

Policy for a low-carbon, competitive economy

WHO WE ARE

Business for Innovative Climate & Energy Policy (BICEP) is a coalition of leading brands advocating for systemic change to ensure that the U.S. remains competitive in the global transition to clean energy, and that member businesses and communities are sustainable and thrive over the long-term.

BICEP PRINCIPLES

- Promote energy efficiency and renewable energy
- Increase investment in a clean energy economy
- Support climate change adaptation and forest preservation

OUR GOAL

The goal of BICEP is the passage of bold and meaningful energy and climate legislation. BICEP was founded on the belief that the energy and climate challenges facing the United States present a tremendous opportunity and a serious risk for U.S. businesses. A rapid transition to a low-carbon economy will create new jobs and

stimulate economic growth while stabilizing our planet's fragile climate. We work directly with key allies in the business community and relevant policy-makers to seize this opportunity and help us remain competitive in the global transition to clean energy.

“It is imperative we continue to improve sustainability in our approach to business, as well as in the way we create policy, which is why it is important for us to make our voice heard through BICEP in encouraging policymakers to take action now.”

— Brad Figel, Vice President of Public Affairs, Mars Incorporated

ESSENTIAL POLICY ELEMENTS

BICEP supports U.S. policy elements that:

- Establish aggressive energy efficiency policies.
- Adopt a renewable energy policy.
- Increase investment in clean energy technology.
- Encourage transportation for a clean energy economy.
- Promote an efficient energy market by adjusting fuel subsidies and pricing carbon appropriately.
- Diversify utility energy portfolios.
- Support climate change adaptation domestically and internationally.
- Support developing countries in reducing carbon emissions.

MEMBERSHIP REQUIREMENTS

- Commitment to BICEP Principles
- Public commitment to reducing the impacts of climate change
- Signing the Climate Declaration (www.climatedeclaration.us)
- Annual revenue threshold of \$100 million
- Administrative fee

MEMBER BENEFITS INCLUDE

- Unique opportunity to work with leading, innovative companies on development and passage of energy and climate legislation
- Amplification of individual business initiatives through collaboration and media opportunities—including press events, social media engagement, op-ed and blog assistance, press release coordination
- Opportunity to participate in congressional and other public hearings
- Ability to influence policy through meetings with Administration officials and federal and state policy makers
- Confidential energy and climate policy briefings on the state, federal, and international level
- Access to policy research and subject matter experts
- Timely and reliable information from all sides of the energy and climate debate
- Flexible engagement based on company needs and preferences
- Recognition on the Ceres/BICEP website and in collateral materials

“As a global food company, Kellogg understands the issues of climate change and food security.... Solutions to complex challenges, like climate change, require multi-stakeholder collaboration, and we value continued engagement with stakeholders such as BICEP on this important issue.”

— Diane Holdorf, Chief Sustainability Officer, Kellogg Company



Interested in learning how to join BICEP?

Please contact Katina Tsongas at Tsongas@ceres.org or 617.247.0700 x147

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