

Eco News from Sony Europe

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CAN COPENHAGEN DELIVER?

There is a growing sense of anticipation ahead of the UN climate conference in Copenhagen in December. Recent weeks has seen a number of major industrialised nations stating their willingness to make substantive concessions towards a cleaner and safer environment. Whilst COP15 may not yield a new global climate treaty with every minor detail in place, hopefully it will close with agreements on four political essentials. This will create clarity, which the world – not least the financially struck business world – needs.

The wish for clarity is expressed by Yvo de Boer, executive secretary of the United Nations Framework

Convention on Climate Change (UNFCCC), in an interview with *Environment & Energy Publishing*.

According to Yvo de Boer, the four essentials calling for an international agreement in Copenhagen are:



Yvo de Boer

1. How much are the industrialised countries willing to reduce their emissions of greenhouse gases?
2. How much are major developing countries such as China and India willing to do to limit the growth of their emissions?
3. How is the help needed by developing countries to engage in reducing their emissions and adapting to the impacts of climate change going to be financed?

4. How is that money going to be managed?

"If Copenhagen can deliver on those four points I'd be happy," says Yvo de Boer.

He sees a need to get something signed and agreed in Copenhagen, but he thinks it will be very difficult to get every final, small detail of a whole new treaty done. The new climate treaty will be replacing the Kyoto Protocol which was adopted in Kyoto, Japan, in December 1997 and entered into force on 16 February 2005.

The Kyoto Protocol which sets binding targets for the reduction of greenhouse gas emissions has been signed and ratified by 184 parties of the UN Climate Convention. One notable exception is the United States, and Yvo de Boer is "really happy" to see the US back in the international climate change process and that the US is also engaging domestically in the process.

As reported in *The Guardian* (24 November 2009), the White House has indicated that it would go to the Copenhagen climate change summit with a proposed target for reducing greenhouse gas emissions after facing international pressure to commit to stronger action on climate change.

An administration official told reporters that President Obama would propose the targets before the climate meeting, thus removing the biggest obstacle to a political agreement in Copenhagen.



Indian Prime Minister Manmohan Singh with U.S. President Barack Obama. (Photo: Scanpix/AFP)

So far, America is the only major industrialised country that has not revealed its emissions reduction plan. The White House has indicated that an acceptable reduction would be in the region of 17% from 2005 levels – still below those put forward by the EU and other industrialised countries.

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*Yvo de Boer
Executive secretary of
the United Nations
Framework
Convention on
Climate Change*



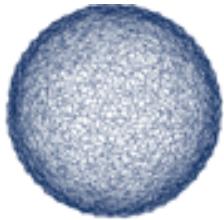
Global recession hampers greenhouse gas reduction

Asked about the global recession, Yvo de Boer thinks it will certainly have an impact on the negotiations in Copenhagen.

"You see already that investments in renewable energy projects are going down, partly because of the oil price going down and partly because of the economic activity going down," he says.

But even though greenhouse gas emissions are expected to slow down as a result of shrinking industrial activities, de Boer does not believe it will lessen the pressure on countries to act and sign a new treaty.

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COP15
COPENHAGEN

LET THE CLEAN ECONOMY BEGIN – WWF CLIMATE SAVERS TAKE SIMPLE MESSAGE TO COP15


"We need to act now. Not alone, but together with our peers," so says Sir Howard Stringer, Chairman and CEO of Sony Corporation in a video introducing WWF Climate Savers latest initiative entitled 'Let the clean economy begin'.

Along with 19 other companies including household names such as the Coca Cola Company, Tetra Pak and National Geographic, Sony supports the Climate Savers initiative established by WWF.

These companies are shaping the new reality by combining CO₂ reductions and business growth. By 2010, they will have collectively decreased their CO₂ emissions by 50 million tons while creating competitive advantage and increasing shareholder value.

These companies are proving that climate leadership makes sense for business and the planet. This is the simple message that WWF will communicate throughout the corridors and meeting rooms of the Copenhagen Conference Centre.

"We need to act now. Not alone, but together with our peers."

*Sir Howard Stringer
Sony Corporation*



"You have some of the world's biggest companies stepping up and saying we must all act," remarks Jim Leape from WWF International. "Those companies that get out ahead and find innovative ways to reduce their own emissions and to make more efficient products will be the winners in that economy."

Today, companies with vision regard environmental issues as a key differentiator in their marketplace. "You want the smartest people on your team working in this area today, since this is integral to your business, your bottom line and your relationship with government and society," remarked Vijay Vaitheeswaran from The Economist Group.

Whereas climate issues have previously been an issue which some major industrial economies have ducked, today the stark reality and the need to act is clear to all. "This is the economic future," says U.S. Senator, John Kerry. "This is the restoration of our strength and leadership. These are the jobs of the future. This is the moment and the issue. We need everyone to step up and be foot soldiers to make this happen."

A global initiative, WWF Climate Savers 'Let the Clean Economy Begin' enjoys the support of 20 visionary companies. "Climate Savers is unique in that it sets measurable targets for CO₂ emission reductions and supports companies in achieving those reductions over time," concluded Carter Roberts from WWF U.S.

In parallel with COP15, Sony will have its own presence in Copenhagen, providing audiovisual hardware as one of the sponsors of the WWF Arctic Tent. Located in Copenhagen's Nytorv (New Square), this unique space will be home to a series of exhibits and cultural events highlighting the issue of climate change. See www.panda.org/arctic for more information.

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*John Kerry
U.S. Senator*

EUROPE'S NEXT GENERATION DON'T KNOW HOW TO SAVE THE PLANET



How do we communicate with Europe's young generation?

A pan-European study, commissioned by Sony Europe, revealed Europe's next generation are confused by environmental messages and don't know how to save the planet.

New research from Sony Europe reveals:

- 6 in 10 children across Europe think that conflicting messages about the environment is confusing,



leading them to feel helpless and apathetic about protecting their environment.

- A quarter of European children don't know how to get involved with environmental issues and don't see what difference they can make.
- Young people in Europe see large businesses and governments as equally responsible for tackling environmental issues.

Sony Europe commissioned the independent research that surveyed 5,000 11 –



Achim Steiner

16 year olds in UK, Germany, France, Italy and Spain in July 2009 to gain a better understanding of young people's attitudes towards the environment. Sony wanted to find out how it could help motivate and mobilise children to protect their own planet as part of it's ethos to protect the environment 'For the next generation'.

"We need to communicate to young people not just the threats and problems, but more importantly the fact that there are inordinate solutions to the challenges of a world of six billion people, to impart not only the confidence, but the courage that together we can make the difference."

*Achim Steiner
Executive Director
United Nations
Environment
Programme*

Commenting on the research Achim Steiner, Executive Director of the United Nations Environment Programme, said: "Young people are often interested but can also be sceptical and pessimistic over the scope for real and decisive action on the environmental issues we all face.

We need to communicate to young people not just the threats and problems, but more importantly the fact that there are inordinate solutions to the challenges of a world of six billion people, to impart not only the confidence, but the courage that together we can make the difference".

Young people in Europe feel that big companies share equal responsibility with governments for tackling environmental issues - a clear statement that they expect technology companies like Sony to play their part.

"The results of this survey show that companies like Sony must meet the expectations of young people by playing a key role in tackling environmental problems," said Serge Foucher, Executive Vice President of Sony Europe. "However, it also shows that we have a big challenge ahead of us to get the younger generation motivated and engaged in environmental issues."



SONY HELPS CHILDREN'S FOREST FIRE PROTECTION TEAM HAVE THEIR VOICE AT COPENHAGEN

Forest Fires are both a major health hazard and also a significant generator of greenhouse gas emissions. The Forest Guard initiative reported in earlier issues of this newsletter has reached a vital stage as the youngsters have the enormous satisfaction of seeing their forest wildfire detection system idea deployed in their local forest for testing.

The team of six, whose idea won the Climate Actions part of the global FIRST® LEGO® League Children's Climate Call competition in Copenhagen, Denmark back in May 2009, impressed Sony Europe executives so much that the

company offered to partner with the team to bring their idea to life.



The Forest Guard team will showcase their concept at COP15

The team will also return to Copenhagen during the United Nations Climate Change Conference (COP15) to show the system to the world's leading authorities on climate change at the Bright Green Expo, 12-13 December 2009.

Their idea uses a network of solar-powered CCTV cameras and citizen fire watchers over the web to obtain

advance warning of wildfires before they manage to spread. The team have been working hard with Sony engineers over the summer resulting in an initial version of the system that is ready to be tested in the team's local Tahoe National Forest in California.

"We are so pleased we could bring our technology and engineering skills to this project and help this young team's idea become a reality", says Morgan David, Divisional Director, Research and Development (R&D) at Sony. "To apply technology to help solve the problems of climate change is at the heart of Sony's philosophy and we will continue to collaborate with the Forest Guard initiative and support this project."

The Sony designs and software for the Forest Guard proof of concept will be released into the public domain and a white paper will also be made available



so that the technology is available to all scientists, governments and NGOs working to combat wildfires globally.



Californian Forest fires wreak havoc amongst local communities and create a major pollution hazard

Forest Guard are acutely aware of the need for detecting forest wildfires early. In September forest fires once again broke out near to them destroying 50 homes and 10 businesses in their local area. The families of Forest Guard members, Ayden, Bobby, Faith and Drew, were evacuated from their homes as the fire continued to burn closer to their properties.

Recounting the experience, eleven year old team member Ayden says: "The smoke was bellowing high from the trees, like a big black cloud. Soon after we were home, we were told to evacuate. My stomach knotted up. We

went to my aunt and uncle's house and after a few hours, the fire was put out and we went home. The next day I passed the destruction left by the fire; along the highway we could see all the trees and homes that had been destroyed."

The team are also keen to highlight the environmental impact these devastating fires have - the carbon dioxide emitted during these fires can equal that produced by several million cars on the road in a year and CO2 emissions by forest fires are expected to increase by 50% by 2050 if something isn't done.

It is these experiences that are bringing members of Forest Guard to Denmark during COP15 in December. They will be exhibiting with Sony at the Bright Green exhibition held next to COP15 to showcase how their idea can make a difference globally to both people's lives and carbon emissions.

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This newsletter is produced by Sony Europe. For more information on any of the topics included within this newsletter, please contact info@eco-news.biz

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