

**Laggard:** (adj) slower than desired or expected - Oxford Dictionary of English

Greenpeace considers that whether or not companies support an increase of the EU climate target to 30 percent<sup>1</sup> distinguishes them as leaders or laggards. Do they want Europe to lead and prosper or do they want to hold Europe back? Businesses that support strong EU climate legislation that can boost European investments, increase European GDP by up to €620 billion and enhance Europe's competitiveness are for Greenpeace leaders on this issue. Companies that do not support this and actively, or through associations, lobby against this target are the laggards holding Europe back.

Below are some of the worst offenders.

### **Accenture**

Accenture likes to talk up its thought leadership on sustainability and mitigating climate change, but its chief executive officer is at the heart of a lobby organisation vigorously opposing a 30 percent climate target. Pierre Nanterme is on the executive council and chairman of the economy commission of Mouvement des Entreprises de France (MEDEF), a sister organisation of BusinessEurope. Both [BusinessEurope](#) and [MEDEF](#) vocally lobby against a 30 percent climate target.

Accenture claims it is a responsible business. Its [website](#) boasts: "Our global delivery footprint, coupled with our understanding of local sustainability drivers, gives us the ability to deliver customized sustainability solutions anywhere in the world." An Accenture [micro-site](#) is dedicated to "Copenhagen and beyond: a pragmatic approach to mitigating climate change." However when asked about its policy position on the important increase of the EU climate target to 30 percent, it chose to stay silent and failed to distance itself from the groups actively lobbying against this crucial legislation.

### History of engagement

Greenpeace contacted Christian Nibourel, CEO of Accenture France in January 2011 to ask the company's position on 30 percent, but received no response. Greenpeace then phoned and emailed in April to Nibourel's secretary, but received no reply.

### **ArcelorMittal**

ArcelorMittal is the [biggest](#) steel company in the world with operations in more than 60 countries. As partner it enjoys an ["important status"](#) in BusinessEurope and is a prominent member of the

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<sup>1</sup> Of greenhouse gas emissions by 2020, compared to 1990 levels.

European Confederation of Iron and Steel Industries (EUROFER), two lobby organisations actively opposing a 30 percent climate target.

EUROFER argues the EU would be foolish to unilaterally increase its climate objective, suggesting that such a move would be “[fatal](#)”. Yet at the same time ArcelorMittal’s lobby group in the US, American Iron and Steel Institute, has done its utmost to ensure that the US doesn’t act either, by first blocking emission reduction targets under the proposed cap-and-trade legislation and then under the [Clean Air Act](#). ArcelorMittal has funded senators who are prominent [climate change deniers](#).

So far, ArcelorMittal has been successful in keeping European politicians hostage on climate legislation. It has threatened to [relocate](#) to countries outside Europe and attempted to challenge the EU Emissions Trading Scheme (EU ETS) rules [in court](#). As a result of generous allocation rules for steel producers under the EU ETS, rather than being asked to cut its emissions, ArcelorMittal, one of Europe’s biggest polluters, has been allowed to increase them. Even before the recession, the company had many more permits than it needed, which has allowed it to make profits out of emission allowances it got for free – without taking any climate measures. In 2009, it made a [profit](#) of \$108m from the sale of carbon allowances, followed by \$140m in 2010. ArcelorMittal has the potential to make over €1bn profits from the scheme by [2012](#).

Arcelor Mittal and the ETS: Permits, emissions and over-allocation trends 2005-2009 ([Sandbag](#))

Year	2005	2006	2007	2008	2009 estimated	2008 -2012 estimated
Permits	<u>83,540,818</u>	<u>82,662,938</u>	<u>93,979,943</u>	<u>89,038,947</u>	<u>88,860,030</u>	<u>437,139,637</u>
Emissions	<u>60,496,897</u>	<u>64,565,776</u>	<u>74,437,686</u>	<u>68,258,166</u>	<u>43,002,644</u>	<u>325,727,968</u>
Flue Gas Adjustment	<u>-2,186,140</u>	<u>-2,186,140</u>	<u>-2,186,140</u>	<u>-6,340,884</u>	<u>-6,340,884</u>	<u>31,704,420</u>
Overallocation	<u>25,230,061</u>	<u>20,283,302</u>	<u>21,728,397</u>	<u>14,439,896</u>	<u>39,695,418</u>	<u>79,886,164</u>
Windfall Profit €	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>202,158,544</u>	<u>555,735,852</u>	<u>1,118,406,302</u>

The future doesn’t look different. On December 2010 the EU member states agreed on rules for distributing free emission allowances to energy-intensive industries in Europe from 2013. Big polluters, including the steel producers, managed to significantly water down the rules. This weakened scheme, combined with a surplus of free allowances from the previous phase of emissions trading , will most likely allow some of Europe's biggest greenhouse gas emitters to continue to pollute unabated until [2020](#).

#### History of engagement

In April, Greenpeace sent a letter to the chairman and board of directors asking if the company supports a 30 percent climate target and asking for response before 1 May, without reply.

#### British Petroleum

As partner, BP Europe enjoys an “[important status](#)” in BusinessEurope, the vocal anti-30 percent lobby group. It is a corporate member of the European Petroleum Industry Association, [EUROPIA](#) and

BP Chemicals is a [corporate member](#) of CEFIC, the EU chemical industry association, which described moving the EU's 2020 target as "[unacceptable](#)". As part of the Alliance for Competitive European Industry, both lobby groups sent [a letter](#) after the Copenhagen UN climate conference in January 2010 to the then presidents of the European Council, Parliament and Commission calling on the EU "to stick to the 20% emission reduction target." BP has failed to distance itself from the position of the lobby organisations it is a member of.

The company [boasts](#) of a "decade-long track record of advocating and taking precautionary action to address climate change." But it is doing its utmost to undermine national and international regulations to cut emissions. It funds climate change denial organisations in the UK and US, including the Institute for Economic Affairs. In the 2010 US Senate race, [BP funded](#) mostly candidates who were against climate legislation or deny it is a problem.

BP has rebranded itself as 'Beyond Petroleum', but it has scaled back investment in renewables and prioritised dangerous and carbon-intensive extraction projects, including tar sands in Canada and deep water drilling. It was found to have [rewritten EU policy](#) on carbon capture and storage, securing millions of Euros of public money better invested in proven renewable energy and energy efficiency technologies.

#### History of engagement

In a meeting between Greenpeace and BP executives in November 2010, BP stated it could not publicly back a 30 percent climate target. Greenpeace wrote to BP in April 2011 to clarify its public position on this matter. In a letter dated 20 April 2011, BP answered: "BP does not normally endorse or oppose particular targets."

#### **Lafarge**

Lafarge opposes a higher climate target and made campaign contributions to US climate change deniers while enjoying generous carbon credit handouts.

The company gives itself a green image through membership of the Cement Sustainability Initiative and WWF Climate Savers, but its actions and industry links tell a different story. Lafarge is a member of the European cement association CEMBUREAU, which speaks out against a 30 percent target, [saying](#) that "moving the existing 2020 targets would be unacceptable" and stressing that the unilateral burden imposed on the European energy-intensive industry is already too high.

At the same time Lafarge earned money every year since the start of the European ETS without making corresponding emission reductions on location, because of generous allocation of free emission allowances. It will end the current trading period (2008-2012) with an estimated surplus of more than 23 million allowances, worth over €300m.

[Two letters](#) make it clear that Lafarge has been calling through CEMBUREAU for a global climate deal before any upgrading of Europe's commitment. Yet at the same time, in the 2010 US Senate race Lafarge made campaign contributions almost exclusively to candidates who opposed climate legislation in the US, or even denied the existence of the climate change problem. These included the Senate's top climate change deniers [James Inhofe](#) and [James DeMint](#).

#### History of engagement

Greenpeace met Vincent Mages, Climate Change Initiatives VP of Lafarge in March 2011 to talk about

the company's position on a 30 percent European target. He said the EU's present 20 percent target was right and intimated that a higher European target would push business overseas.

### **Maersk**

Maersk does not support a 30 percent climate target. It is a leading member of lobby group Danish Industry, which signed a recent [letter](#) from BusinessEurope to the European Commission warning it not to support a 30 percent climate target or changes to the flawed ETS.

Maersk's director, Lars-Erik Brenøe, is on the main board of [Danish Industry](#) and Maersk's head of public affairs, Anders Würtzen, is in the committee for climate and energy policy, so the company clearly has influence in the association.

Given that Maersk emits the equivalent to three quarters of Denmark's total carbon emissions, it admits it has a climate problem. Its [website](#) says it is committed to reducing its emissions by at least 13 percent by 2012 and it is part of The Low-Carbon Leaders Project developed by WWF.

However, Maersk Oil is searching for oil in the Arctic, one of the world's most vulnerable environments. It is also exploring [carbon capture and storage](#) projects, an expensive and uncertain technology that threatens to channel public money away from clean energy development.

#### History of engagement

Greenpeace contacted Maersk in April 2011 asking it to support 30 percent. The company said it was unable to do so.

### **Rhodia**

Rhodia has told Greenpeace it is against a 30 percent climate target. Its chief executive officer Jean-Pierre Clamadieu is president of the sustainable development commission of the French employers' federation MEDEF, which is actively lobbying against a 30 percent climate target. He has [stated publicly](#) his opposition to a 30 percent target [as long as there is no progress in other world regions](#).

Despite this, Rhodia dubs itself 'responsible chemistry'. It claims to support the Kyoto agreement and has launching an approach to sustainable development it calls the '[Rhodia way](#)'.

Solvay bought climate laggard Rhodia this April.

#### History of engagement

Rhodia wrote to Greenpeace in December 2010 stating it is against an unconditional 30 percent target.

### **Solvay**

Solvay presents itself as a climate champion, but evades questions about its position on a 30 percent climate target and actively campaigns against climate measures in the US.

Its chief executive officer Christian Jourquin has stated that it is a personal priority to reposition the company as a “sustainable actor at the heart of the fight against climate change.” He has much work to do. In the 2010 US Senate race Solvay supported only candidates who were against climate legislation or denying climate change altogether, according to research from [Climate Action Network Europe](#).

Meanwhile, the chief executive of Solvay’s US subsidiary, Richard Hogan, co-founded the secretive new Coalition for Responsible Regulation lobby group, which is at the forefront of efforts to undermine the Obama administration’s climate policy. A blizzard of legal challenges against the Environmental Protection Agency’s attempts to regulate emissions were filed [in Hogan’s name](#).

Solvay is a key member of the Belgian chemical industry federation Essencia, which states the EU should [stick to its current climate ambition](#). Jourquin was chairman of the European Chemical Association CEFIC in 2009, when the body [opposed](#) anything beyond the current emissions target. Solvay enjoys an [“important status”](#) in BusinessEurope one of the most vocal industry groups lobbying against 30 percent, [two documents](#) make clear.

Solvay bought climate laggard Rhodia this April.

#### History of engagement

Greenpeace asked Solvay its position on 30 percent several times, first by letter in December 2010, but the company failed to address the question or distance itself from the position of the groups lobbying on its behalf.

#### **Veolia Environment**

Veolia will not put its weight behind a 30 percent climate target, but is happy to be a [partner](#) that enjoys an [“important status”](#) in BusinessEurope that is vigorously lobbying against a 30 percent EU climate target.

Furthermore through the syndicate Fédération Professionnelle des Entreprises de l’Eau, Veolia is a member of MEDEF, which [speaks out against](#) a 30 percent target. Marc Reneaume, assistant general manager of Veolia Eau in France, is a member of the executive council of the MEDEF.

Yet, its chief executive officer Antoine Frérot is happy to claim credit as an apparent climate leader, [saying](#): "If our civilization is to reconnect with the environment, we need to shift from our current natural resource-hungry form of growth to a sober growth. This implies three things, best described by three rather unfamiliar words: decarbonizing, dematerializing and dehydrating the economy. Decarbonizing means exiting the world of oil, gas and coal. First, by conserving energy."

While other companies have disassociated themselves from the position of the lobby group representing it where they disagree on an issue, Veolia shies away from this and deserves the title of climate laggard.

#### History of engagement

Veolia told Greenpeace in a meeting that it would not publically support a 30 percent target. Veolia later responded to a letter encouraging it to be more vocal, but failed to address the issue.

## Volkswagen

VW Group aims to be the world's most eco-friendly carmaker, yet opposes a 30 percent European climate target and strong fuel efficiency standards in Europe. It is on the board of the European Automobile Manufacturers Association ACEA that has [lobbied against](#) a 30 percent EU climate target and wrote to Greenpeace saying: "The Volkswagen Group is unable to support – particularly after Copenhagen – any EU climate protection policy which puts jobs at risk and results in de-industrialisation in Europe." Europe's energy commissioner Günther Oettinger used the same expression [in February](#) when arguing against a 30 percent climate target.

One in five cars sold in Europe is a VW<sup>2</sup> and is responsible for more than 5 million tonnes of CO<sub>2</sub> emission per year<sup>3</sup>. The company claims to take its particular climate responsibility seriously. A sustainability report says: "We aim to be the most eco-friendly automaker in the world," through "setting new ecological standards in automobile manufacturing in order to put the cleanest, most economical and at the same time most fascinating cars on the road."<sup>4</sup> Yet VW fought existing EU fuel efficiency standards and believes that the 2020 target for fuel efficiency is too challenging<sup>5</sup>.

### History of engagement

In February 2011, VW wrote to Greenpeace saying it is against any EU climate protection policy which puts jobs at risk and results in de-industrialisation in Europe.

An online hyperlinked version of this briefing is available at <http://www.greenpeace.org/eu-unit/en/Publications/2011/Laggards-profiled/>

## Contacts

Greenpeace European climate campaigner [Dimitris Ibrahim +30 6979 443 305](mailto:dimitris.ibrahim@greenpeace.org)  
[dimitris.ibrahim@greenpeace.org](mailto:dimitris.ibrahim@greenpeace.org)

Greenpeace EU press officer Jack Hunter +32 227 41915 [Jack.Hunter@Greenpeace.org](mailto:Jack.Hunter@Greenpeace.org)

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2 Calculated using ACEA figures, on [www.acea.be](http://www.acea.be): New Vehicle Registrations- by Manufacturer"

3 For simplicity, this notion of 'climate footprint' is based solely on the CO<sub>2</sub> emissions that are caused by the use of the companies' products. It excludes emissions from the production and disposal of cars, and from the production of the fuel used, which typically adds another 30% to the emissions from the 'use phase' (EEA 2010).

4 VW Sustainability Report 2009/2010

5 Letter to Greenpeace UK 2011