



THE CARBON TRANSITION THINK TANK

OVERVIEW OF THE SHIFT PROJECT

The Shift Project (TSP) is a think tank advocating a shift to a low-carbon economy. It seeks to guide the decision-making processes of companies and public institutions to help shape climate and energy policies on a national and European level. Committed to serving the general interest through scientific objectivity, The Shift Project:

- **produces robust and quantified statements** on the issues surrounding the transition to a post-fossil economy
- **brings forward innovative proposals** in line with the causes it advocates
- **hosts events** designed to encourage discussion between stakeholders
- **engages in lobbying initiatives** targeting institutional and political decision-makers
- **builds partnerships** with the academic world and professional trade unions.

The Shift Project receives financial support from industry leaders and actively seeks to build new partnerships in order to strengthen its reach and network. In just over 6 years, it has achieved a significant impact on national and European policy-making.

Over **40** events since 2011

18 projects launched in 5 years

A network of **45** international experts

15 corporate benefactors since 2010

SMART LOBBYING

 The Shift Project seeks to actively contribute to the elaboration of public policy on energy transition. Our work with national and European officials, parliamentarians and professional federations is at the heart of our pro-climate action.

EU CARBON MARKET - EUROPE

- The Shift Project has issued key proposals on the European Emissions Trading System (EU ETS) and Market Stability Reserve (MSR) to reform the system so that it effectively serves the objective for which it was created, i.e. contribute to "decarbonising" the economy.
- **TSP recommends the implementation of a significant, explicit, steadily growing and predictable price on carbon within the EU ETS**, through an auction reserve price on emission allowances in the MSR.
- **TSP published a legal study on why a carbon price corridor is not a tax**, and related legal and procedural issues.

- TSP presented its work to and further met with members of the European Parliament, representatives of the Commission, Member States and NGOs, think-tanks and institutes, as well as the French government and Parliament and key energy and industrial corporations.
- TSP shared its position in several arenas including the Centre for European Studies (CEPS) and Carbon Expo; it has also joined the International Emissions Trading Association (IETA).
- In February 2016, the French Government echoed TSP's position in favour of a significant carbon price through a carbon price corridor. This bold move, further endorsed by most of the European power sector, reinitiated the debate among experts.

RENOVATION OF PUBLIC BUILDINGS - EUROPE

- The Shift Project is a member of the founding consortium of the SFTE Project, a €120 billion programme designed to renovate public buildings across Europe without increasing the debt of states.
- Recommendations were presented to the European Commission, the European Investment Bank and the French government.

The SFTE is partly behind a radical change in the European strategy, as the €315 billion Juncker investment plan for Europe now includes the use of innovative finance for massive projects involving energy efficiency commitments.

ENERGY EFFICIENCY OF BUILDINGS - FRANCE

- The Shift Project developed a comprehensive national plan to make buildings more energy efficient and elaborated a Passport for Energy Efficiency (P2E) in partnership with several organisations.
- TSP presented its key recommendations and the P2E to French government officials and parliamentarians – including two public hearings at the Senate – and was commissioned to produce several notes.
- **Some of TSP's key proposals further contributed to the design of the law on energy transition.**

MEDIA COVERAGE



The Shift's proposals and positions are often featured in leading media outlets:

- **National dailies and business publications** such as Les Echos, Agence France Presse, Le Monde, Le Figaro, Challenges etc.
- **TV and radio stations** such as TF1, France 2, France 24, TV5 Monde, BFM-TV, France Inter, France Info, RFI and BBC World etc.
- **Specialised publications** such as Le Monde, Alternatives Économiques, EurActiv, Contexte etc.

GAME-CHANGING PROPOSALS & TOOLS



Working groups initiated by The Shift Project produce a proposal for action, a truly original quantified statement or a value-added tool. Two examples showcase the diversity and relevance of our work:

THE SHIFT MANIFESTO TO DECARBONIZE EUROPE

(release date: September 2016)

- Europe, including France, has set itself the target of dividing its greenhouse gas (GHG) emissions by at least 4 between 1990 and 2050. It has started doing so with targets for 2020 and for 2030.
- We wish to contribute to this ambition with our Manifesto, and have selected several precise priority objectives for a low-carbon Europe.
- Our proposals are primarily based on academic, scientific, economic and sociological knowledge.
- Our attention has remained focused on feasibility, in particular through evaluation of financing needs and the availability of resources.
- Our proposals focus on the following sectors: transport, electricity, industry, agriculture, buildings and wood.



ENERGY AND CLIMATE DATA PORTAL

- The Shift Project has developed a revolutionary web portal (www.tsp-data-portal.org) that provides immediate and free access to a wide range of global energy and climate statistics, using enhanced navigation and graphic tools.
- TSP-data-portal has become a widely-used reference for anyone needing quantitative data to illustrate or verify an argument (NGOs, analysts, consultants, advisors, journalists).

The Shift Project has initiated many projects resulting in key findings and concrete proposals on:

Energy efficiency for buildings Carbon Pricing GDP & Energy Sectoral GHG reductions Electricity Demand

Upcoming reports include:

Mobility Public Procurement Energy Intermittency Decarbonizing Europe Cement lifecycle emissions

HIGH-IMPACT EVENTS



Since 2011, The Shift Project has organised over 40 events, gathering thousands of business and political actors as well as experts and the media. In doing so, TSP has contributed to advancing the debate on climate and energy in relation to the economy. Highlights include:

- **THE SHIFT FORUM:** exclusive gathering of global leaders and experts who meet annually under the Chatham House rule to revisit business practices in light of the latest scientific findings.
- **CONFERENCES:** round tables and high-level panels which are open to the public.
- **MORNING SHIFTS:** small, private working sessions where strategic leaders discuss operational issues and policy recommendations.

- **SHIFT WORKSHOPS:** interactive, semi-monthly day-long events which foster open debates around presentations by TSP and guest speakers.
- **PRESS BRIEFINGS:** TSP regularly communicates its findings to the press.
- **SPEAKING INVITATIONS:** Senior TSP staff are frequently invited to speak or moderate panels at national and international events, including for the EU Parliament.

Past speakers at our events include:

- **Janos Pasztor**, Senior Advisor to the Secretary-General on Climate Change, United Nations
- **Pierre Moscovici**, European Commissioner for Economic and Financial Affairs
- **Sir David King**, the United Kingdom's Foreign Secretary's Special Representative for Climate Change
- **Brice Lalonde**, Special Advisor on Sustainable Development at UN Global Compact
- **Patrick Pouyanné**, CEO of Total
- **Alain Juppé**, former French Prime Minister and Mayor of Bordeaux

KEY PARTNERSHIPS

The Shift Project has partnered with major international organisations to strengthen its influence and reach.



TSP is part of the We Mean Business coalition, a common platform seeking to accelerate the transition to a low-carbon economy by amplifying the business voice, catalyzing bold climate action by all, and promoting smart policy frameworks.

The Shift Project is a partner of the Business & Climate Summit, the leading annual forum for businesses, investors and policymakers on climate action. For its second edition, held in London in June 2016, The Shift Project chaired a session on carbon pricing.

TSP is partner and co-initiator of the first « show and congress » to bring together policy-makers, economic players and solution developers to tackle global warming and the depletion of resources. World Efficiency is a bi-annual event (2015, 2017).

FUNDING

The Shift Project is primarily funded by contributions from member companies.

Benefactor members



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