

# ***NBI QUICK BRIEF***



**A news update from the NBI on its programmes, business leadership and issues on sustainable development.**

**24 November 2015**

## We Mean Business Update: Less than a Month to Paris

With less than a month to go till COP21, the NBI is gearing up to join members of the international We Mean Business coalition in Paris. Considering that this seminal event is just around the corner, the NBI wanted to share some key messages from the We Mean Business campaign.

Firstly, the good news story. The exciting reality is that more companies and investors are committing to leadership on climate action than at any other time in history. And the numbers speak for themselves:



We've been showcasing our local good news stories through profiles of local companies, sustainability leadership stories and CEO opinion pieces in our We Mean Business newsletter. We've heard that not everyone has been receiving our newsletter, if you've missed out, please find links for the first four newsletters below:

NBI and We Mean Business Newsletter- Edition (1) 2015 – CEO opinion from Nedbank

NBI and We Mean Business Newsletter - Edition (2) 2015 – CEO Opinion from Lonmin

NBI and We Mean Business Newsletter – Edition (3) 2015 – CEO Opinion from ABB

NBI and We Mean Business Newsletter – Edition (4) 2015 – CEO Opinion from Sasol

While profiling companies and sustainability leaders is an important part of We Mean Business, it is more than just a platform to amplify the business voice; there are numerous avenues through which companies can engage with the policy landscape, including the NBI and We Mean Business network partners hosting working groups and policy discussions.

If you would like to find out more about the policy aspect of the Road to Paris, BSR, a network partner of We Mean Business will be running a webinar on the topic. Please find more details here:

<http://www.bsr.org/en/events/view/road-through-paris-briefing-the-text-of-the-paris-climate-agreement>.

Alternatively, if you would like to read more on why words matter in the Paris agreement, please read this We Mean Business partner network blog:

[http://www.huffingtonpost.com/we-mean-business/words-matter-in-the-paris-climate-agreement\\_b\\_8078444.html](http://www.huffingtonpost.com/we-mean-business/words-matter-in-the-paris-climate-agreement_b_8078444.html)

We Mean Business is also amplifying the desire for greater ambition at COP21, recent examples include an advert placed in the New York Financial Times stating that organisations working with more than 6,000,000 companies around the world want an ambitious climate deal and letters sent from the coalition to G20 leaders as well as to international Finance Ministers with a similar message.

If you would like to find out what is happening at COP21, please take a look at the We Mean Business COP21 Calendar below:

<http://www.wemeanbusinesscoalition.org/content/cop-21-engagement-opportunities-business>

Secondly, it really is so easy to be a part of history by adding your company's voice to the call for bold action on climate change at COP21. Here are a few points you might not know about signing up to We Mean Business commitments:

1. Signing up is simple and easy (see the summary table below)
2. You can sign up to commitments individually, from one through to all seven. The choice is yours. You do not need to sign up to all seven and signing up for one does not automatically mean you endorse the others.
3. Your company is most likely doing some of these actions already; you might as well sign up to an initiative that recognizes the great sustainability work you have underway. It just makes sense.
4. The commitment to putting a price on carbon is not an endorsement of any particular mechanism, instead it is a commitment to use an internal price on carbon and publicly advocate for carbon pricing.

This is how easy it is to sign up to We Mean Business:

	Confirmation email	Submit letter	Submit verification form or logo
Science based targets	▼	▼	▼
100% renewable energy	▼		
Zero deforestation	▼		
Short lived climate pollutants	▼	▼	
Responsible policy engagement	▼		
Climate Change Reporting	▼		▼
Price on carbon	▼	▼	

Contact Amy Marshall: [amym@nbi.org.za](mailto:amym@nbi.org.za) to join the above list.

Companies that have signed up are recognized on the We Mean Business website as well as amplified through their partner networks, including on social media and profiling at key events.

In addition contact Amy if you would like your company featured in a We Mean Business newsletter through a CEO Opinion Piece, a Leadership Story or a Business Impact and Innovation Case Study...or all three!

It's less than a month to go...will we see your company's name at the COP21 table?

For more information, please contact: [Amy Marshall](#)

[www.nbi.org.za](http://www.nbi.org.za)

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