

Treasury's work on Climate Change
July 22, 1997

The Treasury Department has begun to address the issue of climate change in anticipation of the international convention in Kyoto in December. Treasury's efforts to date consist of a review of existing policy and an analytic review of economic impact. Treasury is also working with other agencies through the various working groups to begin to formulate a new policy on climate change to present to the international working group at the October meeting in Bonn. In addition, Treasury is drafting a communications and outreach strategy, in conjunction with the White House, on climate change.

The message surrounding climate change is complex and will be difficult to communicate in terms that fully resonate with the general public. The ultimate goal is to not only make the public aware of the problem, but to also establish it as something real that will have an impact on their daily lives. A key component to successfully communicating the climate change message is adequately dispelling the various myths commonly associated with environmental issues, including global warming, and de-linking the false choices that exist between the environment and jobs, international competition, business innovation and technology. To this end, Treasury can play a substantial and vital role by providing the economic analysis and statistics to both support and communicate the importance of addressing climate change. In addition, Treasury can work to communicate the notion that business does not need to choose between economic growth and environmental protection.

In the four months leading up to Kyoto, the Administration must fully develop and communicate its policy. What follows is a *preliminary* communications and outreach strategy for senior Treasury officials, such as Secretary Rubin and Deputy Secretary Summers.

Communications:

OpEds

Editorial Boards

Speaking engagements

Special media

Outreach

Treasury's primary constituencies are business (Fortune 500, small business, manufacturers and major industry), consumer advocacy groups and NGOs. These groups will have a major voice in the debate on climate change. Because the Fortune 500 groups are considered to be one of the most persuadable groups, Treasury will make a strong effort to reach out to them.

Outreach may also include regional conferences that could include economists and former government officials.

Calendar to date:

DATE	EVENT/ISSUE	SPEAKER
July 24	East Room event with scientists	Deputy Secretary Summers
July 24	Lunch with CEOs	Secretary Rubin Deputy Secretary Summers
July 25	Meeting with Washington Business reps.	Deputy Secretary Summers
August 3,4,5	Trip to Mexico	Deputy Secretary Summers
August 12	Speech to World Trade Organization	Deputy Secretary Summers
August 29	Speech to Jackson Hole Symposium on Global Economy	Deputy Secretary Summers
Sept. 14 -18	Trip to Hong Kong & China	Secretary Rubin

We will continue to look for opportunities for Secretary Rubin and Deputy Secretary Summers to speak out on climate change.



DEPARTMENT OF THE TREASURY
WASHINGTON, D.C. 20220

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Date: 8/11NUMBER OF PAGES: 2
(Including Cover Sheet)TO: Todd SternAddressee's fax # 456 2215Message:

The Secretary regretted. I am
recommending that Larry Summers
surrogate if they bring in a few more
CEO's. Any thoughts?

Tuesday @ 2:30
4 Chemical CEOs

unclassified

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Edlu J. Thom
Director, Federal Government Relations

July 31, 1997

The Honorable Robert E. Rubin
Secretary
Department of the Treasury
1500 Pennsylvania Avenue, N.W. - Room 3330
Washington, DC 20220

Dear Secretary Rubin:

I am writing to request a meeting with you or Deputy Secretary, Lawrence Summers, for Al Hirsig, Chief Executive Officer of ARCO Chemical Company on September 4 or 5, 1997. Mr. Hirsig is the new Chairman of the Chemical Manufacturers Association (CMA) and it is in that capacity which we request the meeting. He would be accompanied by Fred Webber, President of CMA.

The purpose of the meeting would be to discuss the value of the chemical industry to today's worldwide economy and the impact initiatives, such as global climate change, could have on the U.S. chemical industry.

I look forward to hearing from you regarding your schedule for a meeting on September 4 or 5.

Sincerely,

Edlu J. Thom

Edlu J. Thom

EJT/bbp

cc: Edward S. Knight, General Counsel
Robert Flagg, CMA

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