



Media Release

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WWF: Business is key to providing solutions for climate change mitigation

- **WWF increases focus on business collaboration, looking at energy intensive business sectors, and global companies with high potential of influencing consumer behaviour**
- **Global leading corporations share their strategies to reduce CO₂ emissions at a business summit convened by WWF and IMERE in Mexico City**

(México City) - WWF aims to increase its focus on collaboration with business to tap the enormous potential of the private sector in mitigating climate change. Special attention will be given to energy intensive sectors and global companies with a high potential of influencing consumer behavior.

This follows on the heels of the release of the latest Intergovernmental Panel for Climate Change (IPCC) report a few weeks ago in which the unprecedented rate of increase in greenhouse gas emissions (GHG) was highlighted again.

During the international business Summit *The Power of Power*, that took place in Mexico City on Thursday 10 October, 2013, companies that are part of WWF's Climate Savers programme and leading Mexican companies reviewed the latest, most profitable corporate strategies to contribute to solving the problem. Bimbo, Walmart, Gauss Energy, BioPappel, Fuerza Eolica, FEMSA and PwC were amongst the participating companies.

"We intend to drive companies towards more efficient energy production models and renewable energy acquisition, and to seek business opportunities for a future economy which should be very low or zero-carbon, if we are to avoid the worst impacts of climate change," says Vanessa Pérez-Cirera, WWF-Mexico Director: Climate and Energy. "For example, transport electrification, zero-emissions housing, waste reduction and management, or telecommunications, they all have a great potential to reduce people's carbon footprint."

WWF has worked globally with the business sector for more than 10 years through the Climate Savers programme. It commits global companies to becoming the best in their particular sectors in terms of reducing their greenhouse gas emissions and shifting to a more efficient energy use, while influencing the renewable energy markets and the development of low emissions development policy.

The Climate Savers programme has 30 member companies, including Coca-Cola, Volvo, Sony, SKF, HP, Resolute and Nike. Together, the member companies have achieved a reduction of over 100 million tons of CO₂ in the past 10 years, a figure which equals the annual emissions of countries the size of Belgium, or Greece.

"One of the central learnings of the companies which have worked with WWF is that implementing energy efficiency measures and switching to renewable energies does not restrict their growth, but quite the contrary," says Alberto Carrillo Pineda, Head of Business Engagement of WWF's Global Climate and Energy Initiative.



“Furthermore, data shows that the investments companies make to reduce their emissions have average return rates higher than 30%, in periods under 3 years. In the United States, for example, 79% of Standard & Poor’s 500 index report that their emission reductions project have produced higher returns than other types of capital projects,” Carrillo says.

Gunnar Bengtsson, Global Sustainability Director for Volvo, a Climate Savers member company since 2009, says saving energy and continually exploring how to innovate in the transition to a low-carbon economy has helped Volvo grow its business. “This is reflected in the environmental footprint reductions throughout our operations and strategy, which have allowed us to develop products and business models which have made Volvo a more sustainable, responsible and competitive company within a changing, more sustainable environment.”

Omar Vidal, WWF-Mexico’s Director General says the private sector should be thought of not only as an indispensable party in the reduction of GHG emissions, but in a wider sense as a provider of innovative, cost-effective solutions. “The private sector also has a major role to play in raising people’s awareness and promoting sustainable consumption patterns,” he says.

At the event, it was announced that iconic global companies **Catalyst, Coca-Cola, HP, Johnson & Johnson, and National Geographic** had renewed their membership of the Climate Savers programme. NYSE-listed **Yingli Green Energy** was also acknowledged as the first Chinese company to join the Climate Savers programme.

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About WWF

WWF is one of the world's largest and most respected independent conservation organizations. WWF was founded in 1961 and is known by the Panda symbol. It has a global network active in over 100 countries. To learn more, visit: www.wwf.org.mx or www.panda.org/climateandenergy.

About IMERE

The Mexican Initiative for Renewable Energy (IMERE) is a think-tank comprised of experts and leaders of the private sector, the academy and civil society, to propose the rapid and responsible scaling up of renewable energies as the path to turn Mexico into a more competitive country, less depending on fossil fuels and to promote new investments, stability in electricity costs and other important social, economic and environmental benefits for the Mexican people. To learn more about IMERE please visit <http://imere-mx.blogspot.com> and follow [@IMERE_MX](https://twitter.com/IMERE_MX)