

# The Opportunities and Liabilities of Copenhagen... The Sustainability Challenge!



**Minter Ellison Rudd Watts**  
**Auckland Monday 28<sup>th</sup> March 2010**

**ideas shop**<sup>®</sup>



New Zealand Business Council  
for Sustainable Development

MinterEllisonRuddWatts

LAWYERS



# What got us to Copenhagen?

- 1972** UN Conference on Human Environment Relationship between economic development and environmental degradation first place on international agenda.
- 1983** UN set up World Commission on Environment and Development led by Gro Harlem Brundtland of Norway – concept of sustainable development as an alternative approach to one simply based on economic growth - which meets the needs of the present without comprising the ability of future generations to meet their own.
- 1987** General Assembly called for the UN Conference on Environment and Development (UNCED). The primary goals to come to an understanding of “development” that would support socio-economic development and prevent the continued deterioration of the environment, and to lay a foundation for a global partnership between the developing and the more industrialized countries, based on mutual needs and common interests, that would ensure a healthy future for the planet.

- 1992** Rio Earth Summit – 3 major agreements and 2 legally binding conventions UNFCCC and Convention on Biological Diversity.
- 1997** Kyoto Protocol Adopted to reduce greenhouse gases for industrialised countries by 5% against 1990 levels over period 2008 – 2012.
- 2001** Detailed rules for Kyoto Protocol adopted at COP 7 in Marrakesh 2001.
- 2007** COP 13 Bali developed a roadmap for Copenhagen for post 2012 agreement.
- 2009** COP 15 Copenhagen Accord. Non binding.
- 2010** COP 16 Mexico

# What is a COP and who attends?

Conference of the Parties

Attended by Parties and Observers - NGO's / Civil Society

45,000 attendees

1000+ Side Events



**Riveting process or just long days  
expecting to negotiate in several days  
what should have taken months or both?**



# COP 15

- Held in Copenhagen from 7-18 December 2009
- Heads of State, Ministers and officials from 192 countries
- Aim for a politically binding agreement for post 2012 period and scaling up financial and technological support for both adaptation and mitigation
- Copenhagen Accord and agreement to limit temperature by 2°
- Developed countries to provide “adequate, predictable and sustainable financial resources” to assist adaptation in developing countries. US\$30bn “fast start” finance 2010 – 2012
- Copenhagen Green Climate Fund – US\$100bn pa by 2020
- Investment on hold as new agreement thrashed out (CCS, JI, CDM uncertainty)



i'm lovin' it



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CORPORATE CITIZENS: COCA-COLA | S



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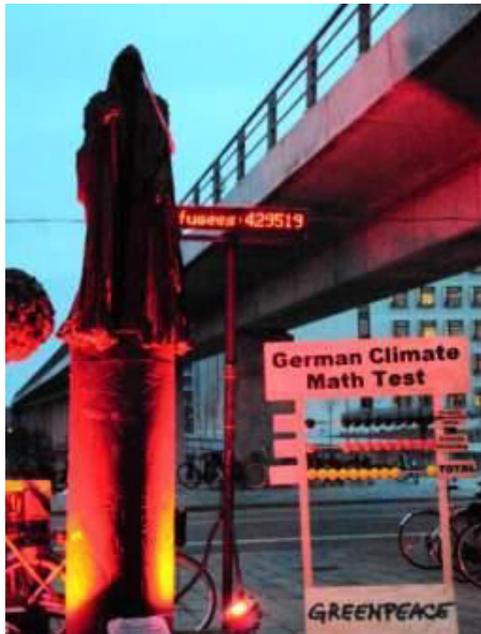
**This is the size of  
ONE TONNE CO<sub>2</sub>**

Take up the challenge  
- reduce every way **YOU** can.  
**Now!**

Photo courtesy Ray Wills

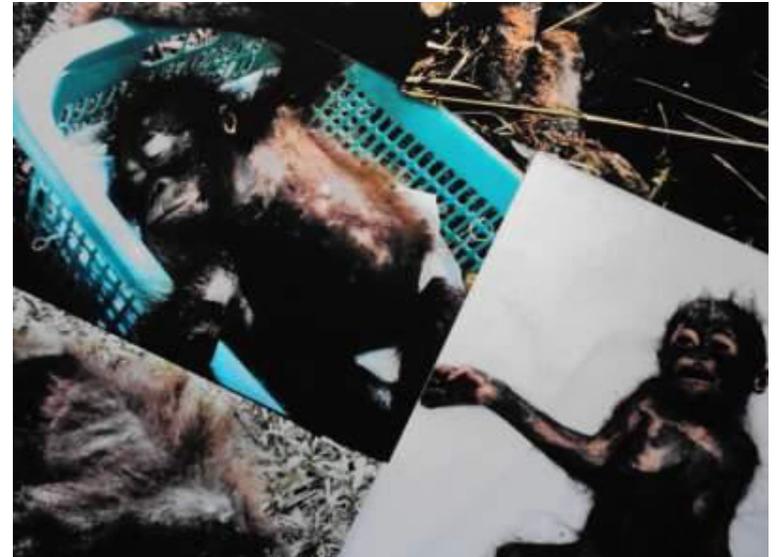


[www.ClimateSpark.com](http://www.ClimateSpark.com)

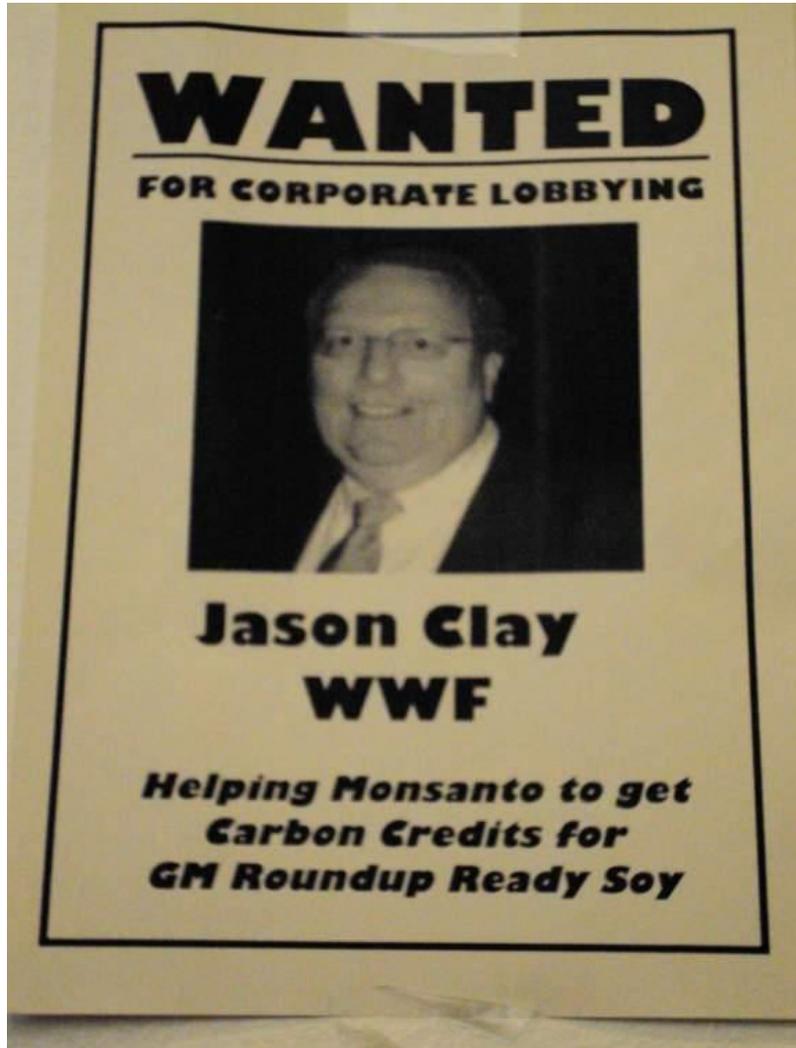


# Sample of other activities

- Music
- Dance
- Art
- Photographic exhibitions
- Business forums
- Mayors conference
- Technology showcases
- Peoples forum
- Carbon Neutral Christmas Lights
- Movie Screenings
- Windfarm tours
- Energy tours
- Fashion shows
- Earth journalism awards
- Children's Creative Climate Camp
- Drive an electric car
- Ride a bike
- Visit a refugee camp



# Everyone under the spot light...



No where to hide...

# Many featured in Fossil of the Day / Year Awards...



Canada named Colossal Fossil for bringing totally unacceptable position into Copenhagen and refusing to strengthen it.

Day 10 - Australia take first place for Bullying Tuvalu and other small island states.

Canada, Australia and Japan awarded for inability to even keep up with US on long term capital finance – behaving like third world countries with no money.



# What I believe made this COP different?

## 1<sup>st</sup> time COP 15 was a microcosm of what's happening on the planet...

- People wanting to take action
- People wanting to halt action
- People so angry that want to punch someone out
- People so angry they would hurt them selves in order to make a point
- No sense of unity
- Battlefield for those who were angry, distressed, discouraged ...people wanting to be heard and they would not go away until they were heard.
- Shut down
- Some major powers wanted to come and dictate to smaller countries - shocked that the smaller and or vulnerable countries were not listening and walked away demanding they be heard



**Anna Keenan  
on Day 36 of  
her fast for  
Climate  
Justice**

Photo courtesy David Hood

# COP 15 was the missing stakeholder engagement necessary to have resolution...so they could move forward.

- First time big players did not have it all their way.
- They had to ask the smaller and more vulnerable countries to come back to negotiate – to see what they wanted or needed.
- Not just about engaging hearts and minds, they needed to see who would be left carrying the burden of in action. Who would take the climate refugees of the world?
- Largest gathering of world leaders since end of the war – somewhat shocked even shattered it was not going to be an easy road. Realised *they* had to play a leading role. Now Heads of states engaged and negotiating no longer issue for Env or Industry Ministers.
- Had to really look at what they could give not take.

**Some of the world's biggest polluters (who have recognised the opportunity to innovate) are lining up as key parties for future negotiations...**

# Focus for 2010

## Copenhagen Accord and COP 16

What else happened at Copenhagen?  
Where's the leadership?

# IPCC suggest...

Role of NGO's (almost) more important than government!

## What role will Business play?

- Finance (remember Stern Review on Economics of CC)
- Intelligent design and Innovation
- Leadership – first to market
- Voluntary action – Energy efficiency and offsets
- Sustainable supply chains

# 6 Key Messages for NZ

1. Transition to a low carbon economy has begun in earnest. Debate is over, now it's time for action.

Carbon now a liability and expected to be seen on the balance sheet. If part of a Trans Tasman or global supply chain, expected to have environmental management program in place.

2. NZ lagging Australia – Australia lagging the rest of the world.

# Where's the money?

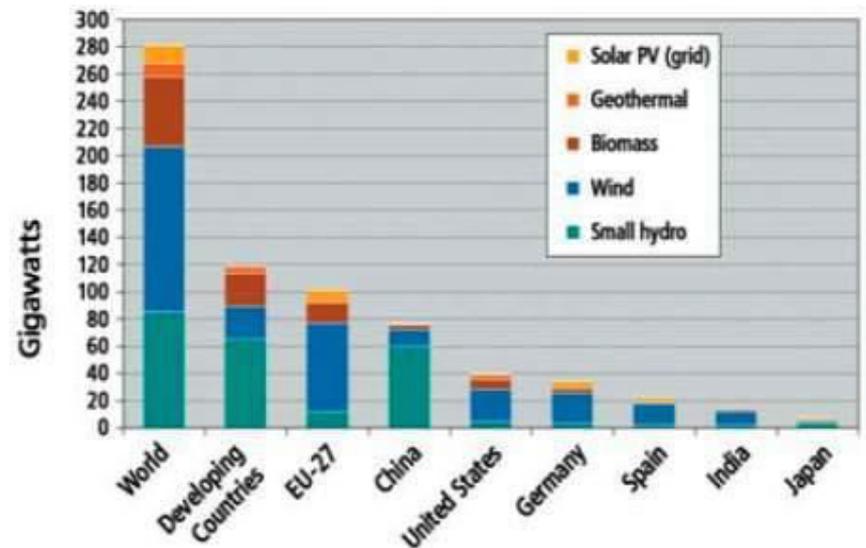
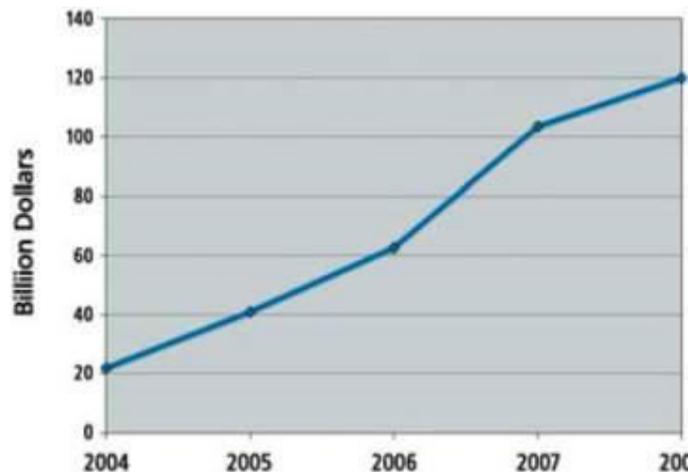
**The green market in Europe is now larger than pharmaceuticals and aviation.**

The green race will determine which countries and companies are going to be the leading suppliers of green solutions. Currently China, India, Japan, US, EU have already entered this race along with many corporations that are impacting the supply chain.

**Australia and NZ currently lagging! So who will take local leadership??? Does NZ really get it? US and China do.**

# RACE TO MARKET - OPPORTUNITY

- 2008 first year that capacity added from renewables greater than conventional sources (50% slump in early 2009)
- China is world's largest manufacturer of solar PV (Germany 2<sup>nd</sup>) and a leader in wind turbines
- US and China ranked as best locations to invest in renewables, followed by Germany, India and Spain



3. Opportunities about if one innovates and is looking for market gaps.
- **Gap 1° expected to give massive growth to voluntary market and open door to innovation**
  - **Bartercard IP** being used to establish **Carbon Trade Exchange** – world's first global end to end electronic transaction for voluntary carbon credits. Joins forces with Markit
  - **Personal Carbon Allowance trials 2010**
  - Regional opportunities...Cement / mineral sequestration
  - What will NZ be known for?

# Climate Change, GDP and Measurement

Global movement to look at wellness  
not just GDP...

Focus on people not just economies  
Moving from production to well-being  
...Ecosystem accounts to aid policy

**Opportunity for NZ?**

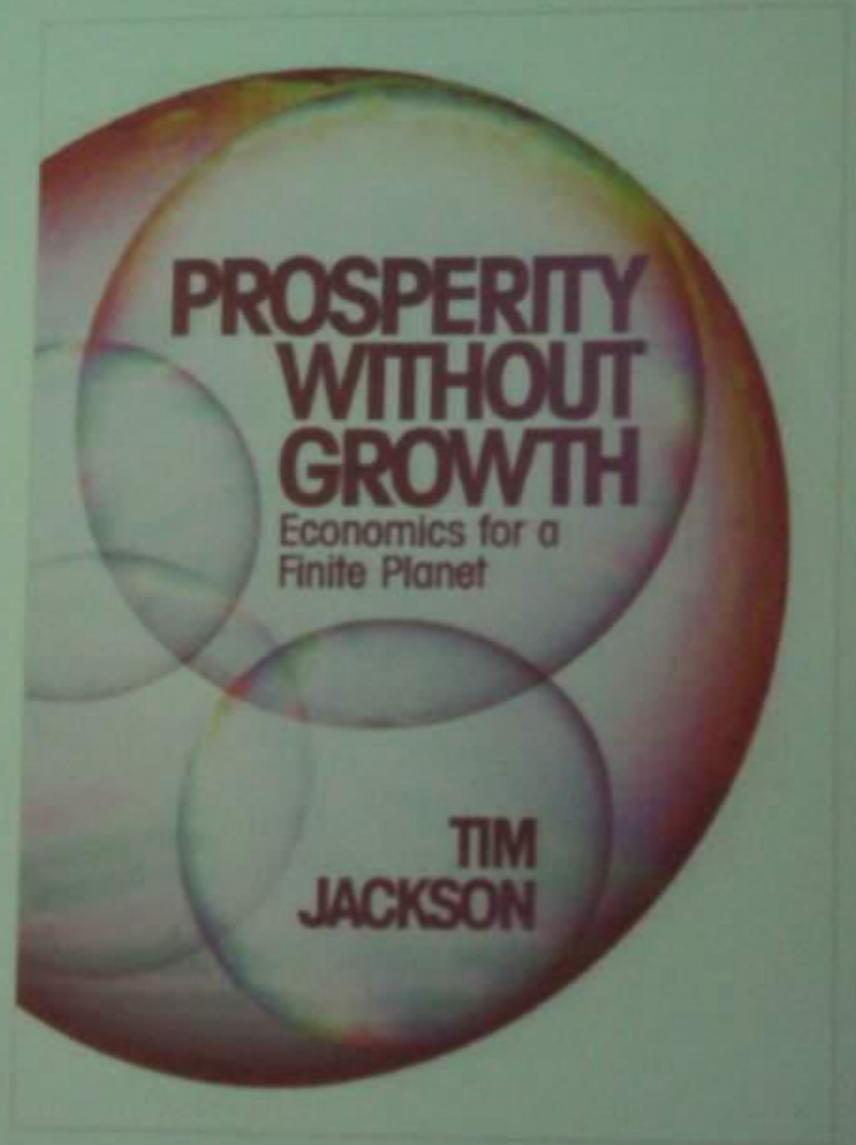
**Framework / Standard 2012**

'The crisis doesn't only make us free to imagine other models, another future, another world. It obliges us to do so.'

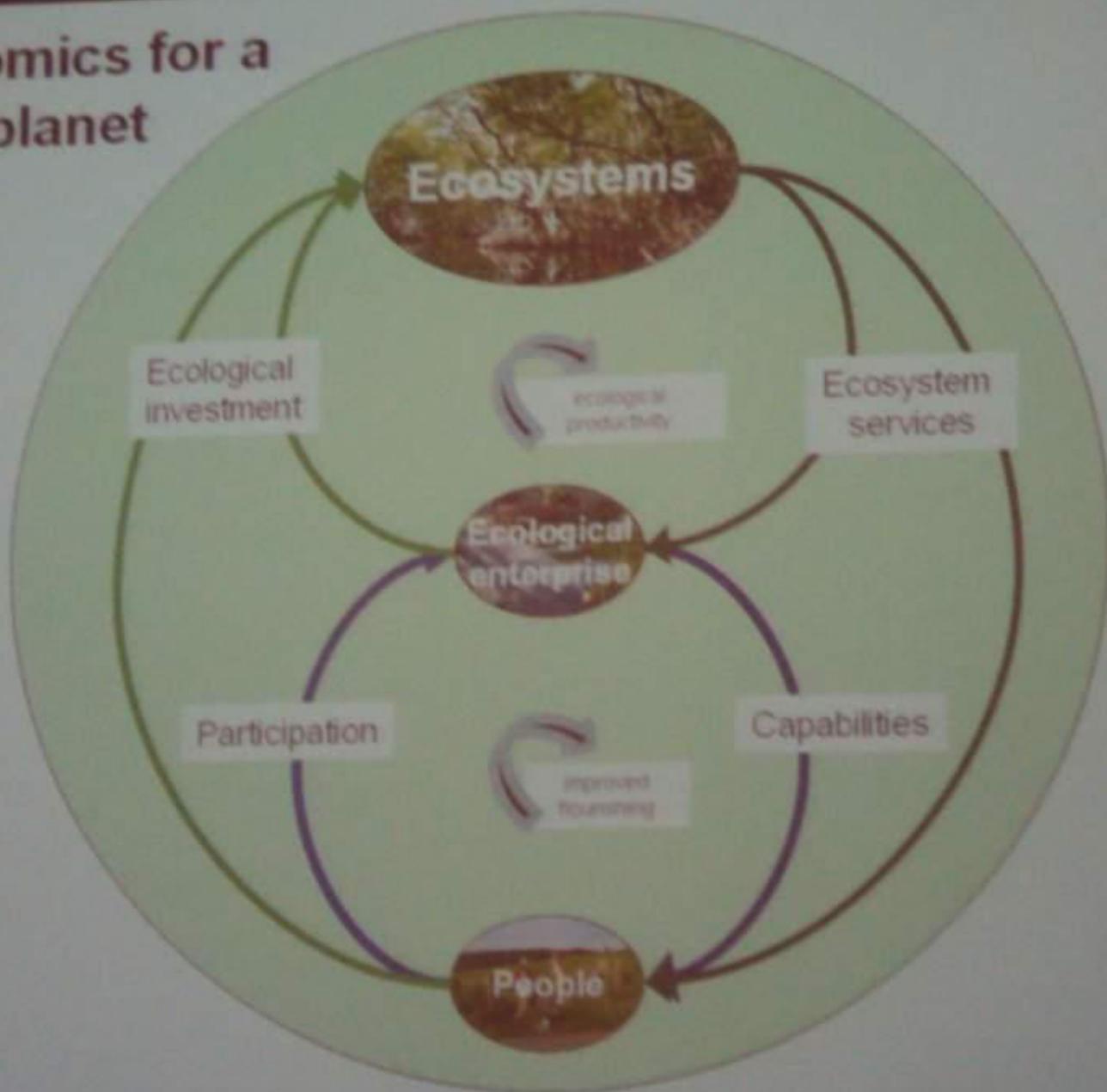
President Sarkozy, September 2009

Ecosystem accounts to aid policy...

<http://www.earthscan.co.uk/pwg>



# Economics for a finite planet



## The Istanbul Declaration (1)

- A culture of evidence-based decision making has to be promoted at all levels of government, to increase the welfare of societies.
- We affirm our commitment to measuring and fostering the progress of societies in all their dimensions and to supporting initiatives at the country level.
- We urge statistical offices, public and private organisations, and academic experts to work alongside representatives of their communities to produce high-quality, facts-based information that can be used by all of society to form a shared view of societal well-being and its evolution over time.

4. Expect to have savings as business is stream lined (particularly relating to water and energy use) but across the board expect price increases (insurance, energy and fuel). Also expect exponential change and uncertainty for next 10 years as we enter energy revolution.
5. Sub national government leadership is essential in lieu of a national and international agreement.
6. If you are doing something special – tell the rest of the world.

**Some innovation and  
leadership worthy of note...**



NOAA is a US federal agency focused on the condition of the oceans and the atmosphere. It plays several distinct roles within the Department of Commerce with a broad mission. Some of NOAA's more widely-known divisions include the National Weather Service, The National Hurricane Center, and the National Marine Fisheries Service.

<http://sos.noaa.gov/>



# People's Forum - Klimaforum

...Klimaforum was Stakeholder Engagement at it's best...

Polly Higgins Lawyer – established **Planet Trust**...and the people's declaration.

Amnesty International worked to establish human rights, now world looking at planetary rights



The Universal Declaration of Planetary Rights is a sub-set of the wider Rights upheld under the Planet Earth Trust that have been proposed to the United Nations to adopt, to create 'hard law' international legislation. The Rights proposed are the Right to Diversity, the Right to Ecological Integrity, the Freedom of the Natural Cycles of Life, the Right Not to be Polluted, The Right to Restorative Justice and the Freedom of a Healthy & Clean Environment. These rights could be used as the basis for international and national legislation.

[www.treeshaverightstoo.com](http://www.treeshaverightstoo.com)

Polly Higgins Planet Trust speech refer:

[www.youtube.com/watch?v=rwui\\_cdw-6k](http://www.youtube.com/watch?v=rwui_cdw-6k)

# System Change not Climate Change People's Declaration from Klimaforum 09





Optimized Descent Path



Scandinavian Airlines 737's  
Equipped with GE's Flight  
Management System

The start of 'Green Landings' is here. Using GE's Flight Management Systems, SAS Scandinavian Airlines estimate from a potential 36,000 optimized descents, annual benefits could reach \$6 million in fuel savings and \$4 million in cost avoidance from increased efficiencies.



Zero to \$80m in 5 years

Add sugar to algae to turn it into crude oil

Mixed sawdust with algae to make olive oil

Contract for US military to create diesel

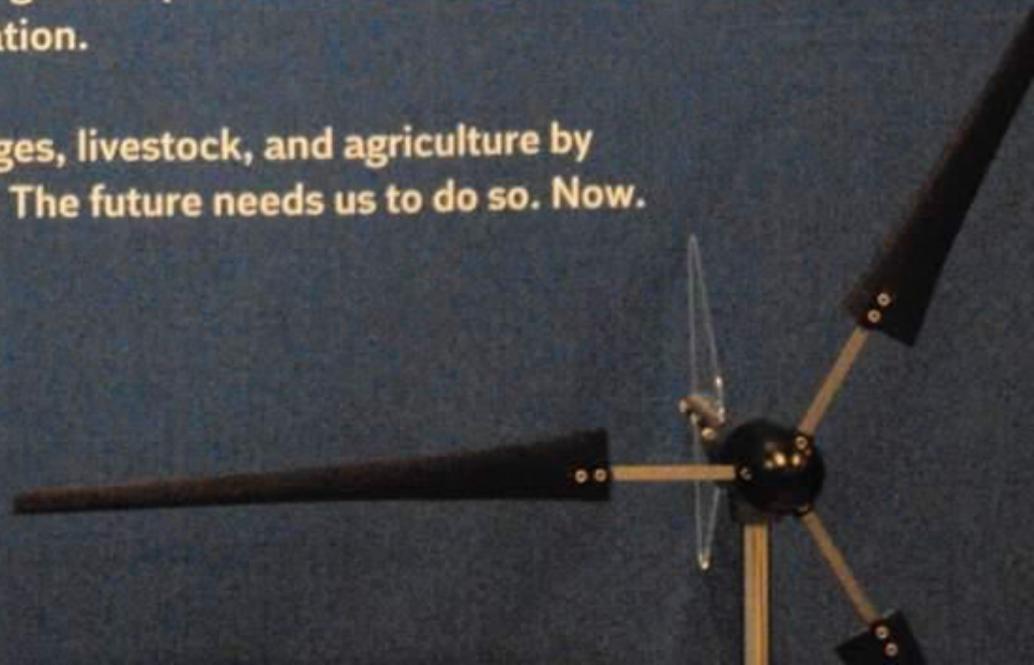
# Get water from the sun and wind. Now.

Reduce our consumption of fossil fuels, everyone says. Renewable energy sources are the way of the future. At Grundfos, we've had pump solutions that run on renewables since 199X2002. Nice of them to join us.

The Grundfos SQFlex is a complete borehole pumping system that can run on the sun, the wind, or a combination of both. It is perfect for remote areas where the elements are plentiful, but electricity is scarce. The all-stainless steel construction offers years of reliability, and remote management possibilities allow you to monitor pump performance from a centralised location.

Help provide life-giving water to rural villages, livestock, and agriculture by harnessing the power of the sun and wind. The future needs us to do so. Now.

[www.future-now.com](http://www.future-now.com)



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GE imagination at work

Solving the toughest environmental challenges NOW.

Ecomagination reflects GE's commitment to invest in a future that creates innovative solutions to environmental challenges and delivers valuable products and services to customers.



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"Fostering Responsible Business"

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## Making the right choice

We are world-leading manufacturer of engineered aeration solutions for biological treatment within municipal and industrial wastewater industries

### What does this mean?

- Every year we increase our market share by supplying the wastewater industry around the world with aeration for additional 45 million population equivalents (P.E.) including industries.
- Today the quality of wastewater treated with Siemens aeration equipment is proportional to the discharge of sludge from more than 300 million people respectively more than 600 million population equivalents including industries.
- We have succeeded in reducing the consumption of energy from the wastewater industry by 675 MW per year equivalent to the annual production of approx. 450 windmills.
- Our customers benefit from energy savings of more than 430 million EURO per year.
- Every year the world benefits from emission savings of more than 2.9 megatons CO2 equivalent to 750,000 cars on the road.

"Energy efficiency is not just low-hanging fruit - it is fruit that is lying on the ground"

SIEMENS

Timberland & Earthkeepers.

**DON'T TELL US IT CAN'T BE DONE!**

We believe it's time for companies to look at how they do business, their effect on the environment and do something about it. Don't tell us it can't be done because it can and it is. Agree?

Join us at [donttellesitcantbedone.com](http://donttellesitcantbedone.com)



Timberland & Earthkeepers.

**SESSIONS**



**WALK THE TALK.**

Let's hope the Copenhagen conference on climate change is more than talk. We Walk the Talk and have reduced our carbon emissions by 40% in just 2 years and use recycled and organic materials in our gear so the footprint we leave helps protect this amazing planet. For today, and winters to come, it's a start.

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Individual  
Corporate  
action  
abounded....

The COP15 Panel 11 December 2009

# “Reducing your carbon footprint is not only achievable, it’s inspiring.”

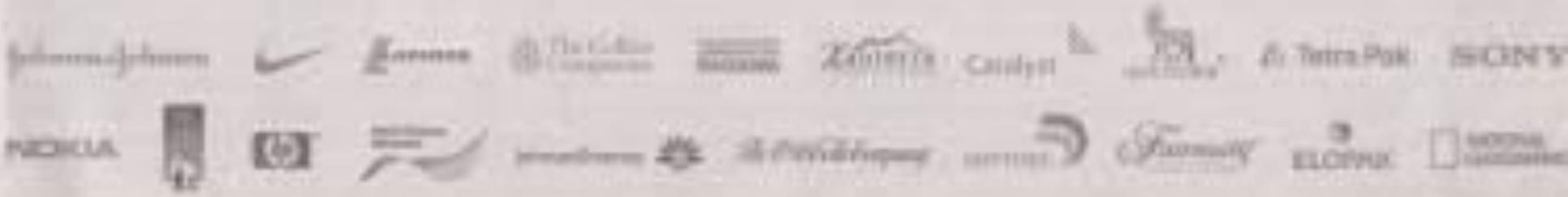
- Thomas W. Storey, President, Fairmont Hotels & Resorts

...to what in the New-Clean Economy. Companies are shaping the new reality by con... growth. By 2010 they will have collectively de... 50 million tons while creating competitive advantage... value. They're proving that climate leadership makes sense... for the planet. Now is the time for the world's governments to le... along this path, into a new era. The future is calling, and the world is waiting. Follow the leaders at: [panda.org/cleaneconomy](http://panda.org/cleaneconomy)

LET THE CLEAN ECONOMY BEGIN



Defensores do Clima  
 2009-11-11-11-11-11  
**Climate Savers**



# Mayors Climate Summit for Mayors



**C40CITIES**  
CLIMATE LEADERSHIP GROUP

**I.C.L.E.I**  
Local  
Governments  
for Sustainability



**First Assessment  
Report on Climate  
Change in Cities  
(ARC3)**

<http://www.uccrn.org/>

<http://www.climatesummitformayors.dk/>



SPECIAL COPENHAGEN EDITION 

**Ode**

FOR INTELLIGENT OPTIMISTS

With contributions from **Al Gore**,  
**Hermann Scheer**, Amory Lovins,  
Lester Brown, **Bill McKibben**,  
**Paul Hawken** and Gunter Pauli

The  
solutions  
we need  
**now**

How the  
renewable energy  
economy will halt  
**global warming**,  
clean up the planet,  
create millions of  
jobs and make us  
all healthier



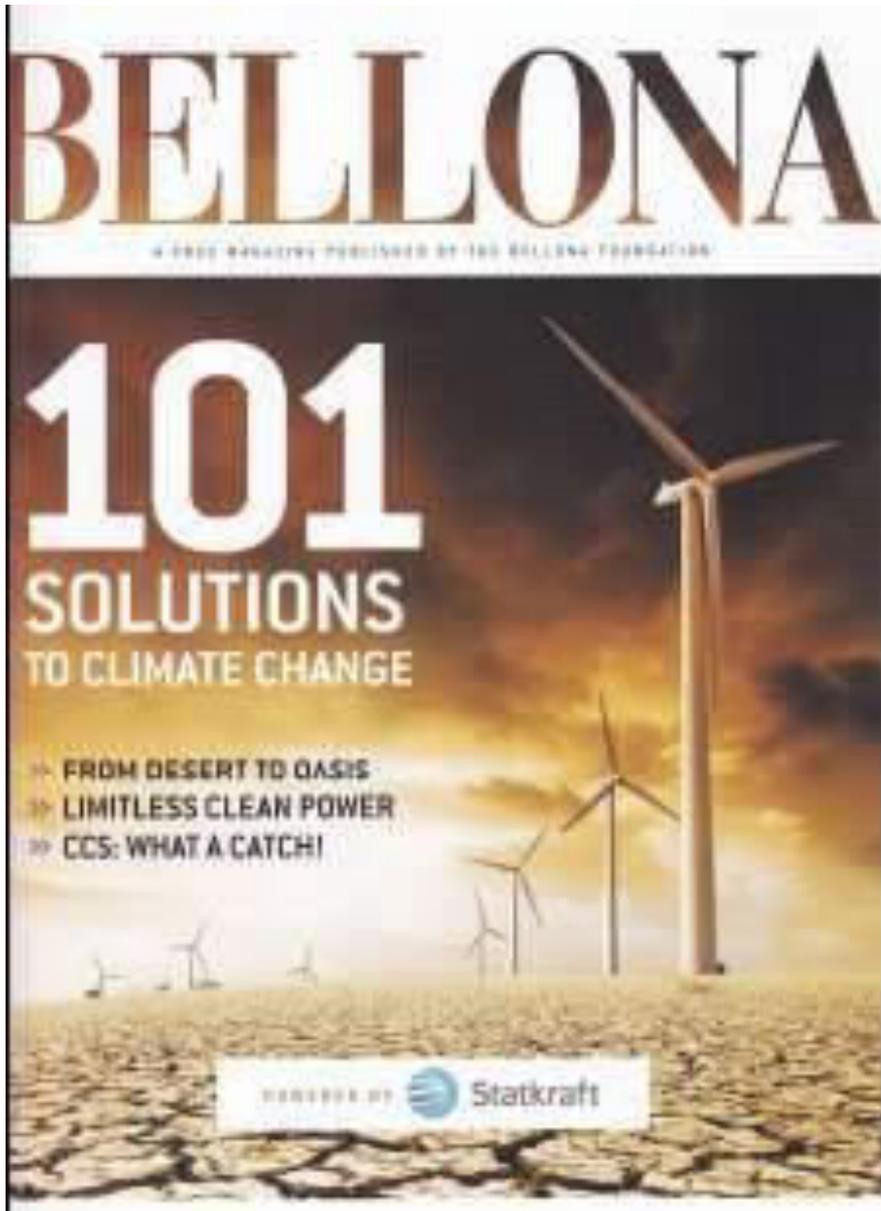
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<http://www.odemagazine.com/>

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Models of Success & Sustainability  
"Fostering Responsible Business™"

# Bellona Foundation



<http://101-solutions.org/english.html>

# One Degree Matters



One Degree Matters follows social and business leaders as they travel to Greenland and experience for themselves the dramatic effects of the melting of the ice cap and come to understand the planetary effects of climate change and the impacts these will have on society and the economy. The film brings to the screen the latest science from the Arctic and shows why a further rise in global temperature of one degree matters for the future of humankind

<http://www.vimeo.com/8119882>



# Responding to Climate Change

...Best in Class, regional  
approaches, satellite  
wisdom renewable  
treasure trove.

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## RESPONDING TO CLIMATE CHANGE

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renewable treasure trove |

# 2010



**Climate, agriculture  
and food security:**

**A strategy for change**

# Consultative Group on International Agriculture Research CIGAR

[http://www.cgiar.org/pdf/CC\\_AFS\\_Strategy\\_december2009.pdf](http://www.cgiar.org/pdf/CC_AFS_Strategy_december2009.pdf)

[WWW.cigar.org](http://WWW.cigar.org)

[www.essp.org](http://www.essp.org).

[www.ccafs.cigar.org](http://www.ccafs.cigar.org)



LOESS PLATEAU

黄土高原

# China's Sorrow - Earth's Hope

Key solution...REED and general re-vegetation...China takes serious global action on re-vegetation

**The Loess Plateau Watershed Rehabilitation Project successfully broke the cycle of environmental degradation and poverty in an area that had become known as the most eroded place on earth.** Located on the upper and middle parts of the drainage basin of the Yellow River, the Loess Plateau is an area covering 640,000 square kilometers—approximately two times larger than Germany. This area has been the source of siltation in the Yellow River and the yellow dust storms plaguing Northeast Asia. The project encompasses **twenty-one counties, seventeen of which are among the poorest in China.** Previously known as the cradle of Chinese civilization—decades of unsustainable agricultural practices, population pressures, and poverty had led to an almost complete collapse of the Loess Plateau ecosystem.

The project has indeed been a success on various fronts, with the quadrupling of local income within a decade, and the restoration of an ecosystem. This model for restoring large-scale damaged ecosystems by utilizing integrated and comprehensive land-use plans and land contracts is now being attempted in other parts of China, as well as India and Africa.



<http://www.earthshope.org/Home.html>

[www.hopeinachangingclimate.org](http://www.hopeinachangingclimate.org)



After a decade of hard work and determination by local people, the results are little short of miraculous. **Trees, shrubs and grasses have become established, with as many as 50 different species evident on one terraced area.** Increased insect and birdlife is evident and gradually villages are becoming hidden within a forest of greenery. Jürgen Vögele, World Bank task manager, has been amazed that the results have been possible within the project period but he admits, "Nature is strong if you give it a chance." Within ten years, **local people have seen their incomes quadruple as food security and incomes have increased.** Moreover, the hydrological balance has been restored, the soil rehabilitated and the flood risk for millions of people along the Yellow River has decreased.





**Should we replace  
the word  
sustainability  
with  
responsibility?**



# Drought and Food Security

**Be prepared for more...**





Marysville February 2009





Photo: Reuters/Pascal Lauener



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**THERE  
IS NO  
PLANET B**

The image captures a protest or demonstration in an urban setting. A large, bright yellow sign with bold black text is the central focus. The sign reads "THERE IS NO PLANET B". To the left, an orange flag features the word "tck" repeated in blue. Behind it, a white flag with red graphics and the text "RICH CONTROL DAY" is visible. A blue balloon is held by a person in the crowd. The background shows a multi-story building with scaffolding, suggesting a city center. People are dressed in winter clothing, including a brown knit hat and a dark jacket with a white fur collar.

# For further information contact:

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