



Podnebne spremembe:
priložnost za trajnostno rast
Climate Change:
An Opportunity for Sustainable Growth



Corporate responsibility and climate change

Darinka Pek Drapal
Pristop Consensus

Podnebne spremembe – ozaveščenost in poslovne priložnosti

ODGOVORNOST PODJETIJ IN PODNEBNE SPREMEMBE

Darinka Pek Drapal

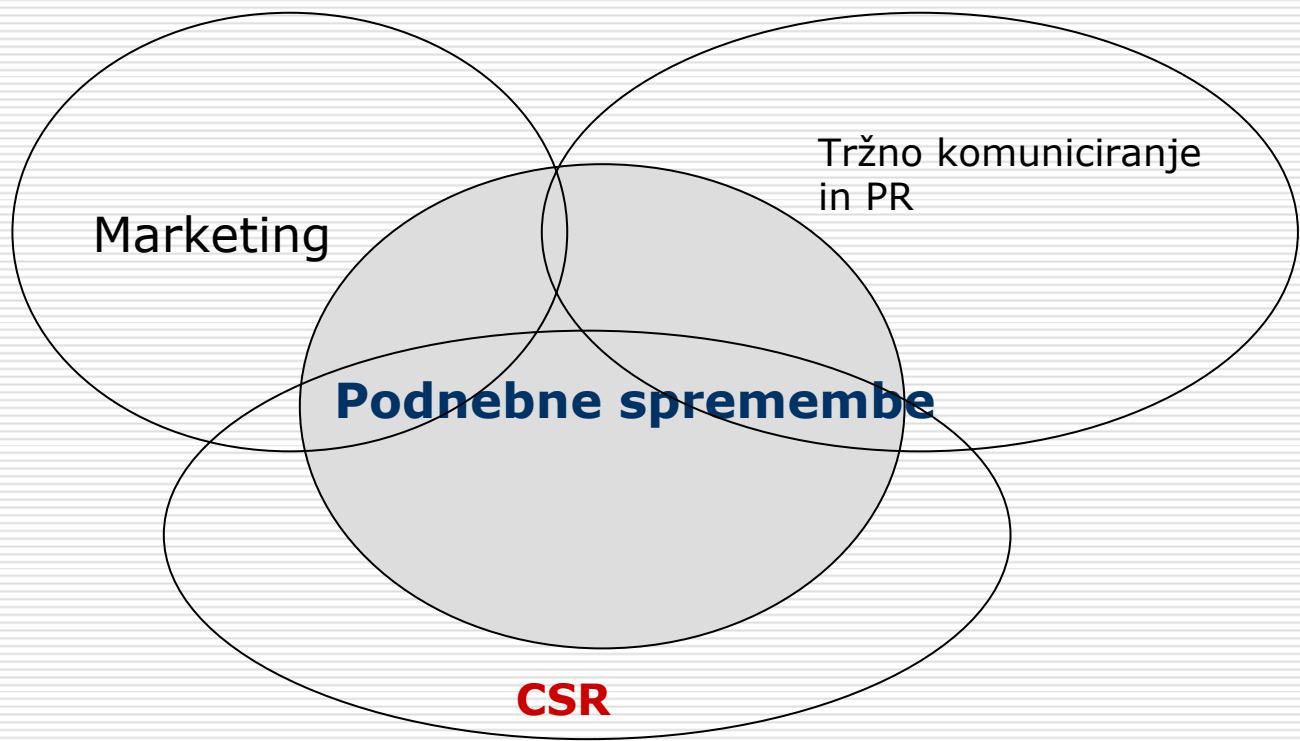


Raziskave kažejo....

1. *KPMG International Survey of Corporate Responsibility reporting (1600 korporacij)*
 - 85% poroča o uresničevanju DO
 - 67% meri in poroča o svojih neposrednih izpustih toplogrednih plinov
 - 33% poroča o posrednih izpustih
 - 26% o izpustih iz drugih virov
2. *Nekateri zadnji primeri:*
 - Virgin Group – investirali 3 mio\$ za razvoj novih goriv,
 - Google (brez CO₂),
 - Rupert Murdoch – časopisni imperij bo do leta 2010 “ogljično nevtralen”,
 - General Motors se je pridružil US Climate Action partnership
 - BP (investicije v solarno, veterno energijo)

UČINKI?

...in študije dokazujejo



Ali je to družbena odgovornost ?

- Gre večinoma za dobre in poslovno motivirane odločitve;
- Implementacija evropske trgovalne sheme; ratifikacija kjotskega sporazuma...
- Davki, regulacija...
- Boj za potrošnika



“It’s not philanthropy, it’s a business motivation, and that’s the way it ought to be”

(A.J. Hoffman, University of Michigan)

Se zaradi tega podjetja "barvajo v zeleno"?

Vprašanje, ki nima enoznačnega odgovora
ker:

1. Vsaka pobuda na minimalen način prispeva – s tem, ko izkoriščajo trend, ga tudi ustvarjajo – ustvarjanje pozitivne povratne zanke;
2. Ni resnih in strogih meril po katerih bi lahko presojali in razvrščali podjetja med "resnično dobra" in "green-wash".

pa vendar:

1. Nevarnost tistih, ki lobirajo za manj strogo zakonodajo (kar delajo nekatera v "zeleno obarvana" podjetja)
2. Kritiki so si enotni: - individualne in prostovoljne akcije ne zadostujejo več – so celo neproduktivne.

"Voluntary measures and smart decisions that save corporations money and lots of greenwashing are not a substitute for national and international agreements on binding regulatory framework"

John Stauber, executive director of the Center for Media and Democracy, watchdog

CSR ne zadostuje več...

- Pobuda US CAP
(Climate Action Partnership)- koalicija ameriških podjetih/korporacij in okoljskih organizacij, ki si prizadevajo za spremembo zakonodaje (obvezna omejitev emisij toplogrednih plinov)



Integracija in skupno sodelovanje

United States Climate Action Partnership - Windows Internet Explorer

http://www.us-cap.org/index.asp

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Welcome to the U.S. Climate Action Partnership (USCAP) Web Site

United States Climate Action Partnership (USCAP) is a group of businesses and leading environmental organizations that have come together to call on the federal government to quickly enact strong national legislation to require significant reductions of greenhouse gas emissions. USCAP has issued a landmark set of principles and recommendations to underscore the urgent need for a policy framework on climate change. [More >](#)

USCAP Members Include:

- Alcan Inc.
- Alcoa
- American International Group, Inc. (AIG)
- Boston Scientific Corporation
- BP America Inc.
- Caterpillar Inc.
- Chrysler LLC
- ConocoPhillips
- Deere & Company
- The Dow Chemical Company
- Duke Energy
- DuPont
- Environmental Defense
- Exelon Corporation
- Ford Motor Company
- FPL Group, Inc.
- General Electric
- General Motors Corp.
- Johnson & Johnson
- Marsh, Inc.
- National Wildlife Federation
- Natural Resources Defense Council
- The Nature Conservancy

Our Report: A Call for Action

Our solutions-based report, titled [A Call for Action](#) (PDF - 1.18 MB), is the result of a year-long collaboration. It lays out a blueprint for a mandatory economy-wide, market-driven approach to climate protection.

Our Six Principles

- ① Account for the global dimensions of climate change;
- ② Create incentives for technology innovation;
- ③ Be environmentally effective;
- ④ Create economic opportunity and advantage;
- ⑤ Be fair to sectors disproportionately impacted; and
- ⑥ Reward early action.

What's New

October 23, 2007 - [U.S. Climate Action Partnership Issues Letter to Senators Lieberman and Warner Regarding Introduction of Lieberman-Warner Climate Bill](#) (PDF - 51 KB)

October 4, 2007 - [U.S. CLIMATE ACTION PARTNERSHIP LAUNCHES AD CAMPAIGN - Advertising Will Urge Congress to Quickly Enact a Comprehensive, Market-Driven Approach to Address Climate Change](#) (PDF - 162 KB) - [View ad](#) (PDF - 86 KB)

September 6, 2007 - [U.S. CLIMATE ACTION PARTNERSHIP ANNOUNCES ITS FOURTH MEMBERSHIP EXPANSION - Exelon, Rio Tinto Join Effort to Enact National Climate Change Legislation](#) (PDF - 90 KB)

Internet 100% Consensus

Od individualne do globalne ravni





**Podnebne spremembe:
priložnost za razvoj**
**Climate change:
an opportunity for growth**

