

CLIMATE WISE

A Voluntary Program That Promotes A Comprehensive Approach To Industrial Energy Efficiency And Pollution Prevention

BACKGROUND

The U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) have joined forces to launch Climate Wise—a voluntary program that encourages industry to adopt a flexible, comprehensive approach to reducing greenhouse gas emissions. Climate Wise is a key part of the Administration's Climate Change Action Plan (CCAP), which is designed to help the United States return greenhouse gas emissions to 1990 levels by the year 2000.

Climate Wise is based on the principle that energy efficiency and pollution prevention are the cornerstones of any strategy to reduce greenhouse gas emissions. Climate Wise is also founded on the notion that government can spur innovation by establishing performance-based goals and letting individual organizations determine how best to contribute to meeting those goals.

"The plan inaugurates a new era of partnership with American business to help solve environmental problems while strengthening the economy." Climate Change Action Plan

WHAT IS CLIMATE WISE?

Climate Wise is a voluntary program that stimulates comprehensive industrial actions to enhance energy efficiency, prevent pollution, reduce greenhouse gases, and thus, increase profits. It does so by recognizing industry's actions and by providing information and assistance on a range of emissions-reducing opportunities.

Many companies already are reducing emissions through programs aimed at improving efficiency and reducing energy costs. Climate Wise will help companies to build on current efforts by providing selected technical assistance and by recognizing actual reductions. Companies also are encouraged to adopt creative, organization-specific measures that limit or reduce emissions such as:

- Altering production processes,
- Switching to lower-carbon-content fuels and renewable energy supplies,
- Substituting raw materials,
- Implementing employee mass transit or carpool programs, and
- Auditing and tracking energy use for efficiency improvements.

Thus, Climate Wise will help companies identify and implement a comprehensive set of reduction measures tailored to their specific needs.

DuPont estimates that its pledge actions will reduce greenhouse gas emissions by 18 million metric tons of carbon dioxide equivalent by the year 2000. Through energy efficiency improvements, the company expects to save \$31 million annually.

WHAT ARE THE BENEFITS?

The benefits of participating in Climate Wise and other CCAP initiatives go far beyond energy efficiency and pollution prevention. By following through on voluntary commitments, participating companies will also benefit from:

- Strengthening their competitive position through profitable investments in energy-efficient technologies and process improvements,
- Enhancing corporate and product credibility,
- Improving employee morale and community relations, and
- Receiving public recognition for environmental leadership.

WHAT IS THE CLIMATE WISE PLEDGE?

The Climate Wise Pledge is a voluntary commitment to identify and implement actions for reducing greenhouse gas emissions. Participating organizations are encouraged to publish a corporate policy or statement, establish an energy management team, set performance improvement targets, monitor and evaluate performance levels, and increase awareness of energy efficiency among employees.

Participating organizations also are encouraged to voluntarily report their emissions reductions through the Energy Policy Act's 1605(b) database. By doing so, they ensure that their actions can be officially recorded by the U.S. Government and they ensure their eligibility for Climate Wise recognition.

WHAT KIND OF SUPPORT WILL BE PROVIDED?

Climate Wise will support corporate efforts to reduce emissions by removing major barriers, such as a lack of information about cost-effective opportunities to conserve energy and prevent pollution. EPA and DOE will establish a clearinghouse of information and will sponsor training programs, seminars, and workshops to share industry successes and strategies.

Climate Wise also recognizes companies for their emissions reduction efforts. Public recognition may include local and national signing ceremonies, awards programs, and support for participant-sponsored media events and other promotional activities. Participants are eligible for awards in several categories, including:

- Greatest emissions reduction achievements,
- Greatest reductions by sector/individual group,
- Technology breakthroughs,
- Continuous improvement, and
- General recognition for pledge participants.

HOW CAN YOU JOIN?

Simply call or write to any of the Climate Wise Co-Directors listed below. Your letter should indicate your intention to fulfill the pledge requirements and identify what reduction and management support actions you intend to undertake. For additional information, contact:

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