

PRESS RELEASE (embargoed until 11/12/2019, 18:30)

## **Addressing the climate crisis through a new policy platform - The Climate Policy Exchange (CPX)**

**A new initiative is addressing the climate crisis through a policy platform that bridges the gap between international corporate climate leaders and national advocacy actors. If the world's top 300 companies join forces with the best national and local advocacy actors, ambitious and impactful climate policy initiatives will emerge.**

**Madrid/, (11/12/2019, 18:30, Press Conference Room Mocah):** The Cleantech21 foundation proudly announces the launch of the Climate Policy Exchange (CPX) pilot – enabled by Engagement Migros (a development fund of the Migros Group, Switzerland's largest retailer) and with Ingka Group (strategic partner in the IKEA franchise system, operating IKEA Retail in 30 countries) as the first corporate participant.

In the wake of the climate crisis, the Paris Agreement must now be rapidly implemented, not just in terms of targets but also with specific policy measures as part of Nationally Determined Contributions (NDCs). To achieve the necessary impact, stakeholders from business and civil society should coordinate their efforts both globally and locally, jointly advocating the rapid enacting of the right national policy frameworks – globally.

The Climate Policy Exchange ([CPX](#)) bridges the gap between international corporate sustainability leaders on the one hand, and national advocacy actors such as NGOs, associations, political parties, and self-organised civil initiatives on the other hand.

International companies often lack the resources to get involved at the local level because their advocacy activities are organised in a top-down structure. Sometimes their local trade and industry association memberships result in positions that are not fully in line with the company's own global climate targets and policy strategy. National actors, with their existing organisations and local activities, are best positioned to effect climate-friendly policy change as part of the bottom-up NDC implementation. They are self-financed and know where and when to advocate for climate policy innovation. But they often lack the clout and networks to engage global firms. *"CPX bridges the gap between these national bottom-up driven players and international top-down driven companies."* says Robin Born, Project Manager at Engagement Migros.

*"As part of the local advocacy process, already a handful of supporting global corporations can have a significant positive effect. We have learned this ourselves with our efforts as a Swiss local actor,"* says Nick Beglinger, CEO of Cleantech21 and who served as founding president of Switzerland's leading green business association – [swisscleantech](#)).

CPX offers a cloud-based software solution that addresses these challenges. National actors can register their specific advocacy initiative free of charge on the CPX website. They provide the details of their policy position, advocacy strategy and existing backing, as well as an in-depth analysis of local support and opposition.

CPX carefully selects the best submissions and forwards these to participating corporations for their opt-in decision on support. Corporations participating in CPX pay a user-based licensing fee which covers the operating costs of the platform. Thanks to an on-boarding process, CPX knows a corporation's internal sustainability targets, existing association memberships, support of global initiatives, and decision-making structures.

*“Ingka Group is committed to the Paris Agreement and the work to meet the 1.5°C target. To change the direction of the climate crisis we need to all act together. That is why we also advocate for climate-friendly policy frameworks. For this, CPX is unique, and we’re proud to be part of it from the start,”* says Karol Gobczyński, Head of Climate & Energy at Ingka Group.

CPX is beginning its pilot with local policy initiatives in Switzerland. From there, operations will be expanded to eventually reach global scale. CPX is supported by the WBCSD and WMB and is currently looking to engage with selected additional corporate participants for the pilot. In addition, CPX aims to partner with ongoing global corporate climate initiatives in the area of membership administration and marketing, as well as research activities.

---

### **About the Cleantech21 Foundation**

Cleantech21 Foundation ([C21](#)) is a Swiss not-for-profit foundation whose core mission is to contribute to addressing the climate crisis. C21’s approach is to develop project initiatives offering significant leverage through regulatory and/or technical innovation. C21 has an 11-year advocacy track record. The foundation has initiated Switzerland’s leading green business association and operated it for seven years. The association was spun out in 2016. Since then, C21 focuses its work on selected international initiatives, including CPX.

Contact: Nick Beglinger, CEO, C21 (+41 79 421 5077, [nick.beglinger@cleantech21.org](mailto:nick.beglinger@cleantech21.org))

### **About Engagement Migros**

The [Engagement Migros](#) development fund supports pioneering projects, tackling the challenges of social change. They break new ground and test future-oriented solutions. To ensure the effectivity of this support, Engagement Migros supplements funding with coaching services provided by its Pioneerlab. Engagement Migros is made possible by the companies of the Migros Group through an annual grant of approximately CHF 10 million. It has been supplementing the Migros Culture Percentage since 2012. For further information: [www.engagement-migros.ch](http://www.engagement-migros.ch)

Contact: Robin Born, Project Manager Engagement Migros (+41 58 570 0861, [robin.born@mgb.ch](mailto:robin.born@mgb.ch))

### **About Ingka Group**

Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 12 different groups of companies that own and operate [IKEA](#) retail under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. Ingka Group is a strategic partner in the IKEA franchise system, operating 374 IKEA stores in 30 countries. These IKEA stores had 839 million visits during FY19 and 2.6 billion visits to IKEA.com. Ingka Group operates business under the IKEA vision - to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford it.

Contact: Lorenz Isler, Public Affairs Leader Ingka Group (+46 76 851 2944, [lorenz.isler@ikea.com](mailto:lorenz.isler@ikea.com))