



WWF

for a living planet

STOP CLIMATE CHANGE:

IT IS POSSIBLE!

**16 WWF Climate Actions
With Governments, Businesses and Individuals
From around the World**

Plus a bonus action!

Stop Climate Change: It Is Possible

From 30 April - 4 May 2007, the third working group of the Intergovernmental Panel on Climate Change (IPCC) meets in Bangkok to summarize the best available science on how to stop climate change. Specifically, discussions center on the costs of climate action, the wide policies and measures available, and the speed with which climate action will be able to deliver the deep emissions cuts required to keep the climate safe.

In this briefing WWF wants to showcase a number of concrete initiatives from around the world that show that politicians, businesses and ordinary people are already taking real actions to save the climate. This short briefing note of inspiring actions stands in sharp contrast to the doom and gloom that dominate reporting of the climate challenge.

IPCC working group 1 and 2 have made the situation sufficiently clear - there is absolutely no time to lose. People are rapidly changing the world's climate, and with it undermine the web of life. IPCC working group 3 analyzes emissions, emission projections, mitigation options in the short and longer term, and options for policies, measures and instruments.

According to the published Summary of IPCC working group 2, up to 30% of plant and animal species are at risk of extinction at a temperature increase of around 2°C; millions of people will be affected by sea level rise and flooding (approximately 100 million people live within 1 m altitude of the sea level at high tide); poor communities will be especially vulnerable, especially in high risk areas such as river and coastal floodplains; and millions of people run the risk of their health being affected.

Much of the discussion in IPCC working group 3 is about cost. Of course it will cost money to change the global energy system to clean sources; it needs considerable effort from governments, businesses, and individuals, to put these changes into place over the next two decades. But this venture is full of opportunities and of thrilling, positive, constructive endeavour. And it is affordable.

The cost of doing nothing, however, will be staggering. All types of infrastructure will be affected and will have to be re-built: making roads and railways secure from flooding and storms, moving settlements away from rivers and coasts that threaten floods, securing buildings, electricity lines, and factories from storms. Hurricane Katrina was just a small foretaste of what adaptation actually means. Adaptation will not be a gradual getting used to things but a struggle for survival - in industrialized countries as much as in less developed nations.

Literature that IPCC is drawing on was also used when compiling the *Stern Review on the Economics of Climate Change*, published by the British government in October 2006. In it Nicholas Stern showed that the cost of inaction on climate change could be as high as 5 - 20% of global consumption. The cost of action against climate change, however, is expected to only constrain GDP growth by a fraction of that figure, making it the cost-effective option.

It is important to remember that calculating the costs is but one element for decision-makers to consider - climate change is such a huge challenge for mankind and the well-functioning of life-sustaining ecosystems that even in the absence of any cost assessments mitigation and clean energy investments are an ethical must.

There is today ample information out there to tell decision-makers what to do. In this document, WWF has compiled a short list of policy initiatives, business efforts, and actions by individuals which WWF has helped to bring to life and which illustrate the growing movement of actions and activists who want to help turn the tide.

WWF International, Global Climate Change Programme

www.panda.org/climate

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Contact: Martin Hiller, WWF Climate Change Programme, mhiller@wwfint.org

SUCCESS STORIES FROM THE CLIMATE CHANGE FRONT

WWF promotes policy frameworks for action:

- Thailand – the switch from coal to renewable energy
- Philippines – The Renewable Energy Law finally sees the light
- UK – planning for 200,000 zero carbon homes annually from 2016
- Australia – Legal win forces CO₂ consideration in planning procedures
- Brazil – the right law could save US\$15 billion, create millions of jobs, and help the climate
- Europe – Emission trading as main tool to reduce industry emissions

Business and industry partner with WWF to reduce carbon emissions:

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- Netherlands – More than one millions consumers have the Climate Credit Card
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YOU can do it – WWF inspires individuals to take action:

- Switzerland – Share cars and improve climate, your mobility and your purse!
- Europe – TopTen helps you find the most energy efficient appliances, from fridges to cars!
- China – 20/20 campaign rallies consumers behind energy efficiency target
- UK - Unpluggit! One person can make a difference
- Australia – EarthHour is fun and puts politicians on the spot!
- Europe – Guaranteed Green energy at your finger tips

‘Bonus Track’:

- World – Believe it or not: the Kyoto Protocol is a success

Thailand – the switch from coal to renewable energy

WHAT?

As part of a coalition to trigger a renewable energy boom in Thailand, and counter CO₂ emissions and other pollution from coal power plants, WWF worked for an amendment to the Very Small Power Producers (VSPPs) law.

In a resolution from 4 September 2006, the National Energy Policy Council approved the WWF-sponsored amendment: it allows private renewable power generators producing between 1 MW and 10 MW to sell their electricity into the grid system. For the first time this opens the Thai electricity grid for decentralized and small-scale power producers, of which many are likely to tap renewable sources.

QUOTE

“Thailand has a long history of fighting coal projects, especially by communities in the Lampang Province against the Mae Moh Coal Fired Power Plant. Impacts on the local communities, especially through pollution and public health, have been so obvious”, says Wanun Permpibul, renewable energy expert in Thailand. “These problems must not be repeated elsewhere. The Very Small Power Producers could help expand power supply and prevent new coal fired power plants. This helps limit climate change and also protects public health and the local environment”.

HOW?

WWF Thailand collected 50,000 signatures for a constitutional petition demanding a breakthrough for renewable energies in the country, and lobbied the government to amend the law.

WWF and other groups also work actively against the expansion of the Thai coal industry, namely construction of an open-pit coal mine in the Wieng Haeng coal mine in the Chiang Mai Province. A growing Anti Coal Coalition consists of 35 organisations, and they all are ready to help with promoting clean energy projects on the ground. Local villages have formed a coalition against the coal mine and appealed to the Thai National Human Rights Commission to stop the construction from going ahead.

CONTACTS AND SOURCES

Ms Wanun Permpibul, renewable energy expert and former WWF Thailand climate and energy campaigner (contact details on request)

http://www.panda.org/about_wwf/where_we_work/asia_pacific/where/thailand/publications/index.cfm?uNewsID=66180

Philippines – The Renewable Energy Law finally sees the light

WHAT?

WWF Philippines is fighting for the passage of the Renewable Energy Bill (REB), which was stuck in the pipeline for ten years. It promotes the use of renewable energy sources like wind, geothermal, biomass, solar and hydropower, thus replacing coal power and reducing CO₂ and other toxic emissions.

The House of Representatives has approved the REB in September 2006. Senate approval is expected by June 2007, and by mid 2007 the REB could be official law.

Key elements of the REB are fiscal and non-fiscal incentives for clean and efficient power projects, e.g. zero-VAT rating for renewable energy, or priority dispatch of renewables. Aside from averting climate change, the REB enhances the country's energy security. The country can save up to US\$ 3 billion from avoided fossil fuel imports and reduce CO₂ emissions by 21% if the share of renewable energy in the energy mix increases by 41%, mainly from wind, biomass and the Philippines' huge geothermic potential.

QUOTE

“Filipinos showed massive support for Renewable Energy Bill. This shows that they are in tune with the times, demanding the full development of the country's indigenous renewable energy resources,” said Rafael Senga, head of WWF Philippines' climate and energy programme. *“The Philippines has vast renewable energy resources, the full development of which will lead to security of energy supply and help prevent dangerous climate change. Our political leaders are well advised to use this national asset at its best.”*

HOW?

In order to organize public support for the adoption of the REB, WWF Philippines launched the PARE ni Juan initiative which more than 390,000 people signed. PARE ni Juan has become a highly visible network of 50 groups gathering signatures all across the country, including student councils, youth groups, popular bands and radio stations. In addition, WWF organized the RE Coalition, a multi-stakeholder group that helped design the Bill and is now pushing for its passage. Among the members are the Confederation of Renewable Energy Resources (CORE, representing 13 leading Filipino energy companies) and the NGO Coalition for Renewable Energy and Sustainability (NCoRES, representing 7 NGOs).

CONTACTS AND SOURCES

Rafael Senga (rsenga@wwf.org.ph)

Rean Tirol (rtirol@wwf.org.ph)

► WWF Philippines

<http://www.powerswitch.org.ph>

► South East Asia's first wind farm

http://www.panda.org/about_wwf/where_we_work/asia_pacific/where_philippines/news/index.cfm?uNewsID=19217

UK – planning for 200,000 zero carbon homes annually from 2016

WHAT?

Through its One Million Sustainable Homes campaign, WWF has been working to bring sustainable, energy efficient homes from the fringes to the mainstream across the UK. In December 2006, the UK Government announced that all new homes will be **zero carbon** by 2016.

Some 200,000 new homes are being built each year in the UK, but currently they lag behind best practice in Europe and only a handful are built to zero carbon standard. The new commitment by the Government and industry represents a very big step forward – and WWF is confident that many developers will rise to the challenge of delivering zero carbon before the regulatory date of 2016.

QUOTE

“The One Million Sustainable Homes initiative is unlike any other campaign, having changed very quickly from a concept to seeing real changes, both in terms of policy thinking and on the ground. WWF’s work has been a major catalyst in driving change around the whole agenda”

Martin Townsend, Environment Agency

“Homes account for 27% of the UK’s carbon emissions – and at least a third of our housing stock in 2050 has not been built yet. It is vital to ensure that new homes are zero carbon – we have to start embracing the low carbon lifestyle now.”

Keith Allott, Head of Climate Change, WWF-UK

HOW?

WWF has been working to promote sustainable housing since 2002 with a range of partners from across different sectors (including developers, banks, government). We identified the key barriers to sustainable homes then put in place comprehensive strategies to overcome them, including: lobbying for tax reform and supportive legislation; rating the sustainability performance of the UK’s leading developers (in partnership with a major investor); working to bring down any extra costs, for example through a buyer’s group for sustainable products; building consensus around the definition of sustainable homes, and finally raising consumer awareness and demand.

CONTACTS AND SOURCES:

Simon McWhirter, Senior Campaigns Officer, WWF-UK
smcwhirter@wwf.org.uk

► WWF UK:

www.wwf.org.uk/sustainablehomes

www.wwf.org.uk/oneplanetliving

www.oneplanetliving.org

Australia – Legal win forces CO₂ consideration in planning procedures

WHAT?

Australia's Victorian Civil and Administrative Tribunal found that greenhouse gas emissions from the burning of coal must be taken into account before any extension of Australia's oldest and dirtiest plant is approved. The case is one example of how judges and courts around the world are waking up to the legal relevance of climate change.

While power stations are the biggest source of greenhouse gas emissions in their world, many national planning and development approvals processes do not yet require any consideration of greenhouse gases before stations are built. Recently a number of legal cases have challenged this failure and are setting legal precedents that are changing the way planners and decision-makers are considering the approval of highly polluting developments.

QUOTE

"The legal decision is was an important national first in reducing the pollution that causes climate change. We can't reduce emissions unless our decision-makers make considered and informed decisions made about the greenhouse impact of new developments".

Anna Reynolds, deputy Director, WWF Climate Change Programme

HOW?

WWF launched the legal action because the owner of the Hazelwood brown coal-fired power station, built in the 1950s, applied to extend its life by 30 years. WWF's research had found that the plant which produces more than 17 million tonnes of CO₂ per year is one of the most polluting in the industrialized world.

The case argued that the greenhouse gas impact of extending the plant's life needed to be considered. The Victorian Civil and Administration Tribunal ordered that the planning panel needed to consider greenhouse gas pollution before any work took place. This case was a first for Australia and has helped to set a legal precedent for ensuring that development approvals do consider the impact of climate change.

CONTACTS AND SOURCES

Anna Reynolds, Deputy Director, WWF Climate Change Programme

WEBLINKS

<http://www.wwf.org.au/articles/feature34/>

http://www.panda.org/news_facts/newsroom/on_the_ground/index.cfm?uNewsID=16330

Brazil – the right law could save US\$15 billion, create millions of jobs, and help the climate

WHAT?

A WWF vision report shows that Brazil’s power sector could avoid up to US\$15 billion in energy investments and create 8 million new jobs, while stabilizing its carbon dioxide (CO₂) emissions that contribute to global warming to 2004 levels by 2020.

QUOTE

“What could be more convincing for a government than saving tax money and creating jobs at the same time,” asks Karen Suassuna from the WWF-Brazil Climate Change and Energy Programme. “It is possible for Brazil to produce electricity in a sustainable way and also generate more jobs, more wealth and less environmental damage.”

HOW?

Brazil has an enormous energy efficiency and renewable energy potential. The WWF report ‘Sustainable Electricity Agenda 2020’ identifies ways to substantially reduce the need to build new large-scale power infrastructure by dramatically cutting energy waste, promoting technological innovation and increasing the share of renewable energy up to 80 per cent of the total power supply. It would lead to a reduction of up to 413 million tons of CO₂.

The Brazilian government is working on a new Ten Years Energy Plan and has promised to take the study into account. WWF Brazil presented its report last September and is now running a campaign targeting the key decision-makers and using the internet for creating public support for clean and efficient energy solutions. The main target of the campaign is to lobby for a drastic increase in renewable energy sources in Brazil.

CONTACTS AND SOURCES

Karen Suassuna, Head of WWF Brazil’s climate and energy programme

► WWF Brazil ‘Sustainable Electricity Agenda 2020’ – Summary in English
http://www.panda.org/news_facts/publications/index.cfm?uNewsID=80580

► WWF-Brazil website
<http://www.wwf.org.br>

Europe – Emission trading as main tool to reduce industry emissions

WHAT?

The EU has introduced the world's first Emission Trading System for CO₂. It covers all heavily polluting industries, including the power sector, cement, paper, steel, and glass sectors, about 46% of EU emissions.

The system is working but suffered in its initial phase from an over allocation of pollution permits. The European Commission is now adapting the emission caps for each country to avoid this problem in the second phase, from 2008 to 2012; the intention is to reduce emissions by 6 to 7% from levels to date.

The EU Emission Trading System (ETS) is the world's first and as such sets a precedent for the upcoming systems in other countries.

QUOTE

"A crucial part of the solution to CO₂ emissions from dirty coal power production is the European Emission Trading Scheme," says Dr Stephan Singer, head of WWF's European Climate and Energy Programme. "WWF is pushing for strong pollution limits and clear incentives to invest in renewables, energy savings and low polluting natural gas. Only tough limits on CO₂ will force the utilities to replace dirty coal plants."

HOW?

Since planning for ETS started in 1999, WWF has accompanied and influenced the emerging architecture of the ETS. WWF strengthened the hand of those who wanted to create a system that delivers real emission reductions in EU.

WWF built partnerships with economists, other NGOs, large polluting but potentially innovative industries, and published a series of technical reports on the issue. WWF brought Climate Witnesses to political meetings, people from the public who spoke about their personal observations of the changing climate. WWF also put blame where it belonged, by designating the 30 dirtiest power stations in Europe.

CONTACTS AND SOURCES

Dr Stephan Singer, Head, WWF European Climate and Energy Programme

WWF website

http://www.panda.org/about_wwf/what_we_do/climate_change/solutions/policy_solutions/kyoto_protocol/ets/index.cfm

Economist statement

http://assets.panda.org/downloads/wwf_economist_statement_et_s.pdf

World - Climate Savers businesses reduce their absolute carbon footprint

WHAT?

Twelve major corporations taking part in WWF's Climate Savers Programme are on course to eliminate at least ten million tons of CO₂ emissions annually by 2010. If an additional 1,300 large companies join them, current emission reduction targets set out in the Kyoto Protocol could be achieved.

The 12 Climate Savers companies include: Johnson & Johnson, IBM, Nike, Polaroid, Collins, Xanterra (United States), Sagawa, Sony (Japan), Lafarge (France), Catalyst (Canada), Tetra Pak (Sweden), and Novo Nordisk (Denmark).

QUOTE

"Fighting climate change can provide business opportunities and spur innovation and jobs in all parts of the world," says Hans Verolme, Director of WWF's Global Climate Change Programme.

"As members of the WWF Climate Savers Programme we have gained significant experience in past years and learned that we can reduce the climate change footprint of our companies and remain viable as businesses at the same time," reads a statement released at a Climate Savers conference earlier this year.

HOW?

All 12 companies have pledged to considerably reduce their absolute carbon emissions. Most found that reducing emissions makes business sense.

EXAMPLES:

Lafarge, world leader in business materials: By 2005, Lafarge reduced its absolute gross emissions in industrialized countries to 8.3 %, and cut worldwide net emissions per tonne of cement to 12.7 % below 1990 levels.

IBM, software manufacturer: From 1990 to 2005, IBM's Energy Conservation Program has reduced or avoided CO₂ emissions equivalent to 40 % of its total CO₂ emissions in 1990. IBM is extending this achievement to further reduce CO₂ emissions associated with its total energy use by 12 % by 2012 against a 2005 base year. IBM met its initial Climate Savers commitment, generating energy cost savings of US\$115 million.

CONTACTS AND SOURCES

Oliver Rapp, WWF climate change programme, head of B&I

► Climate Savers

http://www.panda.org/about_wwf/what_we_do/climate_change/solutions/business_industry/climate_savers/index.cfm

► Climate Savers Conference 1+2 Feb 2007

http://www.panda.org/about_wwf/what_we_do/climate_change/news/index.cfm?uNewsID=93140

► Climate Savers Statement

http://www.panda.org/about_wwf/what_we_do/climate_change/news/index.cfm?uNewsID=93140

► Fact sheets about each Climate Savers company

http://assets.panda.org/downloads/cs_factsheets_web.pdf

Netherlands – More than one millions consumers have the Climate Credit Card

WHAT?

A new credit card has been launched, issued by Rabobank, the largest commercial bank in the Netherlands, and used now by 1.1 million customers. The card helps offset the full life-cycle carbon footprint of all purchases through Gold Standard energy-projects.

The project will create a financial mechanism for the next 5 years which will enable the development of emission reduction projects from planning to operation, according to the highest sustainability standard.

QUOTE

“Taken this way, offsetting is cutting-edge in two ways: in the Netherlands it helps people to become aware of the climate change impact of their own buying behaviour. In developing countries Gold Standard projects help build local sustainability and a positive change of the energy system.” says Barbera van der Hoek, head of the Dutch WWF climate and energy programme.

HOW?

WWF has been working together with Rabobank to develop the first methodology for a ‘carbon footprint credit card’, and for the credit purchasing infrastructure. Rabobank uses the WWF-brand on this purpose-designed credit card.

The footprint methodology has a high level of differentiation in purchasing categories and will overtime be expanded to other countries. All underlying activities from the different partners are validated by an external verifier.

CONTACTS AND SOURCES

Barbera van der Hoek, Head of climate and energy programme, WWF Netherlands

► Website of Rabobank

<http://www.rabobank.nl/particulieren/servicemenu/leden/klimaatbijdrage/hoehelpikhetklimaat/>

World – The Gold Standard: building the market for high-quality carbon offset

WHAT?

The Gold Standard drives investment in renewable energy and energy efficiency projects. Under the Kyoto Protocol, clean energy projects can be used to create ‘carbon credits’.

The Gold Standard certifies offset projects that also have a positive impact on environmental quality, sustainable development. It is based on an independently verified, globally applicable ‘best practice’ methodology for project development. Gaining a Gold Standard certification increases the value of your carbon credits.

A carbon offset is a service whereby the benefit of implementing a greenhouse gas emissions project in one location “offsets” or equalizes greenhouse gas emitting activities in another location.

QUOTE

“The quality assurance of the Gold Standard in the non-Kyoto market is increasingly important.” Ken Newcombe, Vice Chair and Head of Origination, Carbon Markets, Climate Change Capital.

*“We are seeing tremendous interest in the Gold Standard. In the voluntary sector, consumers want to be sure that the offsets they are buying are real and actually do good. In the wholesale traded sector we are beginning to see a premium paid for high quality projects. In both cases, the Gold Standard provides the environmental integrity needed.” Moe Moe Oo, Vice President of Carbon Asset Management Sweden AB**

HOW?

The Gold Standard was founded in 2003 and is today supported by 38 environmental and development organizations. Currently 10 projects are accredited and a further 60 are in the pipeline.

WWF was central to efforts establishing the Gold Standard, and to making it operational. Today WWF remains the driving NGO behind the promotion of this standard.

CONTACTS AND SOURCES

Michael Schlup, CEO Gold Standard Foundation
Yasmine Hyman, Director public relations, Gold Standard Foundation

► The Gold Standard

<http://www.cdmgoldstandard.org>

► WWF - Going carbon neutral

http://www.panda.org/about_wwf/what_we_do/climate_change/solutions/business_industry/offsetting/index.cfm

India – Power company discovers energy efficiency

WHAT?

The need for peak electricity in India's major cities is a key driver for building new coal-fired power stations. This costs the Indian government a lot of money and increases India's CO₂ emissions.

With its Peoples' Power Campaign, WWF is working to build awareness and to help implement Energy Efficiency measures.

WWF also set up a coalition of environment NGOs and civil rights groups called 'People's Power Network' to scrutinize electricity utilities' applications for steep price increases to the Delhi Electricity Regulatory Commission and help introduce a more transparent and cost effective power regime.

QUOTE

"WWF has given us some very good and useful information on how not only can we save money but also help to keep our planet healthy by reducing our energy consumption at home"

Mr. Jai Narain Tiwari, Secretary, Jahangirpuri RWA, New Delhi

"I have been following the small steps suggested by my friends at WWF and have in the last 3 months seen a marked difference in the amount of energy used in my house. I am happy to have participated in the energy audit initiated at the RWA workshop"

Mr. R.K Bansal, Majlis Park RWA, New Delhi

HOW?

WWF India is working with North Delhi Power Limited (NDPL), a major utility with 1 million customers. A pilot project aims at establishing energy efficiency measures in 250 selected households. WWF has held over 15 workshops with local Resident Welfare Associations (200 to 400 households each), followed by individual energy audits with volunteering households to show to each participant where energy could be saved.

The pilot is expected to end in 2007. If the result is positive, NDPL will help expand the approach to all its customers in both the domestic and industrial sector. In the longer term, the project aims at making energy efficiency measures mandatory and to integrate it into the Sustainable Energy Plan in 2008.

CONTACT AND SOURCES

*Ms Shruti Shukla, WWF India climate and energy officer
Dr Prakash Rao, Senior Coordinator, WWF India Climate Change and Energy Programme*

WWF India climate and energy programme

http://www.wwfindia.org/about_wwf/what_we_do/cc_e/our_solutions/w_p/peop_power/index.cfm

People's Power Network

www.peoplespower.org

Switzerland – Share cars and improve climate, your mobility and your purse!

WHAT?

In Switzerland, private drivers have a real alternative to owning a car, by joining Mobility, the Swiss car sharing club. Over 50,000 people are now members of Mobility,

It has been shown that members of car sharing clubs will more easily consider other modes of transport than owners of private cars. With Mobility CarSharing it is possible to combine busses, trains, trams, bicycles and cars easily and in any sequence, in this way ensuring convenient, price-and energy efficient transport. Sharing cars leads to fewer emissions from car use and from car manufacturing.

QUOTE

“Mobility means a triple advantage – it is more convenient, cheaper, and more climate friendly,” says Martin Hiller, WWF employee and a long-term user of Mobility’s services. *“And while in principle you have a huge number of cars that you can use, you also increase your use of public transport.”*

‘By encouraging self-help through sharing, the Cooperative ensures that energy and raw materials are used in an environmentally friendly way in vehicles of all types. ...It provides vehicles of all types against payment as an environmentally friendly and economical alternative to car ownership. Quoted from the Mobility website.

HOW?

The scheme partners with the Swiss railways and with major retailers and offer almost 2000 cars in 1000 locations to its almost 50,000 individual members and a growing number of business clients.

WWF supported Mobility from the outset and promoted it to its numerous Swiss members, thereby helping to build its commercial viability.

CONTACTS AND SOURCES

► Mobility Car Sharing Club Switzerland
<http://www.mobility.ch/pages/?dom=6>

Europe – TopTen helps you find the most energy efficient appliances, from fridges to cars!

WHAT?

A new web portal to help consumers find the most energy-efficient appliances and cars in Europe has been launched by WWF and partner organisations across Europe. Energy efficiency, together with impact on the environment, health and quality, are the key assessment criteria for the products presented on the website.

TopTen influences not just the choices of individuals but is also promoted to large retailers which use it to direct their offer for their clients.

QUOTE

“There is no silver bullet for solving the climate crisis,” says Dr Stephan Singer, head of the WWF European climate and energy programme. “But if any single measure would have to be chose, energy efficiency has it all: it is cheap, efficient, and can be very rapidly deployed.”

HOW?

The TopTen website rates the top-ten selection in terms of energy efficiency for a number of products, such as refrigerators, TVs, cars and appliances, in currently ten European countries. For each product, information such as price, energy consumption, average cost over product life, functions and pictures are included. “TopTen” is independent from producers and commercial distributors as it relies on tests and analysis carried out by independent institutions, labels and standardized declarations of manufacturers. The methodology for selection is transparent and available online.

WWF invented the concept and first implemented it in Switzerland. In the last two years, ten other European countries have taken it up, and developments in other countries including Asia are considered.

CONTACTS AND SOURCES

Mariangiola Fabbri

► TopTen portal

<http://www.topten.info/>

► WWF energy efficiency and TopTen pages

http://www.panda.org/about_wwf/what_we_do/climate_change/solutions/energy_solutions/energy_efficiency/index.cfm

China – 20to20 campaign rallies consumers behind energy efficiency target

WHAT?

For 2006-11, China set an energy efficiency goal of a 20% reduction in energy intensity (energy consumption per unit of GDP) by 2010, an annual reduction of 4% (11th 5-year Plan).

In the past two decades, China has experienced massive economic development. China's use of coal came to 2.2 billion tons in 2005, and it added over 60,000 MW in power plants that year. This growth in energy supply could have been met through energy efficiency measures more cheaply.

Recognizing this, the Chinese leadership endeavors to increase its energy efficiency. WWF supports this with public campaigns in key cities to help make energy efficiency a subject for a broader public.

QUOTE

"We hope that more and more people will get involved to save energy on their own, which will ultimately help relieve the environmental problems caused by global warming," said Dermot O'Gorman, WWF China country representative.

HOW?

WWF has started the '20 ways to 20%' energy efficiency campaign, using mass media and the internet to educate the public, and will run a nation-wide competition for 'energy saving heroes' in the run-up to the Beijing Olympics.

Working together with government agencies, WWF helped update the old China Air Conditioner Energy Efficiency Standard, introducing advanced methodologies that increased energy efficiency by up to 21%. Already in 2004, WWF had joined with six Beijing NGOs to launch the '26 Degrees Campaign', urging institutions throughout Beijing to save energy and protect the environment by setting their air conditioners to 26°C or above.

CONTACTS AND SOURCES

Ms Dongmei Chen, Head, WWF China climate and energy programme

20to20 Energy Efficiency campaign
<http://www.20to20.org/index.shtm?lang=en>

WWF China
<http://www.wwfchina.org>

UK - Unpluggit! One person can make a difference**WHAT?**

Unpluggit is the world's first campaign dedicated to helping prevent climate change one plug at a time. It is also an example that one person can start their own energy campaign and motivate thousands of people to take action.

Leaving your charger plugged in at the wall when you're not using it wastes electricity and causes unnecessary carbon dioxide to be pumped into the atmosphere. An online petition targets the mobile phone industry to put an end to energy wasting mobile phone chargers.

The Unpluggit campaign is run by climate campaigner Rob Bell, a Londoner who beat hundreds of applicants to become an Ambassador for this year's Ben & Jerry's Climate Change College. The college is a joint campaign of ice-cream maker Ben&Jerry, WWF, and Arctic explorer Marc Corneliessen, training young people between 18 and 30 as climate change campaigners.

QUOTE

"It's crazy that mobile phone chargers are making such a contribution to climate change, and wasting enough energy to power 65,000 homes," said Rob Bell. "Nobody wants to think that their mobile phone could be contributing to climate change, so Unpluggit now!"

"It is a cool way of showing that we all can do our bit to help stop climate change," said Keith Allot, head of the climate change programme at WWF UK. "Rob came up with the whole idea and did it – we need more campaigners like him!"

Jerry Greenfield, Co-Founder of Ben & Jerry's said:
"Take it from an ice cream guy: when it's melted it's ruined."

HOW?

Bell got UK Rock superstars the Kaiser Chiefs involved who were the first to sign an online petition putting pressure on the mobile phone industry to abolish energy wasting phone chargers - which fritter away enough electricity to power 65,000 homes every year in the UK alone.

The new campaign, Unpluggit, launched on 23 March 2007 with an exclusive Kaiser Chiefs video, urges people to unplug their phone chargers when they've finished using them.

CONTACTS AND SOURCES:

Contact:

Rob Bell, Climate Campaigner at the B&J Climate Change College

- ▶ Unpluggit! www.unpluggit.co.uk
- ▶ The Ben & Jerry Climate Change College
<http://dev.climatechangecollege.org/>
- ▶ WWF UK – unplug it!
http://www.wwf.org.uk/news/n_0000003734.asp

Australia – EarthHour is fun and puts politicians on the spot!

<p>WHAT On 31 March 2007 a symbolic action of concern about climate change was undertaken in Sydney. Under the banner of “Earth Hour” citizens and businesses in the city turned off their lights for an hour.</p> <p>This hour of action resulted in an increase in public awareness about the impact of electricity use on global evening. The action also led to a 10.2% drop in energy usage across the central business district according to the energy retailer, Energy Australia.</p>	<p>QUOTE</p> <p><i>"The overwhelming support for Earth Hour from Sydneysiders and from many communities across the country has amazed us and shows the willingness of both business and individuals to start cutting emissions,"</i> said WWF-Australia Head of Communications Andy Ridley.</p>
<p>HOW WWF Australia established a number of partnerships to help spread the word about Earth Hour. A key partnership was with the Sydney news organization, Fairfax to publicise Earth Hour and information about climate change and energy issues. Together the organizations ran a campaign to get people and businesses to pledge their support for the event. 65,000 individuals and over 2,000 businesses registered to support Earth Hour.</p> <p>Many of the businesses who participated were large Australian companies with substantial office space. WWF and partner Price Waterhouse Coopers provided guidance and education for these companies on the benefits of reducing energy use as part of the event.</p> <p>The City of Sydney was another major partner and organized for 283 buildings to participate in Earth Hour. The Sydney icons of the Opera House and the Sydney Harbour Bridge were switched off as part of Earth Hour.</p>	<p>CONTACTS AND SOURCES</p> <p><i>Andy Ridley, Head of Communications, WWF Australia</i></p> <p>Earth Hour website http://earthhour.smh.com.au/</p> <p>WWF Australia http://www.wwf.org.au/</p>

Europe – Guaranteed Green energy at your finger tips

<p>WHAT When consumers want to switch to green energy providers the first problem is to find them, the second one to know which ones to trust.</p> <p>The EUGENE standard and its accredited labels provide energy suppliers, consumers, NGOs and governments with a simple yet effective set of criteria by which to judge the environmental quality of "green" energy.</p>	<p>QUOTE</p> <p><i>“Eugene was born out of the necessity to discern between real green power that replaces carbon emissions, and power with fewer emissions but other negative impacts on the environment,”</i> says Jean-Philippe Denruyter, President of Eugene.</p>
<p>HOW Switching to green energy is an easy and flexible way to reduce environmental impacts and to protect climate. But safeguards are needed to ensure that final consumers’ contributions really make a difference.</p> <p>The Eugene Standard provides a simple and effective set of criteria to ensure that green energy products are good for the climate and for the environment.</p> <p>The EUGENE standard is made up of leading green energy labeling bodies and other stakeholders from across the world. It promotes best practices on green energy and further develops labeling activities to support the development of sustainable green energy.</p> <p>WWF promotes the Eugene Standard as a quality benchmark for green power products. WWF set up Eugene in 2004 and is a founding member of the independent organization managing the standard development and implementation.</p>	<p>CONTACTS AND SOURCES</p> <p><i>Jean-Philippe Denruyter, climate change and energy specialist, WWF European Policy Office, and President of the EUGENE Board</i></p> <p>WWF on green energy http://www.panda.org/about_wwf/what_we_do/climate_change/solutions/business_industry/green_energy_eugene/eugene/index.cfm</p> <p>EUGENE homepage http://www.eugenestandard.org/index.cfm</p> <p>Find your green power tariff http://www.eugenestandard.org/index.cfm?inc=page&id=35</p>

World – Believe it or not: the Kyoto Protocol is a success

WHAT?

The Kyoto Protocol is the major influence on the formulation of regional and national climate change policies and strategies.

- It sets absolute emissions limits for industrialized countries
- It defines the crucial mechanisms for reducing CO₂ emissions – emission trading, Clean Development Mechanism, and Joint Implementation
- It determines that industrialized countries are mainly responsible for emissions and therefore for mitigation.

The first phase of the Kyoto Protocol is time-limited and ends in 2012. The UN climate change conference in Montreal (2005) agreed that a new phase should start in 2013. Serious negotiations about what this new phase should look like are expected to start in December this year, at the UN conference in Bali.

QUOTE

“The Kyoto Protocol has successfully established the global legal architecture for real emissions reductions,” say Hans Verolme, Director of the global WWF climate change programme. *“The house stands but it needs many improvements: much deeper emissions restrictions, commitments from, and help for, rapidly developing countries, and aid for the least developed and most vulnerable parts of the world.”*

HOW?

WWF lobbied heavily in favour of ratification of the Kyoto Protocol, especially after the pull-out of the US administration: this included the first global internet campaign for climate change ‘Go for Kyoto!’ and national campaigns in Japan, Russia, Canada and Europe.

Without the Kyoto Protocol, initiatives like EU Emission Trading, absolute caps on emissions in California, and the upcoming climate change strategy in China would have been unthinkable.

CONTACTS AND SOURCES

Hans Verolme, Director, WWF climate change programme
Dr. Stephan Singer, Head, WWF European Climate and Energy Programme, and expert reviewer of IPCC Working Group III

WWF website

http://www.panda.org/about_wwf/what_we_do/climate_change/solutions/policy_solutions/kyoto_protocol/index.cfm

On IPCC

<http://www.panda.org/ipcc>