

FUNDING  
STRATEGICALLY  
*in the field of*  
CLIMATE CHANGE

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*‘although we are facing a huge challenge, it is not an insurmountable one...’*

## EXECUTIVE *Summary*

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This paper aims to help donors identify strategic intervention points for effective funding and action in the complex arena of climate change. It is a result of the **Climate Change Funding Strategy Days** held by the Institute for Philanthropy and Synergos in London and New York in May 2009. It presents summaries of presentations given to groups of engaged philanthropists by experts from diverse organisations working within the field, and by other donors.

### **Policy work is a key strategic intervention for systems change.**

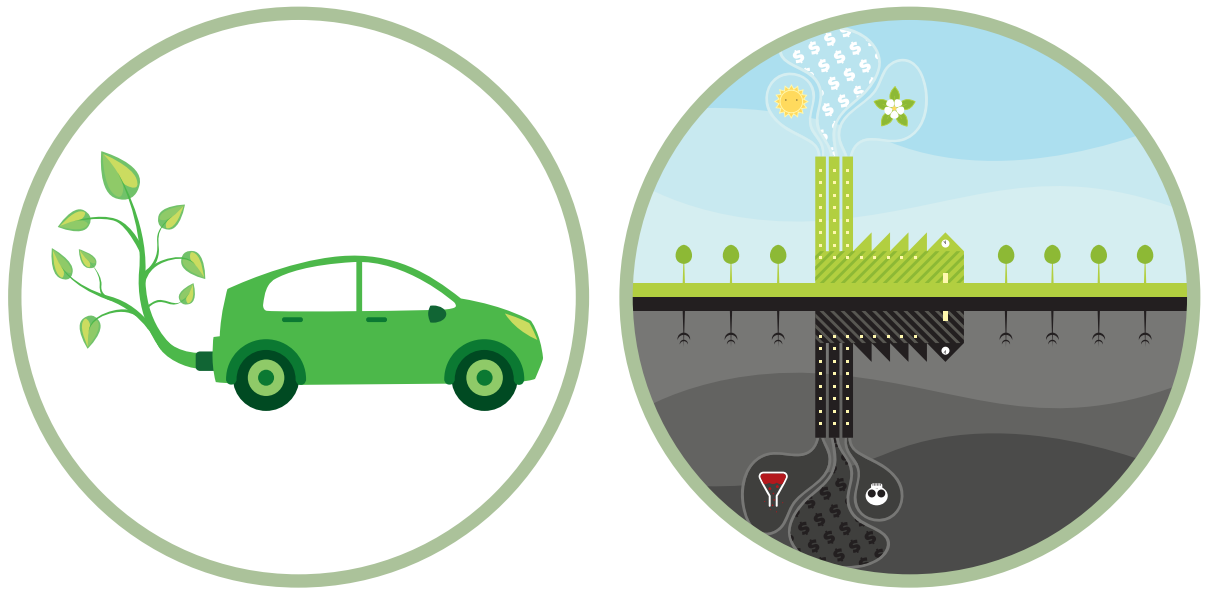
Good policies are effective in addressing climate change, and can easily be replicated and brought to scale. Key areas for policy are energy efficiency standards, low-carbon energy supply, and forest conservation and agriculture. Philanthropy can play an important role in sharing knowledge and expertise across regions, accelerating progress around the world by getting the right information to key decision makers. Breaking emissions reduction targets down by sector and region into a series of manageable objectives is an effective way to work, and most of these objectives can be achieved with current technology; we just need the policy in place to spur deployment, investment and innovation.

### **Progress is being made, but the political conditions do not yet exist for a strong deal at the Copenhagen negotiations.**

In order to move forward, people need to be informed about the economic opportunities that are presented by tackling climate change and the risks of an unstable climate. We must recognise climate change as a moral and ethical issue, and the voices of the most vulnerable countries must be heard.

### **A small amount of targeted funding can go a long way, and using your time, networks and connections can increase your impact.**

Using the expertise of an intermediary can be helpful in this complex area. Finding ways to bring different groups together can be very productive – philanthropy’s convening power is a key strategic tool.



The problem of climate change has spawned a new generation of innovative organisations working with businesses, investors and government to accelerate climate solutions. Facilitating groups of corporate and investment leaders to take action, and using that action to send messages to government, is a highly leveraged investment. Demonstration of the new strategies, technologies and investment structures that are needed also builds confidence to move them forward. We need to get the message across that using energy much more efficiently is highly profitable, and there are huge economic opportunities in addressing climate change.

The timing of this work is crucial; funding is falling flat due to the recession at the very time when we need to be doing more and more, and many organisations are being hit hard. Flexible funding allows organisations to respond to opportunities and hire professional support when needed.

**Vulnerable populations are already suffering the impacts of climate change.** We need to understand and prepare for these impacts. Modern and sustainable energy services and the restoration of natural systems support resilience and development. Philanthropists can support projects on the ground, playing a vital role in demonstrating what the necessary changes and actions will look like in a concrete way. They can also work on policy to ensure the necessary mechanisms for adaptation funding, technology transfer and sustainable development are put in place.

*'there are many opportunities for donors to work strategically and have an impact on climate change'*

# INTRODUCTION

The challenges of mitigating climate change to prevent future catastrophe and adapting to deal with the effects that are already evident are urgent and hugely complex. It can therefore be difficult and daunting for funders wishing to work in this area to identify points of entry and figure out the most appropriate and effective actions to take.

This prompted the Institute for Philanthropy [www.instituteforphilanthropy.org](http://www.instituteforphilanthropy.org) and Synergos [www.synergos.org](http://www.synergos.org), with the support of Oak Foundation and Zennström Philanthropies, to convene two Climate Change Funding Strategy events in New York and London in May 2009. The events brought together groups of donors to learn from experts from a range of organisations working in different ways within the field, and from other philanthropists already funding around climate change.

The conclusions from these gatherings were that although we are facing a huge challenge, it is not an insurmountable one. We have the capacity to make the necessary changes, it is a question of organising, mobilising, informing, connecting, demonstrating and deploying that capacity, and philanthropy has a vital role to play in this.

This publication is a summary of the learning that emerged from these convenings. Its aim is to help donors fund effectively in the arena of climate change by presenting a clear overview of the current situation and various different opportunities for intervention, along with possibilities for further action and links to useful resources.

We hope that this paper is useful to you. Please do not hesitate to contact The Institute for Philanthropy or Synergos if you would like further information.

## **Climate change in a nutshell...**

Climate consists of patterns in space and time of temperature, rainfall, snow, wind, storms and ocean currents. These patterns govern many things that profoundly affect life on earth: food productivity; the availability of water; the prevalence of extreme weather events such as floods, droughts, heatwaves, wildfires and storms; the geography of diseases such as malaria; sea level changes; and biodiversity.

**Small changes in global average surface temperature cause dramatic changes in these patterns that make up our climate, and can therefore have catastrophic effects on the systems on which we depend.**



The earth's average surface temperature has risen by more than 0.7 °C over the last 100 years<sup>1</sup>. As a result of this rise in temperature, we are seeing an increase in major floods, droughts, heat waves, tropical storms and wildfires all over the world; coral reefs are suffering from ocean warming and increasing acidity; tropical forests are drying out and burning; and **the World Health Organisation has estimated that by 2000, the direct health impacts of climate change were responsible for over 150,000 premature deaths per year.**

This increase in temperature is due to the rising concentration of greenhouse gases (GHGs) in the earth's atmosphere from the burning of fossil fuels, deforestation and agricultural practices. These gases allow heat from the sun to reach the earth, but prevent it from escaping, which causes global warming. The amount of these gases in the atmosphere is measured in parts per million (ppm), and concentrations of the dominant contributor, carbon dioxide (CO<sub>2</sub>), have increased from pre-industrial levels of 278ppm to over 390ppm today.

**It is accepted in the scientific and political community that anthropogenic (human-induced) climate change is happening.**

US chief scientist John Holdren points out that 'a credible skeptic would need to explain both what the alternative cause of the observed changes is and how it could be that GHGs are NOT having the effects that all current scientific understanding says they should have. (No skeptic has done either thing.)'<sup>2</sup> The question now is what can we do about it.

**The international response**

In 1988, the World Meteorological Organization (WMO) and the United Nations Environment Programme (UNEP) created the Intergovernmental Panel on Climate Change (IPCC) to assess relevant information from around the world to provide governments with a clear scientific view of what is happening to the world's climate. It released its first report in 1990 alerting governments to the importance of climate change, and in 1992, 172 nations participated in the UN Conference on Environment and Development, known as the Earth Summit, in Rio de Janeiro.

One of the successes of the Rio Earth Summit was the adoption of the United Nations Framework Convention on Climate Change (UNFCCC). The convention sets an overall framework for intergovernmental efforts to tackle the challenge posed by climate change. It has been ratified by 192 countries, who have agreed to cooperate, gather and share information, and launch national strategies for mitigation and adaptation, including support for developing countries.

The UNFCCC encouraged industrialised nations to reduce their emissions, but did not commit them to anything. In 1997, the Kyoto Protocol, an international agreement linked to the convention, was adopted and ratified by 184 Parties of the UNFCCC (although not by the USA). This agreement set binding targets for GHG emissions reductions for 37 industrialised countries and the EU, amounting to an average of 5% against 1990 levels over the five-year period 2008-2012.

<sup>1</sup> [www.metoffice.gov.uk/climatechange/guide/bigpicture](http://www.metoffice.gov.uk/climatechange/guide/bigpicture)

<sup>2</sup> [www.whrc.org/resources/online\\_publications/warming\\_earth/index.htm](http://www.whrc.org/resources/online_publications/warming_earth/index.htm)

2009 is a crucial year. In 2007, at the UN Climate Change Conference in Bali, the Parties agreed on a new negotiating process to shape international actions to address climate change. This will culminate at the UN Climate Change Conference in Copenhagen, 7-18 December 2009, where the aim is to reach a global deal for an ambitious and effective international response to climate change.

The overall objective of the UNFCCC is to 'prevent dangerous anthropogenic interference with the climate system.' We are already past this point; parts of the world are suffering dangerous impacts. The task now is to prevent catastrophe on a global scale. To have a good chance of doing this, we need to reduce our emissions enough to keep the rise in global temperature below 2°C, which means stabilising CO<sub>2</sub> levels at 450ppm.

Time is running out. To avoid the worst impacts of climate change, global emissions must peak within 10 years and be reduced sharply by 2050. Recent science suggests that to have a good chance of staying under 2°C we need to reduce global emissions by more than 80%. If we wait 10 more years, the rate of annual reduction between now and 2050 doubles from 4% per year to 8% per year. This is probably not economically feasible or politically sustainable. We need international government intervention to bring climate externalities into the economic system, and there is no more time to waste.

### **Climate Change and Philanthropy**

Climate change is an urgent, complex and hugely underfunded issue area. It calls for a transformation of our politics, economics, attitudes and behaviour to effect the massive, systemic changes that are necessary. Strategic philanthropy can take risks, seize opportunities and find creative ways to invest and leverage both financial and non-financial resources for positive change. This means it is well suited to addressing such massive, systemic problems, and strategic philanthropists have a crucial part to play in ensuring we get where we need to be. This is an enormous challenge, but an even greater opportunity. The need for change is being understood and accepted by governments, businesses and civil society, as the world looks forward to a more sustainable, more equitable, healthier and brighter future.

Niklas Zennström, who welcomed participants at the London learning day, began funding in the field of climate change when he realised the acute urgency of the issue. The world is approaching a tipping point, and we must act now to avoid a devastating worst-case scenario. Zennström Philanthropies works to influence policy and markets, looking for leverage points to accelerate progress. There are however many opportunities for donors to work strategically and have an impact on climate change and all the issues that are inextricably linked to it, such as poverty and development, equity and health, human rights and social justice. The following are some general guidelines for philanthropists wishing to engage:

- There is no one silver bullet to solve this problem: there are many different interventions and points of entry.
- It is important to find the right path for yourself in this issue: follow your passion, skills and interests.
- Networks to share information, expertise and experience are really helpful.
- There is a fundamental misperception that tackling climate change will be a burden. Actually, it will be profitable and provide many co-benefits, for example job creation, efficiency savings, improved air quality, improved transport. These are often overlooked.
- The 'costs' of tackling climate change are not punitive fines; they are investments that will yield rich returns.
- Policy work is a key strategic intervention.
- There is a huge need for the development and demonstration of new models, for example new investment vehicles, new technologies, and new policies.
- Dissemination of information is vital.

The following are summaries of the presentations given by the speakers at the London and New York learning forums.

*'The task now is to prevent catastrophe on a global scale...'*

# STRATEGIC PHILANTHROPY AND CLIMATE CHANGE

As well as the consequences for biodiversity and the environment, climate change will have huge impacts on poverty and human rights, development and public health, global security and migration. Whatever your interests and funding priorities, chances are they will be affected by climate change in some way.

We need to reduce our emissions by 80% by 2050. To do this, **huge changes need to be made in our individual and collective lives, not least changing the world's entire economy to bring externalities into the system.** We need to change the fundamental nature of energy production and distribution; transportation infrastructure down to how we design communities; and our behavior: [www.350.org](http://www.350.org), a climate mobilisation organisation, suggests that we think of 2050 targets in terms of how old our children will be in 2050: Dr. Parker's daughter will be 44.

**The solutions that we need are available now; they just need to be implemented.** Many of these solutions have double or triple bottom lines, providing other benefits as well as reducing emissions. Energy efficiency measures such as insulation save money on fuel bills, helping those living in fuel poverty; cleaner cars improve air quality and health; fitting particle filters on transport and machinery stops black carbon particles that affect water supply by sticking to glaciers making them absorb more heat and melt faster.



Oak Foundation works on climate change in the USA, Europe and India, and focuses mainly on policy. This year they are working on:

- Lobbying for cap and trade in the USA with grantees the Sierra Club [www.sierraclub.org](http://www.sierraclub.org), League of Conservation Voters [www.lcv.org](http://www.lcv.org), Environment America [www.environmentamerica.org](http://www.environmentamerica.org), The National Resources Defense Council [www.nrdc.org](http://www.nrdc.org), Environmental Defense Fund [www.edf.org](http://www.edf.org).
- Climate policy in Europe through the European Climate Foundation [www.europeanclimate.org](http://www.europeanclimate.org), of which Oak was a founding funder.
- Mass mobilisation for international negotiations through the Global Campaign for Climate Action <http://gc-ca.org/>
- Getting ClimateWorks [www.climateworks.org](http://www.climateworks.org) going in India with a regional India Sustainable Energy Foundation.

## Points to remember:

- This is for our children's sake.
- Risk: change on this scale needs investments with big returns.
- This is not just an environmental problem: approach climate change in a way that is relevant to you.
- Dive in.



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# PHILANTHROPY'S ROLE IN SHAPING POLICY

ClimateWorks is an international philanthropic network dedicated to achieving low-carbon prosperity. It is a group of organisations with regional foundations supported and informed by best practice networks. Philanthropy can play a vital role in connecting the people who have the knowledge about the changes that need to be made with decision makers around the world.

In order to achieve 450ppm, ClimateWorks estimates that we need to decrease our carbon emissions by approximately 30 gigatons by 2030 – roughly what the world emits today. It will be far cheaper to address climate change now by reducing emissions and investing for a sustainable future, with costs estimated at around 1-2% of global GDP, than to wait and deal with the consequences, which could cost up to 20% of global GDP.

Much of the knowledge and technology necessary to achieve these emissions reductions already exists. ClimateWorks' model is to break the targets down by sector and by region to produce workable objectives, and to get the right knowledge to the right people to enable them to make informed decisions to achieve these objectives. This is demonstrated in their 'climate Sudoku': a grid showing opportunities for reductions in different sectors and regions by applying current knowledge.

ClimateWorks works on policy solutions, and has a network of regional climate foundations focusing on getting information and knowledge to decision makers across the globe to ensure the development and implementation of policies to tackle climate change. An example of this in practice is the recent funding of a national McKinsey cost-curve [www.mckinsey.com/client-service/ccsi](http://www.mckinsey.com/client-service/ccsi) for Mexico laying out the costs and potential savings of the range of available climate change mitigation actions. Access to this information allowed the Mexican President to commit to halving emissions by 2050.

## ClimateWorks Sudoku

	Power	Industry	Buildings	Transport	Forests	Total	Climate Policy
United States	1.8	0.6	0.9	0.8	0.2	4.2	*
Europe	1.3	1.1	1.0	0.4	0.3	4.2	*
China	3.5	3.1	0.6	0.5	0.3	7.9	*
India	1.3	0.7	0.2	0.1	0.1	2.4	*
Latin America	0.3	0.4	0.1	0.2	2.7	3.6	*
Rest of World	1.8	1.5	0.8	0.4	4.2	8.7	*
Total	10.0	7.3	3.5	2.4	7.8	31.0	*

Source: ClimateWorks

### The key areas for policy are:

- Energy efficiency standards including building codes, industrial efficiency targets, appliance standards, vehicle fuel economy standards and utility profit decoupling.
- Low-carbon energy supply with renewable portfolio standards (RPS), transmission planning and funding, GHG performance standards, tax benefits for low-carbon generation, low-carbon fuel standards, government-supported R&D for clean technologies, improved access to mass transit.
- Forest conservation and agriculture. The creation of funding mechanisms that reward countries and peoples for forest preservation, changing agricultural practices to reduce soil-based emissions.

- Funding action point: work sector-by-sector; sharing knowledge and expertise across regions to apply existing knowledge to advance strategies across the world.



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## PUTTING THE RIGHT POLICY IN PLACE

The European Climate Foundation (ECF) is part of the ClimateWorks network. Their focus is on implementing the right policy, because policy works in addressing climate change, and it is replicable and scalable. ClimateWorks and ECF's approach is to look very specifically at where the bulk of emissions are, and to go after these emissions with vigour. ECF's focus is exclusively on those policy changes that can drive down emissions immediately.

An example of a successful policy intervention is the case of Kingsnorth coal-fired power station in the UK. Coal-fired power plants are the single largest source of carbon emissions, and if we are serious about meeting climate targets, we need to stop building them. A collaborative effort was launched to convince the UK not to build the planned new facility at Kingsnorth. This became a complex, multifaceted effort over a year and a half, with grass-roots mobilisation campaigns, behind the scenes lobbying with the Conservative Party to convince them to take the lead on the issue, and media work with high-profile NASA scientist Jim Hansen. All of this work, backed by substantial philanthropic investment, resulted in UK Climate Change Secretary Ed Miliband announcing in April that no new unabated coal-fired power plants would be built, and that it is critically important to move forward on Carbon Capture and Storage demonstration.

With this policy, the UK is setting a leadership example and 'walking the talk' on emissions reduction, recognising that the nation would not be able to live up to its climate change commitments if new unabated coal plants were built. **This is an example of a policy that can be replicated, increasing its impact.**

We have to do something to limit CO<sub>2</sub> concentrations to 450 ppm in order to have a chance of staying below 2 degrees. We need dramatic change to stabilise and then reduce concentrations, and current commitments only take us halfway, even if they are fulfilled to the letter. Good policy can stimulate these dramatic changes, the critical question is: what are the good policies that we need?

### **ClimateWorks has identified the following six effective policies:**

- Emissions Trading System with Cap and Trade
- Renewable portfolio standards
- Emission performance standards
- Auto fuel efficiency standards
- Appliance efficiency standards
- National climate laws

### **Emission performance standards – Decarbonising the power sector**

**It is absolutely critical to stop burning coal without abatement.** We are currently locking ourselves into huge future emissions with unmitigated coal plants. **This can be changed by a simple policy mandating that you cannot produce power with such high levels of emissions.** This was done in California two years ago, and is now on the table in Europe. However, policy makers must be offered an alternative, as they will not agree to policies that do not deliver energy security. We therefore must think about large-scale deployment of renewables. For this to be feasible, we need a pan-European grid to transport power and link up sources of renewable energy to overcome issues of dispatchability and intermittency. This is a lot of work, requiring huge investment and regulatory change.

# *'a global policy framework is necessary to enable the implementation of national policies'*

## **Energy Efficiency and Utilities**

California is an example of a regulatory environment where utilities are responsible for driving efficiencies, earning money not by selling power, but by selling efficiency. This is possible all over the world.

## **Buildings**

Zero energy buildings are possible, are only around 5% more expensive, and result in reduced emissions and running costs, but they still don't get built. They offer good economic returns, but this is not enough. We need to regulate construction and enforce the regulations.

## **Cars**

Cars are hugely inefficient, and have made no progress in 40 years. The technology is available to make them more efficient – BMW for example made cars 25% more efficient in 1 year – we just need regulation to drive industry to do the right thing. ECF pushed hard at the end of last year to safeguard mileage standards for cars.

## **Appliance Efficiency Standards**

ECF have had some significant victories on EU appliance standards, for example light bulbs, boilers, TVs and modems. Typical grantees doing this work are small organisations with a few technical experts. It is not glamorous work, but these are the real heroes of the battle – their regulations result in tremendous savings.

## **The Price of Carbon**

Although it does not make economic sense, emissions permits continue to be distributed for free to industry. This is because of the influence of the powerful and well-financed industry lobbies. Philanthropy is vital to support organisations representing the common good against powerful vested interests.

## **Project Catalyst**

The deal at Copenhagen will be the 'mother of all policies', as a global policy framework is necessary to enable the implementation of national policies. Last year ECF decided to embark on an ambitious plan to help the UNFCCC negotiators with facts, analyses and data to allow them to take better-informed decisions. They created a forum for them to interact, negotiate and have dialogue with experts outside the formal negotiations. This takes place in close partnership with McKinsey through five working groups – mitigation, adaptation, technology, carbon finance, and forestry – with 150 participants. The project has yielded a very strong fact and analysis base that is now in service to the negotiators. The work will now shift to an outreach and advocacy phase, informing policy makers, negotiators and increasingly heads of state.





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## COPENHAGEN: WHAT'S AT STAKE?

**Preparing for Copenhagen: the current state of play** Climate is squarely on the agenda. There have been good signals from the Obama administration, with the USA admitting responsibility for its emissions and the house passing the American Clean Energy and Security (Waxman-Markey) Bill. However, there is a lot of pressure from the coal lobbies etc., and it remains to be seen if the bill will get past the Senate. The Major Economies Forum in Washington also got off to a constructive start, which could provide impetus to get some understanding among big emitters. Despite this, political conditions do not exist for a strong deal at Copenhagen. We are currently looking at a stalemate, a delay scenario or at best a weak series of decisions unless we can change the politics.

A key issue at Copenhagen will be comparability of targets. There is no deal at this point, and it will be a big fight. The multiple negotiating tracks complicate things further. The USA and developing nations are in one room, the EU, Japan and other developed nations in another. They have to come together at some point.

### Options for Copenhagen:

- **Amend the Kyoto Protocol and make the USA take on obligations.** This is unlikely because industry in the USA has made Kyoto such a dirty word.
- **Amend the UNFCCC to create a new protocol or other instrument.** The ideal would be to create a new treaty under the UNFCCC that would subsume Kyoto, adding in the USA and whatever developing countries were willing to do.

### Milestones on the road to Copenhagen:

- Key bilateral relations between the USA, EU and China.
- How major economic processes play out.
- Ban Ki-moon's heads of state summit meeting in September.
- The global financial crisis.

**A lot is happening in key countries,** for example EU law and policy are committed to a 20% cut by 2020, and they are willing to go to 30% if others take comparable action. China has a concrete renewable energy target and a goal in their five-year plan to reduce the energy intensity of their economy by 20%, as well as fuel economy standards already in place for new vehicles that are stronger than those adopted by the USA for 2020. Other countries are also making commitments and progress. Brazil, South Africa, Mexico and others have put forward plans and commitments for what they are willing to do if they are helped with technology, financing and capacity.

**Developing country mitigation efforts:** The main issues for negotiations for developing countries are around the collective level of ambition. They have to start planning so that not long after 2020, emissions can peak and start to go down. If you think about the 8-10% yearly rate of growth of India and China, the actual reductions will be heroic.

**Financing Issues:** \$50-80bn per year is needed for adaptation; \$50bn plus per year is needed for clean technologies; \$20-50bn per year is needed for Reduced Emissions from Deforestation and Degradation (REDD), and we are currently nowhere near these levels. These huge numbers used to seem shocking, but not now in the context of the trillions of dollars allocated in matters of days to bail out financial institutions.

**Conventional bank lending will not be adequate. Funding streams will have to come from new mechanisms** such as allowance auctions and fees on international aviation and shipping – rapidly growing sectors that are currently not covered by any commitments. Norway has proposed that a carbon charge be levied on fuel used for international aviation and shipping, with the money deposited into a UN adaptation assistance fund. There is a big debate in financing around who will control the money.

*'political conditions do not exist for a strong deal at Copenhagen...'*

### Civil Society Mobilisation

UCS is involved in the Global Campaign for Climate Action [www.gc-ca.org](http://www.gc-ca.org) to mobilise civil society. The campaign includes global real-time strategic coordination, a common messaging strategy (the tcktck logo), mass mobilisations at key moments and targeted national campaigns.

### In the USA...

Obama has done a good job on the economic messaging domestically in the stimulus debate, but it needs to go international. The message has to come from the business community to be powerful. An organisation working on this in the USA is BICEP (Business for Innovative Climate and Energy Policy) [www.ceres.org/bicep](http://www.ceres.org/bicep), a project of Ceres [www.ceres.org](http://www.ceres.org). We also need to get the message to rural states on how the transition is going to work. The perception is that it will hurt the low-income and rural poor, whereas actually it can bring positive changes, saving money and regenerating communities. On the road to Copenhagen, Obama needs to build much greater awareness of the importance of a global deal for US security, jobs and economic future. The best thing other countries can do to help US legislation move forward is to share what they are doing, showing the positive economic effects of tackling climate change. In Germany for example there are now more jobs in renewables than in auto-making, and that is a big deal.



### Key Political Goals:

- Shore up European leadership in the midst of the financial crisis.
- Move the USA on targets and money for developing countries.
- Target the laggards like Japan and Canada.
- Get China and India to join other big developing countries on serious emissions proposals.
- Strengthen the voices of the most vulnerable countries. This is a moral and ethical issue.

### In order to move forward, there are key messaging frames we must win:

- **Climate Security.** Climate instability is a security risk, with the potential for wars over water, hundreds of millions of refugees etc. This is starting to get noticed at the top in the USA and Europe, but needs to get into public consciousness.
- **Collective Responsibility.** We are all in this together; we all have a stake.
- **Climate Justice.** Vulnerable populations must be protected and emissions cuts allocated equitably.
- **Economic Opportunity.** Cutting carbon emissions will create jobs and new markets for clean technology.



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## ENERGY POLICY IN TEXAS

A couple of years ago, Katherine Lorenz's family foundation was looking for focus moving forward, and decided to concentrate on renewable energy. They embarked on a year-long learning journey to inform themselves about the field and clarify their mission, and it became clear that renewable energy policy in their home state of Texas was the way to go. Policy is a very strategic area within climate change, and Texas is a strategic place to fund, with the highest emissions of any US state and lots of financial resources. The family's knowledge, connections and name recognition in the energy industry and in Texas would also contribute to the impact they could make.

They decided to provide a three-year grant to the Energy Foundation [www.ef.org](http://www.ef.org) to open a Texas office. In this case it was much more efficient and strategic to use the existing expertise of the Energy Foundation than to reinvent the wheel by trying to build up in-house capacity.

### Through their funding, Katherine's family aims to:

- Help Texas become the world leader in renewables
- Get new regulations implemented for buildings and energy efficiency
- Research and spur investment in low-carbon fuels in the region
- Stop conventional coal

### Successes to date include:

- A new residential energy efficiency code passed in Houston
- A new building code passed in Dallas
- Strong new goals outlined in San Antonio
- State-wide energy efficiency and solar subsidy legislation moving forward

### Advice for other funders

- A little bit of targeted funding can go a long way
- There are lots of opportunities to make a difference, policy is a very strategic one
- Stay local and use your time, networks and connections
- The expertise of an intermediary can be really useful in such a complex area
- Bringing groups together to form a coalition makes your voices stronger





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## DEFORESTATION POLICY

In addition to the devastating effects on biodiversity, tropical deforestation accounts for over 20% of global GHG emissions - more than the entire USA - and therefore the protection of tropical forests is essential in the fight against climate change. Despite this, there is no international tropical deforestation policy, as the issue proved too complex to be worked out at Kyoto.

In this context, Avoided Deforestation Partners was formed to advance the adoption of US and international climate policies that include effective, transparent, and equitable market and non-market incentives to reduce tropical deforestation. The aim is to make conserving forests more profitable than other uses, protecting forest dwellers and giving them a stake in revenue streams. ADP works by convening groups and experts around the world to develop effective policy, find out how to get that policy in place, and create partnerships between for- and non-profit players.

One of the biggest challenges that ADP faced was bringing diverse NGOs together and getting consensus among them. Development, environmental and scientific organisations had different ideas on what should be done, and it was going to be very hard to get the public and private sectors to sign up to a policy that NGOs could not even agree on. **Finding the right kinds of forums to get people marching to the same beat, and achieving clarity of intent, is vital.**

In two and a half years, ADP has grown to be one of the biggest US organisations in the field. They have raised awareness of the importance of the issue of deforestation to climate change, and together with other groups, worked in Bali and Poznan to get the issue on the table for Copenhagen. In the USA, ADP has played a vital role in brokering agreement between NGOs, power companies and politicians who have come together to urge for the inclusion of tropical deforestation in US climate change legislation, setting an example for international and US policy to move forward in a spirit of compromise.

### Points for donors

- There are strategic opportunities in bridging, bringing others into the discussion, and speaking their language to get them to think about things in a different way.
- The economics of agriculture is one of the biggest practical problems on the ground: people have to survive. There are lots of groups doing intensive training of locals to show how standing forests can create economies, for example through planting new crops and reforestation.
- Media outreach and educating people is important.
- It is difficult to raise funds to pay for lobbying, which is often necessary.
- Organisations are being hit hard by the recession, and programmes are very vulnerable. It can be helpful to support individuals or policy programmes within larger organisations.





*Investing in the framework  
for a sustainable future*

## CLIMATE POLICY IN INDIA

**The Khemka Foundation is based in India, and its climate change work is focused on international finance, networks of philanthropists on the road to Copenhagen, and how national feeds into international policy.**

In finance, the foundation is working around leveraging private capital to fill the huge resource gap that exists between the \$1tn per year of investment that the International Energy Agency estimates is necessary to meet emissions reductions targets, and the few hundred million dollars of public funding currently committed.

They supported the P8 group [www.cpi.cam.ac.uk/our\\_work/climate\\_leaders\\_groups/p8\\_group-1.aspx](http://www.cpi.cam.ac.uk/our_work/climate_leaders_groups/p8_group-1.aspx) to convene leaders of large pension and sovereign wealth funds to move forward with investment for climate solutions. The meetings bring peers together to learn from and help one another, and to send specific messages to policy makers on what is needed to catalyse the necessary investments. The P8 also included the World Bank and the International Finance Corporation to help the institutional investors who did not have the experience or capacity for investment in the developing world.

The foundation's work in India is focused on building dialogue, capacity and constituencies to advance domestic climate change policy. This will also enable India to move forward in international negotiations. When the foundation first entered the space in 2006, climate change was not discussed, so they began working with The Energy and Resources Institute (TERI) [www.teriin.org](http://www.teriin.org), framing the issues in terms of energy security, sustainability, and health, and convening players from across all sectors to engage in dialogues to feed into strategy and policy. India now has a National Climate Action Plan, the world's first Special Envoy on Climate Change, and both main political parties have articulated climate policies.

As the issue of climate change became more mainstream, it became apparent that there were huge opportunities for Indian businesses to invest in the area and to influence policy makers. To support this, the Foundation funded The Climate Group [www.theclimategroup.org](http://www.theclimategroup.org) to open an India office to provide information for businesses and give them a platform to work together and with government. They also supported ClimateWorks on national cost-curves to provide a pathway to potential emissions reductions and outline policies to capture that potential.

On an international policy level, the foundation identified a lack of capacity on India's part which was a barrier to moving forward. In response to this, they commissioned a series of papers looking at options for India's position in the international negotiations. This allowed the government to enter into debate with NGOs and academics instead of having to defend its position, using research, scenarios and dialogue to come up with new ideas, and the foundation is now working to continue support for this conversation.

*'building dialogue, capacity and constituencies to advance domestic climate change policy...'*



*Working across sectors  
to accelerate change*

## CREATING A POWERFUL COALITION FOR CHANGE

The idea of The Climate Group originally came from philanthropy. Michael Northrup of the Rockefeller Brothers Fund was seeing isolated examples of businesses and regions that were successfully tackling climate change in ways that were good for business and government, but nobody was hearing about them. He approached Steve to form an international organisation to work comprehensively with business and government on climate solutions, share good practice and establish leadership as a social norm around climate change.

The idea is that there are around 1,000 individuals and organisations that have the potential to solve climate change – key influencers in key countries. The Climate Group aims to work with that constituency and try to establish leadership on the issue. They have formed a series of coalitions of states, cities and leading businesses from across all sectors and regions, creating new peer groups for sharing innovation and advocating for climate solutions.

- The business coalition has around 50 core members. They are a diverse range of leading businesses from Google to HSBC to China Mobile Ltd. that have comprehensive strategies in place and can be mobilised to advocate for climate solutions.

- The C40 coalition is a group of the world's largest cities committed to tackling climate change, including London, New York, Mumbai and Moscow.

- Members of the states and regions alliance range from California to South Australia to West Bengal. Regions are good for getting things done as they often have a lot of policy levers, and are the level of government that is closest to the populace.

The Climate Group found that these new peer groups with members from across all sectors made people start to change the way they operate. Everyone wants to be a nose in front, and if they see others getting ahead of them, they will try to catch up.

Phase one of The Climate Group was 'cheerleading for a low-carbon economy'. They produced a series of reports showing that businesses, cities etc. could implement strategies enabling them to save money by reducing greenhouse gas emissions. The next stage was a series of specific initiatives to accelerate the right policies and incentives from government, along with business innovation and investment. The Climate Group opened their second office in California and built a positive business lobby to advocate for progressive legislation, playing a key role in getting the groundbreaking AB32 (Global Warming Solutions Act) passed in 2006.

The Climate Group works in partnership with Tony Blair, who provides unparalleled access to heads of state. They have a joint initiative called 'breaking the climate deadlock' [www.theclimategroup.org/what\\_we\\_do/breaking\\_the\\_climate\\_deadlock](http://www.theclimategroup.org/what_we_do/breaking_the_climate_deadlock), and have released a paper with McKinsey [www.mckinsey.com/client-service/ccsj](http://www.mckinsey.com/client-service/ccsj) which lays out what a global deal would look like to inform heads of state and key ministers.



# 'creating new peer groups for sharing innovation and advocating for climate solutions'

The Climate Group has identified key areas where they can use their approach of communications, partners and knowledge of policy and technology to accelerate changes. Their focus going forward is to keep pushing until the global deal is done and national legislation is in place, and to build confidence by rapidly deploying global demonstration.

## Key initiatives on the global deal:

- EU – US – China relations: The Climate Group has produced a report on China's green revolution to dispel the myth that they are not making progress, and are taking delegations to China.
- Key States: In the mid-western USA there are deeply influential constituencies that need to be won over. The Climate Group has been holding events with senators and businesses showcasing the economic and social benefits of climate action.

## Other initiatives:

- Aviation working group: a 'splinter group' of 8 airlines that realise the benefits of being progressive and getting the right policies in place to become part of the solution. These airlines are lobbying for global cap and trade for the sector.
- Possibilities for mass mobilisation through The Climate Group's business partners.
- New York Climate Week – a series of breakthrough events with business leaders and heads of state to coincide with Ban Ki-moon's summit in September.

The Climate Group is also working on new technologies and global demonstration, including:

- LED lighting: 10% of the world's energy is consumed by outdoor lights, replacing them with LEDs could reduce this consumption by 80%.
- Electric vehicles and supporting infrastructure.
- Smart buildings. The Climate Group published a paper with the IT sector called Smart 2020 looking at the potential in this area.
- A joint initiative with PricewaterhouseCoopers called Solar Potential looking at concentrated solar power. 1-2% of the world's hot deserts can fulfil the world's energy needs if we can transport that energy to the markets. This needs high-voltage transmission lines, political will, and regulatory change.

**Philanthropy: the timing is so crucial.** The Climate Group and other organisations need the most aggressive business plans, there is no time to waste. Funding is falling flat due to the financial crisis at a time when we need to be mobilising more funds, and a lot of organisations are being affected.



*Working across sectors  
to accelerate change*

## THE PRINCE OF WALES'S P8 GROUP

*A plan to mobilise capital and influence economies  
on a large scale to effectively address climate change.*

The P8 Group is an initiative of the Cambridge Programme for Sustainability Leadership (CPSL) and The Prince of Wales's Business and Environment Programme (BEP) at the University of Cambridge.

The Stern Report calls climate change 'the greatest market failure the world has seen'. The P8 Group aims to use institutional investors to change the market and enable it to take the lead in de-carbonising global economies. It facilitates a group of influential institutional investors – the heads of 12 pension and sovereign wealth funds that collectively steward over \$3tn - to lead this change through a combination of investment and policy actions.

- The predictions for yearly capital expenditure needed for climate change mitigation and adaptation vary, but they are in the order of hundreds of billions.
- The UN is counting on 86% of this investment to come from the private sector.
- The P8 Group is working to figure out how to get the private sector to make these investments, and to see it as a strategic opportunity for innovation and efficiencies, and the chance to create a new market that offers the long-term returns that the investment community wants.

The group has held 3 summits so far, with the next one scheduled for November 2009. These have resulted in substantial amounts of money being allocated to green investments. The impact of this is greater than the investments themselves however, as it demonstrates growing momentum and the need to facilitate these kinds of opportunities. Having actual money going into green infrastructure and clean technology investments also helps to understand the barriers to investment. The P8 can then take this learning to policy makers to inform the creation of institutions, financial flows and regulations that will encourage investors to put substantial amounts of their capital into the market in the right way.

The P8 is in dialogue with key policy-making institutions (World Bank, UNFCCC, G8 governments) to help design new frameworks for capital flows.

Transmitting messages on where investments work, where they can see returns and how investors make their decisions is another key outcome. For example, the Dutch fund are doing a project in China which is looking at setting up an efficiency fund to finance efficiency measures and take the savings as returns in the long term. These sorts of innovations and market structures are very important.

It is clear that the solution to climate change lies in large-scale public-private partnerships. In developed countries these need to support carbon markets and move technologies from discovery to deployment, and in less developed countries to support capacity building and technology transfer. Global institutions such as the World Bank should be working on capacity building to reduce risk in investments for private-sector capital and create the right markets. Governments should be looking at how their stimulus packages can be spent to stimulate new opportunities for private investment. Pension funds are looking for more stable long-term investments after being hit hard by the recession, and using public money to leverage investments is very attractive because it reduces the risk.

- As public funds P8 participants cannot spend their money on creating 'new markets'. The P8 process is designed to allow the funds to use their collective influence to create these markets. Once created, public pension funds can then invest in the design and implementation of products in those markets.
- In the first phase philanthropy is needed to help create the opportunity into which P8 investors can institutionalise the change. It then becomes business as usual. In order to fulfill its mission, the P8 is seeking a broader base of support both financially and intellectually.



*Working across sectors  
to accelerate change*

## THIRD GENERATION ENVIRONMENTALISM *AND THE ROLE OF CARBON CAPTURE AND STORAGE (CCS)*

E3G – Third Generation Environmentalism – is one of a new generation of organisations that are working inside systems and institutions to change the way they actually work. It was founded in 2004 to accelerate the shift to sustainable development. The organisation is catalytic, not operational. It is designed as a network of senior and outward-focused staff working through extensive networks of influence and partnership, identifying game-changing outcomes and assembling the coalitions and partnerships needed to deliver them. The aim is to achieve an operating system that can actually run a low carbon world by changing the underlying systems of incentives, cultures and institutions.

Areas of E3G's work include the global deal, EU-China relationships, European transformation, smart grids, super grids, green recovery from recession, and CCS. This work is always carried out in partnership with others. It is very much dependent on strategic insight, but also on relationships of trust and influence, which can be destroyed by talking about them. This inability to take full credit for achievements and to discuss delicate relationships can be frustrating for funders.

### **The Economics of Transformation**

To prepare for low-carbon futures, we need huge amounts of new industries including CCS, nuclear and renewables. We need to motivate more investment right now against uncertainty in the future. The issues are who provides the investments, who gives the certainty, and how can we accelerate the process. There are three aspects to creating the necessary Economics of Transformation:

- Investment: consistent signals to investors to move on-going energy system investment towards low carbon alternatives.
- Innovation: produce sufficient “market pull” to generate radical investment in innovation in the next generation of low-carbon technologies, services and businesses.
- Institutions: redesign the market, regulatory and business models currently shaping the energy system so they efficiently and effectively drive low-carbon investment.



*‘We need to motivate more investment right now against uncertainty in the future’*

### Carbon Capture and Storage (CCS)

**There is a huge level of uncertainty around climate change. Any regime to tackle it must be robust in order to deal with uncertainties, the evolution of the science, and policy mistakes.** CCS, which involves capturing carbon dioxide emissions and injecting them underground, provides a hedging strategy to deal with these uncertainties. It also allows us to risk manage the climate problem by providing a way of dealing with lock-in from existing infrastructure, and can deliver both energy and climate security to policy makers.

However, the technology has not yet been demonstrated at full scale. Many plans for a low-carbon future depend on CCS, so we need to find out quickly whether it is really feasible, and how much it will cost. We need:

- To avoid lock-in to unabated coal with a moratorium in developed countries and CCS compatible construction in developing countries.
- A global demonstration programme of at least 20 full-scale plants by 2015. These should be publicly funded to ensure that the IP is shared for the public good.
- Regulatory and financial incentives for technology diffusion and deployment from 2015 onwards.

**The aim is not to pick winners – but to ensure there are enough winners available to avoid catastrophic climate change.**

E3G is fighting for this in Europe. It has had some successes and some failures, and has exposed some of the barriers standing in the way. This is about moving beyond 2020 to the real problem, and trying to make people spend money on targets that haven't yet been set. **Philanthropy allows for a complex, multilayered strategy to apply pressure from diverse angles, which is what is needed in this space.**

### Lessons learned from EU CCS Work:

- Strong strategic focus helps to align multiple coalitions around complex issues.
- Timely mix of political, policy, analytic, legal and communications support is needed to move process forward.
- Flexible surge funding and the ability to hire professional support are crucial.
- Administrative boundaries cause as many problems as vested interests when trying to accelerate change.
- Major policy changes in the EU have a catalytic impact on global progress.

### Next stages:

- Ensure CCS funding is included in Copenhagen mechanisms.
- Ensure CCS demonstration progresses at G8 and Major Economies Forum.
- Get EU-China summit to agree funding for CCS demonstration.
- Use lessons from CCS to shape technology agreement at Copenhagen and processes for getting large scale support for other developments.



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## BREAKING THROUGH THE COST BARRIER:

*Renewable Energy and Energy Efficiency*

The Rocky Mountain Institute (RMI) is a “think and do tank” that works in the spirit of Raymond Williams’ remark that “to be truly radical is to make hope possible, not despair convincing”. RMI is proving in theory and in practice that if we use energy in a way that saves money, it is possible to solve the problems of climate change, oil dependence and nuclear proliferation, as well as a host of others, at a profit.

This is not yet mainstream thinking, because the conventional climate conversation has been flawed from the start, when economic theorists ‘forgot’ that it is cheaper to save fuel than to buy fuel. This has resulted in the climate conversation being framed as costs, sacrifices and burdens, when it should be framed as profits, jobs and competitive advantage. The main obstacle to climate protection is the assumption that it is costly, which is contrary to the empirical evidence.

While politicians debate theoretical costs, a lot of smart companies are already racing for actual profits and drastically reducing their emissions. Dupont for example cut their emissions by 80% from 1990 to 2006, making \$3bn profit by substituting efficiency for fuel. Advances are being made, but we have a long way to go. We need to speed up the efficiency drive and cut global energy intensity.

In 2004, RMI published *Winning the Oil Endgame*, a road map for ending US oil dependence by the 2040s led by business for profit. It was written for business and military leaders and co-sponsored by the Pentagon, and includes competitive strategy business cases for cars, trucks, planes, fuels and the military. The book can be downloaded without charge at [www.oilendgame.com](http://www.oilendgame.com).

Transportation accounts for more than two thirds of oil usage in the USA. We can easily triple the efficiency of cars, trucks and planes without compromising on performance, and with improved safety, by making them lighter, better at moving through the air and along the road, and with advanced propulsion. The new ultra light carbon-fibre concept cars use half the fuel because they weigh half as much.

Mass production costs of these cars do not increase, as more expensive material is offset by simpler auto making and smaller propulsion systems.

We need to get automakers in the same transformational frame of mind as in 1942-3, when they switched in six months from making cars to military materials. The automakers and dealers are keen for new innovations to save them from the ‘tide of creative destruction’ overtaking their industry, and there are public policies that could make this transformation very profitable. One possible example is a formula to pay automakers for how much oil they save and how fast they do it.

In heavy trucks, Wal-Mart has committed to doubling the efficiency of their fleet by 2015, creating a demand-pull to drag double efficiency trucks into the market. But why did it take the environmental movement to tell Wal-Mart how to save money? It is because everyone was misinformed. People have traditionally looked at incremental improvements, without realising that these kinds of huge efficiencies are possible, let alone knowing how to do it.

In the electricity sector, there are two necessary revolutions that are quietly under way: using energy four times more efficiently in buildings and industry, and producing it from smaller, faster, cheaper sources that are low- or no- carbon and have already made new central power plants unnecessary and uncompetitive.

In California, per capita energy usage has stayed flat for 30 years, while real income has increased 79%, saving \$100bn in electric systems investment. This has been achieved through state efficiency standards for buildings and appliances, and regulatory reforms that reward energy companies for cutting bills, not selling more electricity. These advancements are rapidly spreading across the country. RMI has done in-house analysis to determine the size of the prize, and found that if the USA as a whole used electricity as productively as the top ten states do now, 5/8 of US coal-fired electricity would no longer be needed.

Another layer of energy savings is available in the ways technologies are put together into systems, or 'integrative design'. Buildings can be optimised as systems rather than collections of isolated components, creating massive potential for making big energy savings cheaper than small ones. For example, if you add twice as much insulation as is usually considered cost-effective, you no longer require a heating system so you save 99% on space heating, and effectively 'tunnel through the cost barrier'. This can be done in almost any design, as RMI has shown.

Many things currently in use are very badly designed; meaning a lot of energy is wasted. RMI has redesigned over \$30bn of facilities in 29 sectors for radical energy efficiency; 'tunnelling through the cost barrier' to save 30-60% on retrofits with 2-3 year paybacks in all kinds of heavy industries, and 40-90% along with lower capital costs for new factories. RMI has launched '10xE' - Factor 10 Engineering – for a 'non-violent overthrow of bad design' [www.10xe.org](http://www.10xe.org). The expanding returns on efficiency investment have been widely demonstrated, but this thinking is still absent from all official dialogue and policy. We need to get the word out.

'Reinventing fire' – a profitable transition from coal to renewables and efficiency – is rapidly emerging as a profitable and realistic opportunity. Negawatts (incentives for reducing demand at peak times) and micropower now provide the majority of the world's new electrical services, with hugely expensive and risky central plants providing less than half. Renewables are growing faster than nuclear - distributed renewables got \$91bn of private investment in 2007, while nuclear got nothing. When you compare the different ways to save money, efficiency and micropower are much quicker and more cost effective than conventional brown power.

Nuclear's market collapse is good for the climate and great for development, as you need a thousand times less capital to buy efficiency instead of supply, and it is returned ten times faster. The power sector that gobbles a quarter of development capital can be turned into a capital source to fund other development needs, which will be a huge macroeconomic lever for development. Another benefit is that it will smoke out nuclear proliferators as the ingredients for nuclear bombs would no longer be items of commerce, so would be harder to get and more conspicuous.

The way to get where we need to be is to let all ways to save or produce energy compete fairly at honest prices, regardless of type, technology, size, location or ownership. This is basically the opposite of past federal energy policy, but hopefully the shape of things to come.

### Myth Busting:

- **This is already happening.** In 2006 in a robust economy, total US use of oil, energy and coal went down, because energy intensity fell by more than the economy grew. Imagine what would happen if we paid attention.
- **We don't need a global agreement to start moving forward.** China made energy efficiency its top strategic priority for national development 4 years ago through enlightened self interest – not because a treaty told them to, but because otherwise, they would not be able to afford to develop.
- **We should price carbon, but it is not an absolutely essential first step, and it is not sufficient on its own.** We also need to enable people to respond to price through barrier busting. In the long run, the carbon market will clear at very low prices because there is so much cheap efficiency out there.
- **Policy is not just about taxes, subsidies and mandates.** There are other much more creative, powerful and attractive public policies that are better than the instruments we are currently using. An example is feebates for cars, where a fee is added to the purchase price of inefficient vehicles, which pays for a rebate on more efficient ones.
- **Policy is not the only or the strongest key.** It should be combined with innovation in technology design and competitive strategy in the private sector co-evolving with civil society to move forward faster.
- **Civil society needs to start to think about outcomes and attributes of solutions rather than motives:** it doesn't matter if you care about prosperity and jobs, security or the environment, the actions are the same. This can start to build interesting coalitions.



*Working across sectors to  
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## INVESTING IN RENEWABLE ENERGY AND ENERGY EFFICIENCY

A lot of the problems around the adoption of renewables and efficiency measures are conceptual issues, and there are some crucial reframing points:

**1. We have both a climate problem and an energy problem**, which is often seen as solely a climate problem. Energy demand is expected to grow by more than 50% by 2030, with 70% of the growth coming from the developing world. If we solved the climate problem tomorrow, we would still have an energy problem.

**2. Ppm is a very intangible measure.** Ppm do not give a flavour of physical mass, and greenhouse gases are not visible, which makes it difficult for people to get their heads around the science.

**3. The biggest emissions come from electricity generation, but people see electricity as something 'clean' that comes out of the wall.**

**4. The biggest use of electricity is in buildings.** They are responsible for more than 40% of world energy consumption, and a huge amount of that energy is wasted.

**5. Washington is focused on energy production, not efficiency.**

**6. We still see power as a centralised solution.** The problem with wind and solar adoption is that the electric grid doesn't go there, so we can't transport the power, and utilities do not see the inherent benefit to changing the rules.

**7. We have bad price signals.** Not only is there no price for carbon, but there is no cost for national security. Also, the comparisons don't take the cost of peak power and baseload into consideration, so the pricing signals and markets are incorrect.

**8. There is poor regulation, with no incentives for efficiency, or for utilities to use renewables.**

Utilities are charged with making a system work. They don't want to deal with intermittency issues, and won't bother without regulation and incentives. If there were a cost for carbon, renewables would look much more attractive.

**9. We are waiting for innovation before deployment**, waiting for a silver bullet techno-solution, and getting ahead of ourselves. We need to deploy what we have before thinking about hypothetical future technologies. Innovation will follow markets.

**10. It is really all about China and the USA, and the problems are fundamentally different.** The USA is about efficiency, China is about production. Trying to link the two solutions when the problems are so different gets us nowhere.

**Obstacles to investment:**

**1. The energy business - particularly renewables - is tied to government policy.** The USA may be the only industrialised country with no coherent energy policy, and it hasn't had one for many years. The first policy question: is the government going to put its money in R&D or deployment? It is far easier to get support for R&D, but deployment is what's needed.

**2. People don't know what's going to happen.** The USA has regional renewable portfolio standards, and is heading towards national standards. Eventually, wind energy generation will go to where there's most wind - investors don't want to invest in a wind project in the wrong place because of current regulations that will change.

**3. Cap and trade is likely to be watered down.** There are political issues, such as the influence of oil states.

**4. Federal vs. state initiatives.** There are overlapping and complex sets of rules.

# *'wind and solar parks are financial assets, not just renewable assets'*

**5. There is a lack of infrastructure.** The stimulus bill has designated \$6bn to get started, but it is going to cost more than \$100bn.

**6. The current discussion of regulatory reform in the USA is very superficial.** It needs to be taken to a really profound level. Some states have already started but need to go further. There are currently no incentives for innovation - the last regulatory reform was focused solely on cost. A complete reform is needed.

**7. The USA needs national building standards,** but no one is talking about it in Washington. In Europe there are EU standards for building disclosure, which could provide an incentive for building owners to be more efficient.

**8. Great technologies don't always make great businesses.** There are effective new technologies in building, for example, but it is very difficult to get them to market because construction is such an established industry, with huge vested interests in keeping things the way they are.

**9. It is very difficult to fund new technology in renewables.** A traditional venture capital model does not work very well, as the energy business is so capital- and time- intensive. Renewable energy projects require project finance, which needs long-dated debt and high leverage. You also need to 'monetise' (sell) the tax credits granted to renewable energy projects, but most of all you need proven technology.

Now, as a result of the financial crisis, the project finance process is broken. You can't get long-dated debt or high leverage, and you have great problems monetising tax credits. **Wind and solar projects are dying for want of project financing. There is no industry lobbying effort for renewables trying to move forward,** only environmental groups.

**Philanthropists can help!** Wind and solar parks provide long-term, stable returns, and can be thought of as financial assets, not just renewable assets. Banks were never going to be the solution to provide the kind of financing required to deploy renewables on a large scale. Banks are getting out of lending, it is now capital markets and bonds providing finance, and it is the endowments, the ultimate asset owners, that provide the capital to the bond markets.

**The innovation we need is a financial innovation, not a technological one.** Most asset owners, for example pension funds, need long-dated financial assets, and they are in very short supply. We need to develop asset classes that will invest in these long-term financial assets. This category of investment has not yet emerged as an asset class: to make this happen, consultants and leading endowments must be brought on board. When this asset class emerges, people will invest in it.





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## TELLING STORIES: USING FILM TO ADVOCATE FOR CHANGE

Participants at both events saw various video clips showing the dangers of climate change, and the economic and social benefits of the transition to a green economy. These are examples of the important role philanthropy can play in spreading stories to inform and inspire people, contributing to building a constituency of support.

The feature film **The Age of Stupid** <http://www.ageofstupid.net/> is set in 2055, and looks back at “archive” footage from 2007, asking: why didn't we stop climate change when we had the chance?

**Oxfam's Sisters on the Planet** – Sahena's Story shows how one woman is spearheading community efforts to deal with climate-change-induced floods in Kunderpara village in Bangladesh. [http://www.oxfam.org.uk/get-involved/campaign/climate\\_change/sisters/sahena.html](http://www.oxfam.org.uk/get-involved/campaign/climate_change/sisters/sahena.html)

**Carbon Nation** [www.carbonation.tv](http://www.carbonation.tv) is a forthcoming climate change solutions documentary. Participants saw clips showing how wind energy is regenerating the small farming community of Roscoe in Texas, and Van Jones' 'green jobs not jail' initiative. Jones's organisation Green For All [www.greenforall.org](http://www.greenforall.org) aims to build an inclusive, green economy strong enough to lift people out of poverty. The clip showed a project in the Bronx where disadvantaged people including ex-offenders are employed installing solar systems in low-income houses, providing savings on energy bills, reductions in emissions, and meaningful employment.



Maria Blair *New York*

Associate Vice President, Managing Director and  
Climate Change Resilience team leader, Rockefeller Foundation  
[www.rockfound.org](http://www.rockfound.org)

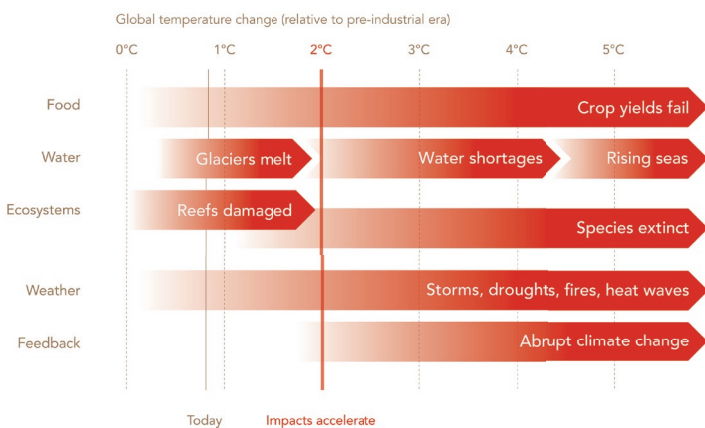


*Adapting for resilience  
and development*

## PROMOTING CLIMATE CHANGE RESILIENCE FOR POOR AND VULNERABLE PEOPLE

The Rockefeller Foundation works on Climate Change Resilience. This is a set of activities to allow the world to understand, prepare for, survive and recover from the impacts of climate change. **These impacts are not an abstract future problem: they are already being observed all over the world, and will only increase.** Even if we cut our carbon emissions to zero, the carbon that we have already emitted will stay in the atmosphere for 50-100 years, and we will have to deal with the effects.

### Impacts of Climate Change



Source: *ClimateWorks*

These impacts are geographically quite evenly spread, but poor communities are the most severely affected. This is because they are the most vulnerable, without the resources to understand what is going to happen, prepare for impacts and reduce the severity of the consequences on their lives. They also tend to be more dependent on the climate for survival and livelihoods.

**Change in the area of adaptation and resilience must be integrated and systemic, multifaceted, multilevel and multi-sectoral.** It is not about building adaptation research centres or training adaptation experts: core institutions, systems and processes across the globe need to understand the changes that are happening and will continue to happen, and modify their activities as a result.

### How do we prepare for and respond to impacts? What does it look like?

Rockefeller Foundation is funding a wide range of projects and institutions that include city-level planning with a group of cities across the world, work on agriculture in Africa including rethinking water usage, development of new and more resistant seeds and crop insurance, and grass-roots disaster early warning systems.

*‘philanthropy can play a vital role in demonstrating what the necessary changes and actions will look like in a concrete way.’*

#### Where can you fund?

This is a difficult and complex challenge, but **philanthropy can play a vital role in demonstrating what the necessary changes and actions will look like in a concrete way.** This will allow people to understand what needs to be done and begin to do it. There is relatively little going on in this area, so there is the potential for huge impact with relatively small philanthropic investments. **A leveraged way is finding key institutions where you can demonstrate local experiments that then trigger systemic change.** It is a good idea to start with local groups who have already started to see the impacts of climate change.

**Research:** there are overlooked areas, for example the potential contribution of behavioural science to find out what shifts behaviour, and research on the aggregate effects of all climatic impacts happening simultaneously.

**Dissemination:** getting scaled-down, accessible information widely available to policy makers all over the world. There is a lack of scientific infrastructure in areas of the developing world that means local decision makers simply do not know what will happen.

**Action and experimentation:** experiments in cities and rural areas to determine where the priorities lie, where new investments are needed and what they look like.

**Best practices:** defining and investing in best practice.

**Expertise:** developing and embedding deeper expertise within people and institutions.

**Networks:** enabling collaboration and sharing of knowledge and experience.

**Risk-transfer strategies:** insurance is a part of the solution, but by no means all.

**Resources:** reprioritising existing resources, adding additional resources.

**Policy:** critical enabler for getting things to scale, for example by setting standards for minimum performance.



*Adapting for resilience  
and development*

## RECOMMENDATIONS FOR LOOKING AT CLIMATE THROUGH A POVERTY LENS

The horrible irony of climate change is that those who have contributed least to the problem are impacted the most, including small island states, sub-Saharan Africa and Bangladesh. Between 2001 and 2005, Kofi Annan commissioned 1400 scientists in 95 countries to carry out the Millennium Ecosystem Assessment [www.millenniumassessment.org](http://www.millenniumassessment.org). They assessed the state of our ecosystems and what they were doing to provide the free services that we rely on, but do not value or pay for. These services include sequestering carbon, producing food, filtering water and preventing flooding. They found that two thirds of the world's ecosystems are significantly degraded, with the result that we are starting to have to pay for these services. **This environmental degradation is undermining our ability to reach the Millennium Development Goals.**

**An equitable deal at Copenhagen needs to optimise what benefits the poor and vulnerable who are most affected by the impacts of climate change.**

Lower-emitting countries facing these impacts must be brought into the negotiations, and **the industrialised world must recognise the moral call to action: we caused the problem, and we need to do something about it.** In order to scale successful approaches, we need a deal that values forests, drives the creation of carbon markets, and helps fund additional adaptation activities. It also needs to increase financing and technology transfer to support transition in the developing world.

In order to get a deal brokered in Copenhagen, the USA must act, with legislation including all of the above elements. To achieve the necessary deep cuts, the economic case for action must be made in the USA, highlighting the benefits for international competitiveness. **The USA also needs to work on smart structuring of energy and climate policy.** An example is weatherisation programmes in low-income homes, which reduce utility costs by 30%. Even the most rigorous carbon cap will not increase energy prices by anywhere near 30%. **The logic is clear; the policy just needs to be put in place.**

**What can we do? There are many entry points for simultaneous impact on poverty alleviation and climate change:**

- Support projects on the ground
- Support policy to drive money and markets to scale and facilitate investments

**Modern energy services support resilience.**

Energy allows people to pump water to support agriculture and increase income, and also enhances their ability to adapt and move to find other sources of income as agriculture fails.

**Restoring natural systems mitigates climate change**

by reducing emissions, and is also crucial in resilience to impacts. Among other things, forests store and filter water and prevent floods, and mangroves reduce storm impact and act as fish nurseries.

*'The industrialised world must recognise the moral call to action'*

**Some good organisations working in the field:**

**E & Co** [www.eandco.net](http://www.eandco.net) have been lending to small and medium-sized entrepreneurs to set up clean energy projects in villages since 1994, and are looking at ways to scale it up. They are monetising greenhouse gas emissions reductions generated by clean energy entrepreneurs and putting them into a portfolio fund, which is getting good returns. Such initiatives provide great opportunities for Mission Related Investing.

**Solar Electric Light Fund (SELF)** [www.self.org](http://www.self.org) is a grants-based organisation that brings solar power to African villages.

**SELCO** [www.selco-india.com](http://www.selco-india.com) is a for-profit clean energy social enterprise.

**The Jane Goodall Institute** [www.janegoodall.org.uk](http://www.janegoodall.org.uk) is working on more efficient cooking stoves in order to preserve forests.

Wangari Maathai's **Green Belt Movement** [www.greenbeltmovement.org](http://www.greenbeltmovement.org) is trying to get into carbon markets and use carbon financing to fund reforestation in Kenya.

**Biochar** – a fine-grained charcoal produced from plant waste that improves soil and sequesters carbon - is an exciting area that a lot of organisations are working on. For information see [www.biochar-international.org](http://www.biochar-international.org).





*Adapting for resilience  
and development*

## ENERGY FOR SUSTAINABLE DEVELOPMENT

The TPW Energy Collaborative is a renewable energy and development giving circle that came out of The Philanthropy Workshop, the Institute for Philanthropy's flagship donor education programme. The collaborative's mission is to bring together individual philanthropists to support better energy services for people living in developing countries, motivated by the belief that better energy services are key to reducing poverty, enriching health and education and improving the environment.

The collaborative has funded a wide range of projects in different geographies, from working with the Nicaraguan government to create new policies around small scale wind turbines, to the development of cleaner, more efficient cook stoves and cook stove certification policy in Honduras. To find local NGOs, the collaborative hired consultants who knew the landscape and asked them to send Requests For Proposals to good organisations making an impact in the field.

One highly leveraged grant was focused on transmission policy in Guatemala. The collaborative supported Fundacion Solar [www.fundacionsolar.org.gt](http://www.fundacionsolar.org.gt) to hire a consultant to develop a policy framework recommendation for the Ministry of Energy and Mines that would let small local renewable energy enterprises sell their power to the national grid. The recommendation was presented, adopted and is being implemented.

### Tips for other funders:

- Policy plays an important role and can be highly leveraged
- Working with grantees to develop projects creates good projects and good relationships. Having good relationships can help identify 'right-place-right-time' grants.
- Past grantees can help evaluate new projects.
- Long-term support provides a sustainable structure for NGOs and projects to develop.
- When funding collaboratively a collection of different viewpoints and experiences makes for energising debates, but things take longer!





*Adapting for resilience  
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## CARBON RANCHING

*Rainforest-based Carbon Project, Bolivia*

**'Carbon Ranching' addresses the three interlocking problems of poverty, climate change and deforestation through an innovative public-private-civil society partnership that pays forest dwellers to steward forests for themselves and the world.**

In 1997, The Nature Conservancy [www.nature.org](http://www.nature.org) and the Fundación Amigos de la Naturaleza [www.fan-bo.org](http://www.fan-bo.org) started the Noel Kempff Mercado Climate Action Project [www.noelkempff.com](http://www.noelkempff.com) to protect 1.5m acres of threatened tropical forest in North-eastern Bolivia. The NGOs partnered with the Bolivian Government and three energy companies which invested \$11m to purchase the logging rights in five concessions and incorporate the land into a national park with a \$3m endowment to support it in perpetuity.

The partners are allocated carbon offset credits – 49% to the government and 51% to industry partners – that are traded on the Chicago Climate Exchange [www.chicagoclimateexchange.com](http://www.chicagoclimateexchange.com), and the government is required by contract to spend the proceeds on park management and biodiversity activities. The partners also enforce the deforestation ban within the park by reducing slash and burn and initiating alternative income generating activities for surrounding communities.

There are several components to these activities, including training indigenous people to work with monitoring and verification of the carbon areas and as park rangers, and an ecotourism project. The organisations also worked with local groups to get 700,000 acres of land permanently titled to the seven indigenous communities living in the area.

This award-winning project is the first in the world to be certified by a third party as actually reducing emissions, and as of 2005 had sequestered 1m tons of CO<sub>2</sub>. **It addresses climate change and conserves biodiversity, while providing a mechanism for local communities to generate sustainable income by conserving their land.** It is the largest project of its kind, serving as a showcase for the innovative and cost-effective approach of what is now the Reduced Emissions from Deforestation and Degradation (REDD) framework. William Powers' book *Whispering in the Giant's Ear* is an account of his involvement in the project.

### Carbon Ranching...

- Effectively demonstrates that forest carbon is an important part of any overall solution to climate change.
- Busts the myth that countries are too poor to be green. Communities can become actors in their own development and conservation of their forests if the incentives are right.
- Creates innovative co-benefits at the community level and the macro mitigation level – it is not a choice of one or the other.
- Internalises an externality.

### What can you do?

- Adopt a carbon ranch – it is great PR for businesses!
- Engage in the policy area to ensure pro-poor REDD processes.
- Partner up to roll out the project - many more projects are needed around the world where forest carbon shifts the balance of power to local people to conserve land and livelihoods.

# CONCLUSION

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**As these presentations demonstrate, there are many different and strategic ways to engage with the issue of climate change.**

Mitigation and adaptation, research and demonstration, mass mobilisation and policy work are all vital pieces of the complex puzzle that must be slotted together. There has never been a time when the skills of innovative, nimble, risk-taking, creative and strategic philanthropists have been more urgently needed, and there is no time to lose. Our children, who will face the consequences of climate change in the future, and the vulnerable people who are facing the consequences already, are relying on those of us with the means to make a difference to step up and do so, before it is too late.

We would like to thank Oak Foundation and Zennström Philanthropies for their very generous support.



# Appendix: *Useful links*

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The Institute for Philanthropy [www.instituteforphilanthropy.org](http://www.instituteforphilanthropy.org)

Synergos [www.synergos.org](http://www.synergos.org)

## INFORMATION

Breaking the Climate Deadlock [www.theclimategroup.org/what-we-do/breaking-the-climate-deadlock](http://www.theclimategroup.org/what-we-do/breaking-the-climate-deadlock)

The Daily Climate [www.dailyclimate.org](http://www.dailyclimate.org)

Design to Win [www.climateactionproject.com/docs/Design\\_to\\_Win\\_8\\_01\\_07.pdf](http://www.climateactionproject.com/docs/Design_to_Win_8_01_07.pdf)

International Biochar Initiative [www.biochar-international.org](http://www.biochar-international.org)

IPCC [www.ipcc.ch](http://www.ipcc.ch)

McKinsey & Company Climate Change Special Initiative [www.mckinsey.com/client-service/ccsi](http://www.mckinsey.com/client-service/ccsi)

Millennium Ecosystem Assessment [www.millenniumassessment.org](http://www.millenniumassessment.org)

Princeton Stabilization Wedges [www.princeton.edu/~cmi/resources/stabwedge.htm](http://www.princeton.edu/~cmi/resources/stabwedge.htm)

Red Cross / Red Crescent Climate Centre [www.climatecentre.org](http://www.climatecentre.org)

Stern Review on the Economics of Climate Change [www.hm-treasury.gov.uk/sternreview\\_index.htm](http://www.hm-treasury.gov.uk/sternreview_index.htm)

Tedtalks <http://www.ted.com/themes/a-greener-future.html>

UNFCCC [unfccc.int](http://unfccc.int)

Woods Hole Research Center [www.whrc.org](http://www.whrc.org)

World Bank [www.worldbank.org](http://www.worldbank.org)

World Resources Institute [www.wri.org](http://www.wri.org)

## NETWORKS

Climate and Energy Funders Group [www.cgbd.org/visitors/aboutcgbd/workinggroups/climateandenergyfunders/](http://www.cgbd.org/visitors/aboutcgbd/workinggroups/climateandenergyfunders/)

Environmental Funders Network UK [www.greenfunders.org](http://www.greenfunders.org)

Environmental Grantmakers Association [www.ega.org](http://www.ega.org)

## INTERMEDIARIES

ClimateWorks [www.climateworks.org](http://www.climateworks.org)

Energy Foundation [www.ef.org](http://www.ef.org)

European Climate Foundation [www.europeanclimate.org](http://www.europeanclimate.org)

## GRANTMAKERS

Clinton Climate Initiative [www.clintonfoundation.org/what-we-do/clinton-climate-initiative/](http://www.clintonfoundation.org/what-we-do/clinton-climate-initiative/)

The Nand and Jeet Khemka Foundation [www.khemkafoundation.org](http://www.khemkafoundation.org)

Oak Foundation [www.oakfnd.org/](http://www.oakfnd.org/)

Rockefeller Foundation [www.rockfound.org](http://www.rockfound.org)

TPW Energy Collaborative [www.tpwenerycollaborative.org](http://www.tpwenerycollaborative.org)

Zennström Philanthropies [www.zennstrom.org](http://www.zennstrom.org)

## NGOS : INTERNATIONAL

The Climate Group [www.theclimategroup.org](http://www.theclimategroup.org)

Global Campaign for Climate Action <http://gc-ca.org/>

Oxfam [www.oxfam.org](http://www.oxfam.org)

Solar Electric Light Fund (SELF) [www.self.org](http://www.self.org)

WWF [www.wwf.org](http://www.wwf.org)

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## NGOS : EUROPE

CAN Europe [www.climnet.org](http://www.climnet.org)

E3G [www.e3g.org](http://www.e3g.org)

Greenpeace [www.greenpeace.org.uk](http://www.greenpeace.org.uk)

The Jane Goodall Institute [www.janegoodall.org.uk](http://www.janegoodall.org.uk)

P8 Group [www.cpi.cam.ac.uk/our\\_work/climate\\_leaders\\_groups/p8\\_group-1.aspx](http://www.cpi.cam.ac.uk/our_work/climate_leaders_groups/p8_group-1.aspx)

## NGOS : USA

Avoided Deforestation Partners [www.adpartners.org](http://www.adpartners.org)

BICEP (Business for Innovative Climate and Energy Policy) [www.ceres.org/bicep](http://www.ceres.org/bicep),

Ceres [www.ceres.org](http://www.ceres.org)

E & Co [www.eandco.net](http://www.eandco.net)

Environment America [www.environmentamerica.org](http://www.environmentamerica.org)

Environmental Defense Fund [www.edf.org](http://www.edf.org)

Factor 10 Engineering [www.l0xe.org](http://www.l0xe.org)

Green For All [www.greenforall.org](http://www.greenforall.org).

League of Conservation Voters [www.lcv.org](http://www.lcv.org)

National Resources Defense Council [www.nrdc.org](http://www.nrdc.org)

The Nature Conservancy [www.nature.org](http://www.nature.org)

Rocky Mountain Institute [www.rmi.org](http://www.rmi.org)

Sierra Club [www.sierraclub.org](http://www.sierraclub.org)

Union of Concerned Scientists [www.ucsusa.org](http://www.ucsusa.org)

## NGOS : INDIA

SELCO [www.selco-india.com](http://www.selco-india.com)

The Energy and Resources Institute (TERI) [www.teriin.org](http://www.teriin.org)

## NGOS : AFRICA

Green Belt Movement [greenbeltmovement.org](http://greenbeltmovement.org)

## NGOS : LATIN AMERICA

Fundación Amigos de la Naturaleza [www.fan-bo.org](http://www.fan-bo.org)

Fundación Solar [www.fundacionsolar.org.gt](http://www.fundacionsolar.org.gt)

Noel Kempff Mercado Climate Action Project [www.noelkempff.com](http://www.noelkempff.com)

## INVESTMENT

Good Energies [www.goodenergies.com](http://www.goodenergies.com)

E & Co [www.eandco.net](http://www.eandco.net)

## FILMS

The Age of Stupid <http://www.ageofstupid.net/>

Carbon Nation [www.carbonnation.tv](http://www.carbonnation.tv)

Oxfam's Sisters on the Planet

[http://www.oxfam.org.uk/get\\_involved/campaign/climate\\_change/sisters/index.html](http://www.oxfam.org.uk/get_involved/campaign/climate_change/sisters/index.html)

# ABOUT

## *The Institute for Philanthropy*

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### **The Institute for Philanthropy**

We are one of the world's leading organisations providing international donor education. We believe that if you give people with the capacity to give the skills, knowledge and networks to give, they will increase the impact and size of their giving. We work closely with a global network of over 200 wealthy families, and partner with companies, trusts, foundations and schools.

We act as a forum for the development of new ideas and produce original and practical research on a range of issues, including the management of charitable assets and funding during an economic downturn. We also convene gatherings for learning with leaders in the field, including accomplished philanthropists and academics.

### **OUR VISION**

We look towards a world in which philanthropists from around the globe have the skills to make significant contributions to the pressing issues of their time, in their own giving and in networks and partnerships with others.

### **OUR MISSION**

We work to increase effective philanthropy in the United Kingdom and internationally. We do this by

- Providing donor education
- Building donor networks
- Raising the awareness and understanding of philanthropy

If you have any questions about our donor education programmes or to find out more, please email us: [contact@instituteforphilanthropy.org](mailto:contact@instituteforphilanthropy.org)

Or visit us at:  
[www.instituteforphilanthropy.org](http://www.instituteforphilanthropy.org)

### **Institute for Philanthropy**

2 Temple Place  
London  
WC2R 3BD

Tel: + 44 (0)20 7240 0262  
Fax: +44 (0)20 7240 8022

### **Institute for Philanthropy US**

100 Broadway, 17th Floor  
New York, NY 10005

Tel: +1 212 513 0020  
Fax: +1 212 202 4313

# ABOUT Synergos

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**The name “Synergos” comes from the Greek root meaning “working together.”**

We address global poverty and social injustice by supporting and connecting leaders so they can work in collaboration to change the systems that keep people in poverty. Bringing together influential people and institutions in government, business and civil society, as well as poor and marginalized communities who are usually left out of the process, we help every part of society work together to create long-term progress. Over more than 20 years, Synergos has supported innovative global partnerships in more than 30 countries.

To promote and support these systems-changing collaborations, our networks help leaders and leading institutions learn from each other and access the ideas, people and resources that can help them make a greater impact in addressing issues of poverty, equity and social justice. In addition, we share the knowledge learned through our work so others can benefit from our experience.

The Global Philanthropists Circle is a network of more than 250 individuals from more than 25 countries who are committed to using their time, influence and resources to address issues of poor and marginalized communities. The Circle provides opportunities for members to advance their own philanthropic projects by drawing on the advice, experience, relationships, and collaboration of other members. Synergos also provides services in strategic planning and other topics to specific members and their families. If you want to find out more please visit: [www.synergos.org](http://www.synergos.org)