

PRESS RELEASE

Tuesday 06 June 2006

TOMORROW'S COMPANY CALLS BUSINESS TO CAMPAIGN FOR BETTER POLITICAL FRAMEWORKS TO TACKLE CLIMATE CHANGE

In their latest publication - 'Climate change - the role of global companies' - Tomorrow's Company outlines Al Gore's analysis of the serious risks related to climate change and responds to his challenge to business to be the key driving force in the debate. The report provides a short but comprehensive summary of the scientific, political and business dimensions of climate change, and highlights the growing call from business for long-term political frameworks.

On 30 March 2006, in giving the Tomorrow's Company Annual Lecture to an audience of business leaders and opinion formers, former US Vice President Al Gore laid down a challenge to the business community about its role in defeating global warming:

" This is the world's problem, and it is up to tomorrow's company to lead the way to solve it."

In response this new report reviews the action already being taken by the business community to address the challenge of climate change and makes further suggestions on the role of companies and others in facing the challenge ahead.

It suggests that business leaders can and should:

- * Campaign actively for the appropriate regulation, not wait passively (e.g. today's letter to the Prime Minister, Tony Blair, from a group of business leaders from major UK and international companies calling for UK leadership on climate change).
- * Launch voluntary initiatives to reduce emissions in their product lines, inviting further action by investors and consumers as well as governments (e.g. Toyota has pioneered hybrid technology to produce the world's first mass produced gas/electric car - the Toyota Prius).
- * Educate their customers, influence their suppliers to reduce life-cycle greenhouse gas emissions, and communicate so that investors understand their long term strategies (e.g. GE have launched an initiative called 'Eco-imagination' through which it pledges to double revenues from products and services that provide measurable environmental advantages for customers from \$10bn in 2004 to over \$20bn in 2010).

- * Form close partnerships with NGOs (e.g. Greenpeace has formed a partnership with nPower, the UK electricity supplier, to market Juice - electricity generated by the offshore wind farm at North Hoyle).

Mark Goyder, Director of Tomorrow's Company, commented:

"After hearing Al Gore speak, or seeing his film just released in the US, the danger is that people feel depressed and overwhelmed. In producing this report we want to hit a realistic but also hopeful note. We are near a 'tipping point' caused by a mixture of record oil prices, fears over energy supply security, and the growing affordability of a low-carbon economy. With a really powerful business push on the areas identified in our report, we could impel political leaders to reach a long-term deal on cutting carbon emissions. Some business leaders have started to knock on government's door but more are needed."

The report stresses that it is in the interests of business to have politicians reach a deal sooner rather than later. Currently progressive business leaders in sectors that make long-term investments - such as power, energy and transport - are currently caught between investing in low-carbon technology which is financially uncompetitive or high-carbon technology which is environmentally and reputationally damaging.

It goes on to suggest there is increasing evidence that business leaders are starting, whether publicly or behind closed doors, to call for political frameworks to help tackle climate change. The report illustrates many examples in which business has taken the lead showing its potential to be the catalyst for change, however suggests that the urgency and seriousness of the climate change challenge needs long-term political frameworks, developed with the support of business, which reward the sustainable route.

This is the second in a series of interim publications which explore some of the major challenges being faced by companies within the context of the theme Tomorrow's Global Company.

Its publication coincides with the recent release in the US of Al Gore's film, "An Inconvenient Truth" and the announcement today of a letter addressed to the Prime Minister, Tony Blair, from a group of business leaders from major UK and international companies calling for UK leadership on climate change.

<ENDS>

For further information, please contact:

David Lourie, Tomorrow's Company

Tel: 020 7222 7443

Email: david@tomorrowscompany.com

Notes to Editors:

1. About Tomorrow's Company

Tomorrow's Company is a not-for-profit research and agenda-setting organisation committed to creating a future for business which makes equal sense to staff, shareholders and society. Its business-led programme of publications, events and other activities focuses on three issues fundamental to the future success of business:

- * an improved investment system
- * an inclusive approach to leadership and governance
- * and closing the gap between business and society.

Having had a strong influence on business leadership and governance in the UK, Tomorrow's Company is now approaching these issues on an international basis under the theme of Tomorrow's Global Company.

2. Previous publications linked to Tomorrow's Global inquiry

The first interim publication '*Tomorrow's Global Company - the challenges and choice: Report of the conference held at Wilton Park September 2005*' is available from:

Tomorrow's Company

NIOC House

4 Victoria Street

London

SW1H 0NE

www.tomorrowscompany.com