

# The climate crisis calls for collaboration. It's now or never.

A strong partnership of the most influential organizations has joined forces to convene this event. The World Business Summit on Climate Change is organized by the Copenhagen Climate Council in collaboration with the United Nations Global Compact, the World Business Council for Sustainable Development, The Climate Group, 3C and the World Economic Forum's Climate Change Initiative.

## Participants:

The World Business Summit on Climate Change will bring together CEO's from the world's leading companies, government leaders, incl. ministers and heads of state, scientists, experts and other thought leaders.

### Confirmed participants include:

#### Shai Agassi

Founder and CEO, Better Place

#### Carsten Bjerg

CEO, Grundfos

#### David Blood

Managing Partner,  
Generation Investment Management

#### Sir Richard Branson

Founder and CEO, Virgin Group

#### James Cameron

Vice Chairman, Climate Change Capital

#### Subhash Chandra

Chairman, Zee Entertainment  
Enterprises Limited

#### Steve Chu

Director, Lawrence Berkeley National  
Laboratory

#### Jørgen Mads Clausen

Chairman, Danfoss

#### Samuel A. DiPiazza, Jr.

CEO, PricewaterhouseCoopers

#### Anders Eldrup

CEO and President, DONG Energy

#### Ditlev Engel

CEO, Vestas Wind Systems

#### Tim Flannery

Scientist and writer;  
Author of *The Weather Makers: The History and Future Impact of Climate Change*

#### Yoichi Funabashi

Editor-in Chief, Asahi Shimbun Newspaper

#### Al Gore

Chairman, Generation Investment  
Management

#### Connie Hedegaard

Minister of Climate and Energy  
of Denmark

#### Steve Howard

CEO, Climate Group, United States

#### Mats Jansson

CEO, SAS Group

#### Lord Michael Jay

Globe International Advisory Board  
member and Lord Jay of Ewelme

#### Lars G. Josefsson

President and CEO, Vattenfall

#### Daniel M. Kammen

Professor and Co-Director, Berkeley  
Institute of the Environment; Senior Policy  
Advisor to President-elect Obama

#### Georg Kell

Executive Director, UN Global Compact

#### Sir David King

Scientist and Director of the Smith School  
of Enterprise and the Environment at the  
University of Oxford

#### Lise Kingo

Executive Vice President and Chief of  
Staffs, Novo Nordisk

#### Dr. Thomas Lovejoy

Scientist and President of the H. John  
Heinz III Center for Science, Economics  
and the Environment

#### Professor James Lovelock

Scientist, inventor, and author

#### Rob Morrison

Chairman, CLSA Asia-Pacific Markets,  
Asia

#### Paul S. Otellini

CEO and President, Intel

#### Robert Purves

Chair of Environment Business Australia  
and board member WWF International

#### Erik Rasmussen

Editor-in-chief and CEO,  
Monday Morning

#### Anders Fogh Rasmussen

Prime Minister of Denmark

#### Steen Riisgaard

CEO, Novozymes

#### James E. Rogers

Chairman, President and CEO,  
Duke Energy Corporation

#### Dr. Zhengrong Shi

Chairman of the Board and CEO,  
Suntech Power

#### Björn Stigson

President, World Business Council  
for Sustainable Development

#### Sir Crispin Tickell

Director of the Policy Foresight Programme,  
James Martin Institute for Science and  
Civilization, Oxford University

#### Moses Tsang

Chairman and Managing Partner,  
Ajia Partners

#### Jens Ulltveit-Moe

CEO, Umoe A-S

#### Li Xiaolin

Chairwoman and CEO, China Power  
International Development

### Practical information

#### Date and venue

24-26 May 2009

Bella Center, Copenhagen, Denmark.

#### Travel and accommodation

Travel and hotel reservations are the responsibility of participants and are not included in the registration fee. To facilitate your arrangements, preferential room rates are available at several hotels in Copenhagen. Please go to the World Business Summit on Climate Change registration site to take advantage of this offer and make a reservation.

As Official Airline and Greening Partner to the summit, Scandinavian Airlines is offering special conference discounts for participants. See [www.copenhagenclimatecouncil.com](http://www.copenhagenclimatecouncil.com) for more details.

#### Greening the event

Recognizing that events of this nature have a significant environmental impact, the organisers are seeking out more sustainable ways to deliver the summit. As part of this process we are offering to offset CO<sub>2</sub> emissions produced by delegates' travel to and from the event in collaboration with Scandinavian Airlines, Greening Partner and Official Airline of World Business Summit on Climate Change. Delegates will be encouraged to register their travel for this purpose.

#### Contact

Please contact Project Director Johannah Christensen, [jc@mm.dk](mailto:jc@mm.dk) or Event Manager Izabela Butenko-Olesen, [ibo@mm.dk](mailto:ibo@mm.dk) for more information.

#### Sponsorship opportunities

To discuss branding, communication and sponsorship opportunities, please contact Christian Frøkiær at [cfr@mm.dk](mailto:cfr@mm.dk).

#### Copenhagen Climate Council

c/o Monday Morning  
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Denmark  
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#### Registration

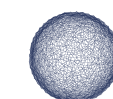
To register for this event, please go to [www.copenhagenclimatecouncil.com](http://www.copenhagenclimatecouncil.com).



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The process is supported by the Danish government, host of COP15.

#### Strategic Partners



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CLIMATE CHANGE  
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2009



CLIMATE CONSORTIUM  
DENMARK

#### Main sponsor



#### Greening Partner



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#### Summit Partners



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Rethink Tomorrow

# The future of your business is being decided now. Any input?

Putting forward recommendations  
to shape the next global treaty on  
climate change.



## World Business Summit on Climate Change Copenhagen, 24-26 May 2009



# The most important decision of our time. Get involved.

In 2009, the world's political leaders will come to Copenhagen to negotiate the next global treaty on climate change. It is the most important decision of our time.

Six months prior to the UN climate change conference (COP15) in Copenhagen, the World Business Summit on Climate Change will bring together chief executives, government representatives, scientists and leading thinkers to put forward recommendations for the next international framework on climate change.

At the summit, global business leaders will present the most advanced and innovative business strategies to combat climate change and engage in high level dialogue with governments and experts.

The goal of the summit is to demonstrate how innovative business models, partnerships and the development and deployment of low-carbon technologies can help solve the climate crisis.

Recommendations from the summit will outline the elements needed to effectively boost investment, innovation and technology development.

## Global warming is accelerating. We need to act now.

The importance of the new climate change treaty cannot be overstated.



Scientists around the world are distressed at the current pace of change in the global ecosystem. New data suggests that we have underestimated the magnitude of the problem. Accelerating at alarming

speed, global climate change is the single biggest risk facing the world economy and the future of our planet.

Time is running out. To prevent catastrophic warming, we must radically change the way we live. But the risks we are facing can be turned into opportunity – if business and governments work together to develop the necessary policies and partnerships.

The summit will send a strong message, stressing the need for politicians to create a stable, global framework within which business can operate most effectively.

The international business community will offer governments a new, global partnership: If governments agree to create the framework conditions, business can deliver the solutions.

## The decision makers are listening. What's your message?

The World Business Summit on Climate Change is convened with the full support of the Danish government. Recommendations from the summit will be delivered directly to the Danish government, which as host of COP15 will take the recommendations forward in the final six months of negotiations.



"It is an exciting and necessary project, to which the Danish Government gives its full support. In my view, the World Business Summit on Climate Change will be a pivotal event that can deliver an important contribution to the political decisions to be made during the UN climate conference, COP15 in Copenhagen in December 2009."

Anders Fogh Rasmussen, Prime Minister of Denmark

Business takes leadership. The summit starts now.

The Copenhagen Climate Council has developed an exclusive, web-based platform to facilitate knowledge sharing and collaboration, as well as serve as a testing ground for new ideas and partnerships.

Make sure you join the community when you register for the summit.

Please go to: [www.copenhagenclimatecouncil.com](http://www.copenhagenclimatecouncil.com)

Take part in the World Business Summit on Climate Change and influence the framework that will determine the future of your business.

## Business can help solve the climate crisis. Here's how.

The aim of the World Business Summit on Climate Change is to develop a shared vision for low-carbon future, as well as specific steps on how to achieve the vision.

The program of the summit will focus on exploring how the next global treaty can be shaped to encourage business action on climate change. The goal is to put forward recommendations for effective policy instruments, business strategies and models for public-private partnerships.

Issues on the agenda will include:

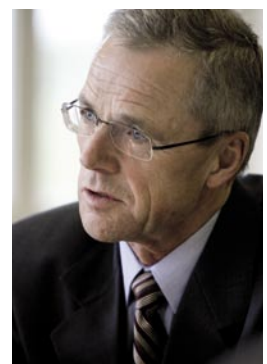
- How to promote investment in technology RD&D
- How to ensure rapid deployment of clean technologies
- How to leverage private capital in financing clean energy in developing economies
- How to promote investment in energy efficiency
- How to protect the world's carbon sinks
- How to make global carbon markets work
- How to resolve IPR issues in technology transfer to developing countries
- How to secure the ability to adapt to the effects of climate change in the most affected regions

Existing best practices and solutions will be highlighted throughout the summit.

## Bringing together the world's most innovative and influential individuals. Take part in the debate.

The World Business Summit on Climate Change brings together leaders from business, government and civil society.

Delegates include chief executives from companies that have demonstrated global leadership and commitment to addressing climate change – the innovators and implementers of the low-carbon future.



Make your voice heard. Join heads of state, government ministers, leading thinkers and scientists, media leaders and opinion shapers,

advocates, venture capitalists, entrepreneurs and business leaders from all regions and sectors.

## Ensuring exclusive dialogue between business and government. Testing the new treaty.

In conjunction with the World Business Summit on Climate Change, the Danish government will convene a "Copenhagen Business PrepCom", an exclusive CEO roundtable for select business leaders and key negotiators brought together to help shape the post 2012 policy framework from a business perspective.

In addition, the World Business Summit on Climate Change will serve as a platform for individual companies and organizations to present new analyses and initiatives designed to inform and inspire the transition to a low-carbon economy.



"As business leaders, we have to commit ourselves to solving what I consider to be the biggest challenge ever. I believe in our resourcefulness and in our capacity to come up with workable solutions to the problems we have ourselves created. Necessity is the mother of all invention."

Sir Richard Branson  
Founder & CEO of Virgin,  
Member of the Copenhagen Climate Council

## Program overview.

The Summit will be structured as a series of plenary sessions, industry and technology specific meetings and exclusive roundtable talks, where business leaders and government representatives can discuss their views and seek for common understanding on the climate issue.

Sunday 24 May 2009	Monday 25 May 2009	Tuesday 26 May 2009
08:30-12:30 Learning journeys and industry visits around Copenhagen	09:00-10:30 Plenary session	09:00-11:30 Plenary and keynote sessions
09:30-12:30 Industry sessions and private meetings	10:30-12:30 Working sessions	11:30-13:30 Closing ceremony
11:00-12:30 Registration		
12:30-13:30 Networking lunch	12:30-13:30 Networking lunch	13:30-14:30 Networking lunch
13:30-14:15 Opening ceremony	13:30-14:45 Working sessions	
14:15-18:00 Plenary and keynote sessions	16:30-18:00 Plenary session	
18:30-20:30 Reception	18:30-22:00 Dinner	

## Key issues on the agenda.

Mitigation	Adaptation	Technology	Financing
<ul style="list-style-type: none"> <li>• Carbon markets</li> <li>• Energy efficiency</li> <li>• Forests</li> </ul>	<ul style="list-style-type: none"> <li>• Roadmap</li> <li>• Financing mechanisms</li> </ul>	<ul style="list-style-type: none"> <li>• Roadmap &amp; incentives</li> <li>• Technology transfer/IPR issues</li> </ul>	<ul style="list-style-type: none"> <li>• Investment in clean energy</li> </ul>
Policy instruments · Best practices in business · Models for public-private partnerships			