

A wide expanse of sea ice under a clear blue sky. The ice consists of numerous small, irregular floes and larger, more structured icebergs scattered across the water. The sky is a pale, clear blue with very faint, wispy clouds near the horizon. The overall scene is bright and clear, suggesting a sunny day in a high-latitude region.

Climate change and consumers

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I will address:

- Consumers - ready for action?
- Growth and CO2 emissions - is decoupling possible?
- COP15 - what is at stake?
- How to engage consumers?
- Role for the stakeholders?

Consumers - ready for action?

Surveys:

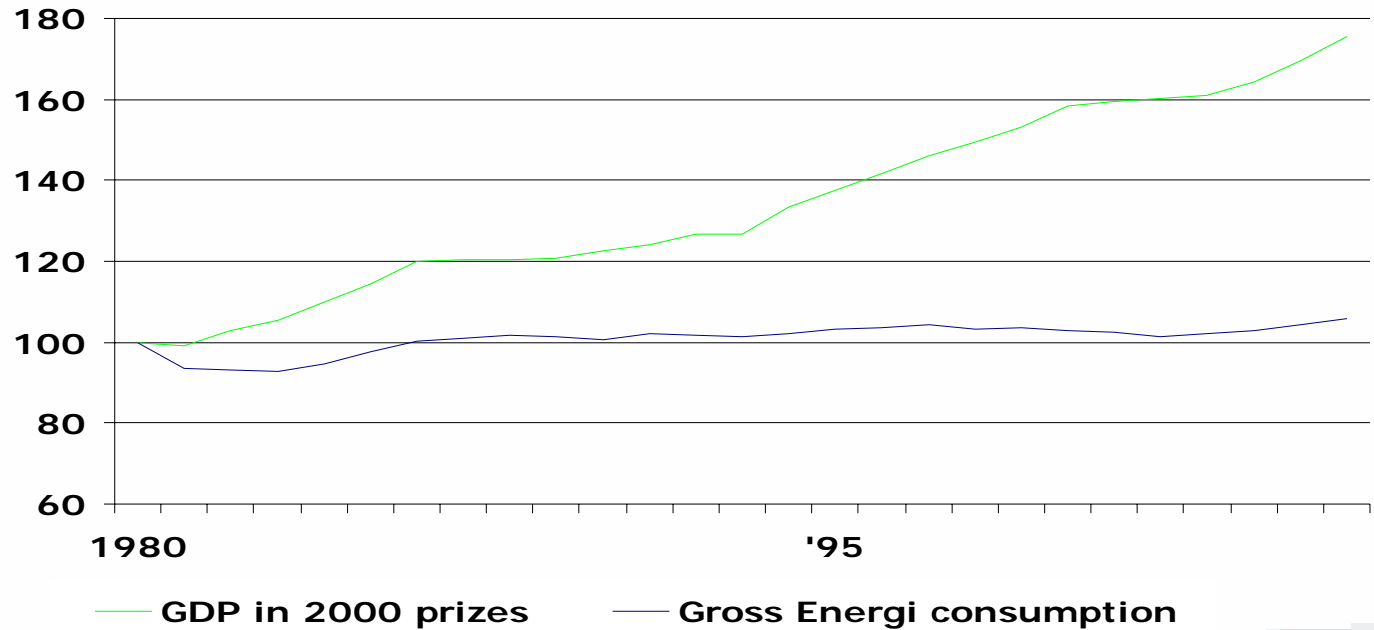
- 75% of Europeans are ready to pay more to shop environmentally friendly.
- Only 10% of UK and US consumers trust what companies and government tell them about global warming
- Many consumers feel unable to change their purchasing habits
- Consumers feel governments should take stronger action

Growth and CO₂ -Emissions

Can we fight climate change without compromising growth?

Development of GDP and gross energi consumption in Denmark 1980-2006

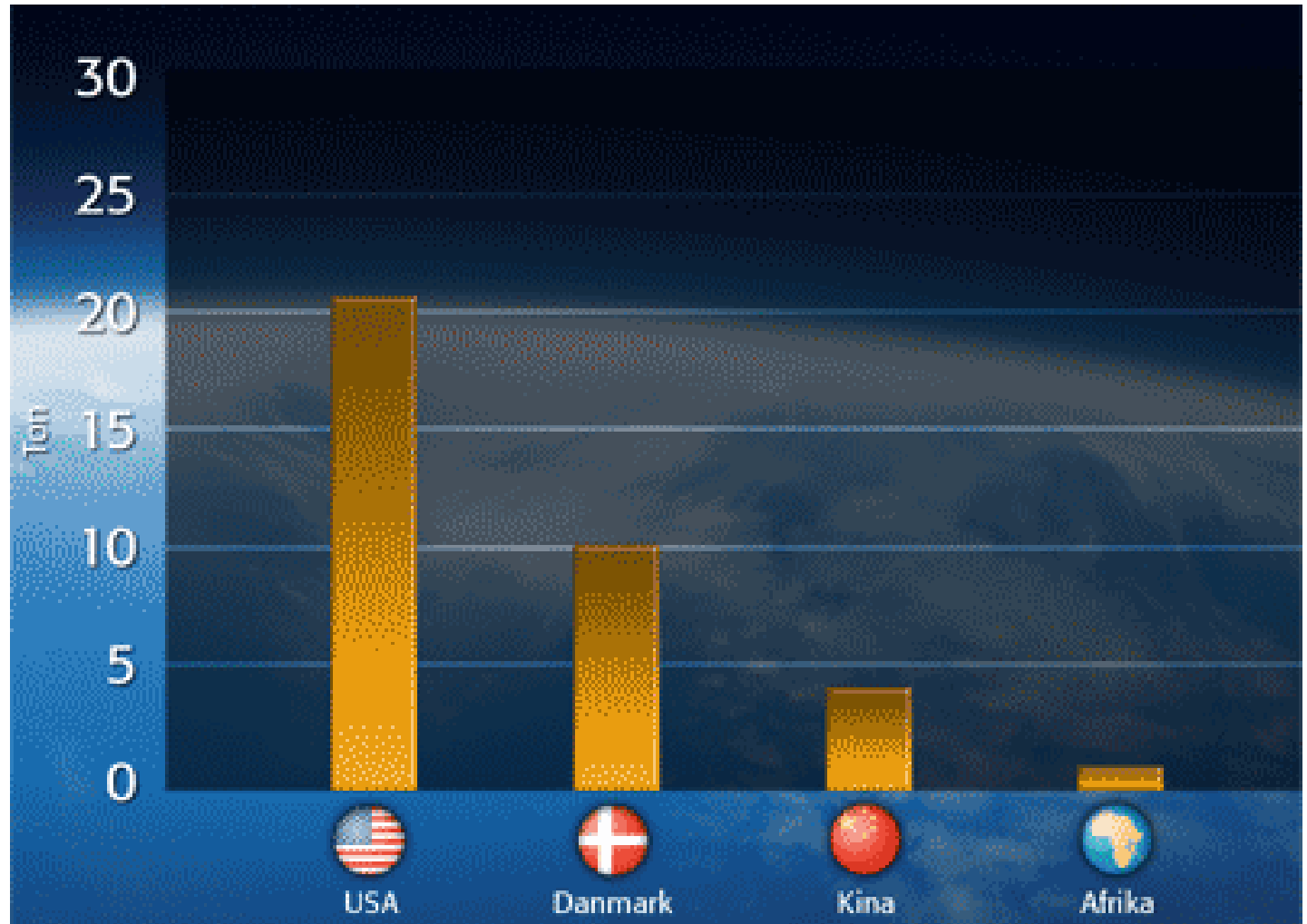
Index 1980 = 100



Case: Denmark - decoupling

- 70% economic growth in 25 years with stable emissions
 - Carbon and energy taxes
 - Wind energy
 - Energy conservation
 - Public transport
 - No nuclear power
- But CO2 *status quo* is not enough!!

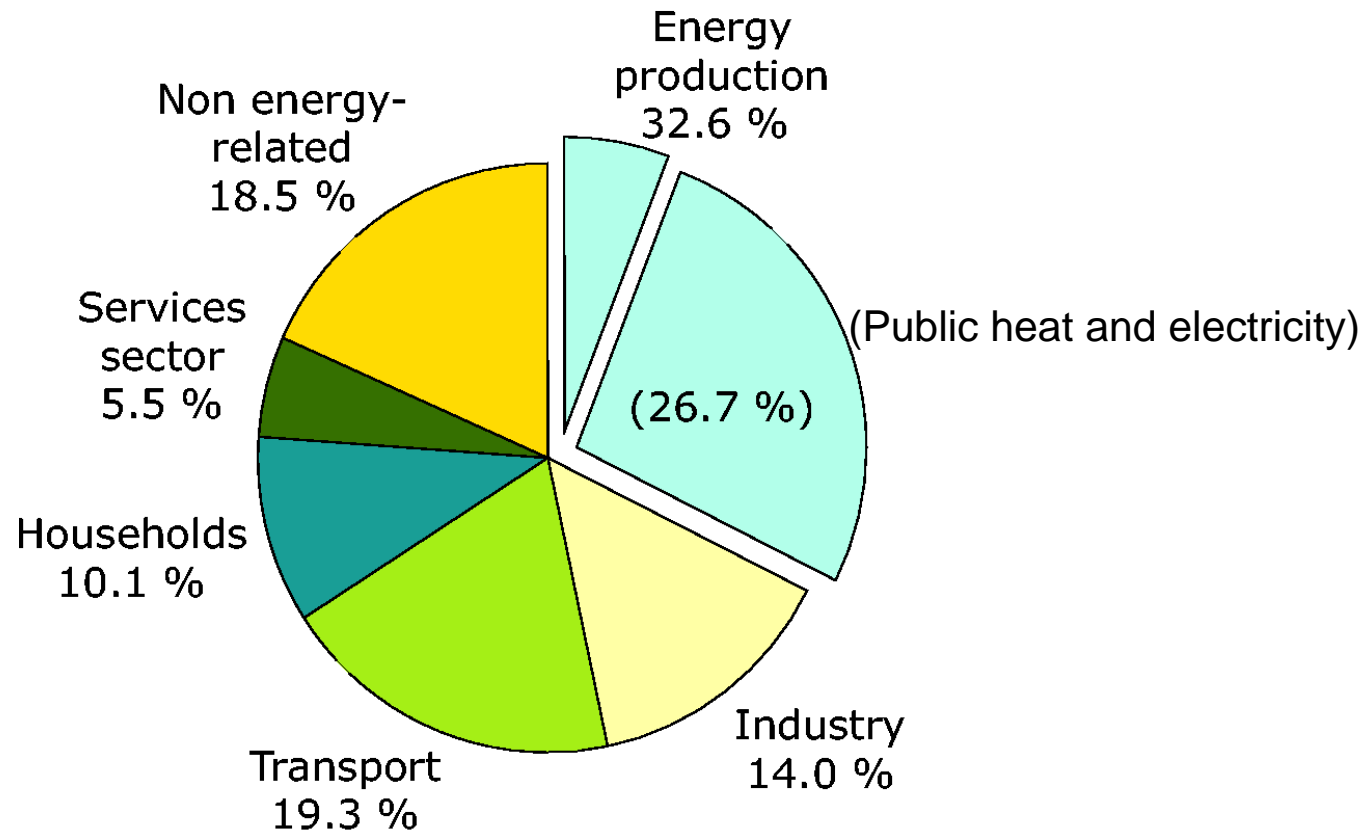
CO2 emission per citizen per year



Source: Ministry for Climate and Energy, 2008

Greenhouse gas emissions by sector

CO2 equivalent, EU-25 in 2003



Challenge of COP 15

Copenhagen - December 2009

- Limiting the emissions of green house gasses
- fulfil the recommendations of the IPPC
- To sign an ambitious treaty which takes for the Kyoto Protocol and includes as many countries as possible -and especially some key countries
- Some 20,000 participants are expected
(Business, NGOs and delegates)

What is a good deal?

- A deal which will enable the world to keep the rise in avg. global temperature below 2 degrees Celsius.

Why?

- A rise beyond that will lead to devastating environmental damage.

How to engage consumers?

- Market based solutions
- Raise awareness /education

Market based solutions

The legislator must put framework in place for market based solution e.g.:

- Implement polluter pays-principle -CO2 quotas.
- Use taxes to promote low emission solutions
- Banning the worst solutions by raising minimum standards (cars, electrical appl...)
- Independent verification of product labels and claims
- Monitoring and auditing off-setting and quota destruction schemes

Market based solutions...

But also:

- Government to drive/create market through procurement standards
- Mandatory smart meters
- Facilitate green solutions - ensure they are first options (eg. Hydrogen facilities)
- Promote research into influencing attitudes
- research into cost efficient solutions - biofuels?
- Road pricing, establishing the alternatives: eg. Public transport

Raise awareness -education

- Establish life cycle CO2 accounts
 - e.g. for different type of food
 - cars, housing, technical equipment, appliances
- Consumer campaigns
- Promote green labels
- Support initiatives by NGOs
- Education

Engaging Stakeholders

- Business to engage in individual reduction programmes -transparency on emissions
- Business to engage in co-responsibility with customers (how to use products in a way to minimize emissions)
- Business to engage in adaptation and mitigation of climate change impact in third world
- Research, raising standards, self discipline, investments strategies etc.

Consumer organisations (and some other NGOs)

- Testing: include emissions on broader range of products/services
- Checking green claims
- Promoting higher standards
- Naming and shaming
- Campaigns/awareness (credibility)
- Individual consumer advice
- Dialogue partner for Government and business

Conclusions

- It is possible to achieve major emission reductions without sacrificing growth
- An agreement at COP 15 -Copenhagen could be make or break for a global solution
- Market based solutions are possible but requires a tight legislative framework
- Stakeholders should work together to increase chance of success and reduce costs

Let's do it now!

