



Strategic Guidance on "Bet the Company" Issues

CUTTING EDGE ADVICE ON GLOBAL CLIMATE CHANGE

Fortune 500 Company

When the CEO of a Fortune 500 multinational energy company decided to commit the company to a proactive position on strategy on global climate change, the company retained Van Ness Feldman to assist in devising and implementing its new approach. The firm helped on many fronts, including:

- Drafting a new position on climate change policy for the company's website;
- Development of a strategy for outreach to key non-governmental organizations and other stakeholders;
- Drafting of internal talking points to explain the new company position to its employees;
- Monitoring and analysis of key policy and industry developments;
- Drafting submissions and testimony on climate change policy for Congress and for a Federal agency;
- Advising on Clean Development Mechanism emissions trading opportunities available through the company's international operations; and
- Research on climate change policy options.