

Communicating and Engaging Investors and Others on Climate Change

ACCO Climate Change Leadership Series
April 14, 2010



Audiences

- Investors
- Consumers/customers
- Employees/potential employees
 - Unions
- Vendors/partners
- Communities
- Public interest groups
- Government officials
- Media



2

Climate Change Reporting

- Securities & Exchange Commission
 - 2010 “Interpretive Guidance” for communicating with investors on how company will be impacted by climate change
- Carbon Disclosure Project
 - Annual voluntary submissions – 2,400 global companies respond to questionnaire
- UN Global Reporting Initiative
 - Develops and disseminates guidelines and framework for company reporting on sustainability
- US EPA GHG Inventory
 - In 2011 will start covering more than 10,000 facilities that emit more than 25,000 tons of GHG annually

Climate Change Reporting

- National Association of Insurance Commissioners
 - May 1, 2010 deadline for reports from 300 insurers on climate risk preparedness
- CERES – Climate Risk Reporting in SEC Filings
 - Network of investors and environmentalists regarding sustainability and climate change
 - 2009 Analysis of 10K reporting by oil & gas, insurance, coal, transportation and electric power companies
 - Grading disclosures, best practices, case studies
- Investor Network on Climate (Project of CERES)
 - Climate Resolutions (Proxy) Toolkit
 - Resolution tracker, proxy communications, news

Company Communications

- Corporate Citizenship/Social Responsibility Reports
 - Sustainability
 - Climate Change
- Corporate Websites
 - Sustainability sections
 - Global warming pages
 - Environmental policies
- Membership/partnerships/third party endorsements
 - US Climate VISION Program (Industry associations)
 - BICEP – Business for Innovative Climate and Energy Policy (Best Buy, Nike, Starbucks, Levi Strauss, Ebay)
 - Pew Center Climate Report (Dow, IBM, Pepsi, Toyota)

Investor Initiatives

- Proxy resolutions
 - Institutional investors, unions, public interest groups
 - Most seek reports on GHG emissions and goals
 - AFL-CIO – adopt set of principles on GHG emissions
 - Energy companies – financial risk reporting
- 2010 numbers (from Risk Metrics and Investor Network on Climate Risk)
 - 39 on climate risk reporting
 - 55 on other environmental issues
 - 36 on sustainability reporting w/better climate change disclosure
 - 40% increase over 2009
- Many resolved before being put to vote

Thank You

Rich Tauberman
Executive Vice President
MWW Group
202-585-2282
rtauberman@mww.com

