

CLIMATE DEAL DAY

Wednesday, 26 January 2011

FACILITATOR INVITATION

December 28, 2010

Hello!

We are writing to invite you to participate in a unique new platform to promote investment and innovation in support of solutions to climate change. Following the Cancun/ COP-16 success, Hub Culture and its founder Stan Stalaker teamed up with Aimée Christensen to create a fresh new way to continue the momentum of action and to showcase leadership: *Climate Deal Day*, January 26, 2011 held in Davos, Switzerland on the first day of the World Economic Forum, in London at the Hub Culture London Pavilion, virtually, and at other locations around the world. This is not a one-shot effort, as we plan to host CDDs toward the end of each quarter going forward, and will continue to aggregate impact.

Climate Deal Day's goal is to take the progress in Cancun to the next level and accelerate the creation of the low-carbon, global clean economy that can be the engine of our economic recovery and support shared prosperity for all. Climate Deal Day will promote "deals" that cut greenhouse gas emissions and improve our quality of life. The Day provides an opportunity for businesses to launch new efforts, as well as for the public to take action to reduce their environmental impact. It will showcase the depth and breadth of business' commitment to action against climate change and show how individual actions can add up to make a real difference. Our goal is for Climate Deal Day to lead to cuts of *one gigaton of carbon*.

It is in the effort to engage the public that we would especially welcome you to consider engaging customers and portfolio companies in actions to address climate change. The biggest barriers that individuals have for action, are 1) not knowing what to do, what matters; 2) not believing that their action will add up to matter; and 3) thinking that it's all too expensive and inconvenient. To address these, we are working with corporate partners to show customers what they can do and offering suggestions via our website; we have the ability to aggregate individual actions and with the right visibility, the numbers can truly add up; and through CDD's approach including our suggestions and partnerships and the announcements by corporations, we are showing that this is an accessible opportunity to save and/or make money - not lose it. We are reaching out to strategic corporate partners such as Facebook and Wal-Mart to enable the kind of scaled outreach that this issue requires. We are asking Wal-Mart to offer 'Climate Deals' on emission-reducing products, and we would like to ask whether you can find ways to encourage deal making in your sector, or announce your own initiatives around carbon reduction on this day.

Addressing our environmental challenges is a great deal—saving money and driving innovation while benefiting customers and communities, yet many don't see this yet. Examples of "Climate Deals" include the following initiatives announced at World Climate Summit events in Cancun:

- The Coca-Cola Company's CEO Muhtar Kent revealed that the Consumer Goods Forum would reach net zero deforestation by 2020, and begin to phase out HFCs from refrigeration by 2015.
- OPIC announced that it will provide at least \$300 million in financing for new private equity investment funds for renewable energy projects in emerging markets.
- The Carbon War Room revealed an index on shipping to help companies choose more efficient ships.

Climate Deal Day offers businesses and individuals another opportunity to make such announcements, with the power of collaboration to show what is possible when we all lead.

Hub Culture is creating a platform program to enable companies to gather and work on deal making – a new kind of high-level co-working that will result in positive outcomes for corporate participants. A one-day working session on Climate Deal Day will gather invited representatives from leading companies to participate in deal-making discussions. The day will run from 9:00am to 4:00pm, with three one-hour working sessions from 9:00am to 12:00pm and again from 1:00pm to 4:00pm, with a press conference at 4:30pm for announcing deals that have come from the day, and have been submitted from around the world.

Each one-hour Deal Session will be led by up to two **Facilitators** chosen by a supporting organization. Two Facilitators of your choice can engage in one of six topics for deal-making: energy, waste, buildings, oceans, forests, and mobility, or in a topic of your choosing. In addition, six philanthropic but business-oriented Seed Funds have been created that will help deploy resources related to each topic, and supporting organizations will have access to opportunities arising from the Fund. **<http://hub.vg/climatedeals>**

To support a session, an investment of €10,000.00 will be deposited into a fund, with 50% going toward the operational budget of CDD and 50% being deployed toward topical funds that will help to jump-start deals in the chosen topic set. The following additional benefits accrue to Climate Deal Day partners:

1. A short video interview for social media outlining the Facilitator company's role in CDD.
2. Invitations for 10 guests to the CDD Wrap party, to be held that evening.
3. Access to deal-making and results flowing out of their CDD Deal Session.
4. Database outreach to the key Participants.
5. Onsite branding announcing the Facilitators, plus press outreach and exposure.
6. Group invitations to participate in innovation around the Seed Funds.
7. Inclusion in wrap-up report and press coordination.

Corporate partners can also opt to host a party for up to 200 guests which will cap off Climate Deal Day for an additional €15,000.00 each (London or Davos). More on the CDD space in Davos follows.

We are hopeful that you will join us in the business of building a better world. I look forward to a follow-up phone call with you to discuss how the Climate Deal Day opportunity furthers your corporate goals.

Best,



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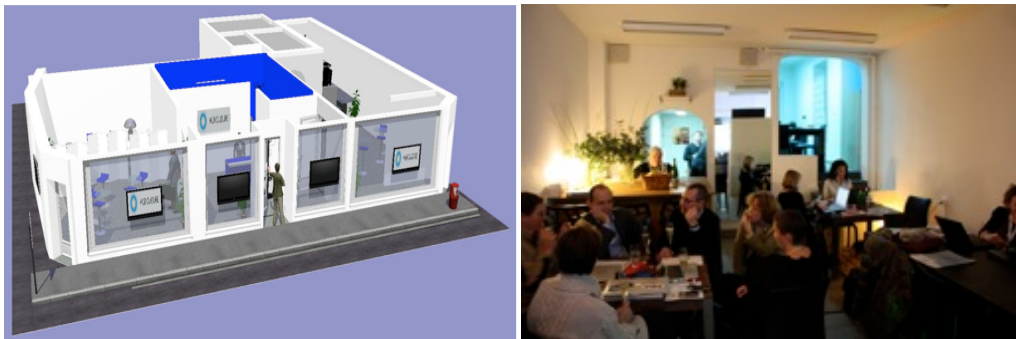
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Hub Culture Davos Pavilion

During the World Economic Forum 2011, Hub Culture will enter its 5th year of activities in Davos, offering connections and services to Hub Culture members and brand partners.

For those in Davos, the Davos Hub Pavilion is perfectly located for attendees, featuring work and event space, a social media center, meeting rooms, and cocktails and dining offerings.



This year, a 1200sqf space will be transformed for the week into a pop-up Hub Culture Pavilion, offering similar Valet and concierge services found at key moments in London, Cannes, Copenhagen, Ibiza, Los Angeles, New York and other locations around the world.

Open from 8am – 10pm daily, the Hub features light catering, with hot chocolate, mulled wine, and snacks all on offer for executives and those with VIP access, plus media briefings, content and a social media production center for high level interviews.

The front windows of the Pavilions will feature plasma TVs that deliver content, ranging from Dow Jones news to twitter feeds about Davos to contemporary art to passersby on the streets. Evening cocktail parties and privately catered events will also be available at this Pavilion.

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