

**UNIVERSITY OF MICHIGAN HOSTS
“THE BUSINESS RESPONSE TO CLIMATE CHANGE”**

***WWF’S MATTHEW BANKS EVALUATES BUSINESS ROLE IN CLIMATE
PROTECTION & OFFERS TIPS FOR GOING GREEN***

FOR IMMEDIATE RELEASE – OCTOBER 27, 2008 – ANN ARBOR, MICH. –

A web cast featuring Matthew C. Banks of the World Wildlife Fund (WWF) speaking on “The Business Response to Climate Change: Solutions and Challenges” takes place November 11 at 4 p.m. The lecture, co-sponsored by University of Michigan’s LSA Energy Futures and the Climate Savers Computing Initiative@ U-M, provides businesses with examples of how businesses are achieving meaningful reductions in carbon emissions by highlighting the unique approach the information technology industry is taking.

Web cast link: <http://umtv-live.rs.itd.umich.edu/mais/mais111108.asx>

By evaluating business’s risks, rewards and challenges, Banks will demonstrate how reducing greenhouse gases is both good for business and the planet.

Banks, senior program officer for business and industry program of the WWF, works with Climate Savers to help build awareness and adoption of progressive corporate climate management strategies. Banks got an early start working on climate protection when he launched the greenhouse gas emissions inventory and local action planning process for the city of Boston, Massachusetts in 2000. Through his work, Banks has forged partnerships with over a dozen companies to curb emissions since joining WWF.

As part of its participation in the Climate Savers Computing Initiative, U-M is promoting environmental stewardship on campus and in the surrounding community. U-M is also developing sustainable green purchasing strategies related to IT and other University operations, as well as creating green academic initiatives including internships, research projects and academic scholarships that will be funded by environmental activities.

The Climate Savers Smart Computing Initiative is a nonprofit alliance of more than 200 eco-conscious consumers, businesses and conservation organizations dedicated to improving the power efficiency and reducing energy consumption of computers. Climate Savers Computing Initiative has identified a national goal to reduce computer energy consumption by 50 percent by 2010, netting \$5.5 billion in global energy savings and an annual reduction of 54 million tons of CO2 emissions per year.

About Climate Savers Computing Initiative at University of Michigan

Founded in 1817, U-M has stood as the national model for the large public university. In keeping with its rich heritage of leadership U-M is committed to raising awareness of the environmental impact of IT and creating sustainable change that reduces its carbon footprint. Through policies and activities related to IT use and purchasing, U-M is committed to developing environmentally conscious practices in its students, faculty and administration. For more information, visit www.climatesavers.umich.edu/ .

About World Wildlife Fund

WWF is the world's largest conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, stop the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.

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