



## American Businesses Agree – the Clean Power Plan Makes Good Business Sense

American businesses are strong supporters of our nation’s on-going transition to low-cost clean energy. [Plummeting costs](#) for renewable energy are just one reason why using clean energy isn’t just the right choice for our planet — it’s the right choice for the bottom line.

So it’s no surprise that businesses favor common sense policies to protect against climate change and support low-emitting clean energy — policies like the [Clean Power Plan](#), America’s first-ever nationwide limit on carbon pollution from power plants.

The Clean Power Plan harnesses our nation’s on-going transition to low-cost clean energy, providing for extensive flexibility so that emission reductions can be achieved at the lowest cost possible. Businesses are also major supporters of other complementary efforts to tackle climate change, like the Paris Agreement to address global emissions of climate pollution.

Large coalitions of businesses have spoken out in support of the Clean Power Plan and related measures to address climate change:

- On November 16, 2016, more than 360 businesses and investors called on U.S. leaders to reaffirm their commitment to the Paris Agreement and to “low-carbon policies to allow the US to meet or exceed our promised national commitment” — like the Clean Power Plan. In their words, “Failure to build a low-carbon economy puts American prosperity at risk.” Signatories include **DuPont, Gap, General Mills, Hewlett Packard, Hilton, Kellogg, Levi Strauss, L’Oreal USA, Nike, Mars, and Unilever**. See the [full list of businesses that signed the statement here](#).
- This support has been long-standing. In July 2015, just days before finalization of the Clean Power Plan, [365 businesses and investors](#) sent letters to their state officials, urging swift action to reduce emissions and comply with the forthcoming plan. “Our support is firmly grounded in economic reality,” wrote the businesses. “Clean energy solutions are cost effective and innovative ways to drive investment and reduce greenhouse gas emissions.”
- Major businesses filed in court to support the Clean Power Plan — including leading innovators like [Google, Apple, Amazon, Mars, Microsoft, IKEA](#), and [Adobe](#). The filings from leading companies underscored for the court that the Clean Power Plan “will be good for business” and “will help address climate change by reinforcing current trends that are making renewable energy supplies more robust, more reliable, and more affordable.”

In addition to making public calls for climate action, American businesses are leading by example, setting ambitious goals to reduce emissions and rapidly transition to clean sources of energy — far beyond what the Clean Power Plan requires.

- 84 companies (and counting) have committed to using 100 percent renewable energy. The list includes such notable firms as [Apple, IKEA, Bank of America, Google, Johnson & Johnson](#), and [Starbucks](#). See the [full list of “RE100 Companies” here](#).

- More than 200 companies have committed to greenhouse gas emission reduction targets consistent with science-based goals to keep temperatures below the two-degree threshold, including **Coca Cola, Dell, General Mills, Kellogg, NRG Energy, and Procter & Gamble**. The targets cover both direct emissions and supply chain emissions. Together these companies represent an estimated \$4.8 trillion in market value and are responsible for 627 million metric tons of carbon dioxide equivalent per year, roughly equal to the emissions of South Korea. Read a recent press release from the [Science Based Targets Initiative here](#).

Major retailers and consumer product companies including **Walmart, Kellogg and PepsiCo** have committed to reducing not only their own emissions, but also tackling and reducing emissions from their supply chain.

- In November 2016, **Walmart** announced new sustainability goals – which include ambitious commitments to reduce absolute greenhouse gas emissions from its operations by 18 percent, and to obtain 50 percent of its energy from renewable sources by 2025. In addition, Walmart pledged to cut a gigaton of greenhouse gas emissions from its global supply chain by 2030 — equivalent to taking 211 million passenger cars off the road for a year. Read [Walmart's press release here](#).
- **PepsiCo, Kellogg, and General Mills** have set ambitious, comprehensive greenhouse gas emission reduction goals for their entire supply chain. [General Mills](#) has committed to reducing emissions across its value chain by 28 percent by 2025. [Pepsi](#) has committed to reducing greenhouse gas emissions across its value chain by 20 percent by 2030. [Kellogg](#) has committed to reduce its direct emissions 65 percent by 2050 and reduce supply chain emissions 50 percent by 2050.
- In mid-November, **Microsoft** announced its largest wind energy purchase to date — two agreements totaling 237 megawatts — bringing the company's total wind investments in the U.S. to more than 500 megawatts. Read [Microsoft's press release here](#) and a blog post by their president [here](#). Earlier in September, Microsoft [committed](#) to purchase 50 percent renewable energy by 2018.

As these corporations make clear, the business case for the Clean Power Plan is strong. These corporations are not alone – they join [power companies](#) and [states](#) across the country that are saving money and reducing carbon pollution by investing in low-cost clean generation and efficiency.