

Corporate Advocacy and the Political Landscape of Climate Change in the US

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Rainforest Action Network

CAN Conference September, 2005



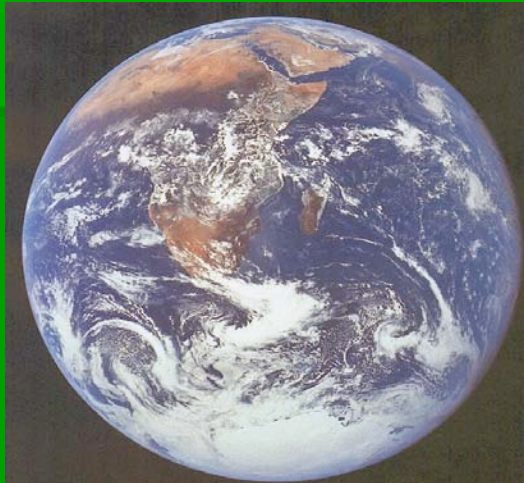
Climate Destabilization



Soil erosion



Wildfires



Heating up the earth



Hurricanes

**Predicted increase in the earth's
surface temperature from 1990 to
2100: 2.5 - 10.4° F.**

**- Summary for Policymakers.
Intergovernmental Panel on
Climate Change, 2001**

From the journal *Nature*, January 9, 2004:
*By 2050, with a an average global temperature
rise of more than 3.6 degrees Fahrenheit, 35
percent of species would be committed to
extinction. In the Amazon alone, 87 percent of
the plants could vanish due to climate change
alone.*





Markets Campaigns: An “End Run” Around Washington DC

- Exposing the ugly side of America’s biggest brands
- Strengthening Marketplace Democracy
- Making real & significant progress, not just resisting rollbacks

The Continued Rise of Corporate Power



“I hope we shall crush in its birth the aristocracy of our monied corporations, which dare already to challenge our government to a trial of strength, and bid defiance to the laws of our country.”

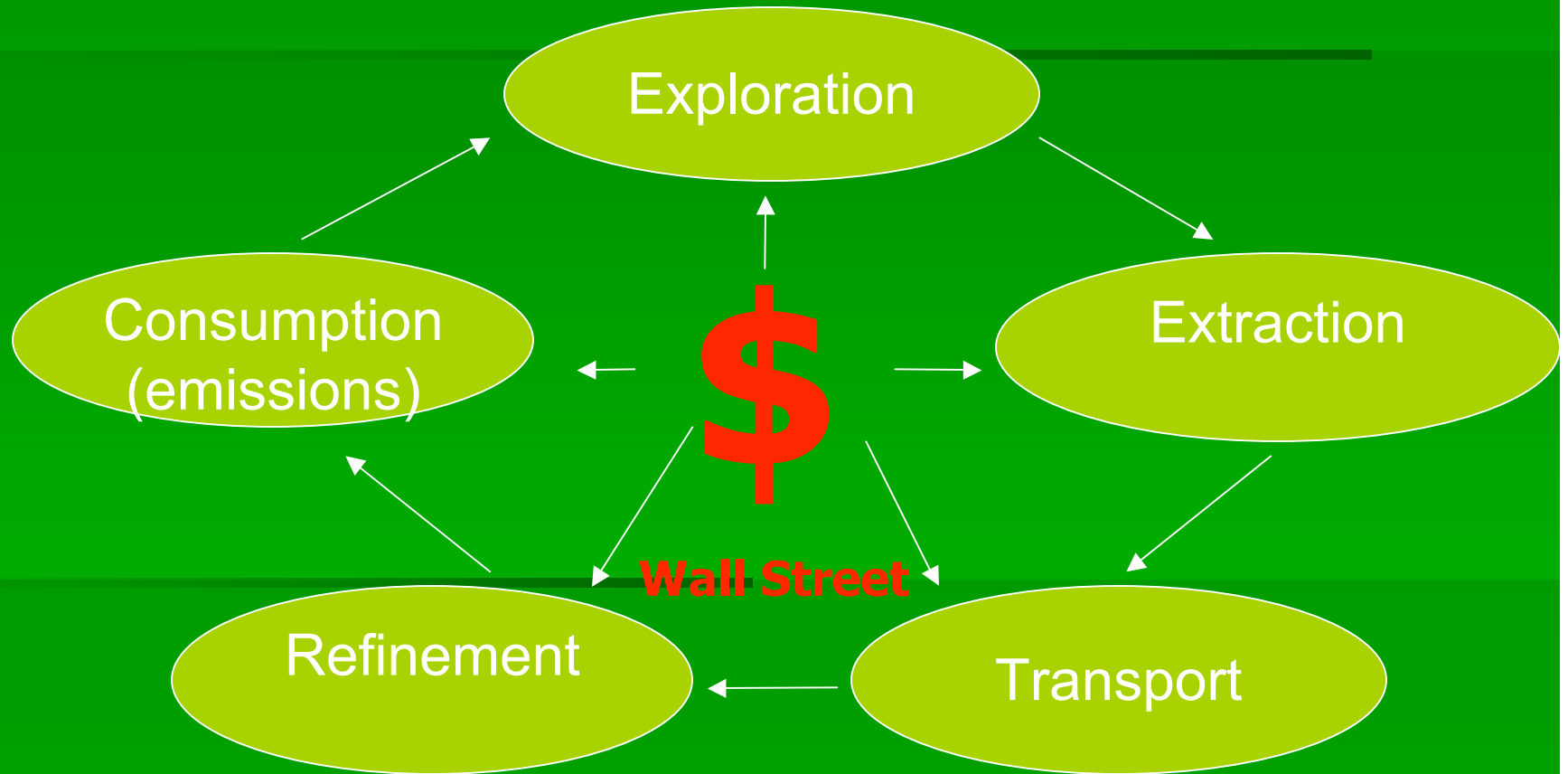
—Thomas Jefferson, 1816

- Of the 100 largest economies in the world, 51 are corporations; only 49 are countries
- Between 1983 and 1999, the profits of the Top 200 firms grew 362.4 %, while the number of people they employ grew by only 14.4 %.
- The Top 200s' combined sales are 18 times the size of the combined annual income of the 1.2 billion people (24 % of the total world population) living in “severe” poverty.

3 Trends in Development

- 1. Privatization of Development
- 2. Magnitude of Finance
- 3. Decentralization of Finance

Fossil Fuel Chain of Destruction



Why Citigroup?

- World's largest financial institution
- Leading financer of oil, gas, mining, and commercial logging : #1 global warmer
- Number 1 holder of Third World Debt
- Top funder of coal projects (57% of global share)
- Top underwriter of stocks and bonds in energy and forest product sector



GOALS OF CAMPAIGN

- Get proactive (ask for what we need)
- Level the playing field on democracy
- Change the story
- Build an active movement (empower ourselves as stakeholders)

Be Bold



New York City Corporate HQ: February 21, 2003

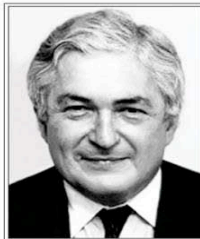
Appeal to key decision makers directly



Cornell University Campus, April 2004

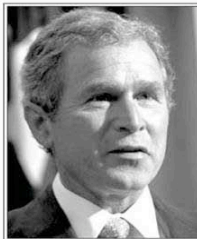
Contextualize within broader perceptions

Put a Face on Global Warming and Forest Destruction.



James Wolfensohn - President, The World Bank

- Is the largest public funder of destructive fossil fuel projects
- Is stripping protection for old growth forests
- Is masquerading as a "Green Banker" at the World Summit on Sustainable Development



George W. Bush - President of the United States

- Refuses to support the Kyoto treaty to help curb global warming
- Is reversing publicly supported protection of old growth forests
- Refuses to attend the most important environmental summit of the decade



Sandy Weill - Chairman and CEO, Citigroup, Inc.

- Is the largest private funder of destructive fossil fuel projects
- Refuses to establish meaningful environmental banking standards
- Has the power to establish a strong environmental legacy

Now Put an End to It.

The face of global warming and forest destruction is a frightening one. More than 25 million people are currently displaced by flooding rivers in our atmosphere heats up. The West Nile virus can now thrive in the U.S. Severe droughts and massive wild fires have increased. The logging of the world's old growth forests is only adding to our ecological woes.

At the World Summit on Sustainable Development in Johannesburg, South Africa, world leaders will convene to measure the "progress" made during the last ten years in addressing the ecological crisis and consider the fate of the planet. Thanks to James Wolfensohn, President Bush, and Sandy Weill the outlook is bleak.

World Bank President James Wolfensohn is no "green banker". He's using your tax dollars to fund fossil fuel projects that drive global warming and forest destruction. His team is gutting the World Bank's existing forest policy for a new one that provides less protection and allows old growth logging.

Mr. Wolfensohn has the power to stop this. Any new policy should protect forest ecosystems from logging old growth trees and foster community-based economic development in non-triber products.

U.S. President George W. Bush will not be joining the 100 heads of state attending the meetings in Johannesburg. He is on vacation. President Bush is ignoring the world's climate troubles by rolling back environmental laws to increase corporate profits for his campaign supporters.

President Bush should attend the Summit and face the global warming and forest destruction crisis. He should be reversing the environmental laws that are gutting the world's old growth forests.

Citigroup CEO Sandy Weill provides the money and financial expertise behind controversial fossil fuel projects around the world. As the top funder of the oil, gas, and mining industries, Citigroup uses consumer dollars for projects that destroy pristine ecosystems and contribute to global warming. The Cameroonian project in the Republic of Congo, the Chad-Cameroon pipeline in the African rainforest, and the destruction of Indonesia's rainforests are the real costs of Citigroup "being itchy."

Cut up your Citibank card and tell Sandy Weill, "Not With My Money" until he meets the financial industry's ecological best practices.

We can and must halt global warming and forest destruction. Future generations are depending on us. James Wolfensohn, President Bush and Sandy Weill have the power to establish strong policies that address the environmental crisis and lead us toward sustainability. The Johannesburg Summit presents an unprecedented opportunity to implement a visionary plan of action that will improve lives and preserve our environment. We must act together to change the face of global warming and forest destruction.



Finance Global Warming?
Not With My Money!

www.ran.org RAINFOREST ACTION NETWORK

International Herald Tribune, WSSD August 2002

Keep the Heat On

- Diverse Tactics
- Relentless Pressure
- Define a company's exit Strategy



Midtown Manhattan April 2001

BBQ the Banks '04: Turning up the heat on the rest of the banking industry!

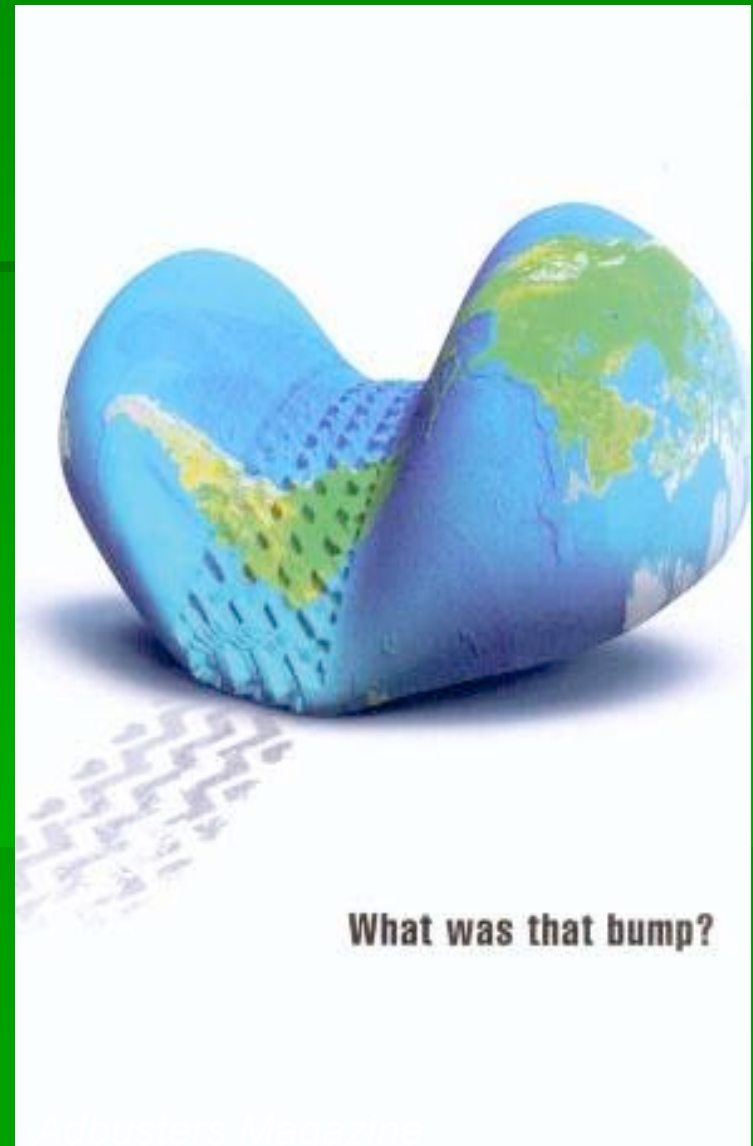


Financial Leverage Points on Climate

**(US institutions: Citi, BofA, JPMC
in process: GS, Wachovia, Wells)**

- Direct Impacts (travel, vehicles, facilities)
- Indirect Impacts (direct investment, aggregate portfolio emissions)
- Advocacy (federal mandatory reductions, subsidies, reserve/replacement ratio)
- Market Stimulation (renewables, retail products, research)
- Ecosystem effects

- ❑ The U.S. has less than 5% of the world's population yet we consume more than 25% of the world's oil
- ❑ The three top U.S. automakers are responsible for more CO₂ emissions than all but four countries (the U.S., China, Japan and Russia)
- ❑ Ford Motors: America's biggest gas guzzler



Zero Emissions



- Transportation accounts for more than two thirds of all oil consumption in the US.
- One out of every seven barrels of oil in the world are consumed on America's highways alone.



America Deserves Better

□ Demands

- 50 mpg by 2010
- Zero Emissions by 2020

□ Current Tech

- Reduce oil consumption – 3 million barrels/day
- Save consumers \$45 billion annually
- Promote clean jobs
- Reduce trade deficit





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GLOBAL  EXCHANGE



Business Week, September 12, 2005—post Katrina recommendations

- Restore natural buffer zones
- Limit development in most vulnerable areas
- Get serious about climate change
- Make a presidential appeal (toward reduced consumption)
- Increase energy diversity
- Boost energy efficiency

Other Corporate Players

- The language of Cinergy (targets and timelines, advocacy)
- The advertising budget of GE (“eco-
imagination”)
- The economic long view of Swiss Re
- CERES work with insurers/insurance
commissioners

Leverage

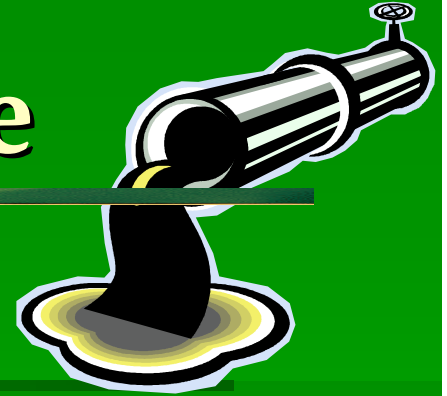
- Position industry ahead of the US government
- Private sector development of policy and tools more efficiently
- International influence

Challenges

- “Voluntary” commitments
- Lacking tools for full implementation
- Ultimately a bottom line issue
- Need to restore democracy, not prop up corporate power



Separation of Oil & State



Demand political independence from Big Oil.

- In the 2004 cycle, oil interests donated more than \$16 million to political candidates – 81% of that went to Republicans.
- The aggregate subsidies for fossil fuels in industrial countries has been estimated at \$200 billion a year.

DECLARE

INDEPENDENCE FROM OIL



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