

PRESS RELEASE

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Vigeo and WWF France publish their second joint study: «How do companies respond to the challenge of climate change?»

From the failure of Copenhagen to Rio + 20, climate change questions the companies' ability to rethink their growth model. French companies are among the most dynamic ones in Europe.

Vigeo and WWF France publish their second joint study* which reviews **the behaviour of 238 companies from 9 different sectors**, in response to climate change challenges. The previous study, published in 2009, had identified the main challenges faced by the industries releasing important quantities of CO₂. It had also identified possible actions to be undertaken to reduce the impact on climate change. ([EtudeCarbone1 : http://www.vigeo.com/csr-rating-agency/images/PDF/Publications/etude-climat-Vigeo-WWF.pdf](http://www.vigeo.com/csr-rating-agency/images/PDF/Publications/etude-climat-Vigeo-WWF.pdf))

In this new study,, Vigeo measured the companies' **level of commitment** and the extent to which they implement appropriate measures **in order to reduce the carbon intensity of their production processes**. WWF gave its perspective on Vigeo's findings. ([Etude Carbone2 : http://www.vigeo.com/csr-rating-agency/formulaires/formulaire-wwf-fr.html](http://www.vigeo.com/csr-rating-agency/formulaires/formulaire-wwf-fr.html))

Depending on the characteristics of each sectors, the study shows that the companies' challenges and priorities are focused on the production and transportation processes, on product use or end-of-life management, on packaging or associated services.

The commitments of companies in response to these challenges have been measured through a managerial approach encompassing the relevance of policies, the efficiency of their implementation and the effectiveness of their results.

Key findings are:

- Most companies show a commitment to protecting the environment
- Although the reduction of the carbon footprint in production processes is now a clearly stated objective, the information on measures implemented remains limited and performance indicators show significant room for improvement. In most cases, regulations driven by European directives are the key factor to changing behaviour towards the reduction of CO₂ emissions. There is no assurance that companies will apply their European standards to their operations in the rest of the world.
- There is often an abundant communication surrounding the reduction of the carbon footprint of products or services whose usage generates particularly high levels of greenhouse gases.
- Innovative commitments are those seeking to switch from growth models based on sales volume increases to strategies relying on product functionalities. Such efforts are appearing in Europe, particularly in sectors such as the electricity or the car industries.
- Leaders in environmental performance have emerged, including some French companies in each sector.

- This study is only available in French.

Nicole Notat, Chairwoman of Vigeo declared: « *New growth models are essential and must emphasise the utility and functionality of products rather than production volumes. The crisis must not be an excuse for inertia or renunciation. On the contrary, environmental innovation and responsibility are important drivers to come out of the current crisis. Some companies, in a few sectors, are following this path. The reduction of carbon emissions is a strategic issue that concerns us all. This study shows that we can act for it*»

Serge Orru, CEO of WWF France added: « *Measure in order to convince and to encourage innovations and investments towards a low carbon economy: this is the first and foremost objective of this study. Time is running out as climate change is more important than anticipated. While in 2011, we have reached the highest level of CO2 emissions ever – a sad record – , this study reminds us of its second objective: to call upon the responsibility of the largest industries to do better*».

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A propos de Vigeo

Vigeo is the leading European expert in responsible performance. Founded in 2002 and headed by Nicole Notat, Vigeo measures the performances and risks of companies with regard to six areas of corporate social responsibility: environment, human rights, human resources, community involvement, business behaviour and corporate governance.

Vigeo offers two lines of services through two business brands:

- *Vigeo rating –the way to responsible investment-* offers a broad range of products and services to investors seeking a sustainable and responsible performance of their investments;
- *Vigeo enterprise –the way to responsible management-* conducts global CSR audits and benchmarks in organizations of all sizes, public and private, support teams and integrate CSR/SRI criteria into business functions and strategic operations.

Vigeo rating's research meets high quality standards and is externally certified to the CSRR-QS 2.1 standard.

Vigeo is present in Paris, Casablanca, Brussels, Milan, London and Tokyo and has more than a hundred employees.

www.vigeo.com

A propos de WWF-France

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

www.wwf.fr