



Hours of Reality

— Truth in Action —

Continuing the Conversation: **BUSINESS**

Our Climate Is Changing. So Is Business.

Forward-looking companies aren't waiting for governments or anyone else to confront the climate crisis jeopardizing their business. They're jumping in and embracing proven practical climate solutions today — and thriving.

You don't have to look far for proof. Multinational giants from Ikea to Apple are going all-in on clean energy. Japan's largest homebuilder, Daiwa House Industry, is committed to [doubling energy efficiency](#) in its buildings. Deutsche Post DHL is working to shift its entire [delivery fleet to electric vehicles](#). The list goes on.

The result is that change is happening fast, both in corporate offices and the markets they serve. Today, growing numbers of consumers concerned about what's happening to the planet choose companies that choose real sustainability, making climate action not just the right choice, but the smart one too. In fact, [recent polling shows 81 percent of consumers worldwide](#) want companies to improve the environment.

Now it's time to build on this momentum and share this story of the climate crisis transforming our planet and how business is leading the fight to solve it. Because no matter our industry or sector, we can do business better for the planet.

The good news is that you don't have to be an expert or scientist to tell this story. In fact, the basic framework is just 11 words long:

We must change. We can change. We will change. Here's how.

To help you tell this story and build support for real climate action in your company or field, below are sample talking points.

WE MUST CHANGE

- **Business as usual is creating a global climate crisis.** Fossil fuel emissions mean stronger storms [disrupting supply chains](#), longer droughts turning farms into dust fields, and lethal heatwaves stealing lives and workdays.
- **We have a decade to act and avoid the worst.** Scientists warn that unless we [halve fossil fuel](#)

[emissions by 2030](#), we'll reach a tipping point triggering catastrophic and irreversible climate impacts across the planet. The climate-fueled disasters we see today could simply become the everyday new normal.

- **What's bad for the planet is terrible for business.** Imagine marketing snow gear when winters rarely freeze. Imagine seeing your farms wiped out by once-a-century floods every few years. Imagine running online businesses when routine typhoons mean you can't guarantee delivery. Imagine building houses when summer heatwaves make outdoor work deadly. *For many business owners and employees, it's already happening.*

WE CAN CHANGE

- **With renewables like wind and solar, we can power our companies without destroying our planet.** Clean energy is affordable and abundant. [More energy from the sun's rays strikes the earth every hour than humanity uses in an entire year.](#) [Globally, wind could supply the Earth's electricity needs 40 times over.](#)
- **Clean energy isn't just the right choice for the planet — it's the smart one for your bottom line.** Already, renewables [are cheaper than fossil fuels for two-thirds of the planet](#) and [experts project that most renewables will be cheaper than fossil fuels worldwide by 2020.](#) *That's next year.*
- **Consumers choose green businesses.** A 2017 report by Unilever [showed one-third of consumers prefer sustainable brands, creating a €966 billion \(\\$1 trillion\) opportunity](#) for companies that prove their pro-planet credentials.

WE WILL CHANGE

- **Global businesses are committing to 100 percent renewable energy.** The companies committed to powering their operations with 100 percent clean energy is a global Who's Who: [3M, Barclay's, Citi, Johnson & Johnson, Mars, and more.](#) Apple, Microsoft, Marks & Spencer, and others are already there.

- **Companies are listening to science and reducing emissions in every area.** [Over 1,000 companies worldwide are working to reach net-zero emissions](#), adopting science-based targets and transforming their business along the way. [Walmart has launched Project Gigaton](#), working with suppliers to prevent 1 billion metric tonnes of greenhouse gas emissions in its global supply chain by 2030.
- **Climate action goes beyond clean energy.** Today, [growing numbers of companies are working to electrify their fleet and accelerate the shift to electric transit.](#) Meanwhile, [major companies are also working to make their work more efficient](#) and do more with less energy to reduce emissions.

HERE'S HOW

- **We make 2020 the turning point.** We can see 2030 approaching fast. Much of how we respond will depend on business speaking up to demand bold action, both from elected officials and world leaders meeting to strengthen the Paris Agreement in 2020. We can set a new course for the planet.
- **Business can make 2020 a national conversation on climate.** In 2020, the nation will be talking about how to protect and grow our economy. As business leaders, we have a powerful role to play in making sure any discussion of the economy is a discussion of climate solutions.
- **One question for every business leader: "What will you do about the climate crisis?"** If businesses want consumers, they need to have a plan for solving the crisis threatening our families, our planet, and our bottom lines.