



About 3C

The 3C Initiative is a global opinion group consisting of business leaders demanding integration of climate issues in markets and trade.

Today we comprise business leaders from 46 large companies from 11 of the G8+5 countries and from a broad range of industries. We want to support political leaders in taking action on climate change, to give input to the policy debate so that the transition to a low-emitting economy is as fast and cost-effective as possible, and to take our responsibility by acting to cut emissions.

The 3C Initiative was launched on January 11, 2007 by a statement appealing to the global community and all its representatives to join forces with business leaders around a common vision of a low-emitting, sustainable society and to cooperate to create a roadmap that leads to its realization.

The recommendations presented in the 3C Roadmap have been developed out of 3C's founding statement, through a six-month process of open consultation with many of the initiative's participating companies.

Read more about the development of the Roadmap and participants in the 3C Initiative on www.combatclimatechange.org.

3C Participants

As of today the following companies participate in the 3C Initiative:

ABB, AIG, Alcan, Alstom, Areva, Bayer, BP, British Sky Broadcasting, Centrica, CEZ Group, China National Offshore Oil Corp, Citigroup, Deutsche Bahn, Deutsche Post, DONG Energy, Dow Chemical, Duke Energy, EnBW, Endesa, Enel, E.ON, Eskom, Fortum, General Electric, Hitachi, Iberdrola, Lufthansa, MAN, Munich Re Group, MVM, Norske Skog, NRG Energy, Nuon, Otto Group, PG & E, PNM Resources, RAO UES Russia, Reuters, SAP, SAS, Siemens, SUEZ, The Tata Power Company, Vattenfall, Veolia, Wallenius Lines

3C Quick facts

- 46 companies (2/3 Fortune 500)
- 4.5 million employees
- EUR 1250 billion turnover (10 times EU)
- Active in 220 countries and territories
- HQ in 11 of the G8+5 nations
- 15% of global electricity generation
- Across industry sectors
(including industrial, energy, financial, insurance, power, transportation and media)



The 3C commitment

A transparent policy framework is a prerequisite for businesses to work efficiently to reduce emissions. There are several ways the 3C companies can contribute to establishing such a framework and can start taking action to reduce emissions.

- *First of all, we will share our deep understanding of the industries we work in. We can point to the measures with most impact and to what is needed to gain their full effect. The multinational reach of our companies will also help ensure global impact.*
- *Within our respective sectors, we will work to influence our colleagues and to push the development of efficient technology.*
- *We will work hard to reduce emissions in our own businesses and to act as role models for other organizations.*
- *We will also contribute our share to minimizing market failures by being transparent and by helping our customers make informed choices.*

The 3C Roadmap

The purpose of the 3C initiative is to underline the need for urgent action by the global community and to influence the post-Kyoto process by demanding a global framework supporting a market based solution to the climate change issue. To help reach a low-emitting, sustainable economy quickly and cost-effectively, 3C in November 2007 followed its initial call to action with recommendations on policy priorities for the world's politicians. These recommendations, which are presented in the 3C Roadmap, are based on thorough analysis of how to reduce emissions cost-effectively throughout the global economy.