You suggested that Brazil should assume a leadership role in relation to sustainable development not only in Latin America, but also throughout developing countries and the Southern Hemisphere. What is the position of Brazil to do this? Do you think our country is prepared to take this lead?

KELL – I do believe that Brazilian companies, as well as civil society, are truly in a position of leadership when it comes to sustainability. Policies, however, are still somehow tied to the world of yesterday. I sincerely believe that the private sector and civil society in various areas are ahead of politics globally. So I would say yes, parts of Brazilian society are truly taking a leadership position along with others, but this does not happen only here. Clearly Brazil is a leading country when it comes to sustainability.

I think we have three reasons that this will happen. One will probably be a historical reason because Brazil is growing very rapidly and has a very clear direction towards the future. When you grow fast and future-oriented you have higher performance aspirations. This is the historical context.

Second, Brazilian companies, especially those that act globally, are also ensuring improvement "at home" because you can’t sustain global success when locally the problems are too big. There is a large gap between the Brazilian companies oriented toward the world, such as Natura, and the situation "at home". When there is poverty in the home country, you can’t succeed over time if the home country situation is not efficient.

Third, I believe that Brazil, because of its nature, vastness and grandeur, and also because of its abundant natural resources, is a country that exhibits a significantly high comparative advantage in anything related to natural assets. Many companies are learning to take advantage of this, not in the classical sense by cutting down the forest and burning everything, but as a way to see assets for all sorts of inputs. I think Brazil has all the ingredients and is on track to do good things, which is a component of sustainable development.

The fourth reason is that Brazil is a really big country and historically a very open country, with its beauty and diverse backgrounds as strengths, having great similarity with the United States.

If this is translated into a greater body of knowledge, of course for the continuity of innovation, I think Brazil is in a very good position for innovation to happen.

Do you believe that there is an understanding by Governments, like Brazil, of the guidelines of the Global Compact? Is there cooperation in this regard?

KELL – Now when we talk in terms of Governments, it is very difficult to reach an agreement because the world is going through a time of transition. The old world order is no longer dominant and the new order has not fully emerged yet. Therefore, we are in a complex and
difficult multilateral situation. In this context it is particularly important that the private sector and civil society develop solutions from the bottom up. As the classical model is top-down and unilateral, it probably cannot provide new solutions that really matter right now. This would show the world that innovation, collaboration and solutions led by the private sector and civil society are the natural way moving forward.

My expectations for Rio +20 are, first, that corporate sustainability will be established and recognized globally as the business contribution to sustainable development. If we can accomplish this goal we can take advantage of many positive forces in the world. I hope that Rio+20 can help to strengthen transparency and disclosure of good governance. Third, I hope to make real progress on critical issues, such as access to sustainable energy for all, which the Secretary-General has prioritized. Brazil has a lot to share with the rest of the world.

It is also critical, in relation to social inclusion and partnerships between the public and private sectors, that we grow these globally in terms of Rio+20. We must use the conference to identify solutions for growth with the support of business and civil society.