



WWF

CASE STUDY

OCTOBER
2013

WWF Climate Savers

CLIMATE LEADERSHIP CASE STUDIES

Innovative solutions
for low-carbon business.



WWF

CLIMATE SAVERS

碳减排先锋

DEFENSORES DO CLIMA

クライメート・セイバーズ

A WWF GLOBAL INITIATIVE WITH BUSINESS

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SONY LEADS THE CHARGE

Sony is responsible for prompting an increase in a wider range of renewable electricity use by numerous leading Japanese companies through its Green Power Certification System, making it a renewable energy leader. It is also one of the largest users of renewable energy in Japan.

Sony's involvement in the scheme started with the 'Sony Environmental Vision' in 2000 that established principles for environmental management activities throughout the Sony Group worldwide. Sony set eco-efficiency targets to reduce greenhouse gas (GHG) emissions from its business operation, while exploring a new way of using renewable energy not currently available to companies in Japan without their own power generation facilities.

SONY

BY PROMOTING THE USE OF CLEAN POWER THAT DOES NOT INCREASE CO₂ EMISSIONS, THE SONY VISION OF A GREENER FUTURE IS WELL UNDERWAY.

THE COMPANY

Sony is a leading global manufacturer of audio, video, communications and information technology products worldwide for the consumer and professional markets.

WHAT MAKES SONY A RENEWABLE ENERGY LEADER?

Sony plays a lead role in promoting renewable energy in Japan, specifically through its development of the hugely successful Green Power Certification System.

THE CASE

Sony's involvement in the scheme started with the 'Sony Environmental Vision' in 2000 that established principles for environmental management activities throughout the Sony Group worldwide. Sony set eco-efficiency targets to reduce greenhouse gas (GHG) emissions from its business operation, while exploring a new way of using renewable energy not currently available to companies in Japan without their own power generation facilities.



staff involvement

Sony first chose wind power (causing little environmental impact) and later added the popular wood chip biomass (a stable power generation system unaffected by weather and allowing some collaboration with the local community). But to use green power Sony needed its own power generation facilities, or have such power supplied by a nearby power generation plant. So, in 2000, in cooperation with Tokyo Electric Power Company, it developed Japan's first 'Green Power Certification System'.

The scheme allows a company or individual to entrust certain providers to generate power from renewable resources, and bears the cost of the power generation. The idea is to 'regard it as use' of green power. This system means that green power can be used at a location far from where the power is generated.

Initially, the green power certificates were only given for electricity generated from qualified technologies, such as solar, wind, geothermal, biomass and hydropower. However, the Green Power Certification System was expanded in 2008 to include green thermal energy for heat generation. Although solar thermal energy was the main target, the thermal project scope was enlarged to include snow and ice energy, as of 2010.

This expansion increased the interest in green certificates further, and today over 400 companies and organizations in Japan buy energy from the Green Power Certification System.

Sony also uses the scheme to contribute to the conservation of forests. Noshiro wood biomass power plant in Akita Prefecture, with which Sony has agreed a Green Power Certification System purchase contract, uses timber gained from tree thinning as its main fuel. However, the high cost of transport means excess timber is often left where it is cut. From 2008 to 2012, Sony donated funds to cover part of the transportation cost of timber for this program.

SONY

- Led the development of the Green Power Certification Scheme.
- In just over a decade the Scheme has prompted an increase in a wider range of renewable electricity use by more than 400 leading Japanese companies.

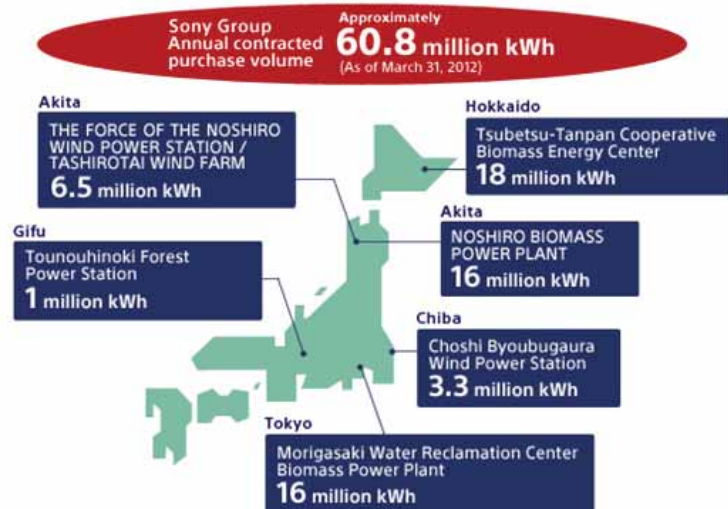


As well as making extensive use of green power, in April 2012 Sony signed a three-year biomass heat production contract with Japan Natural Energy Company Limited, and began buying Green Heat Certificates for heat generated by wood biomass combustors. Green Heat Certificates recognise that the user is buying green heat produced through the combustion of biomass (or other renewable energy technology that does not increase the volume of CO₂), so contributing to the reduction of CO₂ emissions. With this contract, Sony has agreed to buy 133,333 GJ of green heat a year, making it the largest purchaser of Green Heat Certificates in Japan

THE IMPACT

- In 2011, the Green Energy Certification Center certified a total of 330 million kWh of green power, recording a historical high since the Scheme started in 2001. The increase was due to subsidies introduced by the national and local governments in 2009, which boosted the number of new installations of residential PV systems.
- The cumulative amount of certified green power generated under the Green Power Certification System has been steadily increasing; from a base of 0 in 2000, cumulative generation rose to more than 1,400 GWh in 2011.
- The total number of green power generation facilities accredited by the Green Energy Certification Center in 2008 increased to 121, equaling a total power generation capacity of 161 MW, up from 94 MW in the previous year.
- And as of March 2011, the Sony Group finalized a Green Power Certification System purchase contract for 60.8 million kWh annually, equivalent to around 3.45% of the Group's total power use in Japan.
- The use of renewable energy is also a

Contracts and Annual Volume Purchased in 2011



key part of Sony's effort to reduce GHG emissions. In 2011, the use of the Green Power Certification System and the introduction of solar power generation systems helped reduce Sony's CO₂ emissions by approximately 123,000 tons; while the contract with the Japan Natural Energy Company Limited will reduce Sony's GHG emissions by approximately 8,000 tons a year, and raise the total green power purchased by all Sony Group companies in Japan to about 55.45 million kWh.

“JOINT DEVELOPMENT OF THE GREEN POWER CERTIFICATION SYSTEM IN JAPAN HAS BROUGHT US MANY CHALLENGES AND OPPORTUNITIES AS A PIONEER OF RENEWABLE ENERGY USE. THE BIGGEST CHALLENGE WAS TO GAIN THE AWARENESS AND SUPPORT WITHIN THE COMPANY FOR THIS ENTIRELY NEW CONCEPT, AS WELL AS FROM THE SOCIETY. STEP BY STEP, WE WERE ABLE TO GAIN RECOGNITION FROM BOTH INDUSTRY AND CONSUMERS. IN 2011 WE STARTED TO PURCHASE GREEN HEAT CERTIFICATES. WE ARE VERY HAPPY TO TAKE THE INITIATIVE IN INTRODUCING RENEWABLE ENERGY FOR A RANGE OF APPLICATIONS.”

YASUHIRO TAKEMURA
MANAGER
CORPORATE WORKPLACE SOLUTIONS

www.sony.net

SONY



SPRINT LEADS

Telecoms giant Sprint is known for its bold and ground-breaking climate change leadership stance within the telecoms sector, making it a climate sector leader.

Sprint has demonstrated sector leadership by repeatedly publically speaking out for renewable energy and environmental responsibility at the highest levels of industry and government.



SPRINT HAS BEEN ABLE TO NAVIGATE THIS SPACE THANKS TO PARTNERSHIPS WITH AND EXPERTISE FROM NGOS SUCH AS WWF

THE COMPANY

SPRINT is a U.S. based provider of voice, data and Internet services, with more than 55 million consumer, business and government customers. It has adopted its sector climate leadership mantle by being a vigorous and vocal campaigner for green energy and emissions reduction.

WHAT MAKES SPRINT A CLIMATE SECTOR LEADER?

Sprint has demonstrated sector leadership by repeatedly publically speaking out for renewable energy and environmental responsibility at the highest levels of industry and government.

It has aggressive absolute GHG and energy reduction goals of 20% by 2020. Sprint is the only one in its sector in the US to have an absolute goal that covers scope 1 and scope 2. Scope 2 is the big deal for telecoms. Also, Sprint has been leading scope 3. Disclosed 8 categories in CDP this year, one of less than 20 companies in the S&P 500 to report 8 or more categories.



THE CASE

Dan Hesse is not only Sprint's CEO, he is the dynamic face and voice of its diverse and impactful clean energy strategy. Sprint, often fronted by Hesse, actively promotes the use of clean energy and advocates its importance not just for the sector, but for the U.S. as a whole. These actions have included

- lobbying with Kansas City Power & Light to get approval to build the Spearville Wind Farm in Kansas
- Hesse meeting with the head of the U.S. Department of Energy regarding green-energy opportunities
- in June 2012, sending a letter to the leaders of both the U.S. House of Representatives and Senate urging them to support the extension of the Production Tax Credit (PTC) for wind energy.
- Hesse speaking publicly about the importance of renewable energy across the sector, and Sprint's renewable-energy efforts.

Hesse also frequently presents on environmental responsibility and renewable energy at high-level business conferences, such as the annual Ceres conference and Fortune Magazine's Brainstorm Green Conference.

Since the telecoms industry normally adopts innovative practices quickly, Sprint's renewable energy leadership strategy has the potential to guide U.S. (and even global) wireless providers toward substantial emissions reductions and environmental savings.

Sprint further leads the sector in climate change through its many vital memberships and associations with dedicated, high-profile environmental organisations.

SPRINT

- CEO Dan Hesse is a voraciously vocal proponent of renewable energy and emission issues within the telecoms and related sectors.
- Through its innovative and diverse strategy, has the potential to lead U.S. (and even global) wireless providers toward substantial emissions reductions and environmental savings.
- Sprint's involvement in the lobby for the extension of wind energy Production Tax Credits (PTC) helped gain its extension for another year.



THE IMPACT

- Sprint's involvement in the lobby for the extension of wind energy Production Tax Credits (PTC) helped tip the scales, gaining its extension for another year, through 2013. It also extended the timeline in which companies can benefit from the credit. Companies that manufacture wind turbines and install them sought this change to allow for the 18-24 months it takes to develop a new wind farm. Extending the PTC could also save 37,000 jobs by the first quarter of 2013.

HIGHLIGHTS

- Sprint has learned the value of corporate engagement on policy matters.
- Sprint has learned the value of progressive leadership in sector associations.
- Renewable energy is a complicated topic that requires serious expertise. Sprint has been able to navigate this space thanks to partnerships with and expertise from NGOs such as WWF, NRDC and Ceres.
- A similar challenge is posed by its quest for renewable energy. With many sites across the country, it knows that installing alternate energy sources at many of them would be expensive and challenging. Instead, Sprint is pursuing mass renewable purchasing agreements that allow it to buy in bulk from off-site locations and create more meaningful change.
- Sprint recognizes the valuable role federal and state incentives play in encouraging investment in green-energy projects and in stimulating innovation that will lead to additional jobs in the U.S. and the opportunity to increase the exports of energy products.



SPRINT Campus

“SPRINT HAS THE MOST AGGRESSIVE ENERGY-REDUCTION GOALS IN THE U.S. TELECOMMUNICATIONS INDUSTRY - THAT’S BECAUSE WE KNOW IT’S THE RIGHT THING TO DO, BUT ALSO BECAUSE IT’S THE RIGHT THING FOR OUR BUSINESS”, “REDUCING OUR ENVIRONMENTAL IMPACT AND OPERATING RESPONSIBLY WILL BRING LONG-TERM BENEFITS FOR OUR PLANET AND ITS PEOPLE, BUT ALSO FOR OUR BOTTOM LINE.”

**AMY HARGROVES
CORPORATE
RESPONSIBILITY
DIRECTOR.**





EXTENDING US WIND POWER

As climate policy leaders, Johnson & Johnson, Sprint, HP and Nike led advocacy and lobbying activities by networking with peers, industry associations, suppliers and other stakeholders, leading to a climate policy extension.

Johnson & Johnson, Sprint, HP and Nike were among leading organisations that lent their voices in the drive to have wind energy Production Tax Credits (PTC) extended by petitioning Congressional leaders.

WIND ENERGY COSTS CUT BY 90% SINCE 1980

THE COMPANIES

Global companies and household names, Johnson & Johnson, Sprint, HP and Nike are also all Climate Savers partners. Each has its own unique climate saving strategy but, when required, they also come together with the force to create change.

WHAT MAKES THIS CASE AN EXAMPLE OF LEADERSHIP?

Johnson & Johnson, Sprint, HP and Nike were among leading organisations that lent their voices in the drive to have wind energy Production Tax Credits (PTC) extended by petitioning Congressional leaders.

THE CASE

The PTC, originally signed into law in 2007, provides a tax credit of 2.2 cents per kilowatt-hour of renewable power generated. The PTC was due to expire at the end of 2012; its extension was part of the deal President Obama reached with Congress at the close of the year on expiring tax cuts and revenue. However, its success was due, in large part, to the lobbying of the 2,000 companies that belong to the American Wind Energy Association (AWEA) that petitioned Capitol Hill.

HP and Sprint added their names to the first letter calling on Congress to extend the credit, sent in June 2012, while Nike signed a similar letter. Johnson & Johnson was the final member of the Climate Savers partners to put its weight behind the PTC drive, and the second largest, ranking 42nd in the Fortune 500.

WWF also played its part: its briefings on Capitol Hill on the 'Power Forward' report, the Fortune 100 and Global 100 greenhouse gases and renewable energy targets were well timed to contribute to the debate. It also briefed the House and Senate Staff. The Senate briefing, the more important of the

briefings, reached around 30 Senate staffers, and WWF was supported on the day by Sprint (and other petitioning companies). The PTC's scheduled expiration date caused the industry's manufacturing supply chain to slow down, given the 18-month project development cycle under which the industry operates. Extending the PTC could save 37,000 jobs by the first quarter of 2013.

America's wind energy workers have been living under threat of the PTC's expiration for over a year and layoffs had already begun, as companies idled factories because of a lack of orders for 2013. In the closing days of 2012, the 2,000 companies that belong to AWEA repeatedly sent delegations to Capitol Hill, invited Members of Congress on tours of wind farms and factories, and delivered hundreds of thousands of letters from constituents.

Industry had been lobbying for two main wins: 1). An extension of more than one year; and 2). A change that would allow projects to receive the credit if they begin construction during the term of the tax credit, instead of having to be in 'production', as has been the case.

In the end, the PTC was extended for just one year – 2013. However, unlike past extensions, Congress is now allowing the credit to cover wind farms that begin construction in 2013 - not just those that are in production - to take the tax credit of \$2.2 cents per kilowatt-hour over the first ten years of their production service. This extends the timeline in which they benefit from the credit. Companies that manufacture wind turbines and install them sought this change to allow for the 18-24 months it takes to develop a new wind farm.

PRODUCTION TAX CREDITS

- Johnson & Johnson, Sprint, HP and Nike are WWF climate policy leaders within the Production Tax Credits (PTC) case.
- Lobbying is part of their larger sustainability strategy.
- Their efforts helped extend the PTC by a year, having a substantial environmental and financial impact

THE IMPACT

- As well as saving thousands of jobs in the sector, according to the letter given to Congress the PTC has cut wind energy costs by 90% since 1980; supplies more than 3% of US energy demand; and accounts for 35% of new power capacity installed in the last four years. In addition, installed wind capacity represents more than \$79 billion in private investment.
- Wind set a new record in 2012 by installing 44% of all new electrical generating capacity in America, leading the electric sector compared with 30% for natural gas, and lesser amounts for coal and other sources.
- The US has installed a total of 50 GW of wind energy capacity. The extension of the wind energy PTC, and Investment Tax Credits for community and offshore projects, will allow continued growth of the energy source.





SUNNY OUTLOOK

As a renewable energy leader, Yingli's activities surpass just the reduction of its own Scope 2 emissions; it also plays a role in catalysing other companies to make an investment in renewable energy

Yingli aims to increase its share of renewable energy consumption to at least 4% by 2015 (with an optimum target of 8%). While this target may seem modest, it represents a huge step forward in China's commercial renewable energy use.



YINGLI IS THE FIRST EVER COMPANY IN THE COUNTRY TO COMMIT TO PRODUCING ITS OWN RENEWABLE ELECTRICITY

THE COMPANY

Yingli Solar was established in 1997 and has become one of the largest PV module manufacturers in the world, growing from a production capacity of 3 megawatts (MW) in 2003, to 2,450 MW in 2012. Yingli is the first Chinese company and the first photovoltaic (PV) manufacturer to join the WWF's Climate Savers program.

WHAT MAKES YINGLI A RENEWABLE ENERGY LEADER?

As the world's foremost PV module manufacturer, Yingli is leading the PV industry in low-carbon transformation through renewable energy use. It is the first Chinese company able to set its renewable energy goal to increase its percentage of renewable energy consumption, and has made a public commitment to set more radical goals for its application.

THE CASE

Because of the recent Chinese Government regulatory change to promote the Smart Grid Distribution System, and its 21-GW installed capacity target for solar PV power by 2015, for the first time Yingli is able to build its own Solar PV power plants in China, and establish its own renewable electricity portfolio.

Yingli aims to increase its share of renewable energy consumption to at least 4% by 2015 (with an optimum target of 8%). While this target may seem modest, it represents a huge step forward in China's commercial renewable energy use.

China's solar market was in its infancy until the end of 2008*, with little installed capacity of 140 MW. The change came about when, early in 2007, Yingli designed and built the first five-star hotel with building integrated photovoltaic (BIPV) application. The Power

International Hotel had more 3,800 pieces of PV modules installed, producing more than 200,000 kWh of electricity and reducing CO₂ emissions in excess of 400 tons per year.

Yingli communicated with related governmental agencies on the importance and prospect of the BIPV building. As a result of this leading design concept, PV application expanded from industrial buildings to commercial buildings, and helped to create and promote the Chinese government's new policy for BIPV application.

Yingli has made a public commitment to set more radical goals for the application of renewable energy.

THE IMPACT

- Partly as a result of communication between Yingli and related governmental agencies on the importance and prospect of the BIPV building, the Chinese Ministry of Housing and Urban-Rural Development (MHURD) and the Ministry of Finance jointly launched a subsidy policy to support BIPV applications in 2009.
- In 2011, MHURD also introduced the first industry standard of the BIPV application.
- Between 2011 and 2015, Yingli will install a 29.2 MW PV power plant in China, leading to a reduction of 37,789 tCO₂e for the same period.
- With the support of WWF, Yingli will launch a Global Green Solar PV Manufacturing Standard. The Standard aims to promote energy consumption reduction in the PV industry, increasing the use of renewable energy and reducing GHG emissions. The aim is that by end of 2015 the Standard is fully established; and by 2020, 50% of global solar PV producers will have adopted it.

YINGLI SOLAR

- Is the first Chinese company and the first photovoltaic (PV) manufacturer to join WWF's Climate Savers program.
- is the first Chinese company to be able to pledge its own renewable electricity target.
- Promotes building integrated photovoltaic (BIPV) applications across the industry.
- Communicates with related governmental agencies on the importance and prospect of BIPV buildings.
- Will launch a Global Green Solar PV Manufacturing Standard to increase the use of renewable energy and reducing GHG emissions.



HIGHLIGHTS

- Initially, Yingli had no experience in the area of BIPV, and there were no exact industry standards for BIPV buildings. By virtue of its technical strength and brand influence, Yingli was able to negotiate and work closely with the Chinese government to gain policy support for BIPV.

*European Photovoltaic Industry Association



WWF Climate Savers

100%
RECYCLED



43

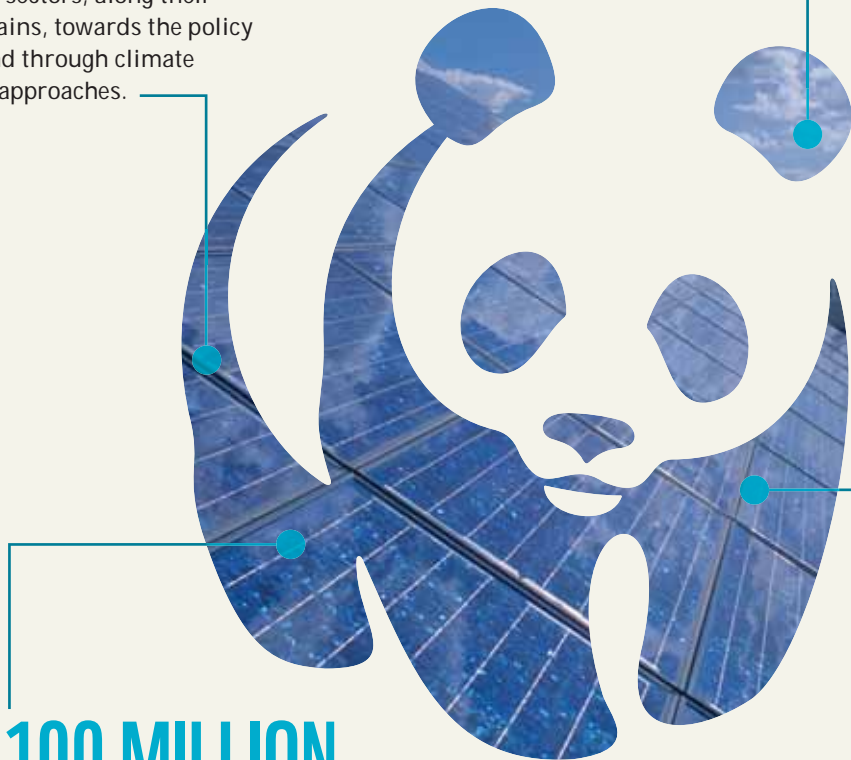
Number magnification projects under way

WWF Climate Savers partner companies are required to set magnification targets – in their industry sectors, along their value chains, towards the policy arena and through climate positive approaches.

30

Number of WWF Climate Savers partner companies as of October 2013

WWF Climate Savers partner companies stretch from Brazil to China and over various sectors, including pulp and paper, cement, transport, food, retail, telecommunication and fast moving consumer goods.



100 MILLION

Amount of tonnes CO₂ saved by partner companies

As at May 2012, WWF Climate Savers member companies have cut their CO₂ emissions by over 100 million tonnes since the programme began (in 1999). This is equivalent to about twice the current yearly CO₂ emissions of Switzerland.

1 GIGATONNE

Potential CO₂ savings if other companies followed Climate Savers partner companies' lead

If all industry peers in the same business sectors followed the leadership of WWF Climate Savers companies, 500 to 1000 million tonnes CO₂ could be saved in the year 2020.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org/climatesavers