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**World Wildlife Fund
Environmental Information Center
Summary of Key Findings From Ten Focus Groups**

August 1996

MEMORANDUM
OF CALL

Previous editions usable

TO:

Fodd —

☐

YOU WERE CALLED BY—

☐

YOU WERE VISITED BY—

OF (Organization)

☐

PLEASE PHONE ►

☐

FTS

☐

AUTOVON

☐

WILL CALL AGAIN

☐

IS WAITING TO SEE YOU

☐

RETURNED YOUR CALL

☐

WISHES AN APPOINTMENT

MESSAGE

Adam Markham
540 364 4604
World Wildlife fund
fax Yesterday

RECEIVED BY

DATE

TIME

50363-111 NSN 7540-00-634-4018

OPTIONAL FORM 363 (Rev. 1-94)
Prescribed by GSA

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'97 SEP 8 PM2:49

To: Todd Stern, Staff Secretary .
From: Adam Markham, World Wildlife Fund
Date: 8 September 1997
Re: Climate Change, Businesses and New WWF Poll.

Todd,

Sorry I haven't been back to you in a while, I've been out of the country a lot, and then went out to Glacier National Park for the VP's event there. I hope you received the draft business statement I sent a couple of weeks ago. I wanted to update you on this and on the polling we have been doing:

* Business Statement and Dialogue.

We have now hooked up with three other environmental NGOs in developing and promoting the statement of corporate principles on climate change - NRDC, Redefining Progress and World Resources Institute. Two more companies (Lockheed Martin and Coors) have informally looked at it. The plan now is to get four companies to sign a letter promoting the statement to other businesses. The candidates for the four initial signers now include IBM, AT&T, Monsanto, Kodak, Interface, ENRON, Carrier, Disney, Hewlett Packard, BP and Johnson and Johnson.

WWF is also pushing ahead with the idea of a business forum on climate change. However, we don't think it's practical before your WH conference, and we now propose to do it between October 6 and the beginning of AGBM 8 in Bonn. We will pitch it to businesses as an opportunity to respond to challenges made to them at the WH conference.

* WWF National Opinion Poll

Mark Mellman completed a poll of 800 voters for us in August. We are keeping a very tight embargo on the poll results until September 29th. The numbers are VERY encouraging, and I wondered if you would be interested to have Mellman do a briefing at the White House? We sent the basic results to Peter Knight, Ron Klein and Beth Viola, but now have a full analysis, which we would be willing to brief you on in confidence before we launch publicly. The bottom line is that two thirds of Americans see climate change as a serious threat right now. Overwhelming numbers (including more than 60% of conservative Republicans) support Clinton signing a strong agreement in Kyoto. Voters reject the notion that stricter regulations will harm the economy. More than half think Clinton should take action now, not take a wait and see approach. Voters are willing to pay a moderate amount for clean energy options (not gas taxes!!). There's lots more, and the big surprise is that the poll indicates much more public support for action than anyone dared guess.

Please give me a call to discuss. Best regards,

(202) 861 8382

AM

WWF

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PROTECTING OUR PLANET FROM GLOBAL WARMING



WWF Climate Change Campaign

1250 Twenty-fourth Street, NW

Washington, DC 20037

Tel: (202) 861-8388

Fax: (202) 331-2391

Visit our website at

<http://www.panda.org/climate>

'97 AUG 18 PM4:25

To: TODD STERN, STAFF SECRETARY.

FR: ADAM MARKHAM

DATE: 8/18/97

RE: BUSINESS & CLIMATE

Todd,

Attached is the one page draft statement I mentioned.

Lets talk Tuesday about this again.

Cheers,
Adam

*DISCUSSION DRAFT 2 – May 6, 1997***STATEMENT OF CORPORATE PRINCIPLES**
GLOBAL CLIMATE CHANGE

The United Nations' Intergovernmental Panel on Climate Change and additional peer-reviewed scientific research has found that human activity is adversely impacting the world's climate. As a group of [X] U.S. industry leaders employing [X] people throughout the United States and the world, we accept these findings and affirm our support for action by the U.S. and 165 other nations that are currently negotiating an agreement to limit global greenhouse gas emissions.

We are concerned that not taking action to mitigate climate change will lead to significant costs in all sectors of the economy, including energy development, transportation, agriculture, insurance, finance, manufacturing, and tourism. We believe that timely action on mitigating the threat of climate change will present not only challenges but also growth opportunities for the United States economy. We concur with the February 1997 statement by over 2,500 economists that "sound economic analysis shows that there are policy options that would slow climate change without harming American living standards."

We urge the U.S. government to take action domestically in support of policies and programs to address the risks of climate change while increasing U.S. competitiveness and productivity. Further, taking into account the overwhelming strength of the scientific evidence and the strong prospects for addressing climate change in a pro-growth manner, we call upon the U.S. to lead the international community in negotiating an agreement that effectively mitigates the threat of global climate change.

DISCUSSION DRAFT 2 – May 6, 1997