



globalinitiatives



## The Road to Copenhagen: **SEAL THE DEAL!** A SIX PART TELEVISION SERIES

“We look to the December climate negotiations in Copenhagen to seal a deal that will enable us to pursue climate action on all fronts. A deal that covers adaptation, mitigation and the deployment of clean technologies. A deal that will reverse deforestation. A deal that will build capacity, and mobilize financial resources for developing countries.”

Ban Ki-moon, Secretary-General, United Nations





### Background

The first United Nations Climate Conference, COP1, was held in Berlin in 1995 to address the growing issue of greenhouse gas emissions. Two years later, at COP3 in Japan, the Kyoto Protocol was adopted. For the first time the protocol introduced binding targets for greenhouse gas emissions in 37 industrialized countries from 2008 to 2012. The most significant global climate conference since 1997 will be COP15 in Copenhagen, Denmark in December 2009. At COP15 countries, companies, NGOs and other global stakeholders will negotiate a new and more comprehensive agreement to supersede the Kyoto Protocol, one that 'will enable us to pursue climate action on all fronts'.

### About the series

Building on the success of Responsible Business Television ([www.responsiblebusiness.com](http://www.responsiblebusiness.com)), a series broadcast worldwide on CNBC and other networks, 'The Road to Copenhagen: Seal the Deal' will go to air during the six week lead up to the opening of COP15. The series of 6 x 30-minute episodes will focus on what companies, NGO's and governments are already doing in the global fight against climate change, and what still needs to be done to 'Seal the Deal' in Copenhagen. Stories will focus on the efforts of business, in partnership with other stakeholders, to reduce emissions, increase resource efficiency, invest in 'natural' infrastructure and adopt new, cleaner technologies.

'The Road to Copenhagen: Seal the Deal' television series is produced by Global Initiatives in partnership with UNEP, the Climate Consortium, Regency Foundation Network and Back 2 Back Productions.

### Broadcast

October – December 2009 - CNBC Europe and CNBC Asia Pacific

### Opportunities for partnership

Partners in the television series will receive;

- One six-minute story and/or interview filmed in up to two international locations
- Screening at COP15 in Copenhagen
- Use of the filmed story for internal & external communication purposes
- Filmed stories will be streamed on the UN 'Seal the Deal' website, UNEP website and Regency website
- Filmed stories will also be posted on YouTube to allow viewers to revisit all the programs
- Hyperlink to the partner's website



### Series format

The Road to Copenhagen: Seal the Deal is a 30-minute magazine-style TV series with each episode comprising stories about companies, countries, cities and NGOs that are implementing climate related initiatives. There will also be a few minutes of introduction and commentary from the series host as well as 'Seal the Deal' statements and commitments from governments, business leaders, celebrities, children and environmentalists.

### Episode One

#### Story One – Copenhagen



Copenhagen has set itself the ambitious target of becoming, by 2025, the world's first CO2 neutral capital city. Within just 16 years, Copenhagen's total contribution to CO2 emissions is to be reduced to zero. This story will feature the climate-friendly initiatives of Copenhagen, host of COP15, from wide-ranging renewable energy projects to green transport systems and eco schools.

#### Story Two – Seal the Deal



During this exclusive interview UN Secretary-General Ban Ki-moon calls the issue of climate change "the defining challenge of our time," and calls for governments, business and all stakeholders to transform the global economy into one that is "cleaner, greener and more sustainable".

#### Story Three – QuakeBake: Climate neutral bakery in New Zealand



A growing number of leading companies around the world are taking steps to reduce their energy consumption and become more sustainable. New Zealand-based QuakeBake reminds us that it's not solely up to big business to solve the problems of climate change and that small companies can also be an example for others to follow.

#### Story Four – Seal the Deal Leaders Dialogue



This panel of leaders share their perspective on what commitments can realistically be made towards a fair, balanced and effective climate agreement at COP15.