



COVALENCE ANALYST PAPERS

What Is Climate Change? Climate Change Campaign – Is It A New Trend?

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Introduction

Climate change is one of the most environmental problems facing the world today. Rising global temperatures will bring changes in weather patterns, rising sea levels and increased frequency and intensity of extreme weather events.

According to www.wikipedia.com, climate change refers to the variation in the Earth's global climate or in regional climates over time. It describes changes in the variability or average state of the atmosphere over time scales ranging from decades to millions of years. These changes can be caused by processes internal to the Earth, external forces (e.g. variations in sunlight intensity) or, more recently, human activities.

Climate change is caused by **increased levels of carbon dioxide** (CO₂) and other polluting gases in our atmosphere. Nevertheless, the social, environmental and economic costs of climate change could be huge. Therefore, many countries and governmental entities join an international agreement that well known as "The Kyoto Protocol" in order to give something back to the environment through reducing greenhouse gas emission.

Nowadays, many countries become member of Kyoto Protocol. Many companies and NGO's do some climate change campaign. It becomes a trend. The question is: do the companies do something about it seriously - to reduce climate change or just following others because they want to look good to their customers and partners. However, for what any reasons, we still have to do something about the climate change because it is the greatest threats to our planet.

The Kyoto Protocol

The Kyoto Protocol is an international agreement to cut greenhouse gas emissions that cause climate change. It has 169 countries as members and other governmental entities (as of December 2006).

The Kyoto Protocol is to fight climate change which using less energy and improve public health, create new jobs and cut energy costs.

According to a press release from United Nations Programme:

" The Kyoto Protocol is an agreement under which industrialized countries will reduce their collective emission of greenhouse gasses by 5.2% compared to the year 1990 (but note that compared to the emission levels that would be expected by 2010 without Protocol, this target represents a 29% cut. The goal is to lower overall emissions of six greenhouse-gasses, carbon dioxide, methane, nitrous oxide, sulfur hexafluoride, HFC, and PFCs – calculated as an average over the five period of 2008-2012. National targets range from 8% reductions for the European Union and some others to 7% for the US, 6% for Japan, 0% for Russian, and permitted increased 8% for Australia and 10% for Iceland."
[\(\[http://en.wikipedia.org/wiki/Kyoto_Protocol\]\(http://en.wikipedia.org/wiki/Kyoto_Protocol\)\)](http://en.wikipedia.org/wiki/Kyoto_Protocol)

The Climate Saver Companies

Not only countries that want to reduce climate change in general, but also many of companies and NGO's do campaign against climate change, such as:

- Catalyst (Canada)

Catalyst is the world's largest directory paper producer, including makes mechanical printing papers used in catalogues, magazines, advertising inserts and daily newspapers. Catalyst pledged to reduce its carbon dioxide (CO₂) emissions 70% below its 1990 levels by the year 2010. This will be possible through lowering energy consumption, switching from fossil fuels to biomass, and better equipment efficiency.

- IBM (US)

IBM has operations in more than 160 countries. From 1998 through 2004, IBM intends to achieve average annual CO₂ emissions reductions equivalent to 4% of the emissions from the company's annual fuel and electricity use. WWF and IBM are currently discussing the continuation of the agreement.

- Johnson&Johnson (US)

Johnson&Johnson is the world's most comprehensive manufacturer of health care products, as well as a provider of related services, with 195 operating companies in 51 countries around the world. Johnson&Johnson pledged to reduce its greenhouse gas emissions to 7% below 1990 levels by the year 2010, with an interim goal of 4% below 1990 levels by 2005.

The company intends to accomplish this by enhancing its corporate energy best practices, optimizing processes for increased efficiency, recommissioning buildings, adopting new energy efficient climate mitigation technologies, and utilizing more environmentally friendly sources of energy.

- Lafarge (France)

With 85,000 employees in 75 countries, Lafarge is the largest cement manufacturer in the world and a world leader in the manufacture of building materials. Lafarge committed to reducing greenhouse gas emissions 10% below 1990 levels by 2010.

Some of the areas that Lafarge will explore to reduce its emissions include increasing energy efficiency in manufacturing, buying and employing more renewable energy, and increasing the use of less carbon-intensive cement-like materials - such as fly ash from coal-fired power plants and slag from the steel industry.

- Nike, Inc. (US)

Nike has around 700 factories worldwide and markets its products in more than 100 countries. Nike's commitment is to reduce carbon dioxide emissions 13% below 1998 levels by the end of 2005 from Nike-owned facilities and business travel activities, by pursuing energy conservation projects, purchasing green power and investing in community energy efficiency project.

- Novo Nordisk (Denmark)

Danish pharmaceutical group Novo Nordisk, the world leader in diabetes care, has committed itself to reduce its CO₂ emissions from the use of fossil fuels and from the purchase of electricity, heat and steam by 10% by 2014 compared to its CO₂ emissions in 2004. Without this agreement, Novo Nordisk's CO₂ emission would increase by 67% in the same period.

- Polaroid Corporation (US)

Polaroid products - instant photographic cameras and films, digital imaging, secure identification systems, and sunglasses - are sold in more than 150 countries worldwide. Polaroid committed to reducing CO₂ emissions in its manufacturing, sales and marketing facilities and distributors around the world by 25% below 1994 levels by the year 2010. The company also established an interim target of reducing emissions 20% below 1994 levels by the year 2005.

Polaroid intends to achieve these reductions by undertaking best-in-class energy management practices; upgrading and replacing compressors, chillers, boilers, hot water systems, lighting systems, motors, and other types of equipment; purchasing green power; and switching to cleaner forms of fuel for on-site applications.

- Sagawa (Japan)
Sagawa Express is a comprehensive logistics company operating in Japan and many other Asian countries. Its services include express delivery, moving, charter, and art transportation, and freight insurance. It also is known for its social action programmes. Sagawa committed to reduce CO₂ emissions by 6% by 2012, through the introduction of 7,000 Compressed-Natural-Gas (CNG) vehicles.
- Sony (Japan)
In an agreement concluded in July 2006, the international electronics company has committed to cutting its absolute CO₂ emissions by seven per cent by 2010, set against 2000 emissions of 2,183,765 tons. Sony intends to increase energy efficiency in all its production facilities, and to switch fuel from oil to renewable energy sources and to natural gas. Sony will also replace some strong greenhouse gases used in specific production systems with more climate-friendly options.
- Tetra Pak (Sweden)
Operating in more than 165 markets with over 20,000 employees, Tetra Pak has considerable processing and packaging expertise in the food sector. It delivers over 60 billion litres of drinks yearly. Tetra Pak will reduce its CO₂ emissions over the next 5 years by 10% in absolute terms through energy efficiency improvements and an increase in the proportion of green energy. Tetra Pak and WWF will also work together to develop the supply of EUGENE Green Power in Europe.
- The Collins Companies (US)
The Collins Companies was the first North American forest products company to grow, manufacture, and market FSC (Forest Stewardship Council)-certified lumber, particle board, and specialty plywoods. The company has pledged to reduce its CO₂ emissions 15% below its 1999 emissions levels by 2009. In addition to increasing the company's overall energy efficiency, Collins is investing in power from existing steam delivery systems, using backpressure steam turbines to generate electricity. This enhances the efficiency of electricity production significantly and carbon dioxide emissions may be reduced by as much as 60% in comparison with conventional power generation.
- Xanterra (US)
Xanterra Parks & Resorts, the US's largest park and resort management company, operates lodges, restaurants and other concessions at national parks and state parks and resorts, amongst them Yellowstone and Everglades. Xanterra will reduce its CO₂ emissions 10% below its 2000 emissions levels by 2015, an approximate reduction of 9,308 tons of CO₂. The practical steps include purchasing renewable energy, changing light bulbs, purchasing more efficient vehicles and appliances. Xanterra will also work on educating and informing its 17 million annual customers.
(http://www.panda.org/about_wwf/what_we_do/climate_change/solutions/business_in_dustry/climate_savers/companies/index.cfm)

Even heavyweights companies like General Electric and Citigroup also join forces in a high-profile campaign against global warming, demanding that governments mandate caps on greenhouse gases.

Even though, many companies do climate change campaign and under The Kyoto Protocol, developed countries suppose to reduce their emission by five percent by 2012 from 1990 levels, but USA refused to adopt the pact, which also excluded big developing economies like China and India.

As for European Union, environment ministers agreed Tuesday to plans for deep cuts in greenhouse gases of at least 20 percent by 2020, and as much as 30 percent if other developed economies agree to do the same.

Planting Trees Offset Program

Dell launched "Plant a Tree for Me" Offset Program and Ricoh launched "Tree Planting" Offset Program in order to fight the climate change or global warming. Both companies offer their customers the opportunity to offset the emission.

Ricoh has the program to monitor the printer and copier usage levels of businesses. For every 100,000 photocopies or prints generated by a customer a tree is planted. Customers will then be given a certificate at each stage of the program to assist in their own corporate social responsibility activities.

As for Dell, Dell and its partners (The Conservation Fund and Carbonfund.org, both are non-profit organizations) will use the funds to plant trees in sustainably managed forests, absorbing carbon dioxide released in the atmosphere from generated electricity. The company said that 100 percent of the donations received by the Plant a Tree for Me program will be used by partners to facilitate planting trees.

A customer donation of \$2 for a notebook and \$6 for a desktop will go toward the planting of trees, offsetting the equivalent emissions resulting from the production of electricity used during the average three-year use of a computer. The program will be available to any U.S consumers for any brand of computer in February 2007, and global consumers in April 2007.

Dell has received positive reaction after the announcement, but at least one article is already wondering why Dell isn't paying to plant the trees themselves.

Nevertheless, new studies have questioned whether planting trees is an effective way to fight climate change or global warming.

According to a BBC article (http://www.treehugger.com/files/2006/12/planting_trees.php), it is true that planting trees help to fight climate change or global warming, but if they are planting in the right places.

Conclusion

It is not only governments' or companies' responsibilities to fight climate change, but also our responsibility as human being. In fact, climate change could affect our future environment and weather badly if we are not doing anything about it soon. There are some possibilities: sea level rises, increase in flooding, our health be affected by global warming, disease (malaria, yellow fever and dengue fever), and composition and range of many ecosystems will shift as species respond to climate change.

Let's save our planet from climate change!

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