

Cap (able)?

10 solutions for the planet



ecoact

Preamble



« It is now considered a fact that human activities have an impact on the natural systems of our planet.

Based on the most recent scenarios, maintaining the current rate of development without rethinking our economic models will inevitably lead us to an increase in global mean temperatures by +3.7 to +4.8°C by 2100.

Climate change amplifies the negative externalities faced by our society and economic system. It even has an influence on modern geo-politics. Those most concerned by these changes are in the least developed countries, approximately **800 million individuals** (10% of the global population).

Migrations, access to resources and maintaining the infrastructure directly impacted by major climatic even, the question of climate change is today central to our economy and goes beyond the notion of reputation. Today, the business sphere has sufficient hindsight to grasp the importance of associating a **climatic strategy** to business activities. Taking into consideration climate change is no longer a burden, but instead has become a facilitator for innovation. Integrating the notion of climate change guarantees corporate and social sustainability.

Large-scale actions are necessary. Cooperative tools such as carbon offsetting are already in place and allow for the preservation of our climate while increasing collateral benefits (education, health, biodiversity, economic dynamics ...) on a local scale. It is nevertheless necessary to **do more, in a more efficient manner and at a faster pace.**

To accomplish this, we see it as obvious and necessary to regroup both practitioners and experts together in order to encourage the emergence of practical solutions that go in the way of climate mitigation.

Thus, EcoAct launched **Cap COP21** in January 2015, a **cycle of events** encouraging constructive exchanges between pioneers of the climatic economy while identifying action plans that would make climate responsibility a **performance lever.**

The success of Cap COP21 surpassed our expectations in many ways. Many scientists, NGOs, companies, citizens and local authorities worked together around various themes such as climate innovations faced by the economic crisis, the cities of tomorrow, territorial optimisation, the estimation of a climate value and climate finance, etc. All these events lead to rich and interesting debates.

We have a **5 year window** during which we must act if we are to stay below a 2 degree temperature increase.

We call the international community to set in motion ambitious goals around the following two major themes in order to **increase our chances to preserve the climate by 2030:**

Total **carbon neutrality**

Total **energy neutrality**

Solutions do exist. It is still possible.

In order to reach these objectives, we synthesised the major alternatives that were discussed during the Cap COP21 workshops into 10 proposals. Our integrated approach surpasses the simple energetic and climate aspects, and proves that transversal, pragmatic and realistic solutions do exist. We expect decision makers and especially major political actors of COP21 to have the necessary political courage and will to focus on the unifying solutions that are critically needed when considering the seriousness of the situation. »

Thierry Fornas
President of EcoAct

Gérald Maradan
CEO of EcoAct

Methodology

Cap COP21 is a series of professional events that were designed and organised by EcoAct, a specialist in climatic development strategies.

The events gathered over 300 participants that included NGOs, scientists, companies, local authorities, artists and citizens built action plans together to preserve our climate and make low carbon innovation a key factor of social stability and competitiveness. Alternatively, the objective was to create a practical base for a professional, fair and sustainable model.

These meetings took various forms, such as debate-style conferences, climate talks (short but inspiring presentations conducted by innovators and project leaders), working groups, informal exchanges, and themed workshop.

Participants were able to exchange ideas and solutions among themselves and with various key international players such as Dirk Forrister, climatic advisor during Bill Clinton's presidency ; Prince EA, engaged American artist in the fight against climate change or Jean Jouzel, Vice-President of the Nobel Prize winner IPCC.

The main meetings of Cap COP21 resulted in the drafting of detailed reports that serve as a basis for deeper and more transversal reflexions by EcoAct experts. The final outcome is a summary document presenting 10 major actions for the climate.

These actions are non-binding to the various partners and sponsors of Cap COP21, as their support is limited to the organisation of these events.

Cap COP21 highlights

April 9th 2015

A conference with debate from panel members focused on the theme "Businesses and climate change: what innovations can combat the crisis?"

June 23rd 2015

Climate Innovation Day: 9 Climate Talks and 6 workshops (synergies of businesses-territories, return on investment of climatic preservation, carbon pricing, Green Bonds, etc.).

September 28th 2015

A conference with debate from panel members focused on the theme "Climate change, territories and low carbon economy: a global challenge, local answers".

These conferences will be followed by a final conference and 2 debates during COP21 in order to extend discussions and discover new concrete and innovative solutions in favour of the climate.

More information at: www.cap-cop21.com



Cap(able) in brief...

- 1 Encourage**
transparency
- 2 Promote**
pragmatic communication
- 3 Favour**
business-local authority synergies
- 4 Re-invent**
the city
- 5 Rethink**
the local economy
- 6 Liberate**
the digital economy
- 7 Systemize**
the evaluation of the impact of carbon investments
- 8 Framing**
the notion of “Green Bonds”
- 9 Valuing**
innovation
- 10 Set**
a carbon price

Cap COP21: 10 proposals

1

Encourage transparency

Over recent years, citizens have voiced in favour of transparency and democracy, driven by successive environmental, social and economic scandals as well as an increase in the broadcast of such issues in various communication channels, including the Internet and social media. The economic and environmental crisis seems out of control: in an attempt to regain some power over this situation, people have been claiming their rights to take part in the decision making process more directly.

The private sector, institutions and local authorities therefore have a duty for transparency and protection of their citizens and stakeholders.

On the short term, at least three solutions have to be set in motion in order to meet civil society's expectations:

To know and control climate risk

Climate change has an impact on all economic and institutional actors, Identifying and evaluating climatic risks has become the corner stone of all climate change actions. It allows to cover the risk of climate change, to act swiftly and in a targeted and optimal manner in order to consolidate economic activity (increase of visibility of global performance, climate change risk and communication management, increase of the local foothold, identification of innovation levers, etc). It also allows to inform and protect stakeholders (employees, clients, citizens, value chain actors, etc).

If local authorities (cities, regions, etc.) have in the past conducted vulnerability studies in the context of their Climate and Energy Plan (CEP), all businesses have not yet grasped the importance of doing so. Conducting such studies is fully inscribed in a logic that calls for long term climate and energy sustainability.

The private sector and institutions must generalise climate change risk assessment to anticipate potential risks and respond to the expectations of modern society.

Progressively impose eco-design

Climate preservation and eco-design, which decreases our dependence upon raw materials, diminishes our climate footprint and improves user's experience, must progressively be integrated into our modern economic ways. In an effort to increase coherence between talk and action, support innovation and participate in risk management, governments in conjunction with the private sector must implement a binding energy/climate strategy to evaluate and decrease the impact of products and services on their environment. The eco-design of all new products must eventually become a norm, just like the progressive banning of polluting components has taken place in the recent past.

Authorize class actions in favour of the climate.

A citizen may only take lawful action if he or she considers having suffered direct prejudice. As far as climate is concerned, this very prejudice is not always obvious and is often open to interpretation. It is thus necessary that citizens be in the capacity to regroup themselves and initiate class actions when an infraction has been observed, so that the offender may be brought before courts and answer of his crimes, or at the very least that the impacted ecosystem be protected and maintained. Our quality of life, biodiversity preservation and the respect of major human rights principles are at stake¹.

¹ For example, the constitutional revision of March 1st, 2005 proclaims France's attachment to the "rights and duties as defined by the Environment Charter"

2 Promote pragmatic communication

Associate financial to extra-financial reporting

It is necessary to link climate change issues to economic activity more closely. As recommended by the International Integrated Reporting Council (IIRC), decision makers must progressively impose the inclusion of environmental indicators to the activity report of companies subject to publishing extra-financial information. Associating such information to financial data would lead the economic sphere to tackle environmental issues under a performance angle and would allow stakeholders to obtain more precise information.

Furthermore, it has become imperative to encourage the use of Global Reporting Initiative (GRI) grids in order to harmonise practices and facilitate comparative analysis.

Extend environmental indicators to services

Civil society now expects climatic information to be given in a factual, pragmatic and accessible way. Practical solutions are expected, and the responsibility lies on economic actors to deliver clear, objective and comparable climatic information.

When implementing a progressive and mandatory eco-design strategy for products² and services, it is necessary to set ambitious energy/climate footprint reduction objectives while preventing the multiplication of labels, which tend to confuse consumers due to their large numbers and lack of clarity. Indeed, raising awareness of climate change consequences to a further extent will only take place when considering climate challenges pragmatically. The need for full clarity around the origin of products will aid consumers in their choices of consumption.

Promote platforms

Many eco-responsible initiatives from citizens have been developed and are proving themselves effective on a daily basis. But these solutions lack visibility. Local authorities and the private sector must make it possible for citizens to exchange on practical solutions in favour of the climate. This will allow to take action, favouring collective intelligence and giving impulse to positive dynamics under the supervision of competent decision makers. It is necessary to facilitate the referencing of specialised economic actors who implement efficient solutions which are climate-favourable (renewable energies, home automation, building renovations) so that all may identify the most pertinent service providers.

3 Favour business–local authority synergies

Climate and energy challenges go beyond national or European borders, and are impacting our society more than ever. They also address broader problems. The access to resources, quality of life, health, diet, energy and all questions related to development are now considered global issues. It is thus necessary that civil society, businesses and public authorities be able to build local projects communally in order to achieve carbon neutrality.

Actions must be multiplied on various scales so that businesses and local authorities reach a carbon neutral economy:

On a local scale: encourage the systemic approach

It has become necessary to favour local democratic systems in order to implement multi-stakeholder authorities for the emergence of co-acted territorial solutions. Indeed, many innovations remain unknown or incomplete to the public due to a lack of visibility or lack of technical, human or financial means.

² Such a project has already been set in motion in Europe.

Local authorities must reinforce the collaborative aspect of their actions in order to include businesses, citizens, schools, NGOs, etc. so that together, they may re-explore their territories and exploit the full potential of social and climatic innovations.

Both the identification of the main sources of local renewable energy productions and the implementation of co-financing between businesses and territories for the emergence of positive energy territories would improve the local foothold of companies. This would allow management of climate risk on a local scale, and guarantee by energetic independence through auto-financing.

In other words, businesses must be able to participate more easily to environmental territorial development, via the financing of local carbon compensation actions, of renewable energies and energy efficiency.

At the national or European level: simplify the demand for financing

It is necessary to launch a major project of harmonisation of requests for financial assistance (H2020, JEI, CIR, ADEME, etc.) so that medium sized companies, which are the main source of local innovation and local employment, be in a position to activate their research and development. This process must be made less time consuming and simpler, and must necessarily include a climatic section in order to support low carbon projects in priority. It is also important to insure that resources allocated to a project be inferior to the amounts requested for financial assistance. In parallel, the trial time for the allocation of the financial aid must be shortened.

At the international level: help for low carbon development

Climate change is a global issue. GHG emissions from southern countries are increasing while emissions from northern countries are stabilising. A global climate policy requires a reinforcement of cooperation with less developed countries by supporting the financing of local low carbon projects. Indeed, fighting climate change requires that resources be allocated in priority where their impact is maximized. Naturally, helping less developed nations is a way to respond to a certain form of climatic injustice. Increasing investments in least developed countries (LDC) should not be followed by a decrease of such projects in northern countries, but it is clear that the impacts of the investments in southern countries is much greater than in the North, at equal investment level.

Decision makers have to prioritise technological transfers that use clean energy and allow companies to invest in least developed countries.

In practical terms, we call for extra-financial rating agencies, international organisations and particularly the UNFCCC, the WRI, the WBCSD, the GHG Protocol and the CDP to reward businesses who have invested in low carbon economy. The GHG Protocol and the CDP must make it possible for businesses to communicate on their net CO₂ emissions if they invested in compensation projects or projects that generate energy certificates (i.e. initial emissions minus compensated quantities)³.

Allowing for such simple yet efficient engagement is a necessity in order to reach energetic and carbon neutrality.

4

Re-invent the city

Solicit younger generations

Our relationship towards the city has evolved: Young generations view cities more as an evolving, interconnected ground than as a judicial and geographic entity. It is precisely these generations that will revitalize such territories in the future. It is thus necessary to include them in a global reflexion on our cities in the medium to long term. In this sense, cities must involve schools and universities when implementing complex, transversal and innovative projects which concern positive energy territories (energetic neutrality, smart grids, smart cities, etc.). Such measures also present the advantage of facilitating the relationship between students and local businesses which are the main sources of employment.

³ These organizations have already taken the initiative to allow businesses which purchase energy certificates to deduct net scope 2 emissions.

Promote Plus-Energy Houses

Plus-Energy real estate complexes must be developed in priority, as proposed by the BEPos Effinergie label. In order to submit new development projects to increasingly binding norms, it is necessary to respect strict calendars when implementing the RT 2020. Moreover, going beyond the questions of wellbeing, health and new uses of infrastructure, adopting a broader approach must be favoured. All new constructions must be energy positive by 2030, and the norm must be implemented at the European level. We call for a harmonisation at the international level, which has seen the multiplication of labels linked to energy uses in the building industry over recent years.

Improve climatic reporting

The analysis of the climate impacts of territorial development projects must be broadened by including indirect externalities originating from population's shifting uses of buildings as well as the performance of new installations. This should allow local authorities to identify the best alternatives and make it easier for them to duplicate, adapt or improve such projects to other territories in order to reach energy neutrality.

5

Rethink the local economy

Use new models

New modes of financing and of wealth creation have emerged and proven themselves during past years (short circuits, circular economy, circular sharing, etc.). Local authorities must find inspiration in these in order to energize their local economies. These new models are adaptable and directly beneficial to the local economy. They also reduce regional carbon footprints and optimise the use of energy resources. Participative financing must also be encouraged in order to make it possible for all to maximise their chances for development, to encourage citizen involvement and to have a direct impact on local economies.

Diversify the energetic bundle

This refers to the cooperative implementation of renewable and local energy sources. Exploited locally, these energy sources could solicit the best territorial assets and could favour territorial energy independence.

Indeed, if the composition of the energy mix seems today consented upon as an alternative to the 'all nuclear', it is nevertheless clear that the energy mix must no longer be viewed as a purely technical notion. Instead, it should consider the diversity potential of energy producing structures.

Green energy as a mean for energy independence

A mid-term strategy aiming for energy neutrality must include both auto-consumption and tackle the energy question by assessing our uses of it. By associating local investments, the implementation of dedicated cooperative structures and the reshaping of a territorial approach, territories will be able to aim for clean energetic independence, and could even start exporting energy. This would also allow them to limit their impact on the national and European energy grids. In more practical terms, the liberalisation of the energetic bundle must drive businesses and public organisms to purchase green electricity in priority⁴, assuming that the development of renewable energy facilities be set in motion presently. This would allow for a continuous supply of green energy locally and would facilitate the instalment of smart territorial grids.

⁴ Over costs that range from 2% (for purchases for which their origin can be retraced) to 30% for complete traceability (investments for renewable energy production sources).

Today, the IT sector is integrating climate risk into its core business model. Extreme climate events (heat waves, extreme weather) have had a considerable impact on infrastructure (cooling data centres, power cuts ...). As a result, Atos, Apple, Microsoft and many others are engaged in low carbon innovations. The sector is a formidable model of business innovation. Generalising the use of renewable energies, implementing internal carbon taxes and acting for carbon neutrality are all measures that have already been adopted by the leading companies in the industry.

Going Beyond the impact management of these businesses, the industry has paved the way towards many new possibilities: the potential of these NICTs (New Information and Communication Technologies) is today largely under-used considering the large amount of information and number of gifted software developers that are within reach to act for climate preservation.

Generalise the access to data

Since the adoption of the NOTRe law in France during the summer of 2015, communes over 3500 inhabitants along with their PEICs⁵ must publish some of their information online. It is essential that we accelerate the diffusion of data in accordance with the particularities of each territory. Open data has had a tendency to develop itself extensively around the world, the objective being to regain the trust of citizens through transparency. This free access to information will give way to many opportunities, such as the creation of climatic scenario tools or encouraging economic activities with high added value to participate fully to the fight against climate change by reducing greenhouse gas emissions.

Better predict the climate

Tools and models have evolved: electronic components and computation power follow the Moore Law. This technological acceleration allows for the creation of new applications. Democratizing the use of intelligent captors for the agricultural industry for example would allow to better anticipate major climatic events and would in turn improve our use of natural resources (water) as well as limit the use of synthetic resources (fertilizers, pesticides). This would optimise the territorial productivity/sustainability ratio while controlling carbon footprints through energetic independence.

Optimise the flows

Concerning the transportation of merchandise, turning to intelligent technologies would allow to optimise flows, limit unnecessary movements, identify logistical sources, increase the productivity of transports and unclog city centres, with air quality subsequently improving.

In order to accelerate the energetic transition, it is necessary to prove that climatic sobriety can be a wise investment: investors must be able to perceive the direct relation between climatic impacts and the financial performance of a product.

The objective of limiting global warming to 2°C will not be achievable unless there is a better allocation of capital. According to the IEA, investing 500 billion USD annually into the low carbon economy and reducing investments into carbo-intensive equipment and fossil fuels is necessary if we are to reach this target.

Evaluate the climate

The European Union must rapidly evaluate the return on investment generated by the consideration of climate issues. Indeed, existing studies are obsolete and/or only cover specific sectors or geographical zones. These studies have had the tendency of solely covering the cost of inaction without presenting and communicating numbers on the most pertinent and profitable solutions of a global approach (finance, reputation, innovation, etc.).

⁵ Public Establishments of Intercommunal Cooperation.

Inform the climatic footprint of portfolios

We recommend implementing a clear international obligation to evaluate the carbon footprint of portfolios. This would allow investors to be fully aware of the externalities associated to projects and would allow project developers to anticipate the negative externalities associated to their activities and assess their share of responsibility.

Condition the financing of the climatic footprint

Similarly, increasing the taxation of highly polluting financial products is necessary, so that climate preservation may become an obligation instead of being an additional and costly step. This would allow for a more global and accurate view of the added environmental value associated to new projects.

8 Framing the notion of "Green Bonds"

The volume of emissions of "Green Bonds" on the market is steadily increasing but is still considered a niche market. While the objective of 100 billion USD was announced for 2015, only 26 billion have been emitted since early October. The low representation of "Green Bonds" is a direct consequence of a general lack of knowledge of their existence, an ill-defined setting and their low incentive nature.

Defining the "Green Bonds"

Although the Green Bond Principles offer a setting for Green Bonds, it remains too brief. Based on the work of the Climate Bond Initiative (CBI) and the different banking authorities, we recommend the establishment of a restrictive methodological framing for the labelling of "Green Bond" in order to encourage low carbon energetic investments. Regular audits and the normalisation of the term itself must be set in motion by an independent party to avoid loose descriptions.

Following up on climatic performance

Beyond regular controls aimed at assessing whether the methodology has been respected, an annual reporting of CO₂ offsets will have to be put in place in order to determine the impact of a project more precisely in the context of climate preservation.

Encourage low carbon investments

In order to encourage the deployment of Green Bonds on the market, a taxation economy must be set in motion in order to cover management costs engaged by Green Bonds issuers.

Investing in Green bonds will allow investors to be granted fiscal abatements that are proportional to the climatic performance and duration of their projects. At similar capacity levels, the longer the financial support and the lower the carbon value of projects, the more it will be financially viable.

On the contrary, a project with a high carbon footprint will lose its « Green Bond » designation and its fiscal abatement will be null. A speculative approach (short term) would cancel the potential fiscal advantage of a project.

Low carbon innovations have been impacted by a lack of financing that is directly attributed to the lack of information of investors.

Similarly to previous recommendations that tend to make low carbon investments more attractive, many short term or mid-term actions could act in favour of the fight against climate change:

Encourage innovation and investment

The international community has to assert its taxation approach of financial transactions. Funds resulting from these taxations should be allocated to countries part of the Green Fund (Based on various energetic studies, 300 to 500 billion USD would be necessary annually in order to cap climate increase by up to 2°C come 2100).

Strong political choices must encourage innovation and investments. The launching of the Bilan Carbone® in France by the ADEME, and the subsequent adoption of a mandatory GHG assessment have become investment levers. However, the government did not push these policies far enough: sanctions were not sufficiently discouraging and the financial incentive was halted. Imposing a GHG assessment is one thing, but allowing a fiscal reduction for actors who successfully reduced their emissions over a 3-year period is very much needed. This virtuous cycle could allow the state to reduce its emissions but would also be a formidable lever for innovation. This model also has the advantage of being perfectly adaptable to other countries.

Promote clean development and compensation mechanisms

Businesses should be able to partake to the Green Fund more easily by supporting Clean Development Mechanisms (CDM) for example. Based on the IPCC, CDMs could generate billions of USDs for low carbon innovations.

Carbon emissions trading markets, which are currently developing in many parts of the world, should include CDMs more largely in order to encourage investments in carbon reduction projects.

More broadly, voluntary carbon compensation, which finances low carbon projects, should be fully integrated as part of a global climate strategy, instead of being considered on a separate level.

Evaluate positive externalities of the low carbon economy

Following the logic behind Green Funds, governments must support research that will allow the evaluation of co-benefits resulting from the development of low carbon projects. The carbon indicator (Ton equivalent CO₂) is the only indicator in use. Co-benefit indicators for water, biodiversity, social or health projects are too often forgotten, but yet can be valued in many low-carbon projects. Governments or international organisations such as the WRI or the WBCSD must be engaged in quantifying these indicators. To achieve this, they will have to base themselves on reference organisation that will have been working on such questions for multiple years, such as the International Carbon Reduction and Offset Alliance (ICROA) for example.

Many economists are today convinced that setting a stable carbon price is necessary in order to encourage the development of a low carbon economy. Multiple initiatives have seen the light of day in the past, such as the Kyoto Protocol (implementation of a carbon market), the recent establishment of the Chinese carbon market or the implementation of national carbon taxes. These taxation mechanisms are used within businesses and represent an efficient lever to encourage the reduction of emissions.

Fixing a unique Ton of CO₂ equivalent price would increase the readability of the value of innovations and would stimulate development aid by encouraging investments in low carbon economies (multiple reports show that the carbon price must be set to a minimum of 30 € in order to be truly efficient).

Considering that development levels vary from one geographical zone to another, and that a carbon price that stimulates activity depends upon the sector or technology in which it is set, it is firstly necessary to set a base carbon price to 15 /20 USD per Ton of CO₂ equivalent. Progressively integrating the carbon price to products and services should encourage low carbon innovations as well as progressively increase the base carbon price, tending towards a virtuous cycle in favour of the climate.

Promote carbon markets

The adoption of a centralised and global market under the supervision of the UN (as proposed by the Kyoto Protocol) seems today out of reach. We recommend a more pragmatic approach. If the Kyoto Protocol has been perceived as a failure, it has also led to the emergence of local carbon markets (California, China, Australia, etc.). These new markets are stable and have learnt their lessons from the Kyoto Protocol itself.

We call to the international community to encourage the emergence of regional carbon markets. These markets must be linked so that a progressive harmonisation of the carbon price may take place.

We also urge that compensation measures be implemented for all economic sectors.

Tax the carbon footprint of imported products

Many sectors have been opposed to CO₂ emission quotas in the past, arguing that such a measure would create a competition distortion due to the fact that exporting countries are not bound by the same obligation.

As a result, The World Trade Organisation (WTO) must take a stance and authorise the implementation of a carbon tax on products imported from countries who do not have local carbon markets. Such a mechanic would improve trade and would go in the way of low carbon innovation in exporting countries. Moreover, setting a unique carbon price would guarantee equality between local producers and exporters.

Better consider the voluntary carbon compensation

Business, municipalities and countries must reduce their GHG emissions. Some wish to go further by partially or completely compensating their emissions through investments in low carbon projects.

Carbon compensation has been in place for some time now. Great standards, backed by NGOs, companies and institutions such as the United Nations, have paved the way for the emergence of thousands of projects. These investments are still generally unvalued. They have nevertheless offered great potential for emission reductions, and have been considered innovation accelerators and environmental and social project propagators.

We call to public authorities to better mandate the use of terms such as “carbon compensation” or “carbon neutrality” by adopting strict rules and facilitating the emergence of domestic carbon compensation projects⁶.

Finally, we ask decision makers to recognize voluntary carbon compensation as a mission of general interest. They will be able to implement fiscal tools to encourage investments in low carbon projects via the purchasing of carbon credits.

⁶ The attribution of the non « double accounts » prevents many countries from developing such projects.

Acknowledgements

We would like to thank warmly everyone who made the Cap COP21 possible and especially the many participants who attended the April, June and September events. Their fidelity and will to act for the climate was touching.

Cap COP21 would of course never have been so successful without our partnership with the La Poste Group. This relationship is enriching, long lasting and global.

We would also like to thank our sponsors, who were involved beyond what we could ever have wished for: Antalis, DPD Group, the European Spacial Agency, SAP and Wildlife Works...

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We would finally like to express our gratitude to the EcoAct experts who participated directly or indirectly to the elaboration of CAP COP21 and to the drafting of this report and the synthesis reports.

**Our team remains at your disposal,
should you need any additional information:**

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EcoAct

Founder of Cap COP21



About EcoAct:

EcoAct is a consulting firm specialised in energetic strategy, CSR policy and eco-innovation.

A world market leader, EcoAct works with corporations, institutions, local authorities and government bodies for the implementation of carbon strategies, CSR policies and eco-innovation. EcoAct also pilots development-aid projects.

Recognised among the most specialised firms worldwide, EcoAct consults with pioneers of the climate change economy in order to increase their competitiveness on a daily basis.

EcoAct received the following rewards from Environmental Finance:

- Worldwide Best Advisory Service (2015)
- Worldwide Best Project Developer – Energy (2014)
- #2 Worldwide Best Offset Retailer (2 consecutive years)

Why did EcoAct organise Cap COP21 ?

Multiple factors contributed to the birth of Cap COP21.

Firstly, EcoAct aims to lead the debate and orient major climatic actors in order to encourage the emergence of concrete and innovative solutions towards COP 21.

Secondly, Cap COP21 was a direct response to the increasing desire of its clients and partners (and more specifically the civil society) to invest in sensible initiatives.

From the end of 2014, Cap COP21 truly became an important subject and they wished to become active stakeholders of an initiative that encouraged the construction of concrete and pertinent economic solutions for the climate. The only rules were to be constructive, positive and have a sense of collaboration.

Groupe La Poste

Partner of Cap Cop21 events

About Groupe La Poste:



Social and environmental responsibility is at the heart of La poste's corporate strategy. The group La Poste has been invested in a sustainable development strategy for more than 10 years now. It has notably implemented since 2012 total carbon neutrality for its postal and digital services in France and abroad. It is also the first company to possess an electrical pool of vehicles globally. The group La Poste is a true partner of the COP21, a major event during which climate favourable decisions are made.

Why did Groupe La Poste got involved in the organisation of Cap COP21 meetings?

To go further in this environmental approach, the group La Poste associated itself with EcoAct throughout Cap COP21 in order to actively participate in the emergence of climate favourable solutions through a cycle of conferences that regrouped small and big businesses, NGOs, scientists and all other actors.

Sponsors

Why did they support Cap COP21 events?



Social and environmental responsibility is at the heart of La poste's corporate strategy. Inscribed in this dynamic, the CSR strategy of GeoPost/DPD group is fully part of the company's activities. Today, DPD group is involved in CAP Cop21 because this program promotes the emergence of concrete and applicable solutions in favour of the climate. DPD group initiatives are precisely based on such initiatives.



As a major actor of the paper industry, Antalis has a great responsibility in terms of CSR and in the fight against climate change. It is in fact a double responsibility: be exemplary in terms of eco-responsibility and represent the paper industry as a whole. Indeed, the paper industry is often criticised wrongly for causing deforestation and climate change. Cap COP21 is a chance for Antalis to be heard and to incorporate best practices to its activities in order to reduce its impact on the environment.



ESA wished to be EcoAct's partner throughout Cap COP21 in order to promote best practices and develop innovative sustainable development actions. Also, ESA wanted to remind to everyone the essential role of applications and services played by spatial programs for citizens all around the world, especially in the field of observation of our planet. Finally, during this year of COP21, it is important to underline the role of space agencies throughout these climate conferences.



Big data, internet of objects, intelligent machines or mobility offer new services to citizens and public or private organisations, no matter what field of activity. Before the launch of COP21 events, we wanted to associate ourselves with the conference in order to make these concrete solutions known to all, to broadcast such ideas and liberate people's imaginations towards new business models that allow to conciliate citizen aspiration with economic rationality: traffic management, car sharing, reforestation of urban spaces, resource optimisation energetic efficiency, sober and connected logistics, citizen engagement...



Wildlife works is convinced that COP21 creates a beneficial link shortly before the conference. We are engaged in accompanying businesses that wish to reduce their emissions and so we naturally wanted to support our partner EcoAct in an effort to raise awareness of European companies



UPM supports COP21 because we wish to be engaged side by side with EcoAct and contribute to raising awareness of citizens on the key issues of the Paris 2015 conference which offers the chance to be the a turning point for the fight against climate change at an international level. UPM is convinced that the chain of CAP COP21 events will allow to underline and value inspiring success stories that will bring forth pioneering solutions for the preservation of our climate and for sustainable development.

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