



PRINCIPLES ON CLIMATE LEADERSHIP

The Business Council on Climate Change (BC3) believes that the climate crisis offers corporate leaders an unprecedented opportunity to shift practices to realize economic growth, environmental sustainability, and social well-being. Our mission is to capitalize on the Bay Area's entrepreneurial culture to create a thriving economy, while at the same time contributing to public dialogue and positive action on climate change. Therefore, we commit to the following principles:

PRINCIPLE ONE: INTERNAL IMPLEMENTATION

We acknowledge our responsibility to reduce our impact on climate change and adopt practices within our company's operations to reduce our greenhouse gas emissions and contribute to a climate-friendly San Francisco Bay Area economy.

Potential Actions include:

- Conduct an assessment of greenhouse gas emissions from operations.
- Set a company-wide greenhouse gas emission reduction goal.
- Develop and implement a greenhouse gas reduction plan as appropriate to each company.
- Monitor and verify progress towards achieving reduction goal.
- Become a certified Bay Area Green Business.

PRINCIPLE TWO: COMMUNITY LEADERS

We will be active leaders in the San Francisco Bay Area community to help combat climate change.

Potential Actions include:

- Provide transportation alternative incentives for employees (public transit / bicycle commuting / carpooling / car share / low emission vehicles).
- Provide educational materials to employees on how to reduce residential greenhouse gas emissions.
- Work with supply chain partners and, where appropriate, with clients and customers to reduce indirect impacts of products and services.
- Incorporate and showcase "green building" strategies.
- Institutionalize corporate policy to offset company travel emissions through carbon credits.

PRINCIPLE THREE: ADVOCACY AND DIALOGUE

We will advocate and dialogue with policymakers to develop the best business solution through, for example, supporting the Bay Area Council's advocacy platform on climate change.

Potential Actions include:

- Collaborate with local and state governments to identify policies and incentives for businesses to reduce their greenhouse gas emissions.
- Make public statements—individually and collectively—on the importance of preparing for and minimizing climate change.
- Actively engage sources of capital to invest in clean tech and climate-friendly businesses.
- Sponsor events that raise awareness about climate change in the corporate and/or residential sectors.
- Support appropriate legislation to address climate change.

PRINCIPLE FOUR: COLLECTIVE ACTION

Through the Business Council on Climate Change, we will collaborate and share best practices with other participating San Francisco Bay Area companies to help solve the problem of climate change.

Potential Actions include:

- Partner with BC3 members to leverage our impact with public agencies, customers, residents and community organizations.
- Provide input on regulatory proceedings at the state and local level (e.g.: California Public Utilities Commission and regional air district).
- Support international initiatives such as the UN Global Compact.

PRINCIPLE FIVE: TRANSPARENCY AND DISCLOSURE

We will each report regularly on our activities and progress towards reducing our climate footprint.

Potential Actions include:

- Disclose actions and results in annual reports.
- Participate in the BC3 Learning Forum.
- Share best practices and lessons learned with other members of BC3 and the public.