

WRI's Tools for Climate Action: Opportunities for Collaboration in China

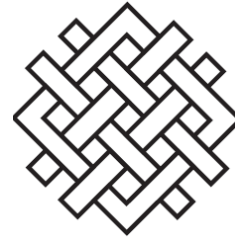
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Woodrow Wilson Center
January 2008



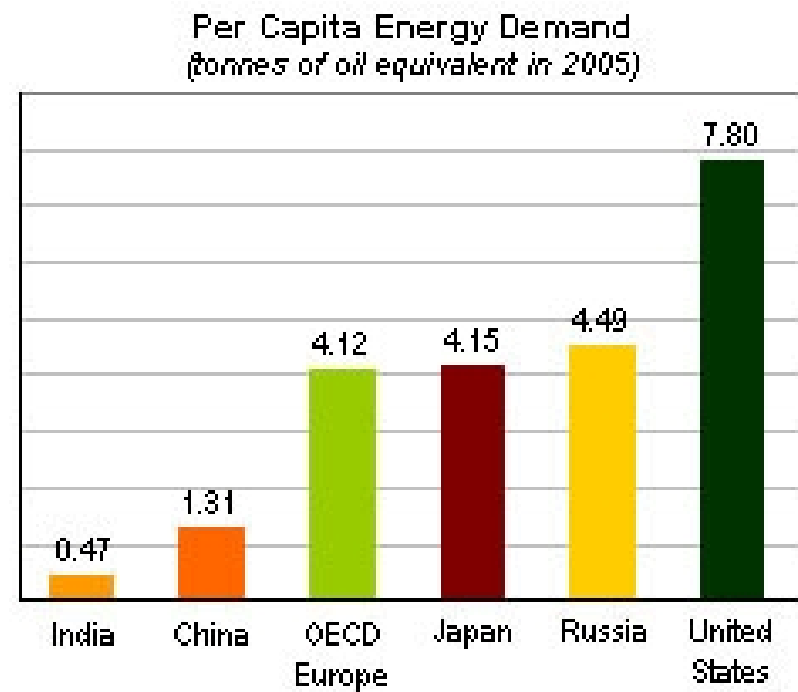
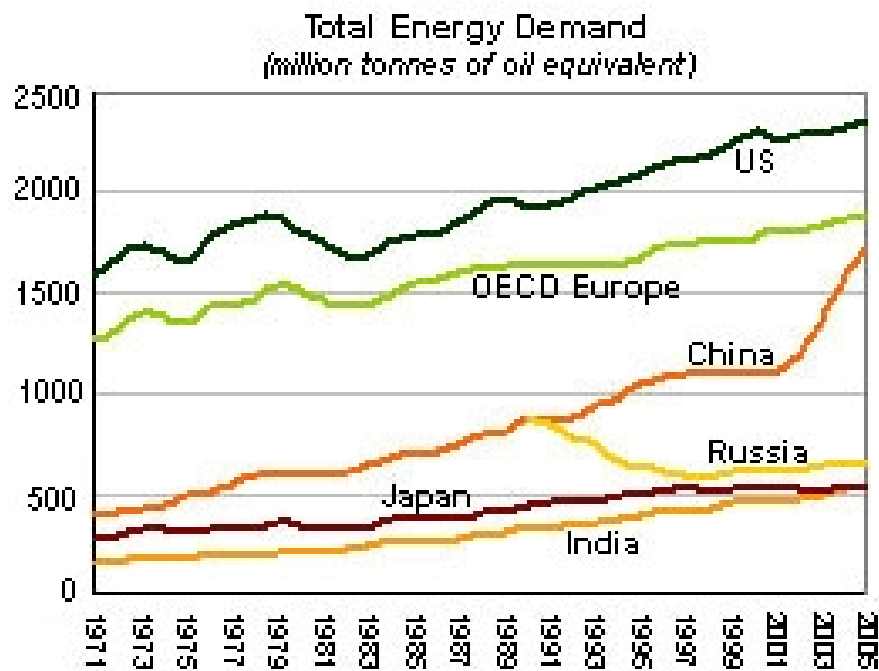
Ideas into Action



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Global Engagement Means Deeper Dialogue with China



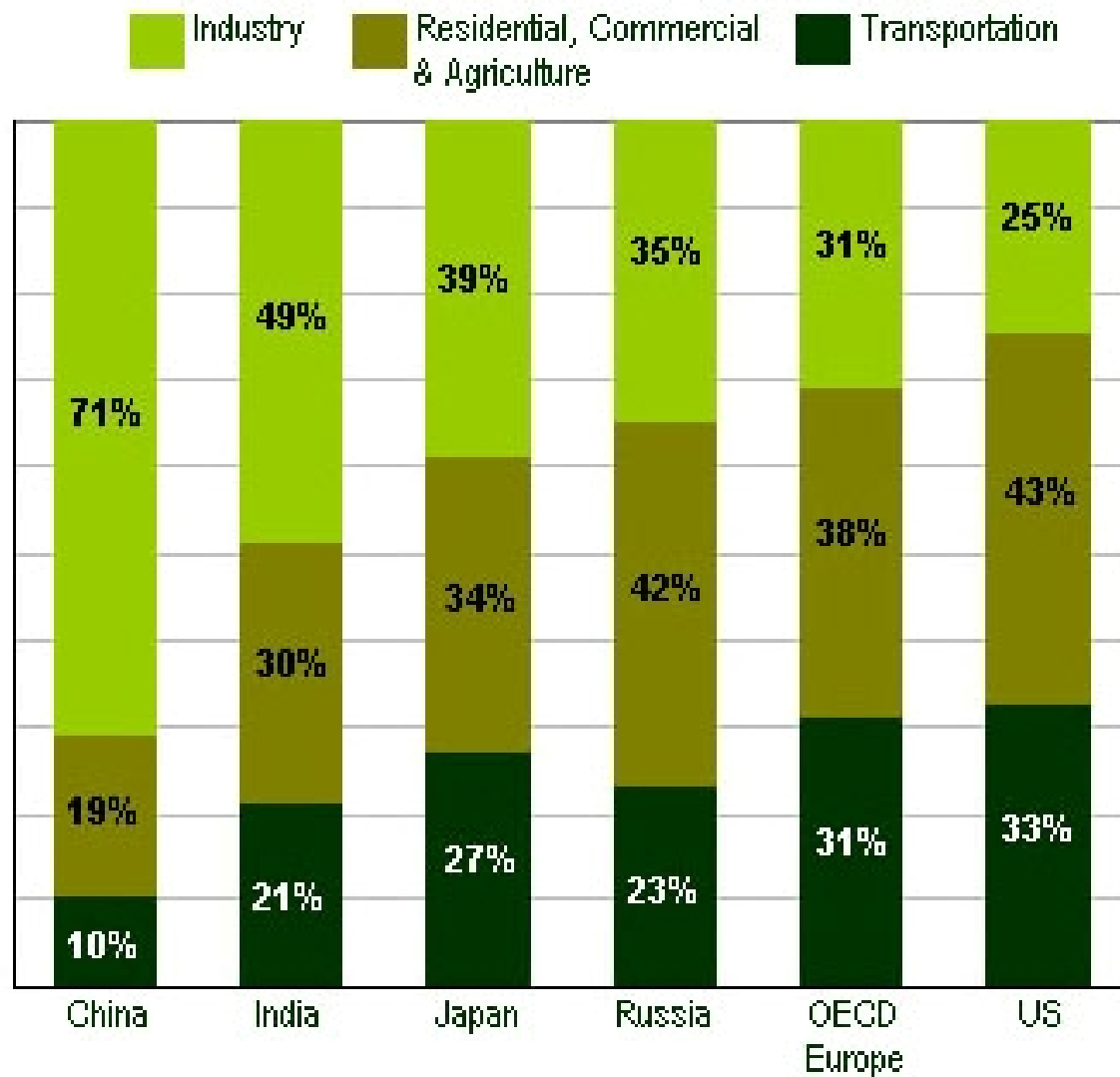
Source: WRI Earth Trends 2007



China is Focused on Action

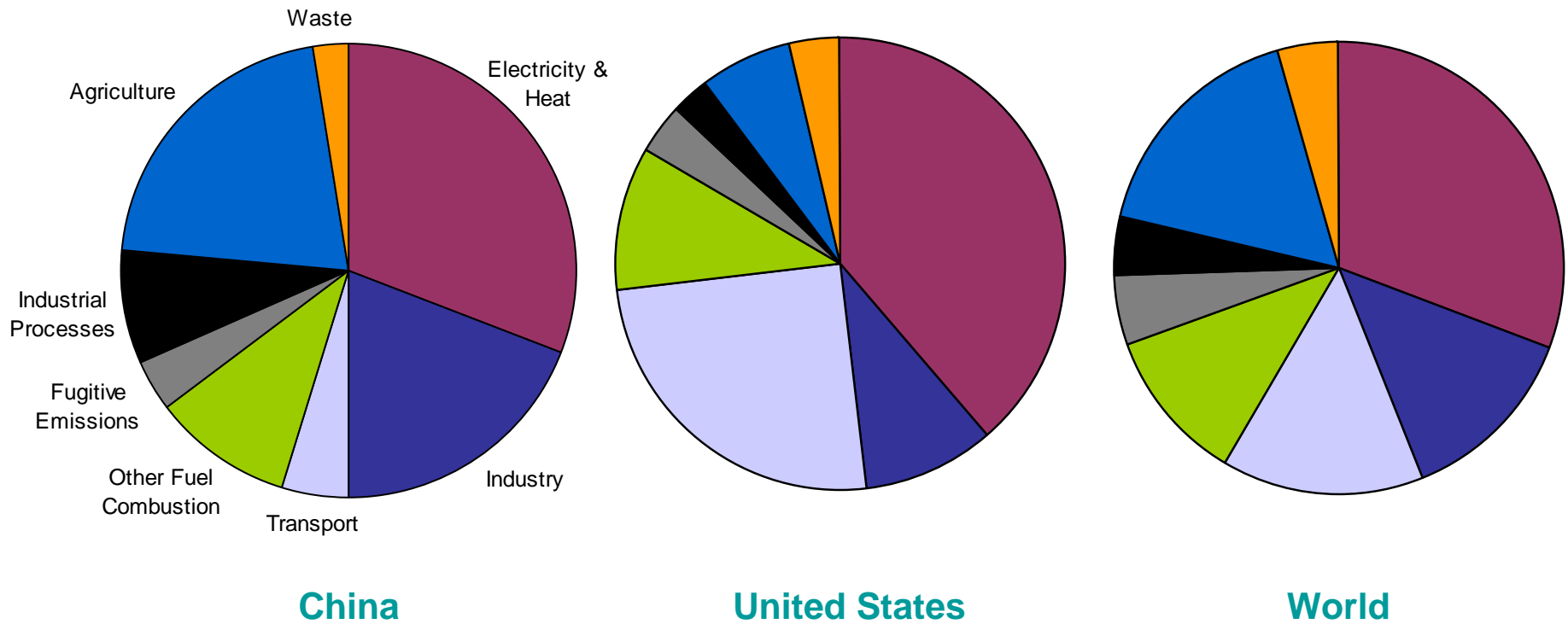
- Two Targets Central to Climate Change Mitigation:
 - 20% Intensity Target for 2010
 - 15% Renewables Target by 2020
- Effective tools will involve drawing in local and provincial partners and business in effective solutions

Business a Key to the Solutions



Source:
WRI Earth Trends
2007

GHG Emissions by Sector



Source: CAIT (2000).

Collaborating with Decision-makers and Stakeholders

- Research Tools

- Calculating and Reporting Emissions

- Promoting Green Power Demand

Collaborative Research

- Policy Focused Research
- Key partners in academia and government research institutes
- Focus on developing information and tools for policymakers
- For use in both countries and around the world

Collaborating with Decision-makers and Stakeholders


- Research Tools

- Calculating and Reporting Emissions

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The Greenhouse Gas Protocol: The Key Corporate Emissions Tracking Tool

- Achieve corporate carbon management goals
- Identify opportunities to reduce energy or process costs
- Identify opportunities to enhance competitive advantage
- Participate in GHG markets
- Provide information to stakeholders
- Participate in GHG reporting programs



The screenshot shows the homepage of the Greenhouse Gas Protocol Initiative. At the top, there is a logo with a globe and a bar chart, followed by the text "The Greenhouse Gas Protocol Initiative" and "The foundation for sound and sustainable climate strategies". A search bar is located in the top right corner. Below the header is a navigation menu with tabs for "About", "Programs and Registries", "Standards", "Calculation Tools", "Newsletter", and "Media". The main content area features a large introductory paragraph about the GHG Protocol, followed by a "WHAT'S NEW" section with a photo of two people in hard hats and a "Read More" link. Below that is a "Sign-up for our quarterly newsletter" form with an "e-mail address" input field and a "GO" button. The "FEATURED CONTENT" section includes two articles: "ACCOUNTING MODULES" and "GHG PROTOCOL SEEKS INPUT ON NEW STANDARDS". At the bottom right, there are logos for the "World Business Council for Sustainable Development" and the "World Resources Institute", along with an "ACKNOWLEDGEMENTS" link.

Corporate Users of the Corporate Standard



31 January 2008

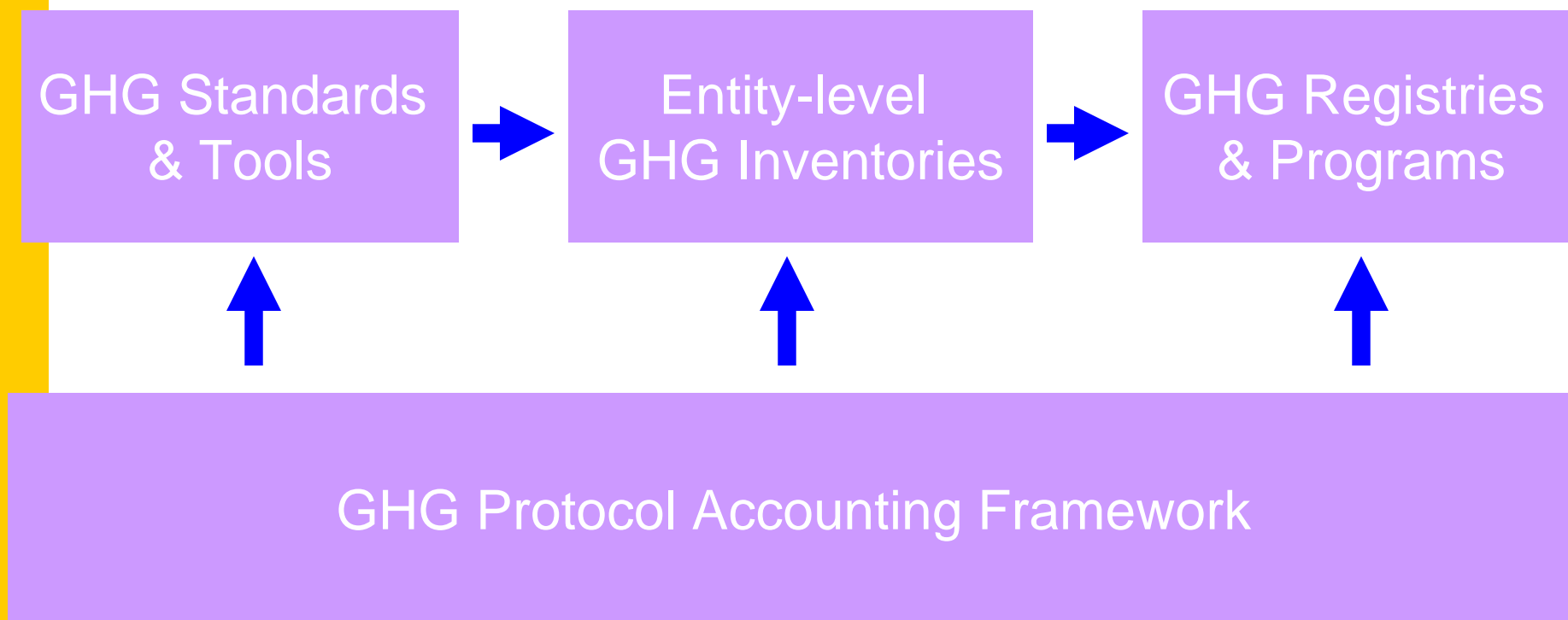
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WRI-WBCSD-CBCSD China Energy and GHG Management Program

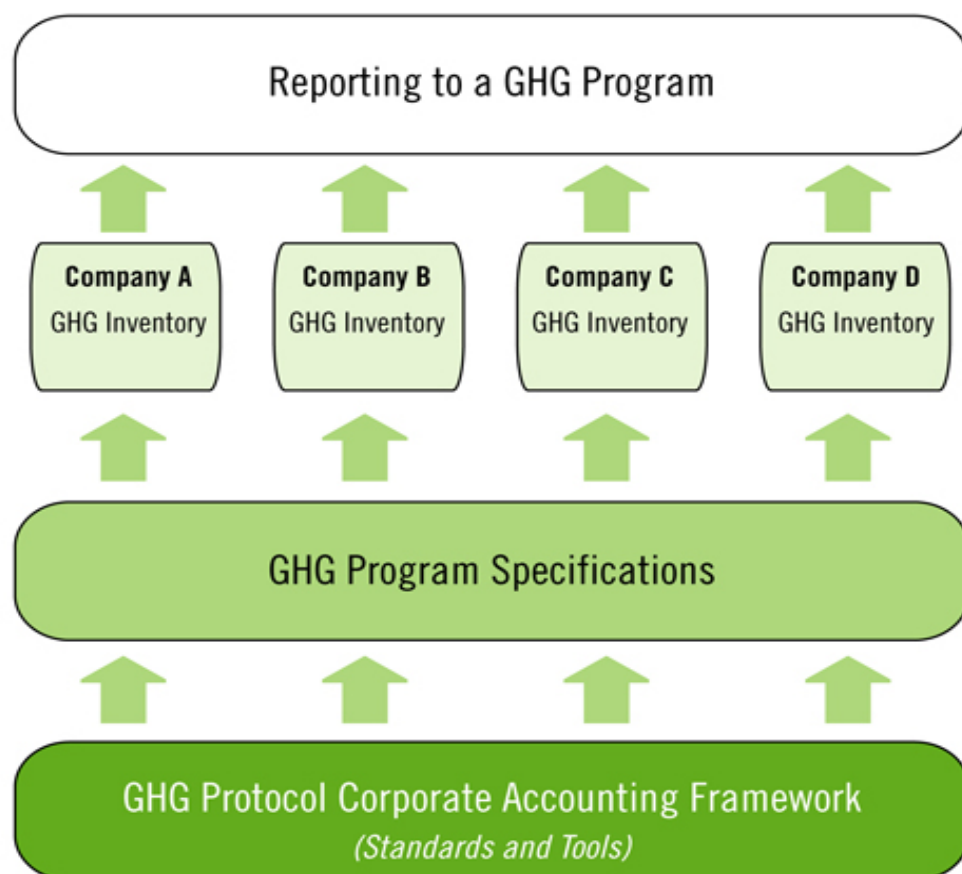
- Launched in Beijing on June 1, 2007
- Key sectors – cement, oil and gas, petrochemical, chemical, iron and steel, power generation
- Working with Companies and Trade Associations to Customize GHG calculation tools based on the GHG Protocol for Chinese companies



An Integrated Reporting System

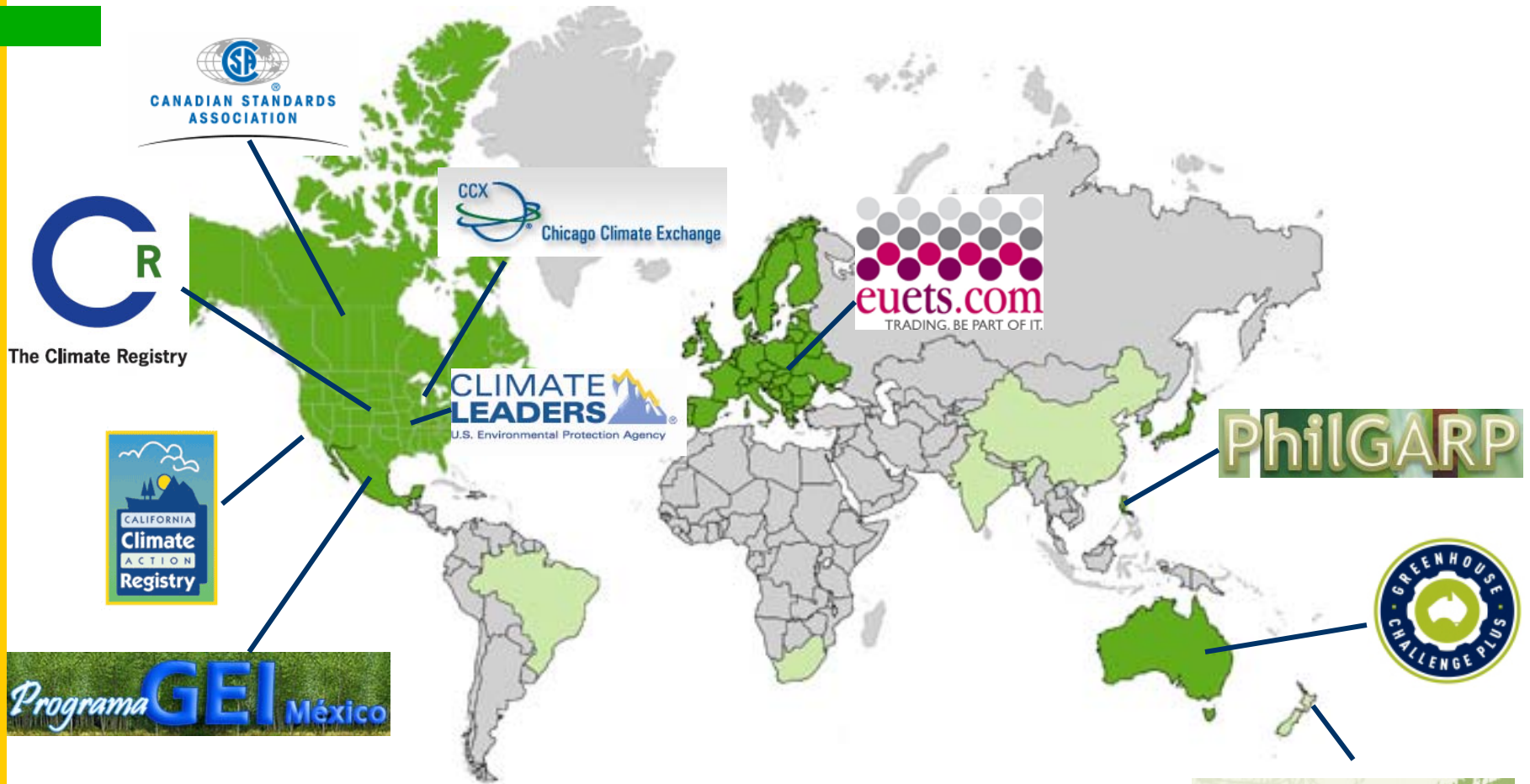


What is a GHG program?



- Promotes corporate GHG accounting
- Collects corporate GHG information
- Businesses can also engage in:
 - Reporting
 - Benchmarking
 - Goal-setting
 - Trading
 - Etc.

Examples of GHG programs



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Benefits of GHG programs

Business

- Build capacity in GHG management tools

- Achieve GHG management goals

- Reduce energy or process costs

- Enhance competitive advantage

- Participate in GHG markets

- Provide information to stakeholders/shareholders

- Establish baseline protection

Government

- Gain better understanding of industry GHG profile

- Support development of national strategies and policies

- Complement air emission and energy reporting programs

Society

- Lower GHG emissions
- Transparency and accountability
- More competitive industry (exports, employment, etc.)



Measuring to Manage: Guidance for using GHG Protocol to design GHG programs and registries

The Greenhouse Gas Protocol



**Measuring to Manage:
A Guide to Designing GHG
Accounting and Reporting Programs**



- How to design a program to promote corporate GHG accounting and reporting
- Draws lessons from:
 - Mexico GHG Program
 - Climate Leaders
 - CA Climate Action Registry
 - The Climate Registry
 - PhilGARP
 - and more

GHG Measurement Supports Industrial Efficiency Programs

- Program with CBCSD connects to sectoral standards
- Software tool with ERI to support Top 1000 Enterprises Program
- Collaboration with China Standards Certification Center to assist their monitoring of intensity goals

Collaborating with Decision-makers and Stakeholders

- ❑ Research Tools
- ❑ Calculating and Reporting Emissions
- ❑ Promoting Green Power Demand

The Green Power Market Development Group

Experience From the U.S. and Europe

The U.S. Experience:
Developing corporate markets for
1,000 MW of new, cost-
competitive green power by 2010



Alcoa Inc.

Dow

DuPont

FedEx / Kinkos

General Motors

Georgia-Pacific

Google

IBM

Interface

Johnson & Johnson

Michelin NA

Natureworks LLC

Pitney Bowes

Staples

Starbucks



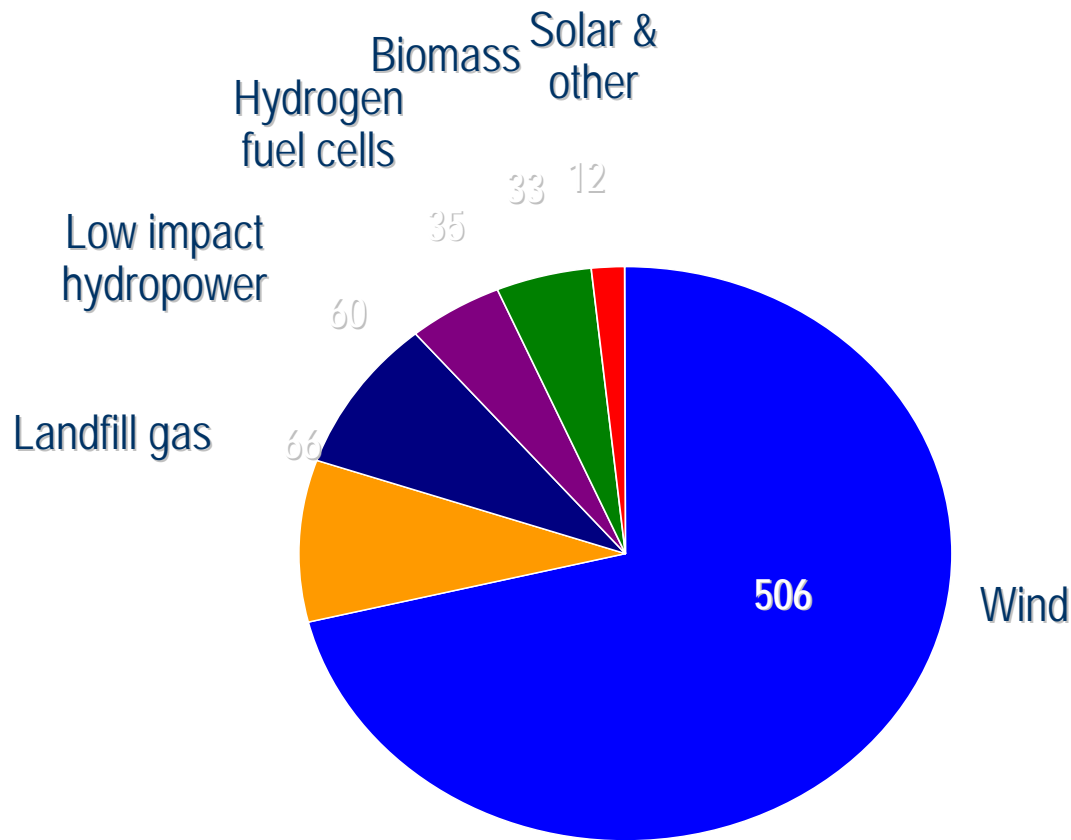
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Why is collaboration important?

- Share best practices through case studies and corporate guides
- Get feedback from industry on relevant barriers that need to be addressed
- Bring practical experience to policy making
- Business gets value out of working with NGOs as they can increase understanding of best practices and policy trends



Through collaboration, the GPMDG has achieved some great results



MW, 100%= 738 MW

Companies have multiple reasons for taking action

- ❑ Regulatory preparedness
- ❑ Response to shareholder pressure
- ❑ Brand management
- ❑ Competitive positioning with low-carbon products/services
- ❑ Experimentation with the carbon market
- ❑ Good business sense



Demand-side Perspective on Renewables

- Many programs focus on producers
- Producers respond better if they know their market better
- Buyers can ensure the success of programs if they can feed their needs into program planning

Planned Launch in China 2008

- ❑ Support the Government's 15% Renewables by 2020 Goal
- ❑ Ensure that Power Developers and Grid Companies Can Find a Ready Market
- ❑ Bring New Policy and Business Tools to the Green Power Market