

Tackling climate change is one of America's greatest economic opportunities of the 21st century

(and it's simply the right thing to do).

What made America great was taking a stand. Doing the things that are hard. And seizing opportunities. The very foundation of our country is based on fighting for our freedoms and ensuring the health and prosperity of our state, our community, and our families. Today those things are threatened by a changing climate that most scientists agree is being caused by air pollution. We cannot risk our kids' futures on the false hope that the vast majority of scientists are wrong. But just as America rose to the great challenges of the past and came out stronger than ever, we have to confront this challenge, and we have to win. And in doing this right, by saving money when we use less electricity, by driving a more efficient car, by choosing clean energy, by inventing new technologies that other countries buy, and creating jobs here at home, we will maintain our way of life and remain a true superpower in a competitive world. In order to make this happen, however, there must be a coordinated effort to combat climate change—with America taking the lead here at home. **Leading is what we've always done. And by working together, regardless of politics, we'll do it again.**

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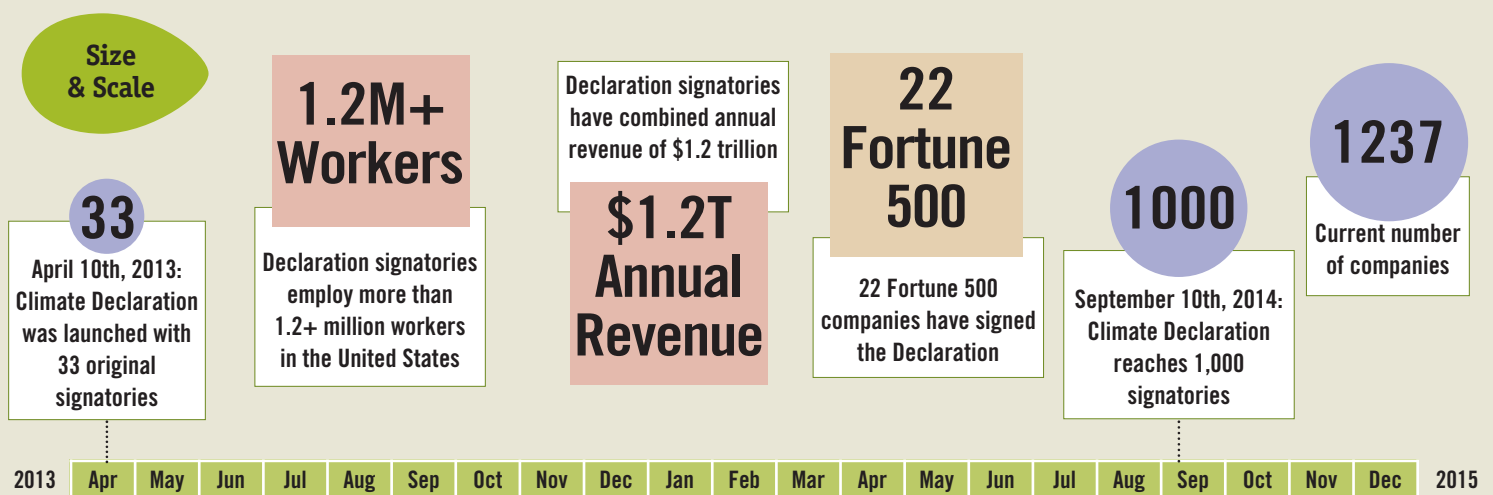


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Climate Declaration Impacts

The **Climate Declaration** is a call to action from leading American businesses, urging the public, policymakers, and business leaders to seize the economic opportunity in tackling climate change. The Climate Declaration was launched by Ceres on April 10th, 2013 with 33 founding signatories.



Visibility

Media outlets from the **New York Times**, **Wall Street Journal**, and **USA Today** to **Politico**, **Huffington Post**, and the **Guardian** have highlighted the Climate Declaration.



"This new attempt to encourage companies to lobby for climate action is gaining steam... These companies can help change the conversation."

"The Era of Corporate Silence on Climate Policy is Ending"
– **Harvard Business Review**, July 2014

"US companies are flipping the script: instead of lobbying government to relax (or even gut) environmental regulation, a corporate group is urging Washington to enact strong policy aimed at curbing climate change. Their climate declaration... also makes a clear-eyed business case. "Tackling climate change is one of America's greatest economic opportunities of the 21st century," it says."

"US Companies Release Declaration Urging Government to take Act on Climate Change"
– **The Guardian**, April 2013

**Corporate
Action**

Of signatories with more than \$100m in revenues,

70%

have taken additional
advocacy actions

25%

have attended an
in-person meeting
with policymakers



52%

have engaged on
social media

More than **210+**
signatories have signed
onto a letter in support
of the EPA's Clean
Power Plan.

"We can't ignore this challenge. To maintain our way of life and improve our economy, we must tackle it. That's why IKEA has joined 33 American business leaders in signing the Climate Declaration, a call to action for U.S. policymakers to seize the economic opportunities of addressing climate change."

"To Fix the Climate, Think Like a Business"
– Op-ed by IKEA USA, *Politico*, April, 2013

25%

have done a blog
or op-ed

**Policy
Change**

Policymakers from **President Obama**, EPA Administrator **Gina McCarthy**, UN Climate Secretary **Christiana Figueres**, and **Senators Sheldon Whitehouse, Barbara Boxer, Bernie Sanders** have used the Climate Declaration as evidence the business community supports action on climate and clean energy policies.

"More than 700 companies that drive the US economy including Microsoft, Owens Corning, General Motors, the Portland Trail Blazers and candy maker Mars have signed a declaration calling for national action on climate change. This is a remarkable shift in how some of the nation's biggest corporations view the threat posed by climate change. Policymakers should take notice."

Senator **Barbara Boxer** and Senator **Bernie Sanders**,
San Francisco Chronicle Op-Ed, January 2014

"There's a reason that more than 700 businesses like Apple and Microsoft and GM and Nike, Intel, Starbucks have declared that 'tackling climate change is one of America's greatest economic opportunities in the 21st century'. The country that seizes this opportunity first will lead the way. A low carbon clean energy economy can be as engine for growth and jobs for decades to come and I want America to build that engine. Because if we do others will follow. I want those jobs. I want those opportunities. I want those businesses right here in the United States of America."

President **Barack Obama**,
UC Irvine Commencement, June 2014

www.ceres.org

Climate Declaration FAQs

What is the Climate Declaration?

The Climate Declaration is a call to action from leading American businesses, urging the public, policymakers and business leaders to seize the economic opportunity in tackling climate change.

The Declaration was drafted by BICEP, or Business for Innovative Climate and Energy Policy, and asserts, “Tackling climate change is one America’s greatest economic opportunities of the 21st century”. The Declaration was launched on April 10th, 2013 with 33 founding signatories - the full list of signatories can be found at www.climatedeclaration.us.

What is the purpose of the Climate Declaration?

The purpose of the Climate Declaration is to demonstrate strong business support from highly credible American brands for taking action on climate change and energy policy at both the state and federal level and champion the innovative actions already taking place within American companies.

Why now?

A number of key policy opportunities along with rising awareness on the issue has created a new urgency and renewed momentum for climate action including:

1. **Strong Presidential Commitment:** The President has made clear tackling climate change is a priority for his second term as evidenced by the Administration’s Climate Action Plan.
2. **Significant Legislative Momentum:** Since the beginning of the 113th Congress, a series of climate related bills have been introduced, including bi-partisan energy efficiency legislation. A bi-cameral task force on climate change has been established and the Safe Climate Caucus was formed in the House.
3. **International Agreement:** The United Nations Framework Convention on Climate Change is working toward agreement on an international climate treaty in 2015. The U.S. must show leadership on this issue if negotiations are to be successful.
4. **Increasingly Extreme Weather:** The impacts and economic losses of extreme weather such as Superstorm Sandy have led politicians on both sides of the aisle to openly link increasing extreme weather to a changing climate.
5. **Strong Public Support:** Recent findings of the Yale Project on Climate Change Communication make it clear that more Americans support action to address climate change and encourage a clean energy economy. 83% of respondents believe corporations and industry should be doing more to address global warming.

Who can sign the Declaration?

Businesses and individuals are welcome to sign the Climate Declaration. A registered business of any size and from anywhere in the world can join. Companies with annual revenues of over \$100 million will have their logos included on the Climate Declaration.

Individuals are also welcome to add their name in support.

What is required in order to sign?

The only requirement for signing the Declaration is agreement with the statement. It does not mean that your business supports any specific piece of legislation.

There is no cost associated with signing. No company is required to speak to the press.

Once you have added your company name or logo to the Declaration there are no other mandatory elements. There are opportunities for companies to take action beyond adding their name or logo. The BICEP team will contact companies and individuals with opportunities for further engagement.

What are the opportunities for further engagement?

There are opportunities for companies to take action beyond adding their name or logo. None of these opportunities are mandatory. The BICEP team will contact you with opportunities for further engagement, including:

1. Spreading the message through social media and other online communications
2. Engaging your consumers and employees as individuals in support
3. Telling your own clean energy or climate mitigation story through blogs or op-eds
4. Recruiting other businesses in your industry or networks to join
5. Engaging with state or federal policy makers through written letters and in-person meetings.

Where will the Declaration appear?

In addition to the BICEP web site and press releases, we will continue to seek opportunities to highlight the Declaration in as many venues as possible. Company names and logos will only be used in the context of the Declaration unless we have received explicit permission for other uses.

How can I add my company to the Climate Declaration?

If you would like to add your company to the Declaration, or sign as an individual, visit www.climatedeclaration.us or e-mail climatedeclaration@ceres.org for more information.