

“Link with Copenhagen” and Earth Hour brainstorming



EARTH HOUR

地球一小时

Earth Hour China

Beijing, Dec 8, 2009



2010年3月27日，晚8:30 – 9:30



“Link with Copenhagen” and Earth Hour brainstorming

- **Target:**
 - Introduce the climate change and Copenhagen negotiation to bring the opportunity and challenge to Chinese Biz
 - Link with Copenhagen to updated the information
 - Brainstorming for EH 2010
- **Participants:**
total company:20, total person: 28
 - Excellent performance company for EH 2009
 - Potential big company for EH 2010



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Agenda:

Date: Dec 8, 2009

Venue: WWF Beijing Office

- 15:00 - 15:10 Welcome
- 15:10 – 16:00 Dr.Jing Kejun
Director of National Development and Reform Commission of energy
Presentation: Copenhagen negotiations background, business opportunities and challenges of Chinese Biz
- 16:00 - 16:30 Ms. Hou Yanli
Director of global climate initiative, China, WWF
Update the information of the Copenhagen Climate Summit.
- 16:30 - 17:00 Earth Hour brainstorming

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VIP speaker:

Dr.Jing Kejun

Director of Energy Institute Of National Development and Reform Commission

- ☞ The Chinese delegates of past climate negotiations.
Be responsible for the national related research projects.

Link up speaker:

Ms. Hou Yanli

Director of global climate initiative, China, WWF



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For more info, please visit:

- Climate negotiation updates:

<http://www.wwfchina.org/aboutwwf/whatwedo/gdl/index.shtm>

Publications:

<http://www.wwfchina.org/aboutwwf/whatwedo/gdl/publication.shtm>



- Tool kit for companies:
<http://www.wwfchina.org/aboutwwf/whatwedo/corporate/eh2010.shtm>
- Green tips: in office, at home, traveling and shopping
- 2009 biz engagement best practice -> 2009 review files

可借阅



Contribute the DVD
- Six Degree

改变世界的6摄氏度

面对全球气候变暖严峻形势，科学家对世界各地有可能发生的灾害发出最后警告，国家地理运用大量电脑特技虚拟了地球未来不容乐观的境况。电影《后天》的纪实再现。全球2小时特别节目及活动。

当全球气温升高摄氏3度，亚马逊雨林将成为干涸旱地

当全球气温升高摄氏4度，纽约需筑起高于海平面9公尺以上的大海闸拦截日益升高的海平面和飓风

当全球气温升高6度，冰川融化，人类生活的地球将面临毁灭

可借阅



Contribute the DVD
- Human footprint on the Earth

人类地球生活史

一条生命，一世人生，全部加在一起又等于什么呢？
想像你能看到这辈子所有的耗费、所有的物品全部堆在你的眼前，
你会喝多少杯茶？说多少个字？流多少眼泪？
每个人都不一样，每个人对地球造成的影响不同，差异极大。
这是我的生活、你的生活，这就是人类地球生活史。

可借阅

Recommended books



从绿到金:聪明企业如何利用环保战略构建竞争优势(中信·21世纪企业公民丛书)
作者:(美国)丹尼尔·埃斯蒂(Daniel C. Esty) (美国)安德鲁·温斯顿(Andrew S. Winston) 译者:张天



从摇篮到摇篮:循环经济设计之探索(Cradle to Cradle)
作者:(美)麦克唐纳(McDonough William) (德)布朗嘉特(Braungart Michael) 译者:中国21世纪



自然摄影手册(影像保护自然)
作者:徐健 等



企业的社会责任:通过公益事业拓展更多的商业机会
作者:(美)菲利普·科特勒 南希·李 译者:姜文波 等

Thanks to...

- Coca Cola donate the Vitamin beverage
- National Geographic Channel donate the two film DVD
- Dr. Jiang Kejun's great presentation
- Ms. Hou Yanli's updated infor in Copenhagen on-line
- Mr. Zheng Peng technical support on spot

Gift...

- Panda bag
- EH leaflet/DVD, Copenhagen brochure and pocket guide
- Environmental protect book "From Green to Gold" and "Field Photography Handbook"

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“Earth Hour 2010”!

Thanks!

