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Technology Transfer Networks and Matchmaking Systems:
Practical Experience and Lessons from Working with Various Stakeholders

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Introduction

- Thank you for this opportunity to share my thoughts with you on this important topic.
- We know that technology is critical to the success of Article 2 of the UNFCCC. We also know that, *somehow*, technology information has an important role to play.
- I am wearing two sorts of hat today. One hat is as someone from the private sector, Entico Corporation, who works extensively with various stakeholders involved in climate change. The other is as someone from a newly established not for profit activity – Responding to Climate Change.
- I'm described on the agenda as an "expert". My expertise is very practical. My colleagues and I spend a great deal of time talking to many sorts of people. We find ourselves right in the middle of some important flows of information on environmentally sound technologies. We explain the possibilities and opportunities for sharing information, knowledge and expertise in the fields of climate change and sustainable development. We are successful when we match the needs of technology providers with those of technology users or potential technology users.
- As I only have 10 minutes to speak I am going to keep my remarks quite short and focussed. Hopefully you should have in front of you a copy of some more extensive notes I made for this presentation.

Structure of Remarks

- I've decided to structure my remarks around a number of basic questions concerning different stakeholders and their relationship with the flow of technology information.
- I'll try to share with you our experience of working within the networks of business and investors and systems that have interests in technology transfer under the UNFCCC.
- I hope these remarks help our discussions and in particular the workshop outcomes relating to: (1) approaches for sharing and delivering technology information; (2) some thoughts and ideas relating to TT:CLEAR.
- The specific questions I will pose and attempt to answer are:
    - When it comes to technology information under the UNFCCC, who are the stakeholders?
    - Whose job is climate technology information?
    - What motivates companies to become involved in the climate process?

- How can the private sector support technology transfer and matchmaking systems?
- What are the lessons for TT:CLEAR and other similar initiatives?
- How can business, in partnership with other stakeholders, help developed and developing countries meet their technology needs under the UNFCCC?

1. When it comes to technology information under the convention, who are the stakeholders?

Technology information under the UNFCCC flows among a diverse and broad range of stakeholders. As we have heard, they of course include, governments, environmental and social justice NGOs, BiNGOs, civil society, and intergovernmental organizations. In other words, most categories of stakeholder you can imagine.

As awareness of climate change spreads, the stakeholder group is widening and deepening. For example, I am now talking to the Armed Forces in relation to Responding to Climate Change for WSSD/COP8. What role do you think the military can play in the development and transfer of environmentally sound technologies, practices and know-how?

The private sector stakeholder group is extremely diverse. It is not just car and oil companies. Many other companies across the vast array of mitigation, adaptation and service sector market segments have their eye of the climate process. The list goes much further than extractive industry and renewable energy industries (see for example Annex for a list of companies I have recently dealt with).

Examples include:

- The Global Livestock Group (methane emissions generated by livestock).
- Software companies such as Ricoh and Hewlett Packard (both very customer orientated).
- Finance, insurance, services, consultancies, tourism & business machine companies.
- Also government initiatives, research, chemicals, plastics, engineering, pharmaceuticals and manufacturing.
- It also includes regional governmental initiatives encourage all different sizes of companies to reduce emissions.
- Very importantly, companies that don't even follow the COP meetings are well aware of how to use environmentally sound technologies and know-how (eg. Callimedia – the firm that printed Responding to Climate Change 2001).

The number of companies and organizations that need to become aware and active in climate change is much larger than any COP climate tent we could ever imagine.

2. Whose job is climate technology information?

We talk to many people in many different sorts of companies and organizations. Who do we talk to? Who are the people that have the responsibility and authority to say yes to ideas or project requests concerning technology information under the UNFCCC? Which departments have the awareness, functional responsibility, money or resources to engage

with projects such as Responding to Climate Change, TTCLEAR and other similar initiatives?

The range of job titles is diverse and includes:

- Directors of Government Affairs
- Climate Change Specialists
- Directors of Communications
- Heads of Environment
- Heads of greenhouse gas programs
- Business Liaison Managers
- Directors of Environmental Communications
- Technical Directors
- Marketing Directors
- New business development managers
- Media managers
- Directors of Sustainable Development
- Sales Directors.

In many cases we find that it is not always clear or obvious whose job climate technology information is. Sometimes our approach makes companies ask themselves "whose job is climate technology information?"

We have some insight into how companies work. We normally have to speak to more than one department to achieve consensus. Sometimes the issues are presented at board level before the "green light" can be given.

In many cases, what we have found is that by simply posing the question – "do you want to get involved in this aspect of technology information under the convention?", an organization may begin a dialogue with itself. It can trigger a sort capacity self-building exercise – and prompt an organization to review its policy towards climate change.

Examples I can think of include:

- An international environmental consultancy who, before us, had no real presence within the climate change debate.
- A carbon trading company looking to develop its customer base.
- A waste software company – again looking to widen its customer base.
- A computer hardware manufacturer.

Our experience of *Responding to Climate Change*, is that many companies and organizations, when given the chance, seize upon it to develop their climate change policy and explore a very valuable audience.

3. What motivates companies to become involved in the climate process?

What motivates stakeholders? Can motivation be created, stimulated or enhanced? What are the opportunities and barriers to getting stakeholders onboard?

Business very much sees the world as:

- A bottom line – increasingly the so-called triple bottom line (economic, social and environmental considerations),
- An opportunity to communicate their corporate, social and environmental activities and ideas, and
- A competitive environment - sometimes their motivation is the fear being left behind.

It is interesting to consider how and why the private sector behaves as a group in the form of business associations inside the climate process.

We have observed that:

- Requests for climate change advertisements or general questions often get directed back to the industry association – Many companies are very clearly aware that someone else is taking care of things on behalf of them….
- Companies also sometimes draw comfort from the behaving as a group – presumably the benefits of cooperation outweighing the desire to compete with each other
- There are examples of group advertising and marketing initiatives such as World LP Gas, IATA, International Gas Union, APME, IPIECA, IETA, EMA etc.

It is difficult to overstate the importance of BiNGOs. How do they see technology information under the convention? Do we need to understand their organization and motivations more clearly?

Examples of BiNGOs that you will be familiar with include:

- International Chamber of Commerce
- Pew Centre
- IETA and the Emissions Marketing Association
- WBCSD
- Various industry associations.

However, not every organisation says "yes"

For those companies and other stakeholders who are not interested in engaging, the most frequent objection is that an idea doesn't meet their customer base directly enough. Some companies don't yet see UN processes as being part of their own particular matchmaking system. They believe they can do it in their own way. They prefer instead to use their own informal channels for matchmaking systems and habits – the marketplace. A good deal of technology information circulates naturally in the market place – without the help of intergovernmental processes

4. How can the private sector support technology transfer and matchmaking systems?

How do companies view the climate negotiations, the Subsidiary Body Meetings and the COPs, the information outreach activities and opportunities?

The private sector can help in three main ways:
1. Companies are a source of finance – companies sometimes have large budgets to spend on corporate social and environmental responsibility programs each year

2. Companies have unique knowledge and expertise – companies know how to get things done working with various stakeholders – numerous case studies in Responding to Climate Change illustrate this
3. Companies are good at innovating and developing products according to specific needs. They can fulfill needs or even create new markets to match new needs.

There are some examples of business-to-business partnerships

- Euronext / PriceWaterhouseCoopers
- CO2e.com – partnership (PWC – with Cantor Fitzgerald / Espeed)
- Tyndall Centre involved with a range of partners
- CDM Marketplace.com: Arthur Andersen, Credit Lyonnais, DNV, SGS and Jardine Lloyd Thompson
- Carbon Bank - JLT (Jardine Lloyd Thomson) IT Power and Baker & Mackenzie.

5. What are the lessons for TT:CLEAR and other similar initiatives?

The key point for initiatives like TT: CLEAR is that no matter how rational and logically sound they are, stakeholders need to have the ideas carefully explained to them. What is in it for them? They need to be persuaded to try it. They need to be spoken to. Someone has to take time out if they are to take such opportunities seriously. We are not dealing with a system – or a market (for technology information) – which seems to be capable of "taking off" by itself. It seems to need careful resource intensive nurturing.

Interestingly, through our work for Responding to Climate Change 2002 (for WSSD/COP8), we have been actively explaining and promoting the TT: CLEAR concept as we understand it. We are also occasionally asked questions about other technology information products such as GREENTIE/Caddett, (which has changed dramatically over the last year – it is a lot more usable & up to date), the UNEP maESTro database etc.

What value do companies attach to technology information activities under the convention?

- Business values highly up to date information.
- Matchmaking systems between potential customers and suppliers are warmly welcomed.
- TT: CLEAR is seen as very useful as a one stop shop on world wide projects & potential users of their equipment– particularly since it will be a gateway to other clearing houses as well. It is a great source of information. Companies particularly note that TT: CLEAR has a well-defined audience at the COP meetings – business likes definite audiences.
- Companies are used to paying good money for business information. One of the barriers we have noted is that, ironically, companies may pay more attention to such technology information initiatives if they have to pay something to take part. If they have to pay for something, companies will put more resources into it.
- Once explained to them, for many companies there is a definite sort of "oh I see" moment. There is a wealth of interest worldwide from companies who don't even attend the meetings

- One particular barrier is that the language of climate change makes the overall process, as well as specific databases, fairly exclusive to those already in the know.

The climate process can seem impenetrable to organisations who have not had the benefit of representatives attending several climate meetings. Since climate change involves almost everyone, we are soon going to need a very large tent outside the COPs. Alternatively we need to find other mechanisms for spreading the word. Marketing and awareness of branding could play a significant role in extending the user base for these sorts of technology information initiatives.

6. How can business, in partnership with other stakeholders, help developed and developing countries meet their technology needs under the UNFCCC?

We are all well aware that technology transfer under the convention is about several things including:

- Finance
- Capacity building – training and education, institutional strengthening
- The creation and maintenance of conducive enabling environments.

From the first COP, improving access to and flow of technology information under the convention has been seen as a kind of silver bullet – a vital missing ingredient to achieving technology transfer.

But I want to leave you with the thought that perhaps information, on its own, is not enough. Could successful technology transfer also be about marketing, branding and selling a product? I know these are not normally the sorts of words associated with the climate change process, but this is language of the world that I know and the expertise that I have.

Businesses are good at knowing their customers. If they are not, they do not survive or are not successful. Businesses are customer oriented – they know their markets, suppliers, customers and competitors.

If we could find innovative ways of getting the private sector on board in technology information and outreach activities, this would make a significant contribution in our response to climate change.

Thank you

ANNEX

Stakeholders involved in the Responding to Climate Change Technology Guide (rtcc.org) and the UNFCCC Calendar (unfccc.int/calendar)

Alcan
Amerada Hess
American Airlines
AON Global Risk Strategy
APME
Asian Development Bank
Atomic Energy of Canada
Batelle Memorial Institute
BMW
Borealis
Bowman Power Systems
BP
BSI
Calor Gas
Canon
Cantor Fitzgerald
Cargill Dow
Carl Bro
CO2E.com
CCFE CER GEB (European Railways)
Cemex
Cinergy
Clean Energy Fund
Danish Environment Ministry
DEFRA (UK)
Deloitte & Touche
Domini Social Investments
Electronic Fuel Control
Energy Conversion Devices / Texaco
ENI
Erga
Ericsson
EuroNext / PriceWaterhouseCoopers
European Climate Forum
European Inv Bank
Ford Motor Company
Fortum Oy
General Electric Power Systems
Hewlett Packard
Hilton International
Hydro Tasmania
Iberdrola
ICLEI
Imperial College
INFRAS
Innovest
International Gas Union
KPMG
Landsvirkjun
Louisiana Pacific
Marconi
Mercedes Smart Car
Michelin
National WindPower
Natsource
Natural Resources Defence Council
Nuclear Energy Institute
Ocean Power Delivery
Ontario Power Corporation
Oxford University
Paris Bourse / PriceWaterhouseCoopers
Point Carbon
Ramboll
Ricoh
RWE
RWE Energie
S.G.S. Holdings
Shell
Statoil
Sun Microsystems
Suncor
Swedish EPA
Swiss Re
TEPCO
Thai Airways
Thyssen Bausysteme
Toyota
Transcanada Pipelines
Tyndall Centre – University of East Anglia
United Technologies
University College London
URS Dames & Moore
Wisconsin Energy
World Bank
World LPGas