

The Impacts of a Slumping Economy and Impending Climate Regulation on Corporate Staffing Strategies

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**Advancing Climate Change Officers
in the Private and Public Sectors**

Trends and Needs

- Increasing focus on climate change and energy issues has led to a need to identify professionals with clearly defined expertise in helping develop and maintain core strategies
- All industries and sectors are already affected by heightened climate change awareness and impending policy changes
- Enhance credibility and increase public understanding of the role industry, institutions and government are playing in response to climate change challenges and opportunities

Inside the Numbers

- 179 of the FTSE 350, 248 of the S&P 500, and 293 of the Global 500 companies report a board member or executive officer tasked with climate change management responsibility
- Over 600 public and private colleges and universities have become signatories to the American College & University Presidents' Climate Commitment (ACUPCC)
- 935 cities are participating in the U.S. Conference of Mayors Climate Protection Agreement
- More than half of American states involved in regional pacts (24 states as members, 10 states formally observing) -- 3 regional initiatives/pacts, 1 state cap-and-trade program, and existing/impending legislation in numerous states
- **Hundreds of companies required to report GHG emissions under EPA's recently proposed rule**
- **Waxman-Markey and any proposed alternatives will result in regulation of GHG emitters in all industry sectors**

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A New Profession – Got Skills?

- Directing efforts to understand the range of GHG registry and other regulatory requirements
- Understanding how GHG life cycle emissions are determined and their impact on the organization
- Understanding factors, methods & processes used to develop GHG inventories
- Managing risks related to impacts of climate change & developing mitigation strategies
- Providing guidance on appropriate and effective methods of achieving GHG reductions while yielding cost savings and possibly an additional potential revenue sources
- Understanding the requirements for entering the GHG credit trading market (as a seller or buyer of credits), and the requirements for conducting the due diligence needed to assure credible, high and lasting value of those credits
- Understanding energy consumption, alternative energy sources and use of fuels that meet "low carbon fuel standards"
- Understanding impacts of climate change and related policy on stakeholder/investor interests
- Developing partnerships with industry, NGOs and government agencies
- Providing guidance to communications professionals on characterization, terminology, etc.

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The Perfect Storm – Caught in Limbo

- Resistance
 - Slumping economy
 - Myths / lack of knowledge and understanding
 - PR Nightmares
 - Lack of resources
- Support
 - Legislative agenda (state, federal and international)
 - Unprecedented social attention
 - Investor/stakeholder pressure
 - **Economic growth opportunities**

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The Bottom Line

- In a challenging economy, climate change professionals need to show bottom line value
 - Reduce costs
 - Increase revenues
 - Identify opportunities
 - Successful risk management
- Cannot be a 'compliance-only' minded professional
- **Return on investment (ROI)**

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Performance Measures and Data (Benchmarks)

- Greenhouse gas emissions
- Partnerships
- Public relations
- **Cost reduction**
 - Energy efficiency measures
 - Regulatory penalties
 - Supply chain
- **Revenues**
 - Emissions credits
 - New products/services
 - New business strategies

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The ACCO Community

- Mission Possible:
 - To advance the knowledge and skills of those dedicated to managing greenhouse gas emissions and to develop and promote best practices for climate change officers.
- Sectors the organization addresses:
 - Publicly-traded and privately held companies worldwide
 - Non-profit groups and institutions
 - Professional services entities with expertise in climate change and energy issues
 - Local, state and federal government

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