



# COP21 Campaign November 30 – December 11

## **KPMG Sustainability Services**

What KPMG can achieve when member firms and global lock arms

December 16, 2015

**INTERNAL USE ONLY**

# The story

	Slide
<b>Executive summary</b>	<b>2</b>
<b>Phase 1</b>	<b>8</b>
The world came together for COP21	9
KPMG powered the online debate	10
Providing a platform for the world's political leaders	11
Hosting our clients	12
Showcasing our clients credentials	13
Supporting member firm client outreach	14
Engaging the media	15
Speaking to our people	17
Demonstrating our corporate citizenship	18
<b>Phase II</b>	<b>19</b>
Seizing the business opportunity	20

# COP21: important to our clients

- COP21 was a huge global event attended by 150 world leaders as well as business leaders and NGOs
- It dominated the global news agenda throughout December 2015
- The outcome of COP21 will affect ALL KPMG clients through:
  - regulation to reduce carbon emissions
  - market transformation to low carbon solutions
  - pressure from investors to disclose and manage climate risk.
- The issue matters to our clients: 70% of KPMG Platinum Accounts publicly supported a strong global agreement at COP21.



# Why did we do this campaign?

We delivered this campaign to:

- show that KPMG understands the issues and has the expertise to guide clients through the transition to the low carbon economy
- demonstrate that KPMG’s purpose and values align with those of our clients
- enhance the KPMG brand by associating it with the UN and COP21 in a high profile way
- educate KPMG’s own people on the relevance of COP21 and what it means for our clients.

To find out more about why COP21 mattered for our clients watch the video [here](#).



# Client impact

## UN CLIMATE TALKS LIVE

UN [Climate Talks LIVE](#), KPMG-branded social media aggregator with the UN (30 November – 18 December):

- largest aggregator by volume ever powered by KPMG
- 62 KPMG member firm websites featured or linked to [UN Climate Talks LIVE](#)
- more than 600,000 people worldwide visited [UN Climate Talks LIVE](#) (at 11 Dec)
- around 3.5 million tweets about COP21 were aggregated.

## MEDIA OUTREACH

- Media outreach generated 200+ stories across 32 countries, focusing on KPMG's Survey of Corporate Responsibility Reporting
- Mark Carney, Bank of England Governor, referenced KPMG's Survey in a news interview. Clip [here](#) (time 04.40).



# Client impact/2

## CLIENT OUTREACH

- The KPMG in France event at COP21 attracted 250+ C-Suite and Director level clients
- Watch the video [here](#)
- Our briefing document (foreword by John Veihmeyer) explained COP21 for clients and was provided to all member firms
- Further client interaction was facilitated by a COP21 Boardroom Questions document for GLPs to share with clients
- 30+ member firms ran client outreach programs around COP21 (events, webinars, mail-outs, 1-2-1 meetings, etc)
- 1,000 people visited kpmg.com's COP21 page with an average visit time of 9 minutes = high engagement.



**KPMG**  
cutting through complexity

**KPMG International**

**Boardroom Questions**  
A global deal on climate change – COP21\*

What does it mean for businesses?

Momentum is building towards a climate agreement in December 2015

“If we don't tackle climate change, the world's business economies won't survive.”  
Paul Polman, CEO, Unilever, May 2012

“The debate is settled. Climate change is a fact.”  
President Obama, January 2014

**Global imperative**

- Governments will meet in Paris in December 2015 at the 21st UN annual climate talks known as COP21
- The physical impacts of climate change (such as extreme weather and flooding) are being experienced
- There is a growing sense of urgency to keep global temperatures below 2°C to avoid potentially catastrophic climate impacts

**Why is a deal likely to happen now?**

- US and China are at the table. Both have committed to reduce their carbon footprint
- European governments have agreed to sign a treaty to cut back fossil fuel use in 2030
- Renewable energy costs are falling while the technology is improving
- Financing mechanisms, e.g. green bonds, are increasingly common

**Corporations might expect**

- Tighter regulations on fossil greenhouse gas emissions and cleaner energy efficiency
- Higher costs, e.g. carbon taxes and trading systems
- Stronger requirements to report on emissions
- Greater opportunity in the transition economy
- Increased incentives for innovation product services
- Stronger demand for innovation suppliers
- Pressure to manage emissions across the value chain

**Possible impact for business (for clients to consider)**

- Increasing costs for high-carbon enterprises
- Penalties for non-compliance with new regulation
- Competitive disadvantage to customers with lower-carbon suppliers
- Issues for shareholder value
- Brand and reputational damage

**Potential opportunities (for clients)**

- Location: assesses offers opportunity for innovation and new markets
- Shareholders: reassured that risks are addressed
- Customers: demonstrate need health and safety and other suppliers that reduce emissions

\*Source: Reuters

**BOARDROOM QUESTIONS/215**

**KPMG**  
cutting through complexity

**COP21/PARIS 2015 UN CLIMATE CHANGE CONFERENCE**

What does it mean for business?

# Internal impact

## INTERNAL COMMUNICATIONS

- 8 COP21 stories appeared in Partner News Brief hitting senior partners in 100+ member firms
- Tracked internal communication in the two week period of COP21 across 91 member firms
- Adrian King, Global Head of Sustainability Services, attended the GLP conference in June and presented on a subsequent GLP call
- An article in Pulse magazine explained COP21 to GLPs and highlighted its relevance to clients
- An internal presentation explaining COP21 was provided to all member firms via Sustainability teams and Citizenship teams.

Internal Use Only

**KPMG**

## Partner News Brief

November 30, 2015

**KPMG News**

[UN Climate Talks LIVE: KPMG's social media collaboration with the UN goes live for COP21, the UN's world climate change summit in Paris](#)

UN CLIMATE TALKS LIVE | KPMG.COM (GLOBAL) | TWITTER | LINKEDIN | NOVEMBER 30, 2015

The 21st annual UN climate talks – known as COP21 – opened in Paris on Monday, with 147 world leaders eventually...

PULSE | SUMMER 2015 | IN DEPTH

### CLIMATE MATTERS

Adrian King, KPMG's Global Head of Sustainability Services, explains why this year's UN climate talks in Paris matter more than ever, and what they could mean for KPMG and our clients

**E**very year, the United Nations convenes the world's governments at a Conference of the Parties (COP) to discuss how they should tackle climate change. The 21st session of the Conference of the Parties (COP21) takes place in Paris between 30 November and 11 December. Climate change is an important issue for KPMG's clients, with more than half of our Platinum Global Accounts publicly calling for governments to reach a deal on carbon emissions at this year's meeting in France.

**ADRIAN KING**

# What next?

A post-event briefing document explaining what happened at COP21 will be published 18 December.

KPMG Sustainability Services will continue collaboration across the firm to market KPMG's related services including:

- **Compliance:** help clients understand and comply with increased carbon legislation worldwide
- **Reporting & Assurance:** implement effective processes for carbon reporting and provide assurance
- **Strategy, Risk and Control:** help clients manage disruptive change in the transition to the low carbon economy
- **Financing and Investment:** advise clients on raising capital for low-carbon investments and green tax incentives.







Phase I  
November 30 –  
December 11

# The world came together for COP21

Over 190 countries met in Paris between November 30 - December 11 to broker a universal deal on combatting climate change, attracting over 50,000 participants. KPMG joined forces with the UN to bring the world to Paris through [Climate Talks LIVE](#), providing a platform for KPMG to demonstrate our expertise in sustainability, showcase our client credentials, support our member firms in client outreach and deliver our corporate citizenship commitments.

**70% of KPMG Platinum Accounts publicly supported a strong outcome from COP21 in order to combat climate change.**

The conference resulted in an historic global agreement. All countries committed to reduce their carbon emissions in order to halt rising temperatures and to achieve a carbon neutral world.



# KPMG powered the online debate

[Climate Talks LIVE](#) was the largest social media aggregator discussion (by volume) powered by KPMG to date, aggregating around 3.5 million tweets through to December 11. Some 62 KPMG member firms either embedded or linked to [Climate Talks LIVE](#) from their country kpmg.com sites and over the two week period, KPMG people from 89 countries joined the debate.



# Providing a platform for the world's political leaders

As one of the largest diplomatic events of 2015, [Climate Talks LIVE](#) was in a unique position to capture the views of the world's political leaders, using our data and analytics technology to showcase emerging trends and topics

The screenshot displays the website interface for Climate Talks LIVE. At the top, there is a navigation bar with the following elements: the United Nations logo, the 'MOMENTUM FOR CHANGE' logo, a 'TODAY' dropdown menu, and links for 'Home', 'Participants', 'Trends', 'Stats', 'Stream', and 'Stories'. On the right side of the navigation bar, there is a language selector set to 'EN', a 'Sign in' link, and the 'POWERED BY KPMG' logo. Below the navigation bar, there is a 'REPLAY THE DAY' button on the left and a large purple and blue area representing a live stream or data visualization. The main content area is a grid of 12 political leader profiles, each featuring a circular profile picture, the leader's name, their Twitter handle, and their follower count. Each profile also includes a blue 'Follow' button with a Twitter icon.

Leader Name	Twitter Handle	Follower Count
Narendra Modi	@narendramodi	16,305,073
Alexis Tsipras	@tsipras_eu	244,602
President Obama	@POTUS	5,285,520
Joko Widodo	@jokowi	3,905,535
Malcolm Turnbull	@TurnbullMalcolm	503,373
Vladimir Putin	@PutinRF_Eng	328,504
President Paul Biya	@PR_Paul_Biya	26,750
Enrique Peña Nieto	@EPN	4,553,411
David Cameron	@David_Cameron	1,279,938
Benjamin Netanyahu	@netanyahu	514,434
Recep Tayyip Erdoğan	@RT_Erdogan	7,361,741
Nguyen Tan Dung	@NguyenTanDung3	536

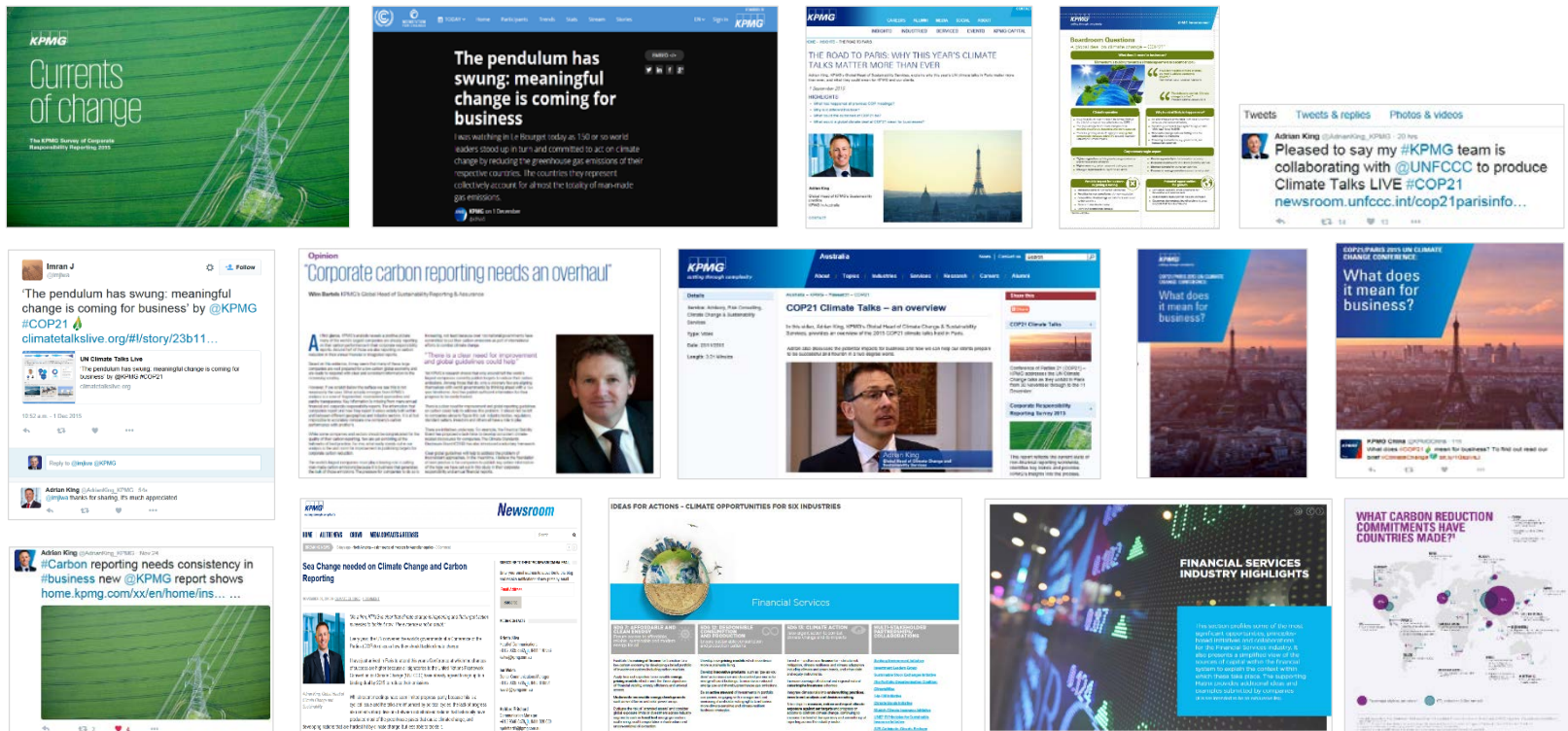
# Hosting our clients

With 70% of Platinum Accounts publicly supporting a strong agreement on climate change at COP21, [Climate Talks LIVE](#) provided a platform for many of our global and national accounts to communicate their own commitments to climate change and sustainability.

The screenshot shows the Momentum for Change website interface during COP21. The header includes the Momentum for Change logo, navigation tabs (Home, Participants, Trends, Stats, Stream, Stories), and a "POWERED BY KPMG" logo. A "REPLAY THE DAY" button is visible. The main content area displays a grid of tweets from various clients, including Paul Polman (Unilever), Nestlé France, Shell, Ulrich Spiesshofer (ABB), Telefónica, BP, GSK, Microsoft\_Green, and ICC. Each tweet features a profile picture, text, and a relevant image or video thumbnail.

# Showcasing our client credentials

[Climate Talks LIVE](#) provided KPMG with a unique opportunity to showcase our client (value proposition) and industry credentials, leading the debate through an exclusive blog by Adrian King (our Global Head of Sustainability Services) and through targeted tweets and LinkedIn posts in support of our thought leadership. No other Big Four firm was able to match our social media reach.

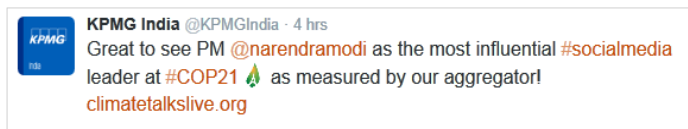


# Supporting member firm client outreach

With Paris being the host city for COP21, our French member firm organized a client roundtable at UNESCO HQ on December 1, attended by 250 national and global C-suite and Director attendees. In all, over 30 member firms ran client outreach programs before and during COP21- covering hundreds of clients and prospects - from breakfast seminars to webcasts, mailings to 1-2-1 meetings. Member firms also supported national climate change commitments, with the U.S. firm (for example) joining the White House American Business Act on Climate Pledge, along with 140 companies from across the American economy, including American Express, General Motors, Microsoft and PepsiCo.

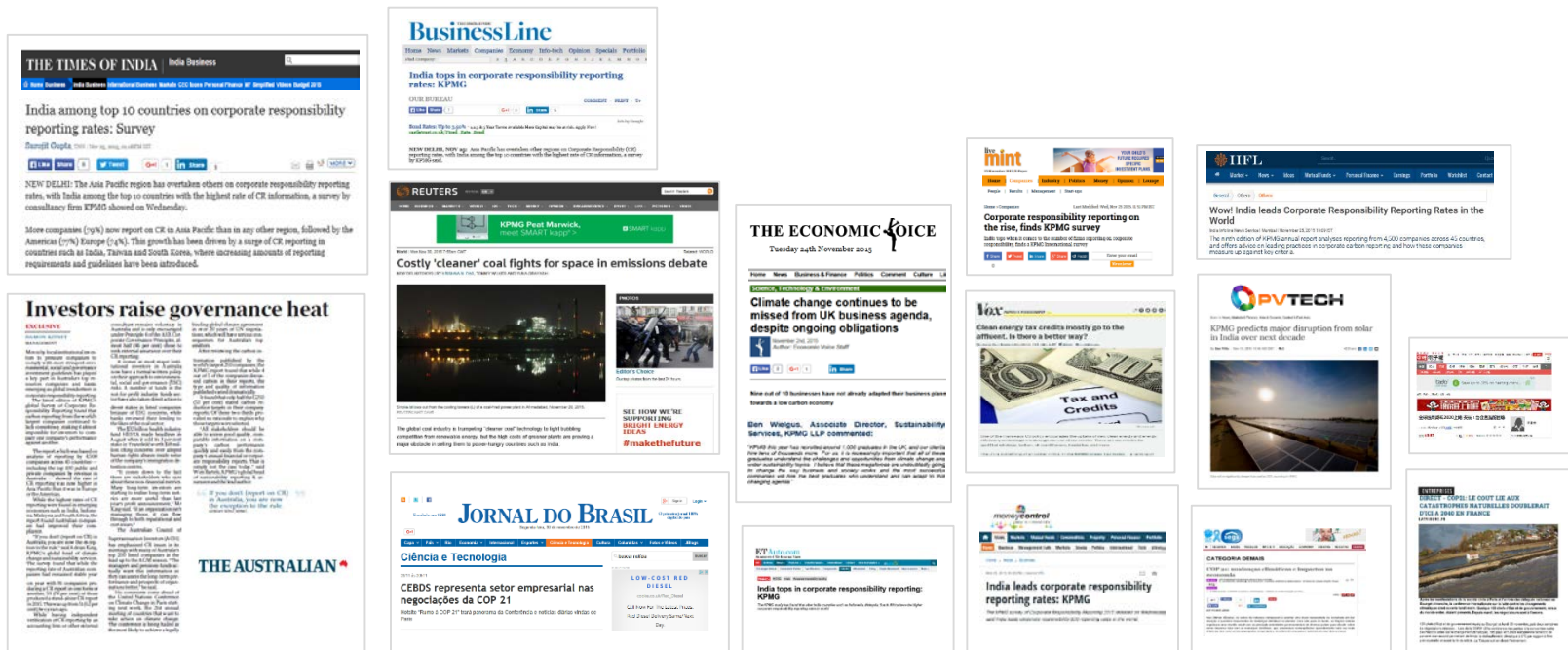
You can watch several KPMG videos from the following links:

- [VIDEO](#): The client perspective on COP21 - KPMG's delegates at the UN climate change summit share the challenges and opportunities on the minds of business leaders
- [VIDEO](#): KPMG delegates report on the hot topics and atmosphere at COP21 – the UN's climate change summit in Paris
- [VIDEO](#): World business leaders and clients attend KPMG in France's COP21 event 'Business & climate: A positive revolution for business?'
- [VIDEO](#): Conférence "Business & climat : une révolution positive pour l'entreprise ?"



# Engaging the media

In the run up and during COP21, KPMG generated 200+ media stories in 32 countries. Our Survey of Corporate Responsibility Reporting broke out from the trade into mainstream media and across several news agencies including Bloomberg Business and Reuters. KPMG in India secured 35% of media coverage (topping the CR Reporting Survey ratings), with KPMG Spain leading the charge to embed the [Climate Talks LIVE](#) widget into online media, with tracked adoption in: Cinco Días; Vozpópuli; El País; EFE Verde; Corresponsables; and, Compromiso RSE.





# Engaging the media/2



Moves by local institutional investors to pressure companies to comply with more stringent environmental, social and governance investment guidelines has played a key part in Australia's top resources companies and banks emerging as global trendsetters in corporate responsibility reporting.



## Corporate responsibility reporting on the rise, finds KPMG survey [Mint, New Delhi]

**Nov. 26—NEW DELHI**—India steals the show when it comes to responsibility reporting, suggests the fifth edition of a survey on corporate responsibility reporting by KPMG International Cooperative.

The Swiss company, in partnership with its affiliate KPMG across 45 countries, including India, covered 4,500 companies in the survey, the results of which were released on Wednesday.

The Member Foundation to Ring The Nasdaq Stock Market Closing

更新: 2015-11-25 08:49:58 AM 標籤: 企业社会责任, 减碳, 巴黎

【大纪元2015年11月24日讯】《大纪元记者蔡叶叶台湾台北报导》即将于巴黎举行新一轮的国际气候谈判(COP 21), KPMG安德建业24日发布涵盖44个国家100大企业(N100)及全球前250大(G250)企业的“企业责任报告书”(CSR)调查结果。台湾在今年以21%的企业责任报告率高居榜首,领先脚踪的17%, KPMG表示,探讨企业ESG(环境(Environmental), Social, and Governance)、企业诚信和绩效仍将是台湾企业永续发展重点。



## KPMG 파리 기후변화 회의 참가 결과

본회의는 파리 기후변화 회의 참가 결과에 대해 KPMG 코리아가 주최한 세미나를 통해 소개되었습니다.

본회의는 파리 기후변화 회의 참가 결과에 대해 KPMG 코리아가 주최한 세미나를 통해 소개되었습니다.

본회의는 파리 기후변화 회의 참가 결과에 대해 KPMG 코리아가 주최한 세미나를 통해 소개되었습니다.



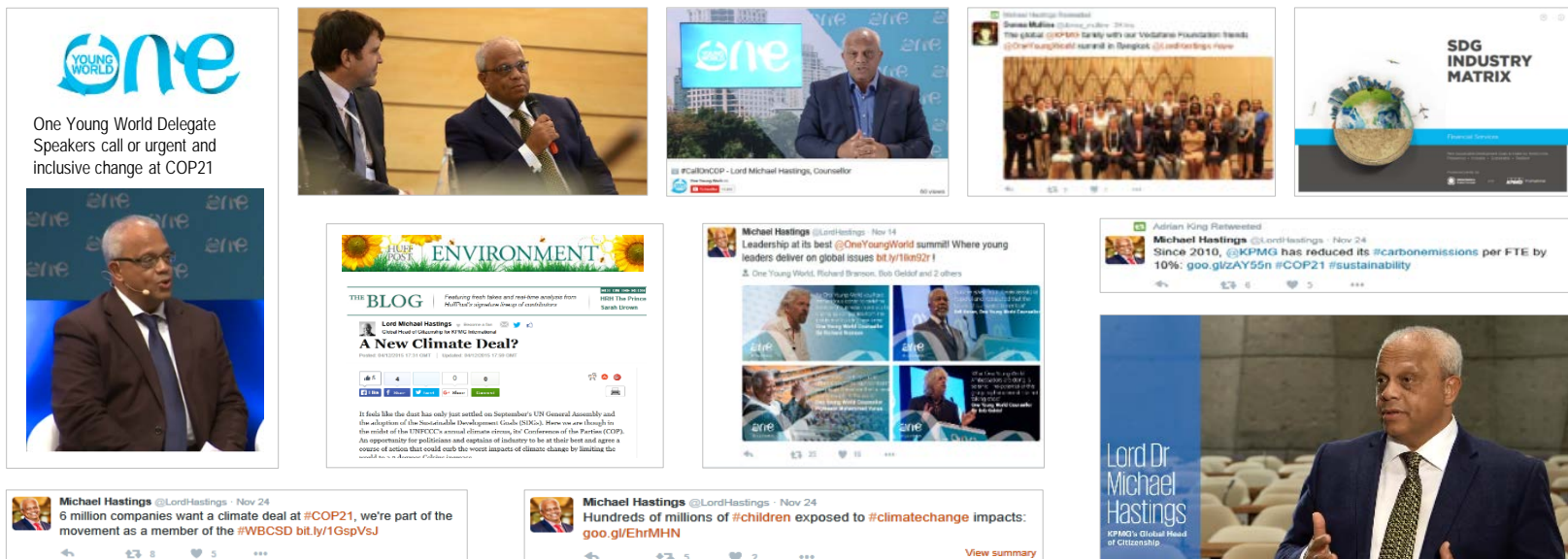
# Speaking to our people

Partners in over 100+ member firms were able to follow our campaign through 8 Partner News Brief stories and we tracked further internal communication in the two week period of COP21 across 91 member firms.



# Demonstrating our corporate citizenship

Global Corporate Citizenship brought their C-Suite relationships to bear throughout the campaign: showcasing our low carbon credentials; demonstrating how business is responding to the UN's sustainable development goals; and culminating in our signature of the Paris Pledge for Action along with 750 other businesses and governments. More widely, Lord Michael Hastings maintained a strong KPMG presence before the event - at the One Young World Summit - and on the ground in Paris, speaking at our French member firm roundtable, attending the WBCSD Council meeting with Adrian King and representing the UK firm at the CEO Day for Caring for Climate.





# Phase II December into January

# Seizing the business opportunity

## DECEMBER INTO EARLY 2016

- Understand how COP21 will impact our clients
- Tailor our client propositions
- Actively engage GLPs and National Account leads
- Monitor and support client conversations.

## THE COMMERCIAL OPPORTUNITY WILL FOCUS ON:

- **Compliance:** helping clients understand and comply with increased carbon reduction and carbon reporting legislation worldwide
- **Reporting & Assurance:** implementing effective client processes and IT solutions to gather, analyse and report on carbon data; advising on best practices for carbon reporting and providing independent third-party assurance of data
- **Strategy, Risk and Control:** helping clients to understand and profit from disruptive change in a low carbon economy; identifying, managing and reducing climate related risk, including supply chain; helping clients understand carbon taxes or carbon pricing systems worldwide
- **Financing and Investment:** advising clients on raising capital via green bonds for investments and innovations that reduce carbon emissions and / or increase energy efficiency; provide third-party assurance for green bonds; helping clients to identify and access tax incentives for carbon reduction and energy efficiency.



Our COP21 campaign  
would not have been  
possible without the  
support of our member  
firms

Thank you...

Adrian King

Global Head of Sustainability Services  
avking@kpmg.com.au  
+61 3 9288 5738

Supported by: Global Citizenship, Global Communications, Global Digital Marketing, Global Marketing, Global Sales & Markets