



## Worldwide Climate Effort Launched with Help from the Northeast

**LONDON, England (May 1, 2004)**—PORTSMOUTH, NH – The Climate Group, an international alliance of the leading greenhouse gas reducers internationally, was launched this week in London, England, to mobilize businesses and governments to bring about a low-carbon economy.

Britain's Prime Minister Tony Blair opened the meeting, which also included some of the world's largest corporations, including DuPont, Shell, Interface, BP and Britain's chief scientists, Sir David King.

The Timberland Company, an outdoor-clothing manufacturer and retailer headquartered in Stratham, NH, was the sole U.S. corporation represented on a panel of presenters at the event. Speaking for Timberland was CEO Jeff Swartz, whose company and presence were suggested by regional climate-action group Clean Air - Cool Planet (CA-CP).

"We had been talking with Steve Howard, who is directing The Climate Group, about the US role," explained Adam Markham, CA-CP executive director. "He was aware that we work with businesses to help them reduce greenhouse gas emissions, and asked if we could recommend a corporation to join this very high-level panel."

The choice to nominate Timberland was both difficult, and simple, according to Markham.

"Our partners, whether in the corporate, municipal, or higher education sectors, are making outstanding strides in using energy efficiency, renewable energy, new technologies and process refinements, while working to educate employees, suppliers and customers about the range of solutions to reduce their emissions of CO<sub>2</sub> and other gases that cause global warming," Markham said, "and there are several corporations I could have suggested.

"But Timberland seemed the right choice in this case because of their mission to be a model for corporate social responsibility and their willingness to talk about it." Markham noted that Timberland is also a U.S.-owned and operated company with a global customer base and stores and manufacturing facilities in other countries.

"They have faced most of the tough challenges a global corporation faces and they are proactive when it comes to the environment," Markham said. "They are constantly working on new ways to reduce emissions, and announced this year that they've achieved overall reductions of about 8 percent from their total carbon footprint.

**Contact:** Clean Air-Cool Planet  
Bill Burtis, Communications Manager, (603) 422-6464 ext. 105  
[bburtis@cleanair-coolplanet.org](mailto:bburtis@cleanair-coolplanet.org)