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PRESS RELEASE

Catalyst, Coca-Cola, HP, Johnson & Johnson, and National Geographic Announce Goals to Combat Climate Change

MEXICO CITY, Oct. 10, 2013 – Some of the world’s most iconic global corporations announced commitments to combat climate change today at the Climate Savers Power of Power Business Summit in Mexico City, hosted by WWF. The commitments include operations and supply chain emissions reductions and targets for renewable energy.

“This group of five companies is responsible for over one quarter of the 100 million tons of CO2 emissions cut through the global Climate Savers program since its inception in 1999,” said Matt Banks, Manager of Energy and Climate at WWF. “These are businesses on the front line in the fight against climate change, and the ones unlocking the [cost savings and profits](#) from reducing emissions.”

The [Climate Savers](#) program is WWF’s global platform to engage business and industry on climate and energy. Member companies – now numbering 30 – commit to become the best in class in reducing greenhouse gas emissions, and pledge to influence market or policy developments by promoting their vision, solutions, and achievements. Climate Savers companies have so far reduced their CO2 emissions by about 100 million tons since 1999 -- the equivalent of taking more than 25 million cars off the road.

Specific goals and statements from company representatives include:

Catalyst Paper Corporation

- Catalyst Paper Corporation will reduce its GHG emissions 75% below 1990 levels by 2020.

“Catalyst Paper’s operations are based in British Columbia, one of relatively few jurisdictions in the world to have externalized the cost of greenhouse gas emissions through a provincial carbon tax. Our early action to reduce mill emissions by more than 70% since 1990 through capital upgrades, fuel switching and process efficiency helped mitigate these tax costs. Our ongoing focus on climate change and conservation is strongly aligned with the goals of the WWF Climate Savers program, which we have been a member of since 2005, and helps differentiate Catalyst in a very crowded marketplace.”

- Lyn Brown, Vice President, Marketing and Corporate Responsibility, Catalyst Paper Corporation

The Coca-Cola Company

- The Coca-Cola Company has committed to reduce the carbon footprint of the “drink in your hand” 25% below 2010 levels by 2020.

“When it comes to climate change, the time has come for us to do more than just mind our own business. As our business continues to grow around the world, we recognize the need to mitigate our impact. Our new climate target drives collaboration with our suppliers to make meaningful emissions reductions throughout our value chain. We are proud to maintain our relationship with the WWF Climate Savers program to advance this agenda.”

-Bryan Jacob, Energy & Climate Protection Manager, The Coca-Cola Company

Hewlett-Packard Company

- HP’s goal is to reduce global GHG emissions from Scope 1 and Scope 2 from operations by 20% below 2010 levels by 2020.
- HP’s goal is to drive a 20 percent decrease in its first-tier manufacturing and product transportation-related GHG emissions intensity by 2020, compared to 2010.

“Taking action to reduce GHG emissions quite simply, makes financial sense. HP has already been a leader in sustainability and energy management for many decades. As one of the world’s largest IT companies, with operations in 170 countries, and the largest supply chain in our industry, we are in a unique position to drive innovation that helps create a better and stronger world.”

-Gabi Zedlmayer, Vice President & Chief Progress Officer, HP

Johnson & Johnson

- Johnson & Johnson will reduce global GHG emissions 20% below a 2010 levels by 2020.

“At Johnson & Johnson, we believe human health benefits from a healthy planet. We have been setting environmental goals since 1987, and our newest goals are our most comprehensive to date. We are committed to continuously improving our energy efficiency, lowering our environmental footprint and partnering on innovative approaches.”

- Brian Boyd, Vice President, Worldwide Environment, Health, Safety & Sustainability, Johnson & Johnson

National Geographic Society

- National Geographic Society will further reduce energy consumption in facilities by 15% below 2011 levels by 2015.

- National Geographic Society will pursue renewable energy to mitigate operational emissions and from printing and paper suppliers, and its digital media storage vendors.

“Being a member of the Climate Savers community of companies provides a real challenge for us to set stretch goals for the reduction of our carbon emissions as a company, not only the ones we emit, but those emitted on our behalf by our suppliers. It also gives us a reference point to gauge how well we are doing it.”

-Hans Wegner, Chief Sustainability Officer, National Geographic Society

ABOUT WORLD WILDLIFE FUND

WWF is the world’s leading conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.