

Shai helps shape a better place

Shai Agassi, Founder and CEO of Better Place, is one of 30 Copenhagen Climate Councillors who are working together to demonstrate how the risks of climate change can be turned into opportunity - if business and governments work together to develop the necessary policies and partnerships.

For the Copenhagen Climate Council and the forthcoming World Business Summit on Climate Change, it is positive news that Denmark, as the host country of this and COP15, has shown the will and political support for bridging the gap between fossil fuels and alternative propulsion systems. What Better Place is about to do in Denmark, is in many ways the realization of the visions outlined by the Prime Minister and the Danish government.

Erik Rasmussen, CEO of Monday Morning and Founder of the Copenhagen Climate Council, says: "In re-inventing our transportation infrastructure and eliminating emissions at the tailpipe by using primarily renewable energy, Better Place leap-frogs past bridging technologies such as making fossil fuel vehicles more efficient and plug-in hybrids, and provides a visionary and more holistic solution to climate change."

Motivated to ensure that Better Place continues to be a leading light in the fight against climate destabilization, Agassi will take part in the World Business Summit on Climate Change in May 2009, six months prior to the UN climate conference (COP15) in Copenhagen.

The Summit, brings together business leaders and the world's top scientists, economists, civil society, media leaders, government representatives, and other leading thinkers, with the aim of positively influencing the development of a new climate treaty.

In *Risk, Responsibility & Opportunity: The CEO's guide to climate action*, launched by the Copenhagen Climate Council as part of its Thought Leadership Series, yesterday (Monday 26 January), Agassi stresses: "If we come out of Copenhagen only with targets that date beyond 2020, we will have all failed. If the only timeframe reaches beyond the control or lifespan of the current heads of state, the odds for that target being meaningful will be negligible. The effect, if politicians don't set short-term as well as long-term targets, will probably be more along the lines of 'business as usual' and I'll leave the problem to my successor."

And leaving anything other than a success story to his successor is not something Agassi need settle for.

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For further information on Shai Agassi's involvement in the Copenhagen Climate Council and the World Business Summit on Climate Change, or a copy of *Risk, Responsibility & Opportunity: The CEO's guide to climate action*, contact Sarah Pickering on 3164 1045 or visit www.copenhagenclimatecouncil.org