100% renewable energy future

Lasse Bruun, Head of Global Campaigns, CAN International
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In 2015, the city with 600,000 habitants committed to run on 100% RE being currently at 38%.

Geopolitical base
Civil Society Engagement in Developing Long-Term Strategies

**Public Ownership of Product and Goal**

Implementation of LTS needs societal behaviour change, success is more likely when there is buy-in and willingness to act from key actors.

**Political Support for Effective Implementation**

Policies created with civil society engagement are likely to be more sustainable in the longer-term, beyond individual government legislation periods.

**Robust Monitoring, Evaluation and Accountability**

Civil society can hold leaders accountable to the long-term goals through targeted review and monitoring.
Tipping point

Companies

Telefonica, Unilever, SGS, ABlInBev, Relx Group, Coca-Cola, Fia Formula E, Calrsberg, Adobe, Starbucks, Elopak, Tata Motors, Steelcase, Colruyt Group, ING, Nordea, CaixaBank, L'Occitane, Ebay, Vaisala, Axa, Biogen, Tetra Pak, P&G, Dentsy Aegis, Facebook, Marks and Spencer, Wells Fargo, Credit Agricole, UBS, AkzoNobel, Goldman Sachs, Johnson Johnson.
Consumers are evaluating / prioritizing companies committed to reducing and/or eliminating dependence on fossil fuels: **Constituent demand**

Government regulations will likely soon have an even bigger impact on companies and their energy usages: **Political power**

Companies are seeing the advantage of investing in renewable energy initiatives, and the possibility of financial savings: **Financial backing**

“Early adopters are building a critical advantage by being ahead of this market...”.

*(The Energy Collective)*
Normalisation narrative – bridge building

Make it real to people

Know our audience

Not hippie or hipster – just common sense

Prerequisite to stay below 1.5 → no 100%RE no 1.5C
100%RE Taskforce – building trust!

Co-hosts:

Intergovernmental partners:

Civil society partners: