[Sender Address]

[Recipient Address]

September 14, 2019

To the [Shareholders/Executives] of [Corporation],

I am reaching out to because I respect [Corporation]’s role in promoting good governance and environmental sustainability. When it comes to supporting solutions to the climate crisis, good corporate citizens play an essential role in communicating to government, citizens, and consumers about the challenges we face and the types of solutions the business community supports.

Climate change is a global collective action problem, and it requires a global collective action solution. To date, however, every effort at the international level to promote climate cooperation has moved forward on a strictly voluntary basis. National goals are developed independent of scientific forecasts, monitoring and reporting is conducted on the honor system, and countries that fail to meet their goals face no incentives or repercussions. In theory, our efforts are vulnerable at every juncture to bad incentives and backsliding. In theory, what the international community is doing should not work. And in practice, we see that for thirty years it hasn’t.

We need to do better. [Corporation] can help amplify this message by calling for a Real Climate Accord in its environmental messaging. Eventually, the framework of a Real Climate Accord will necessarily include:

* **A global carbon budget**, supported by science and linked to a given level of warming, which is
* **Apportioned over time** between nations based on their wealth, existing energy mix, development status, and other political considerations;
* **Measurable** and reported by a designated independent monitoring body; and
* **Enforceable**, with the intent of creating effective incentives to comply, by at least two types of mechanisms:
  + **Sanctions**: for developed states, the imposition of carbon tariffs or other trade penalties for non-compliance
  + **Development and adaptation funding**: for developing states, the withholding of climate adaptation and clean development funding, which must be otherwise supplied at a level that effectively incentivizes their participation

While a real climate accord may include more specific elements, it may also allow great flexibility in how to comply with these baseline elements.

Climate change is the greatest global challenge of our time, and yet the international community is trying to fight it without the baseline tools of governance that it requires. The international business community has a role to play in advocating for a Real Climate Accord to unify international efforts and secure our progress.

I hope that the [shareholders/executives] at [corporation] will agree, and vocally support a Real Climate Accord in your environmental messaging.

Sincerely,

[Sender]

[Contact information]