



Slides for Climate Seminar

8 July 2008



Introduction

- This slide pack summarises the results of a web survey which quizzed attendees of Idenk's Climate Seminar on their attitudes to climate change. There were 21 respondents.



- The results of the survey have been compared in places with results gained by asking the same (or similar) questions of over 100 Judge Business School students in April 2008.

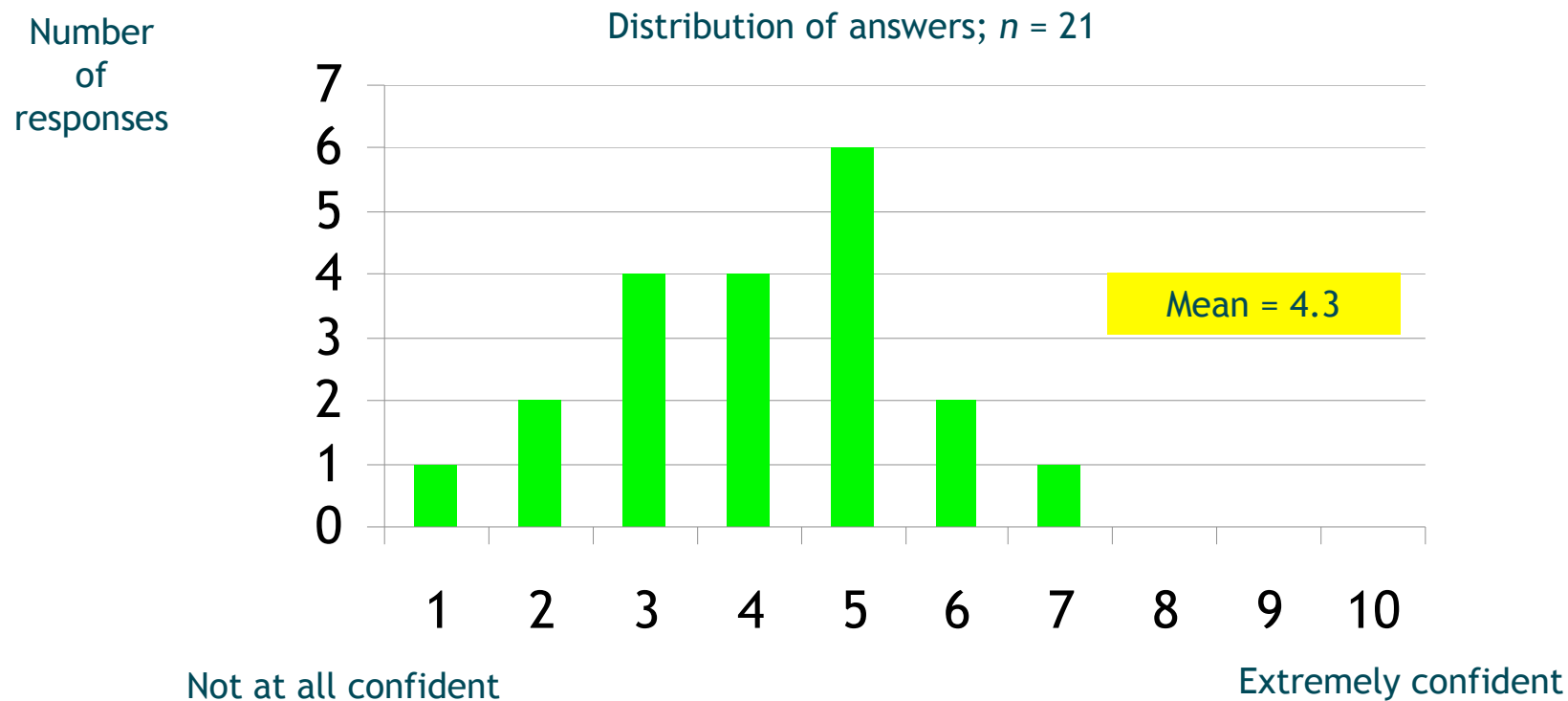
Seminar attendees are seeking facts, understanding, and practical steps or things to do

If you could get just one thing from this seminar, what would that be?

- A better / clear understanding of the challenges and a few ideas on how to face them
- Objective view of the commercial opportunities as well as responsibilities
- Hard statistics on current personal/business engagement levels
- Strip out the political correctness and deal with reality
- Ideas for carbon saving
- More facts and understanding of them
- An understanding of what individuals and organisations really understand about climate change and sustainable development
- An understanding of priority amongst local business leaders and what actions we are all prepared to take
- Interesting discussion
- New clarity on business priorities
- Benchmarks on where industry prioritises the green issue
- Understanding how leaders can work on climate change practically
- A better understanding of scenarios as a trigger for learning
- Advice about steps that are practical, effective and realistic
- A greater understanding of the strength of momentum around taking action on climate change
- Broader view of issues and impacts
- One or two neat new ways of making people sit up and really think about climate change.

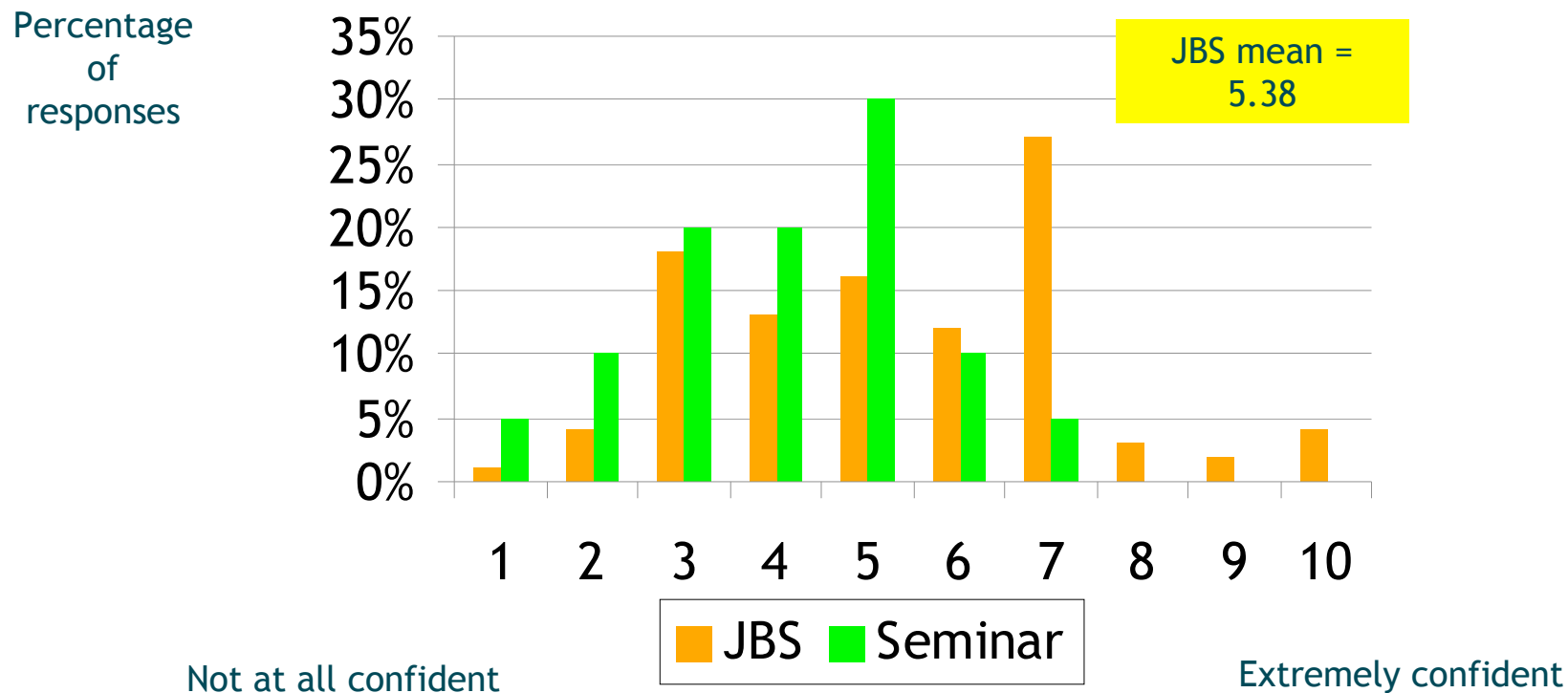
They have little confidence in commercial and other organisations' responses to climate change

How confident are you of the response of commercial and other organisations to the challenge of climate change?



In comparison Judge Business School respondents are a bit more bullish (but they were only asked about businesses)

How confident are you that business will respond adequately to the challenges of sustainable development? (JBS survey $n = 100$)



Seminar respondents need evidence of wider value change, wider understanding, new legislation, corporate change ...

What needs to happen to increase or maintain your confidence?

- Environmental issues need to become truly mainstream, not just the preserve of the middle classes
- I would need evidence that a values shift is taking place which includes our environment on the bottom line - i.e. it's not just about immediate profit
- Greater understanding of whether UK engagement will have any tangible effect on CO₂ imbalance from developing countries
- The economic exigencies need to be considered, along with the impossibility of coercing developing countries to limit their economic development to meet the demands of environmentalists
- An acceptance of 'triple bottom line' accounting
- Greater global governmental impetus to support and force behavioural change
- Pricing externalities and gov. consistency
- Further legislation obliging companies to measure their CO₂ emissions
- Organisations seeing it as part of their role in society, not just about profits
- Policy and legislation change
- Non-tokenistic commitment to changed practice.

... joined up thinking, continued economic impetus and real action, if their confidence is to increase

- Real action as opposed to offsetting - this looks like a fudge but perhaps I'm wrong
- If I see organisations doing what I perceive needs to be done following the seminar then I'll be more confident
- Knowing that a larger number of people and organisations are actively, substantively and effectively engaged
- A combined bottom up and top down approach based on good enough evidence bearing in mind the precautionary principle
- True integrated strategic planning with an awareness that doing the smallest thing can make a difference - action not words
- Communication of relationship between corporate action and tangible climate improvement - I see green actions as an exercise in reducing business overheads or an opportunity to increase the price of green alternatives
- Actual solutions rather than tax and moralising
- Continuation of high fuel prices. Education of consumers/voters
- Economic conditions forcing business models to change in developed economies.

Participants assert that a range of assumptions are never explored properly, including the role of emerging economies ...

In your view what assumptions are never explored during debates on climate change?

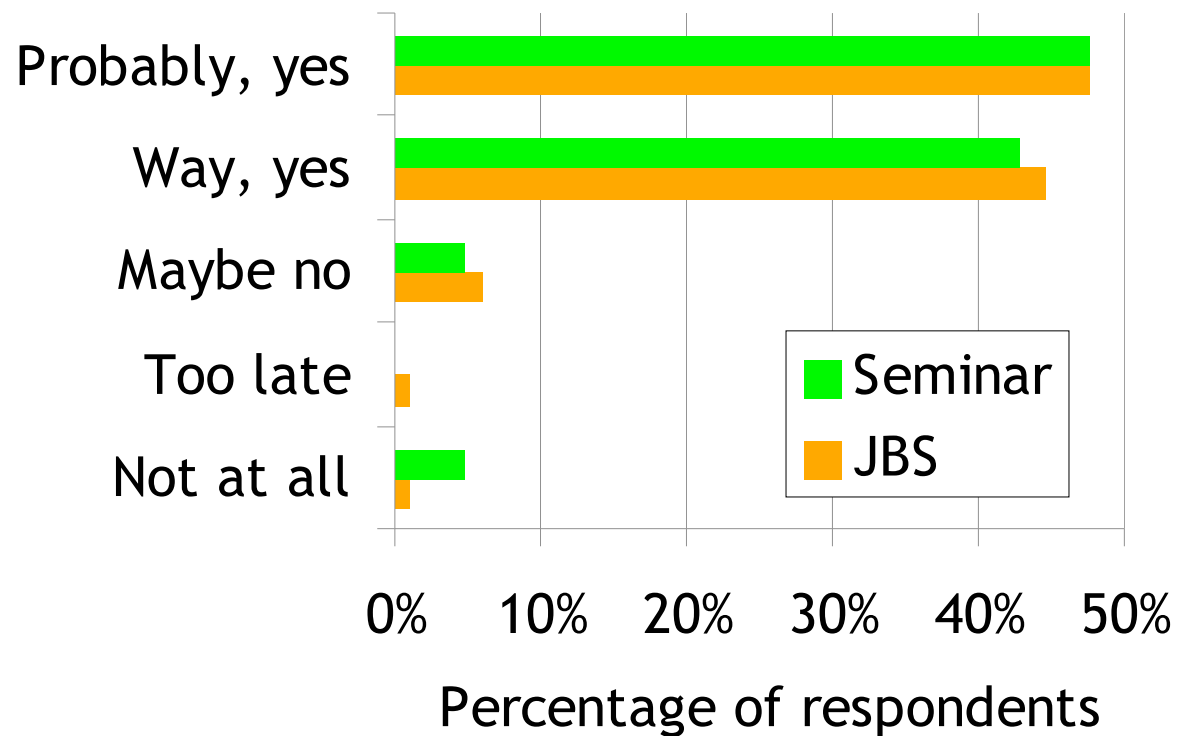
- 1. That developing economies will continue at the same rate 2. That developed economies can do little without change in the developing ones' attitudes. 3. That markets are not greatly affected by sentiment
- I think this depends entirely on which debate you are part of - chemists don't talk about psychology, social marketers don't talk about the problems of economic growth, economists don't examine their views of rational man etc
- Whether it has already reached the point of no return. What single action could have the greatest short-term effect? How can politicians and business leaders be forced to be accountable for their decisions?
- The science is now mostly clear, the effect (and cause) is broadly agreed but we get little clarity on timescales, dimensions, variations i.e. probable consequences; therefore the "what should we do about it" is still a matter of faith and prejudice more than science
- We focus on the role of the largest companies and assume that the SMEs will follow and know how to do it
- The basic tenet of the extent of climate change being caused by natural vs. manmade events
- Also the global aspect of the debate is often ignored - what is the impact of China's industrialisation, and how does that impact on what we should do?

... how climate change can be harnessed in a positive way, how extreme variations would impact us ...

- How climate change can be harnessed for positive change in business
- That all climate change is bad - we need to identify any positive aspects and ensure that they are not overlooked 'for the greater good'
- The real things that can be done - especially the indirect actions
- There always seems to be a lot of "we must act now" stuff without much explanation of what actually sensibly and effectively can be done. In possible solutions the emphasis always seems to be on ideas like encouraging people to switch to energy saving light bulbs and the like. The role of markets is being neglected - people will save energy for themselves when the price becomes too high without government having to encourage specifics
- The multi-faceted aspects (e.g. H₂O gasses - from any source, are actually the most contributory greenhouse gasses - so for example, a lack of understanding or monitoring of cloud formation is a critical problem). Speed of change and irrelevance of contingency plans (if, as previously happened, for example, global temperature changes as much as 7 degrees within a couple of decades). The use of extreme spikes vs. averages and trends, and general statistical manipulation. Social expectations of continuing current lifestyles, regardless
- The potential power of individuals working collectively (what is the real potential for change that consumers could create), and what would need to take place for that to be harnessed. I think there is an assumption it can't be harnessed enough.

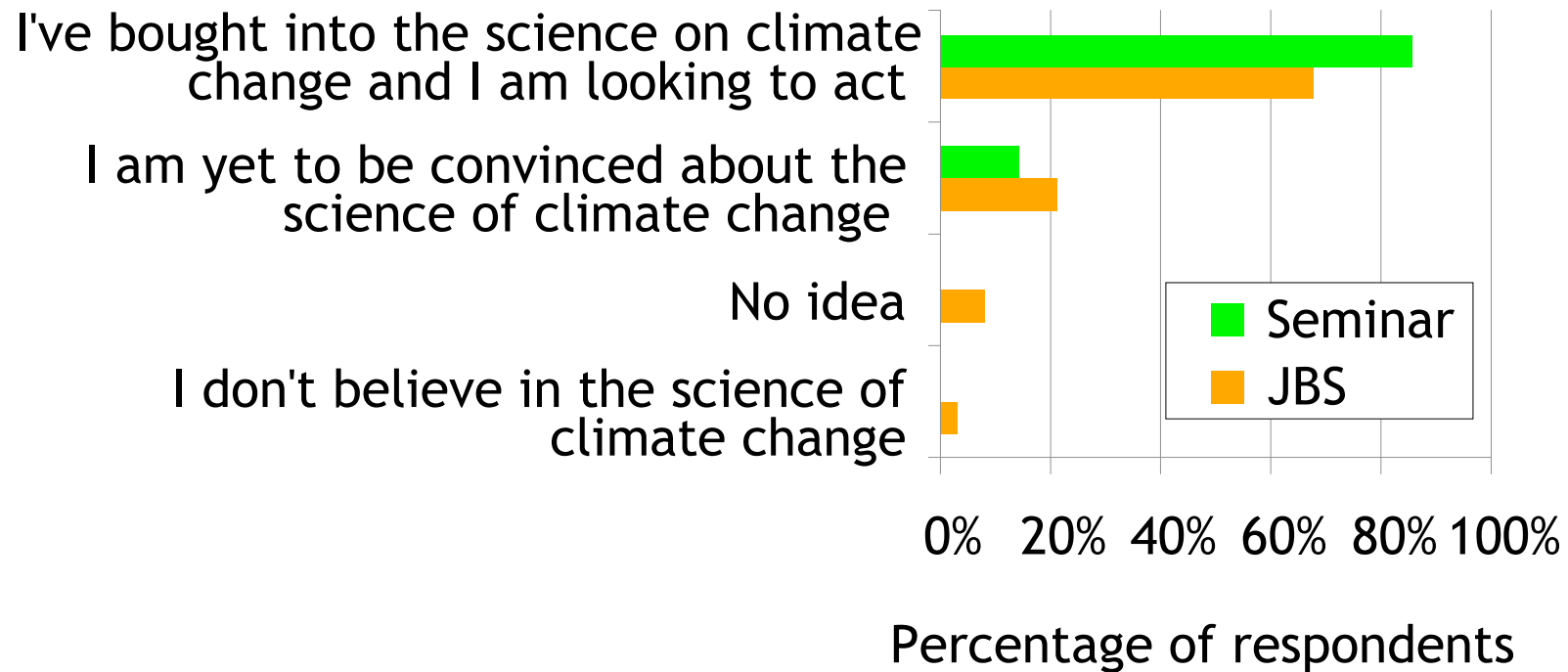
Seminar participants and JBS students hold similar views about the need to act swiftly

Do you think we need to act swiftly to prevent global environmental catastrophe?



Most seminar participants believe the climate change science

Which one of the following best describes your view on climate change?

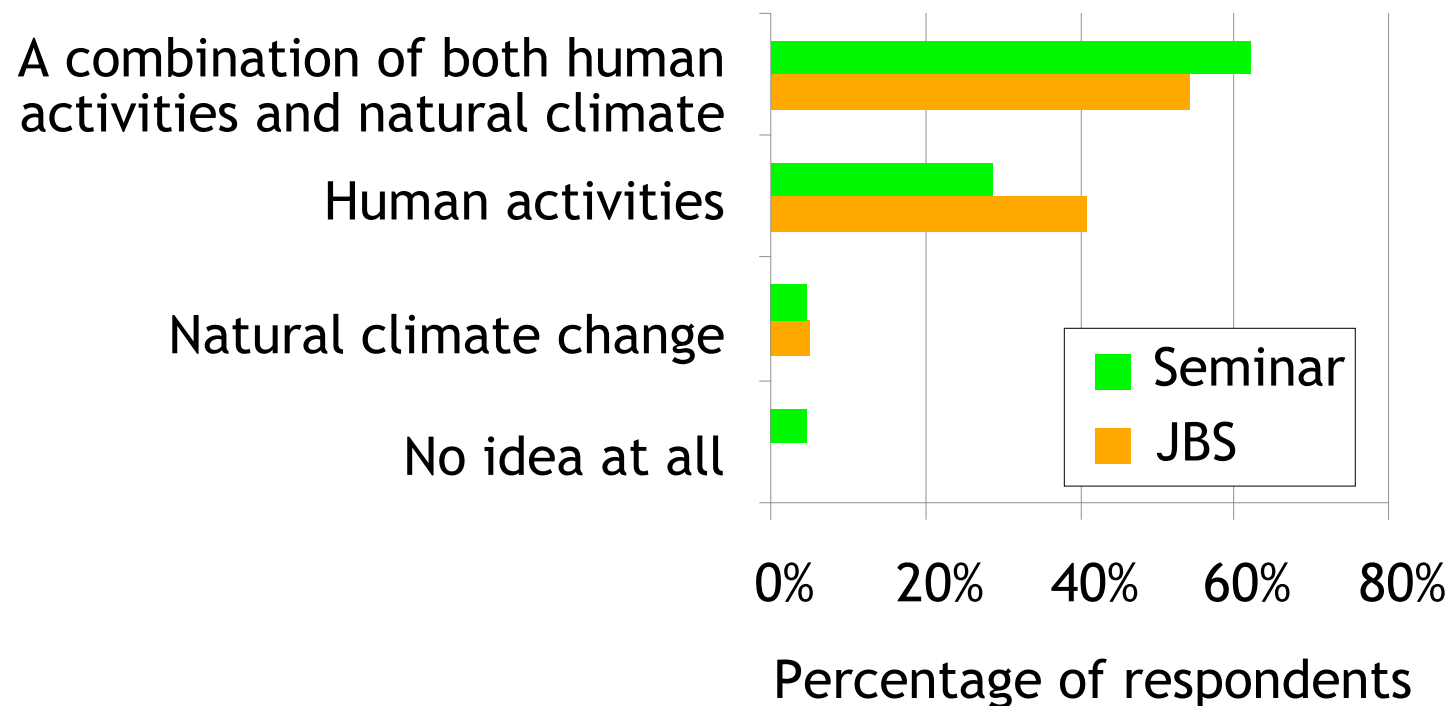


... what drives people to make the choices they make, and the consequences of inaction by an organisation

- The political correctness, which has made it all but impossible for reasoned challenges to be made; there is too much money tied up in promoting climate change. Also, although environmentalists are happy to give these things high priority, developing countries, especially India, China, will not abandon or slow down their rate of economic development in order to pander to the demands of environmentalists, as to do so will condemn millions of their citizens to continuing poverty. This is particularly the case in relation to energy and the consumption of coal
- The economic arguments - and the link with the other big issue: global inequities . Contraction and Convergence. Carbon as a real currency
- The triggers at the core of people's being that make the difference between thoughtless and thoughtful consumption
- That people will buy goods / act on options that are environmentally beneficial AS WELL AS giving them the greatest consumer benefit. That people will not (cannot?) accept the standards of half a century ago just because costs have got up. Reducing demand is not the same as repressing demand
- Indirect carbon footprint. Plenty is discussed on how much energy we use, but not much is done on the carbon worth of what we consume
- The consequences of not doing anything by an organisation - i.e. what is the level of social pressure and accountability that consumers hold over organisations that serve them? Do we really care as a world population?

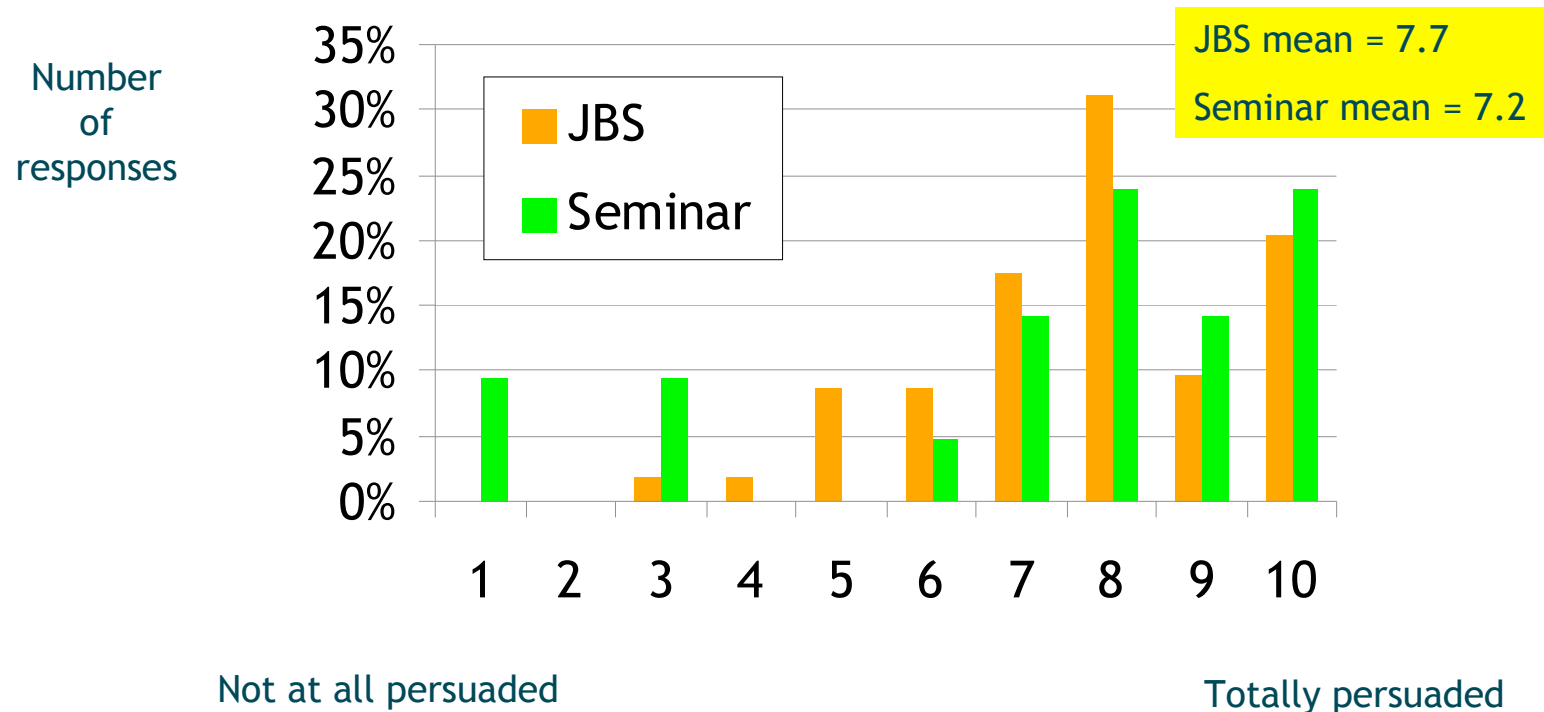
The causes of climate change are far from universally agreed

Scientists tell us that the Earth has warmed by 0.7 degrees since the industrial revolution. What do you believe is the primary cause?



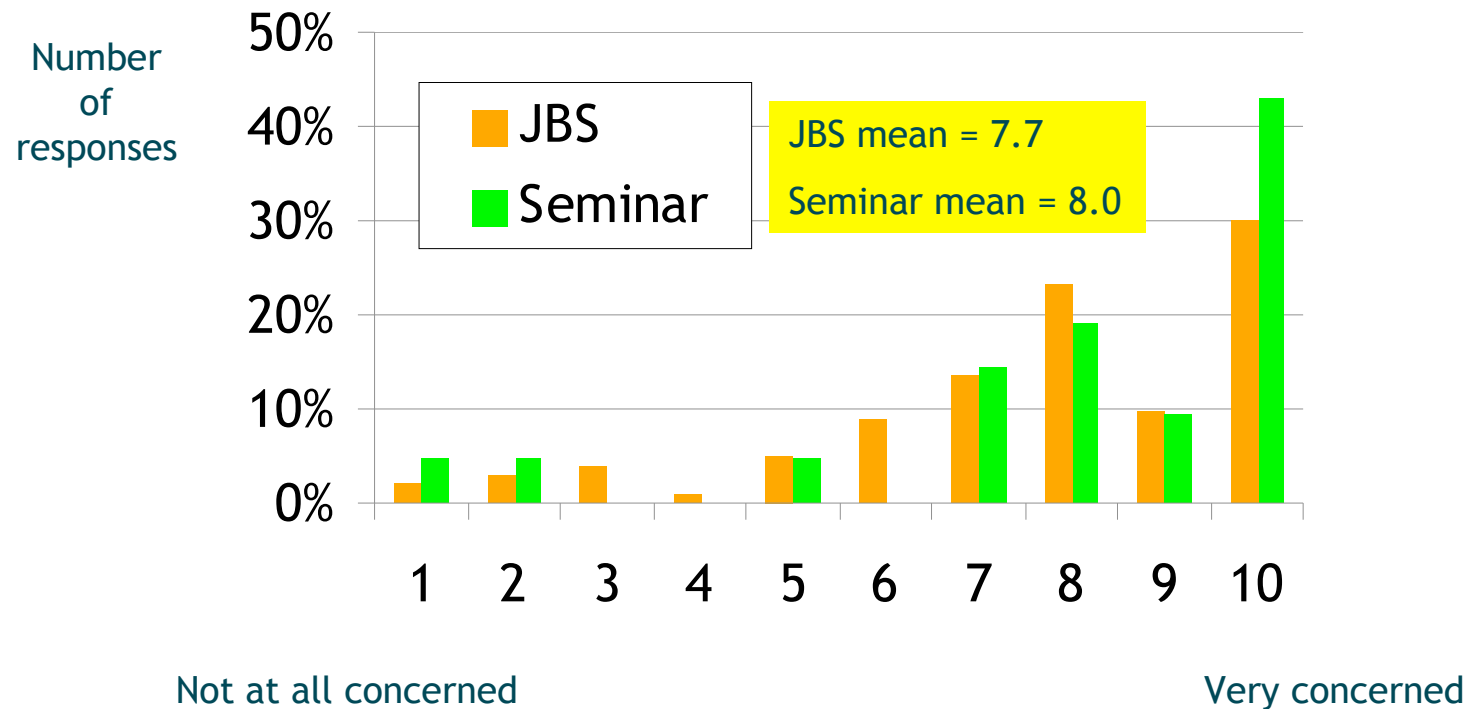
The majority believes that climate change threatens existing economic systems

To what extent do you believe our economic systems are threatened by global warming and the changes in climate that this will bring?



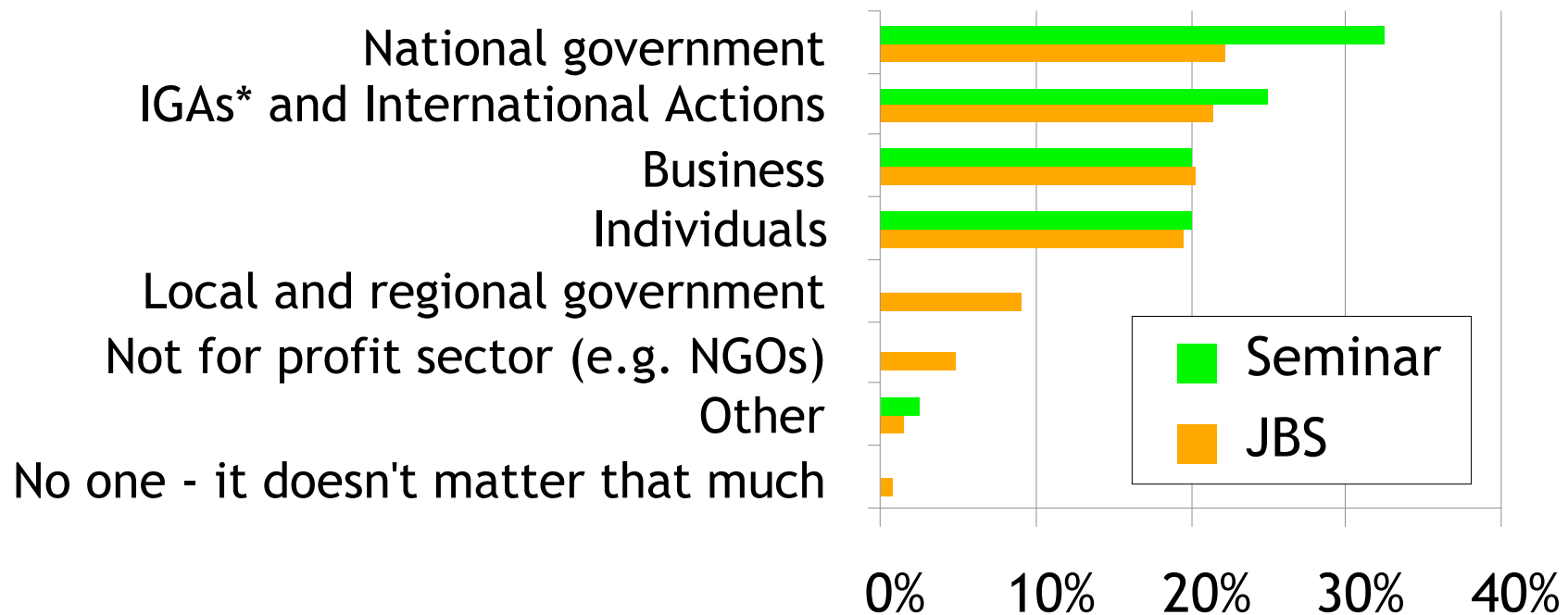
With a few exceptions, people are concerned about likely temperature rises - some very much so

How concerned are you that scientists tell us that the Earth's average surface temperature is likely to increase by 3 degrees by the end of this century?



Four groups bear the weight of respondents' expectations to act

Whose responsibility is it to lead in on climate change?



* Inter-governmental agreements

Percentage of responses
Note: questionnaire asked for maximum two choices per respondent

Other comments (#1)

- I hate surveys but look forward to your seminar!
- It has been said that, at best, all the climate change measures will do is to delay the inevitable by 7 years. It would be far better and more productive if the environmentalists, instead of whining and whingeing about global warming, put more effort into helping the world's population to adapt to the ongoing climate change, because it's going to happen anyway. Whether, in the long term, there will be a correction, and we get a period of global cooling, remains to be seen
- Please let's make it real
- I'm looking forward to the day, see you on Wednesday
- I am convinced by the fact that apparently every major indicator is simultaneously heading in the same direction (i.e., worse) As a parent, I am concerned that we have handed our children an insoluble problem I am extremely annoyed by denialists, many of whom seem unwilling to even engage with the evidence
- Interesting logical problem of climate change. Ostensibly, even despite recession and economic change, much is the same and is expected to continue, so any action to contribute to resolving climate-change issues feels like a gamble or drop in the ocean. National governments and international organisations have serially demonstrated their very poor judgment and lack of responsibility (Iraq, USA generally, Zimbabwe, etc....) Science is also not entirely in agreement

Other comments (#2)

- The economy and individual/business behaviour is more resilient than some assume; however, there is likely to be massive redistribution from past paradigms as things "hot up". This is part of the natural correction process but offends some people's ideologies. Science should help business/individuals deal with changes but not presume to play meta-politics
- As governments won't / can't lead, it maybe their best option is to encourage business and commercial sectors to give leadership by providing solutions (e.g. New Urban Design, 50 mpg cars, high efficiency power generation). Individuals can only produce a significant effect if given a common logical direction to go in.

Contact

Ross Pow

idenk Limited

+44 (0) 7787 125 800

ross.pow@idenk.com

Phil Hadridge

idenk Limited

+44 (0) 7867 538 184

phil.hadridge@idenk.com