



WWF *for a living planet*

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Daily Media Brief

For immediate release

Leave your competitiveness fears at the door, WWF tells Poznan delegates

THE LATEST – Industry scaremongering and doom and gloom scenarios about the impact of climate policies on competitiveness are not justified, a new WWF assessment of empirical research on actual impacts has shown. The WWF paper highlights that tough caps on CO₂ generally have a moderate impact on production costs and emphasizes the lack of empirical evidence to support fears of relocation of energy-intensive industries due to climate regulation. Industrialized countries should thus wholeheartedly engage in today's discussions on setting emission reduction targets at the high end of the 25 to 40% reduction range by 2020 compared to 1990 levels - as stipulated by the IPCC.

THE QUOTE – "When discussing targets for emission reductions in Poznan today, industrialized countries should leave their competitiveness fears at the door", says Kim Carstensen, Leader of the WWF Global Climate Initiative. "Deep cuts in CO₂ will neither drive industries abroad nor ruin national economies. They protect nations from future climate damage, give them the competitive edge of an early mover, and create millions of green jobs."

BACKGROUND – The UN climate talks in Poznan are a crucial stepping stone on the way towards a new global climate treaty due end of next year. The Bali roadmap – agreed at last year's climate talks – mandates governments to conclude negotiations at the UN conference in Copenhagen, December 2009. With one year left to go, Poznan is about developing a shared vision for cooperative action and concrete text proposals for the new climate treaty. Today's workshop under the AWG Kyoto Protocol track will discuss mitigation potentials and target ranges for emission reductions.

KEY ISSUES

- To prevent the most dangerous climate impacts, global warming must be kept well below 2°C.
- For this goal to remain feasible, global emission have to peak and decline well before the year 2020.
- Industrialized countries must aim at emissions cuts of 25 to 40% by 2020 compared to 1990 levels.
- Developing countries should seek a substantial downward deviation from business as usual emissions.

PRESS EVENTS

- Friday, 5 Dec: Action by ski artists to mark handover of petition signed by world-famous athletes
- Wednesday, 10 Dec: Reception and press conference to mark the global launch of Earth Hour 2009.

Materials: All WWF press releases and related WWF reports will be posted at <http://www.panda.org/climate>
Download WWF broadcast footage from <http://www.videonewsmanager.com/Default.aspx?i=2583&p=search>

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