



London Office

24 Highbury Crescent
London N5 1RX, UK
Tel: +44 (0)20 7226 6663
Fax: +44 (0)20 7354 0607
email: consint@consint.org
www.consumersinternational.org

Copenhagen, December 2009

To the Heads of State, Ministers, Heads of Delegations, participating in the UN Conference on Climate Change.

Effective Climate Action needs Empowered Consumers

Dear Sir/Madam,

We are writing to you on behalf of the global consumer movement to ask that you commit now to an ambitious, fair and binding deal. Consumers International represents the world's consumers through over 220 member organisations in 115 countries.

The consumers of the world are concerned about climate change and many are already living with its disastrous consequences. Especially those that have low consumption behaviour, predominantly but not exclusively in the developing world, are suffering the impacts.

Millions of consumers all over the world are ready to change their consumption patterns, but they need to be given the tools to make that change. Consumers have enormous potential to contribute to the fight against climate change through voluntary action. They need to be encouraged, enabled and inspired to take these actions. But above all, they need to be able to trust their governments to provide leadership, and trust businesses to play their part.

Unsustainable production patterns are depleting the world's natural resources and are responsible for high levels of GHG emissions. Lack of transparency from business about the entire product cycle, and green claims that are not clear or credible erode consumer trust. Many goods and services are produced which consumers do not need, or that are of low quality, thus adding to unsustainable, wasteful patterns. Sustainable access to sustainable goods and services is key.

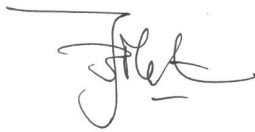
Our message is a simple one; do not make excuses for inaction in the name of short term consumerism. This is directly against consumer interests and cannot be the excuse for the devastation of the planet, with unsustainable patterns of production

and consumption. Urgent action to reverse the present trends must be taken in all countries, big, small, developed and developing, to ensure that consumers everywhere can have a good quality of life.

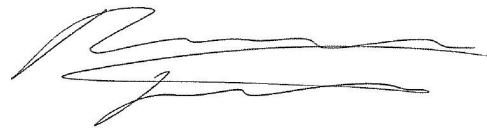
Changing production and consumption patterns are needed. We expect you to provide leadership, in informing and educating the people of your countries about priorities of production and consumption, to achieve prosperous and healthy societies. This is especially true in the main sectors of food production and consumption, of housing and transport. And we expect your leadership in making sure that businesses can and will function in ways that do not harm the planet.

Consumers need to be central in the roadmap towards climate sustainability. Consumers need to be included as a third front, together with governments and business, to achieve the ultimate goal of sustainable lifestyles.

Yours faithfully,



Joost Martens
Director General
Consumers International



Rasmus Kjeldahl
Director Danish Consumer Council
Head of CI Delegation to COP15