



global initiatives



Press release

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Innovative partnerships to push global climate transformation

CANCUN, Mexico, Dec.5, 2010 – The ongoing climate talks in Cancun can provide the opportunity for a new collaborative approach to sustainable development, involving business, governments and civil society.

This kind of collaborative approach is necessary for the world to achieve the goal to limit global warming to well below 2 degrees Celsius.

During the opening panel of the four-day event Green Solutions @ COP16, Yolanda Kakabadse, President of WWF International, the global conservation organization, stressed the importance of such collaboration: “Business as usual, with countries and communities acting on their own, will not move us ahead at the pace needed. Each of these sectors should do their part and should come together to leverage and mainstream such solutions” she said.

Green Solutions @ COP16 is an event organized by the Federal Government jointly with the Ministries of Economy, Foreign Affairs and Energy, coordinated through ProMéxico, taking place at the Fiesta Americana Coral Beach Hotel, in Cancun from Dec. 5-8. As part of the event, the Ministry of the Environment of Mexico (Semarnat), Global Initiatives and WWF are hosting a round of panel discussions, which advances the dialogue and outcomes of the Business for Environment (B4E) Climate Summit that took place in October this year in Mexico City.

The Panels aim at collectively identifying the solutions that can be put in place by business immediately, those that need policy changes and incentives as well as the partnerships that could mainstream such solutions. Panelists include the the Mexican Ministers of Economy and Energy, along with CEOs and senior executives from international and Mexican companies and organisations such as Acciona, BROAD China, Climate Business, Danfoss, EcoSecurities, Ericsson, the Executive Council of Global Enterprises, Google, Hitachi, HP, Kyocera, Iberdrola, Nissan, Siemens and the World Business Council for Sustainable Development.

“At the national and regional levels, the private sector can play an increasingly important role alongside governments and civil society for the development and implementation of strong, incentive-based national legal frameworks and spearhead initiatives in progressive countries that enable a global transition to low and zero-carbon economies”. Kakabadse added.

For the last ten years, WWF has committed to working with international companies that are determined to lead the transition to make significant cuts in their CO2 emissions through the Climate Savers Program. But voluntary efforts will not suffice unless a fair, ambitious and binding global agreement to reduce greenhouse gas emissions is secured that gives the adequate signals to invest now, for the future.

“Mexico is home to some of the world’s most prominent business leaders and companies worldwide, which are increasingly recognizing that good businesses are not at odds with

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sustainable development and the conservation biodiversity. WWF looks forward to continue working with leaders in Mexico and other countries to advocate for the policy changes needed nationally and globally and to speed-up transformation to a low carbon world”, Yolanda Kakabadse concluded.

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