

# Media Release

5 October 2013

---

## **WWF: Businesses leaders to meet to discuss how to contribute to climate change mitigation**

**Mexico City, Mexico** – According to the Intergovernmental Panel on Climate Change Fifth Assessment Working Group 1 report released last week, climate change is happening faster and more intensely and, in many cases, at an unprecedented rate, caused by human activities, mainly the burning of fossil fuels.

Globally, business, responsible for 20% of the global greenhouse gas emissions and over 40% of electricity consumption, has so a significant role to play in reducing greenhouse gas emissions. Next week, more than 80 high-level representatives from the international business community will gather in Mexico City to discuss how this could be done.

The Power of Power Business Summit will take place on 10 October from 14:30 in Hotel Marquis Reforma, Mexico City. Representatives from Coca-Cola, SKF, Resolute, Volvo, Walmart, Gauss Energy, BioPappel and Fuerza Eólica, among others, are to discuss how business can make a difference in the fight against runaway climate change.

“We will explore the opportunities available for businesses to become more competitive through the adoption of best practices on energy conservation and the use of renewable energy. The debate will place special focus on the role of the business sector in catalyzing the deployment of renewable energy and facilitating the transition towards a low-carbon economy,” says WWF-Mexico Climate and Energy director Vanessa Perez-Cirera.

More than 10 years of experience working with leading global businesses confirms that the private sector can reduce emissions significantly while finding new opportunities for growth, according to Alberto Carrillo Pineda, Head of Climate Business Engagement for WWF. “However, the urgency of the challenge requires that what are considered best practices today, become widely-adopted practices throughout the corporate sector in order to revert the rapid increase in greenhouse gas emissions. And this is what we intend through this summit.”

The event takes place at the same time that WWF’s Climate Savers [1] partner companies hold their annual meeting. Climate Savers is WWF’s flagship corporate



leadership program that brings together front-running companies from across the globe committed to implement best-in-class emission reductions and renewable-energy targets. Climate

Savers companies spread across more than 12 sectors and include leading businesses such as Coca-Cola, Hewlett Packard, Johnson & Johnson, TetraPak, SKF, and Volvo, among others

**ends**

---

**Information for Editors:**

1. Read more about The Power of Power business summit here: <http://thepowerofpower.mx>
2. Read more about WWF's Climate Savers program here: <http://www.panda.org/climatesavers>

**For more information please contact:**

**Alberto Carrillo Pineda**, Head of Climate Business Engagement, WWF International [acarrillo@wwfmex.org](mailto:acarrillo@wwfmex.org)  
**Vanessa Perez-Cirera**, Director Climate & Energy, WWF Mexico [perez@wwfmex.org](mailto:perez@wwfmex.org)  
**Mandy Jean Woods** [mwoods@wwf.org.za](mailto:mwoods@wwf.org.za) / @climateWWF

**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](http://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](http://www.panda.org/energyreport)

**Seize Your Power!** Read and sign the global renewable energy campaign pledge here: [www.panda.org/seizeyourpower](http://www.panda.org/seizeyourpower)