



# **Voluntary commitments to support increased ambition?**

**ERSCT - MTES**

January 2020

- French business commitments
- Methodological hurdles to count on them
- The limits of voluntary commitments
- Way forward: how to best use voluntary commitments



- The French business climate pledge (80+ groups)
  - 1st round: successfully met: 68bn€ IVT / 60
  - 2<sup>nd</sup> round: 55 companies commit to 73 bn€ + 10 for 2020-23
- The SBT initiative
  - 55 French companies have filed a commitment
  - 27 « target set », including Imerys, Saint-Gobain, Renault
  - For many of the other 28, defining a reference trajectory has proven challenging (ex banking)

- Geographical perimeter
  - How derive European targets from world targets?
  
- Business perimeter
  - What means the sale/acquisition of a business line?
  - Interferences with policies
  - Timing is not compatible with public action calendar
  
- Absolute or relative emissions
  - Rebound effects
  - Which growth?
  
- **Additionality** always a challenge: what is the result of ETS or other regulation?...

- **What benefit for a business?**

- Reputation – if proofs can be given
- Investors' consideration
- Early mover advantage?
- Learning curve before regulation
- Avoidance of regulation: most pledges come when regulation becomes likely

- **What risks?**

- Costs
- No/low delivery risk
- Poor preparedness / adaptation to new regulation

**Pledges can play a role in acceptability of policies  
but can they initiate transformation?**

- **Changes in ways of life are required**
  - Food and meat
  - House vs apartment in collective renovated building
  - Distance home-work
  - Circular economy
  - Change in leisure towards less energy-intensive activities?
- **A « révolution de l'imaginaire » is required**
  - Energy efficiency not to be turned into increased emissions
  - Current contradictions to be resolved
  - Different view of nature, more physical contact?
  - Current work on responsible advertising not sufficient

**Collective voluntary action is a minimum**

