

## Climate Activism

<http://responsibility.timberland.com/climate/climate-activism/>

We're convinced greenhouse gas emissions must be capped in order to stabilize our planet's climate—and businesses, governments and individuals are not working rapidly enough to regulate emission reductions.

Publicly advocating for aggressive climate policy that will achieve worldwide reductions in carbon emissions is a critical way to leverage our business influence. After all, government listens to business, and consumers listen to consumer-facing brands. By taking a policy stance, Timberland and other brands are in a unique position to influence both groups.

We are taking action in the policy arena through these key initiatives:

***Businesses for Innovative Climate and Energy Policy (BICEP)***: Timberland is a Founding Member of [BICEP](#), a coalition of consumer-facing brands that advocate for a domestic climate policy that will create a low-carbon economy, new green jobs, and economic growth. BICEP has helped facilitate meetings with Congress for Timberland to make the business case for climate change to be regulated.

***Conservation New Hampshire Business (CNHB)***: Along with other New Hampshire businesses, we recently helped launch a Business Roundtable that brings the business case for environmental and energy issues to the attention of our state legislators. The goal is to preserve and grow state policies that reduce our climate impact and encourage conservation of our state's natural resources.

### Engaging Consumers

We have a unique opportunity to empower the people who buy our products to adopt carbon conscious behaviors. Below are a few of our efforts to do so.

#### ***Don't Tell Us It Can't be Done***

At the 2009 UN Conference on Climate Change in Copenhagen, we mobilized the voice of over 5,000 consumers who signed a petition to ask government leaders to come to an agreement on fair and binding climate legislation. While government leaders fell short of this goal, our CEO Jeff Swartz participated in the summit to share Timberland's business case as a way to demonstrate corporate feasibility in reducing greenhouse gas emissions.

#### ***Climate Counts***

As a member of [Climate Counts Industry Innovators Program](#), we have voluntarily been assessed to show how our efforts to address global warming compare with other brands. The organization's intent is to inform consumer purchasing decisions, which in turn creates a stronger, more competitive market for companies who are addressing climate impact throughout their supply chain.

### ***Tree Planting***

Timberland is committed to planting trees because trees can help alleviate hunger, create jobs, protect wildlife and preserve the environment. This is a great way for Timberland to improve physical spaces and engage employees and customers in the process. Learn more about