Dear UN Global Compact Participant,

The World Bank Group and the United Nations Global Compact, together with other partners, are calling for countries and companies to demonstrate strong global support and action toward pricing carbon. As a UN Global Compact company, you are invited to both support a Statement on *Putting a Price on Carbon* and align with a set of *Business Leadership Criteria* on this important topic.

A carbon price provides a necessary signal for investment in low-carbon and resilient economic growth. Regardless of the mechanism used, carbon pricing needs to be part of any package of policies to scale up mitigation. Carbon pricing also improves the efficiency of the economy, allowing for increased government investments or tax reductions in other areas. Without it, getting the response we need on climate change will be very hard.

The Statement will be launched at the UN Secretary-General’s Climate Summit in New York this September. By supporting this statement, companies will join a growing coalition of governments worldwide taking the lead on putting a price on carbon. *Business Leadership Criteria on Carbon Pricing* have been developed as a complement to the Statement to give recognition to a selected group of top business leaders who are at the forefront of advocating for a price on carbon. We invite you to review the leadership criteria and indicate your company’s alignment with them.

Through the Carbon Pricing Statement and Business Leadership Criteria, countries and companies can work together to announce their support for a price on carbon, indicate how they will do so, and encourage others to join. We are aiming for over 50 governments or sub-nationals, and hundreds — if not thousands — of companies to stand up and be counted as supporters of this vital climate action. We look forward to working with you to signal your support for carbon pricing as a necessary step to tackle climate change in the months and years ahead.

To signal support for the Statement and the Business Leadership Criteria, please send an email to caring4climate@un.org.


Warm regards,

Georg Kell  
Executive Director  
United Nations Global Compact  

Rachel Kyte  
Group Vice President and Special Envoy  
Climate Change  
World Bank Group