



Malcolm Fox

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**Redefining Climate Leadership in the
New Carbon Economy**



NSF International



- Independent, not-for-profit organization dedicated to public health, safety and the environment.
- Testing, inspection, certification: food, beverage, water, pharma, consumer products, sustainability; services to 12,000 companies in 100 countries
- NSF-ISR leading management systems registrar and ANSI ISO14065 GHG verifier
- Standards development: 72 national consensus standards



ISO 14001 ISO 17025



Scientific leadership...

CLIMATE CHANGE 2007 SYNTHESIS REPORT

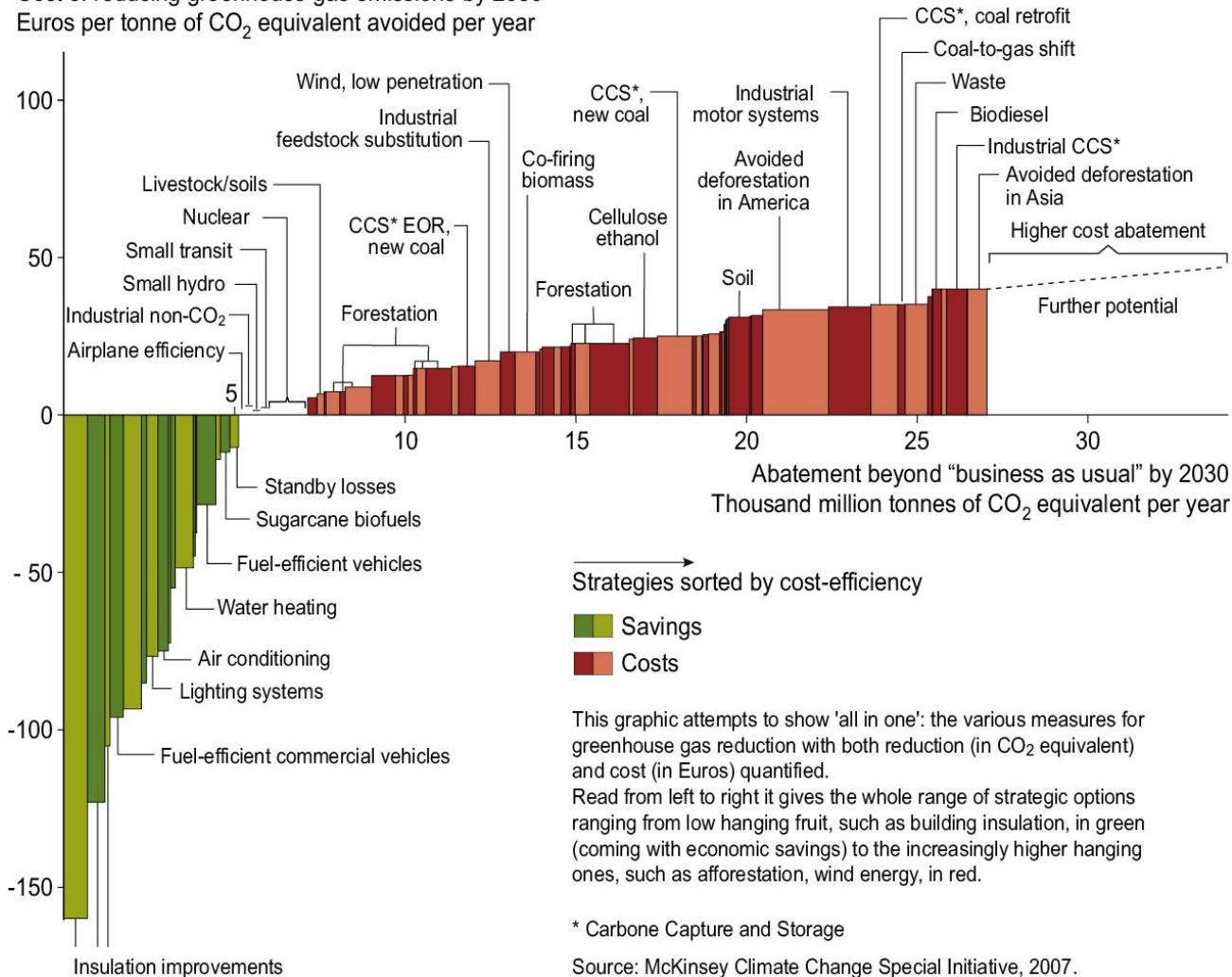


A Report of the Intergovernmental Panel on Climate Change

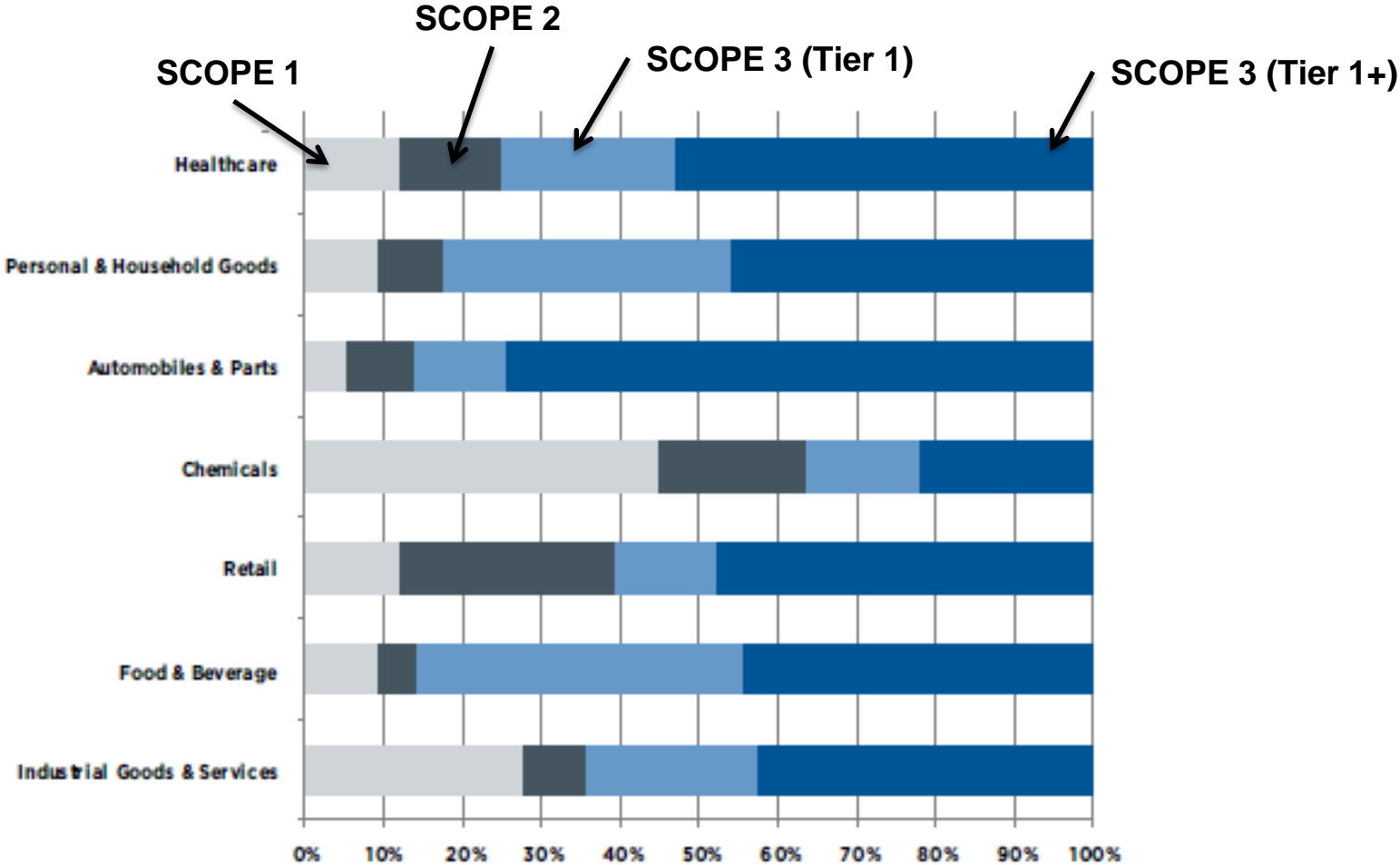


Technological leadership...

Cost of reducing greenhouse gas emissions by 2030
Euros per tonne of CO₂ equivalent avoided per year



Business challenge...



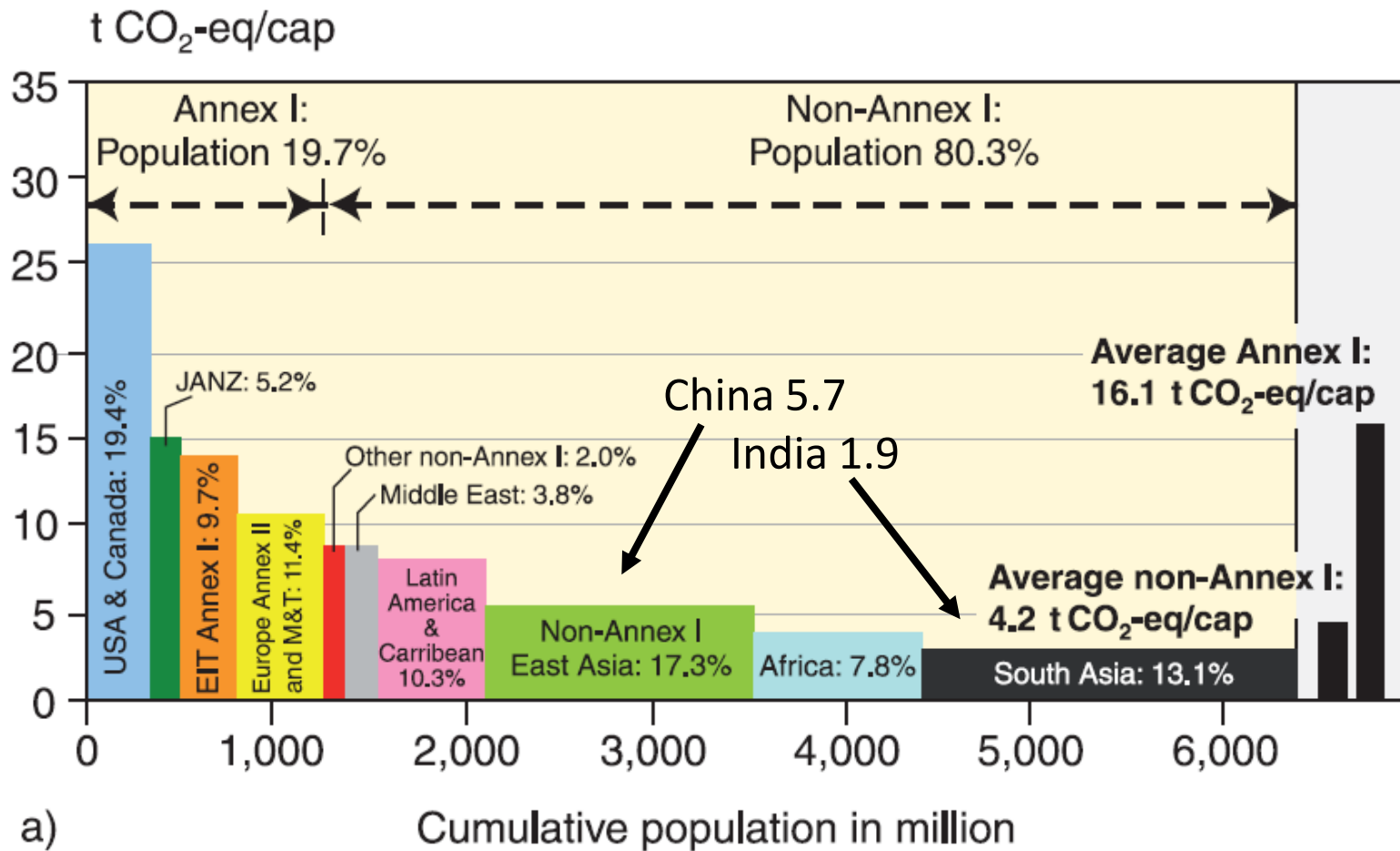
S&P500 NSF Sector Report...



Business leadership...

- Brand
- Product/service differentiation
- Resource efficiency
- Operational efficiency
- Supply chain efficiency
- Tax advantages
- Employee hiring, motivation, retention, productivity
- Customer acquisition
- Exploitation of green markets
- Lower risks
- Lower cost of capital
- Access to financial insurance markets

Policy challenge...



a)

Policy leadership...

“The consequences of our inaction are now in plain sight. Countries like China are investing in clean energy jobs and industries that should be here in America. Each day, we send nearly \$1 billion of our wealth to foreign countries for their oil. And today, as we look to the Gulf, we see an entire way of life being threatened by a menacing cloud of black crude.

We cannot consign our children to this future. The tragedy unfolding on our coast is the most painful and powerful reminder yet that the time to embrace a clean energy future is now. Now is the moment for this generation to embark on a national mission to unleash American innovation and seize control of our own destiny.

President Obama, June 16, 2010