

Media Release

For immediate release

8 October 2013

WWF Climate Solver programme launched in South Africa

Gland, Switzerland – WWF-South Africa has become the fourth country in the world to launch the Climate Solver programme.

Climate Solver is a programme aimed at supporting climate innovation by entrepreneurs. Innovation is typically a new way of doing something while increasing the value for a customer. WWF believes that this customer value must include radically reduced carbon emissions, energy access and compatibility with a transition to a renewable energy future as described in WWF's [Energy Report](#). Climate innovations are often primarily associated with mitigation activities but infrastructure that enables more renewables and energy access solutions are also considered climate innovation, as are innovative financial services that can scale these to market faster.

WWF's Climate Solvers Award recognizes top climate innovations in key countries. While it has been implemented in Sweden for the past five years, the work and the award have expanded to China, India and now South Africa.

WWF-South Africa Climate Living Planet Unit Special Projects Manager Louise Scholtz says South Africa has fared poorly on innovation indexes in the past. "We see the Climate Solvers programme as a great tool to support innovation in South Africa because it assists in identifying problems faced by entrepreneurs at the different stages of product development and entry to market," she says.

Innovations that have a good business case can instill confidence for policy makers to dare to increase ambition on reducing cuts so that these innovations can grow and create even more decent jobs. Effectively dealing with climate change must include a strategy for commercializing and industrializing more and more solutions, says Stefan Henningsson, senior advisor for Climate Innovation at the WWF Global Climate & Energy Initiative.

The South Africa Climate Solver awards will be handed out in March 2014. The call for nominations of inspiring South African entrepreneurs is open at www.wwf.org.za/climatesolver and the closing date for entries is 7 November.

ends



for a living planet®

Note to editors:

1. [Read this](#) for further information on the WWF-SA Climate Solver awards

For more information please contact

Quathar Jacobs (for WWF-SA) media@wwf.org.za / +27 82 538 7710

Stefan Henningsson stefan.henningsson@wwf.panda.org / @shenningsson

Mandy Jean Woods mwoods@wwf.org.za / @MandyJeanWoods

For more information on Climate Solver programme:

See www.climatesolver.org.

Follow @climatesolver

About WWF

WWF is one of the world's largest and most respected independent conservation organisations, with over 5 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.

The Global Climate & Energy Initiative (GCEI) is WWF's global programme addressing climate change, promoting renewable and sustainable energy, scaling up green finance, engaging the private sector and working nationally and internationally on implementing low carbon, climate resilient development.

See www.panda.org/news for latest news and media resources and Seize Your Power! campaign news

Read The Energy Report at www.panda.org/energyreport

Seize Your Power! Read and sign the global renewable energy campaign pledge here: www.panda.org/seizeyourpower