The Third Prince’s May Day Summit on Climate change: UK, 1st May 2009.

*Invitation to global partners considering holding simultaneous events, and opportunity to learn more about the work of The Prince’s May Day Network, and whether it would be a useful addition to that country/territory’s business action on climate change.*

**Background:**

The Prince’s May Day Network is the UK’s largest movement of businesses committed to taking positive action to tackle climate change. Many businesses in the Network have an international presence; either through direct business operations or via their supply chains, employees or customer bases.

Now with nearly 1400 members, The Prince’s May Day Network, convened by Business in the Community, challenges and supports businesses by encouraging them to sign up to and take action against a series of ‘pledges’ which collectively make up ‘The May Day Journey’. By sharing best practice, these businesses promise to play a powerful role in reducing the UK’s carbon emissions, and in shaping the necessary low carbon future. The Network has a target of 10,000 engaged and active members, and an aggregated reduction in emissions of 10% by 2012. [www.maydaynetwork.com](http://www.maydaynetwork.com)

**The international relevance:**

Climate Change is a global issue. Although the effects and required responses vary across territories, there is no doubt that through collaboration and focus, more can be done. The issue is of particular relevance in the current economic climate and the business benefits of energy efficiency and low carbon innovation. With the Copenhagen meeting of the 15th Conference of parties scheduled for December, the importance of collaborative action has never been greater, and business is leading the way in the UK.

In order to keep the offering to Global Partners as manageable as possible, below is an outline of the style of event we suggest is held in 2009, along with some guidelines as to key themes. A licensing agreement will be available for any partners wishing to use the opportunity to take things a step further and start their own Network.

**Suggested format:**

A small (minimum 20) gathering of leading CEOs and stakeholders, to echo the attendees at the London ‘hub’ event (around 160 business CEOs, most from FTSE 350 companies and the CEOs of relevant partner organizations such as Carbon Trust, The Climate Group, The Confederation of British Industry).

**Budget:**

To minimize the costs of creating the event we suggest asking an engaged member business to provide a venue and cover the cost of any catering.
Technology: If you simply wish to be able to receive video from the main online channel (broadcasting content from the London ‘hub’ event and UK regional events, as well as from Scotland) you will only have to cover the cost of projection and equipment (standard PC with a broadband internet connection), which most large companies should have in-house.

If you wish to transmit back to the online channel you will need to work with our central events team, and typically will need a decent upload speed on your internet and a PC with professional camera linked in. You are likely to require at least 700Kb upload broadband (preferably 2Mb upload) and at least 2Mb download.

Our technical production company has partner contacts in many international territories. The rough cost of a two way link will be approximately £5,000 GB including the correct set up of:
- High end Laptop with Streaming software and Video Interface card
- Professional camera and Camera operator

Best practice case studies:

A central part of our work is around showcasing business best practice, in order to engage and inspire others to take innovative action. We will provide a bank of written and filmed case studies that other territories are welcome to use. If you wish to film some of your own we can advise on production methods and budget.

The UK event: Past speakers and 2009 agenda and timings:

Along with HRH The prince of Wales, past speakers include UK Prime Minister Gordon Brown, Dr Rajendra Pachauri, Senator George Mitchell, Jonathon Porritt (Chair of the May Day Advisory Group) and polar explorer Pen Hadow (who will this year link live from the Arctic ice).

The 2009 event is set to be bigger than ever. With 14 events planned across the UK, and two central London events: the CEO ‘hub’ session and the London Climate Change Marketplace.

The CEO session is due to begin at 12pm, and continue until 2pm. The format will consist of table discussion, update on the progress of the network and keynote speeches from leading climate change experts, senior political figures and HRH himself. A live broadcast from the Arctic ice sheet will be made by Pen Hadow, who is leading the Catlin Arctic Survey; an important piece of international climate change research, the results of which will be fed directly into COP 15.

Assistance with marketing and attendees:

A number of our leading sponsors and members, and partner organizations, have offices in Global Partner network territories. We would be happy to speak to them to encourage marketing through their networks, and attendance from senior representatives if relevant.

Support available:

The central (UK based) events team will be able to provide support in the run up to the event, and guidance around setting up an ongoing Network, if that is decided to be of value post-Summit.

Pledges:

A key part of the first and second Prince’s May Day Summits has been pledging to take action on climate change (see pledges attached). Capturing business commitment helps to track the progress of the movement, and provide suitable support. You will only need to consider this if you plan to create an ongoing Network, and BITC can provide further details on request.
Maximisation opportunities:

The event will give business leaders in your territory the chance to talk about the challenges you are facing, and the action that you have already taken and plan to take in future. We have found that collaborative action is a strong force in tackling climate change, and this is a chance to embark on the same journey in your country.

The offer:

- Guidance on setting up a May Day Summit
- Guidance on media and marketing materials
- Opportunity to submit content for showcase on wider UK Prince’s May Day Network website
- Sample content for the inaugural Summit and network communications (newsletters, case studies, quizzes etc)
- Opportunity to be mentioned in HRH’s speech and possibly link live to the central London ‘hub’ event
- Additional support on an ongoing basis – details to be arranged with individual partners

Contacts:
Katie Webber
Environment Campaign manager
+44(0) 20 7566 6621
Katie.webber@bitc.org.uk

Flavia Kraus
Global Partner Network Manager
+44(0) 7566 6642
Flavia.kraus@bitc.org.uk