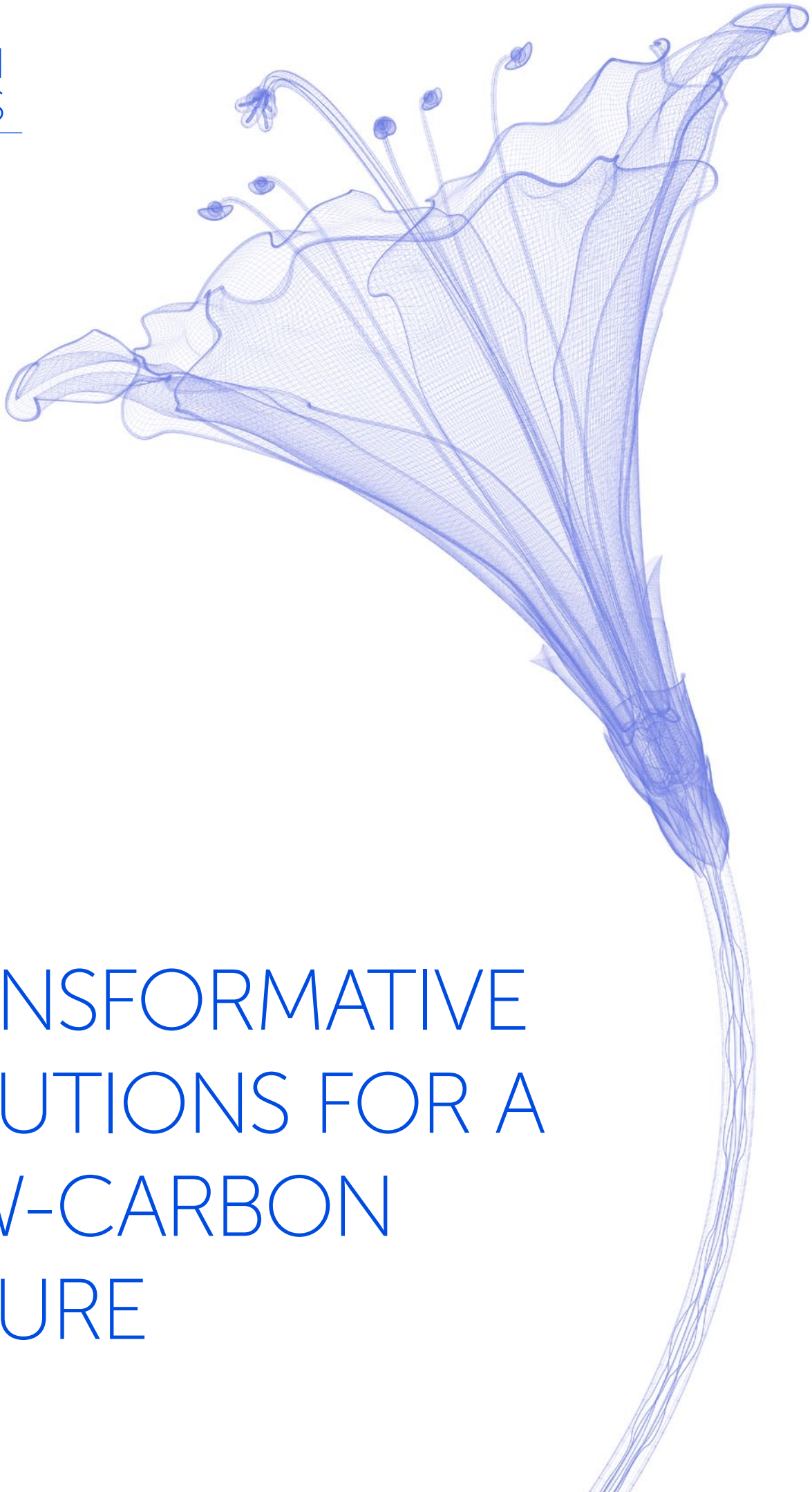
LOW
CARBON
LEADERS



TRANSFORMATIVE SOLUTIONS FOR A LOW-CARBON FUTURE

Incremental improvements in existing systems are insufficient measures in the battle against climate change. Many initiatives are well-intended, often in response to government policies, but these small changes will seldom contribute to the creation of a zero carbon society at the speed and scale that is necessary. There is even a risk that such incremental improvements might further lock society into a high-carbon infrastructure, making necessary reductions difficult or even impossible to achieve. Fortunately a growing number of companies with transformative solutions now view the creation of a low-carbon economy as a business opportunity rather than as a threat. These solutions deserve attention.

The Low-Carbon Leaders Project for Transformative Solutions

The Low-Carbon Leaders Project encourages the rapid development of transformative low-carbon solutions and provides a Web 2.0 platform for communication and exchange of ideas. The project will seek government support for an accelerated uptake of solutions. It will also develop tools and methodologies to identify, calculate and report on solutions that help society reduce emissions.

1 Showcasing Solution Leadership: Best Practices and Illustrative Cases

The web platform will showcase concrete examples where companies have delivered transformative low-carbon solutions. Twelve in-depth cases and 300 micro-cases will be profiled by October 2010. The in-depth cases will include the following information:

- The current deployment of the solution
- An assessment of the contribution to emissions reduction and fuel savings
- The potential for accelerated uptake ("what if" scenarios)
- Barriers and opportunities

Examples may include: Virtual meetings or e-health services that help reduce transport and paper needs; shipping technologies that encourages sea transport over air; enzymes that allow industrial processes to function at lower temperatures; insulation and solar panels for buildings; designs that allow buildings to become net producers of electricity; energy efficient lighting solutions that substitute old incandescent lights; or smart grid solutions that enable electric car use based on renewable energy.

Using the latest Web 2.0 tools, the project will develop a smartphone and web-application allowing for crowd intelligence to rank, improve and spread transformative solutions. The project will use cooperative methods, such as wiki-solutions and crowd sourcing, to gather comprehensive input and reach out to experts with cutting-edge knowledge. At least half-a-million people can realistically be involved and contribute directly or indirectly, with a minimum of 10,000 key stakeholders providing concrete contributions and support.

We will demonstrate a range of solutions showing that a low-carbon future is technologically possible and economically viable. This research will serve as a common reference point and inform the global policy agenda regarding transformative solutions. We will also explore tools and methodologies for the support and financing of transformative low-carbon innovations.

2 Accelerating the Uptake of Transformative Solutions

The Low-Carbon Leaders Project for transformative solutions will initiate a leadership dialogue series that will bring together entrepreneurs, NGOs, leading companies and policymakers. Different dialogues will introduce policymakers to companies who make a core business of developing transformative low-carbon solutions. We will use the gathered input to develop a general policy message to ensure that companies that provide solutions are acknowledged.

3 Identifying, Measuring and Reporting Low-Carbon Solutions

A centerpiece of our effort will be the creation of a toolkit for calculating the reductions due to transformative low-carbon solutions. Using field data from successful cases, the toolkit will help companies identify transformative low carbon solutions, measure the impact from these solutions and report the reductions. The work will build on existing approaches among leading companies and link to processes and initiatives such as the International Standardization Organization, Carbon Disclosure Project, Global Reporting Initiative and the Greenhouse Gas Protocol.

Deliverables include:

Application

A Web 2.0 application for mobile devices to allow for collection of transformative solutions.

Report

A report detailing in-depth transformative solutions related to buildings, transport and food, under these parameters:

1) The potential must be at a minimum 20 million tonnes of CO2 reductions by 2020

2) The focus must be on the demand side, as well as renewable energy

3) There must be a clear contribution to a zero-carbon economy by 2050

4) It must be possible to use the solutions in ways that ensures equity for nine billion people

Toolkit

A toolkit that can assess the impact of transformative low-carbon solutions, including methodology and calculation guidance.

Best Practice Policies

A collaborative process among stakeholders to formulate policy goals that help accelerate the uptake of transformative low carbon solutions, aimed at delivering a zero carbon economy by 2050.

Image in background:

Macoto Murayama, Transvaal daisy, New Media Art/CGA, 56x45.7, 2009. Courtesy of Frantic Gallery

With many converging trends, and with climate change only the tip of an iceberg when it comes to planetary limits that will affect how business is conducted, we know the problems well enough to begin taking action. It is clearly time to focus on solutions. The Low-carbon Leaders Project for transformative solutions is looking for world leading transformative solutions, i.e. solutions that go beyond incremental improvements of existing systems. The project will identify solutions that can be implemented with the vision that everyone on the planet should be able to use them. Together with companies that provide solutions, we want to encourage recognition of companies as solution providers and explore ways to ensure accelerated uptake of transformative low-carbon solutions in society. Any solution provider can contribute and the work has been divided into three key areas:

1. *Solutions leadership*
2. *Accelerating uptake of transformative low carbon solutions*
3. *Identifying, measuring and reporting positive contributions*

For more information, please contact the Low-Carbon Leaders project for transformative solutions at info@transformative-solutions.net

The Low-Carbon Leaders Project is developed under the umbrella of Caring for Climate Initiative in cooperation with WWF.

About Caring for Climate

Caring for Climate is the UN Global Compact's leadership initiative on climate change. Formed in July 2007, the platform provides a framework for business leaders to advance practical solutions and help shape public policy. CEOs who support the initiative are prepared to set goals, develop and expand strategies and practices, and to publicly disclose emissions as part of their existing Communication on Progress commitment within the UN Global Compact framework. Caring for Climate is endorsed by nearly 400 companies from 65 countries. For more information including on how to endorse the initiative, please visit the UN Global Compact website at: www.unglobalcompact.org/Issues/Environment/Climate_Change/

About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with almost five million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth'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 and promoting the reduction of pollution and wasteful consumption. WWF has a diversified and pragmatic approach to business engagement. We work with paradigm-shifters and entrepreneurs with transformative solutions to environmental challenges. For more information, please visit wwf.panda.org.

The Low-Carbon Leaders Project was formally initiated at the UN Global Compact Leaders Summit on 24-25 June 2010 in New York. The final deliverables will be released at the occasion of a special Caring for Climate event scheduled to take place on 4-5 October 2010 in Mexico City.

Art on the cover:

Macoto Murayama, Satsuki azalea-v-wc, 2008, Courtesy of Frantic Gallery

Climate Change is a global challenge that requires us to see our planet as our home. In Chinese culture, the azalea is sometimes known as "thinking of home bush" (杜鹃花, "xiangsi shu" or "du juan hua"). We think that this flower, portrayed with 21st Century technology, is a perfect symbol for a project that will encourage accelerated uptake of transformative low carbon solutions.

Macoto Murayama cultivates inorganic flora. It is not only an image of a plant, but also representative of the power of the human intellect and its elaborate tools for scrutinizing nature. The transparency of this work refers not only to the lucid petals of a flower, but to the ambitious, romantic and utopian struggle of science to see and present the world as a transparent – that is, completely seen and entirely grasped -- object. Paradoxically, this scientific challenge to measure the universe might eventually become one of the sources where the art of Murayama draws its strength of fantasy and odor of romanticism. It might be called Botech Art, a symbiosis of Botanical Art and Technology.

The Secretariat for the Low-Carbon Leaders Project is provided by Global Initiatives, global media company promoting sustainable development and environmental protection. Global Initiatives is the developer and organizer of B4E, Business for the Environment, the world's leading international conference for dialogue and business-driven action for the environment, co-hosted by the United Nations Environment Programme (UNEP) and the UN Global Compact.

The Low-Carbon Leaders project is developed with the generous support of WWF, A.P. Moller – Maersk, and Global Initiatives.