



United Nations Global Compact

Rio+20 Corporate Sustainability Forum:
Innovation and Collaboration for the Future We Want

15-18 June 2012
Rio de Janeiro, Brazil

MEDIA COVERAGE



Pacto Global
Rede Brasileira



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Media Coverage - Strategic Approach and Summary

Strategic and Tactical Approach

The Rio+20 Corporate Sustainability Forum (www.compact4rio.org), held on 15-18 June 2012 in conjunction with the UN Conference on Sustainable Development (Rio+20), brought together nearly 2,700 participants from over 100 countries in an effort to provide a launching ground for greater private sector and investor involvement in sustainable development, and to call on governments to take steps that would support corporate sustainability around the globe.

As the largest event ever hosted by the UN Global Compact, the Forum featured nearly 120 sessions across six core themes aligned with the Rio+20 Conference: energy and climate; water and ecosystems; agriculture and food; economics and finance of sustainable development; social development; and urbanization and cities. These sessions were organized by the Global Compact Office, over 35 UN and strategic partners, and more than 25 Global Compact Local Networks.

The Global Compact's media outreach in connection with the Forum was extensive and global, spanning several months in the lead-up to Rio+20. Active media outreach for the Forum began on 28 February 2012 with an advance briefing by the Global Compact's Executive Director Georg Kell in New York. This was followed by frequent and targeted announcements/advisories to general news, business and sustainability media around the world.

All advance announcements and press encounters focused on a key set of messages:

- More than ever before, an active private-sector role will be critical to make progress on sustainable development and associated global challenges.
- Many of the innovations and solutions needed to advance sustainable development exist – yet they are lacking true scale.
- To reach critical mass, more companies need to commit to corporate sustainability, while governments need to set the right political signals and incentives to create an enabling environment for sustainable business.
- The Rio+20 Corporate Sustainability Forum will be a comprehensive showcase of corporate action in support of sustainable development, bringing together thousands of stakeholders in an effort to unleash widespread global action and inspire innovation and collaboration for the future we want.

In tactical terms, the Global Compact Office sought to cast a wide net to identify opinion leaders in the sustainable development arena and engaged in targeted outreach at the global and local level. Target lists included the UN press corps, global/regional/local news media, environment/science writers and outlets, corporate sustainability writers, and trade publications.

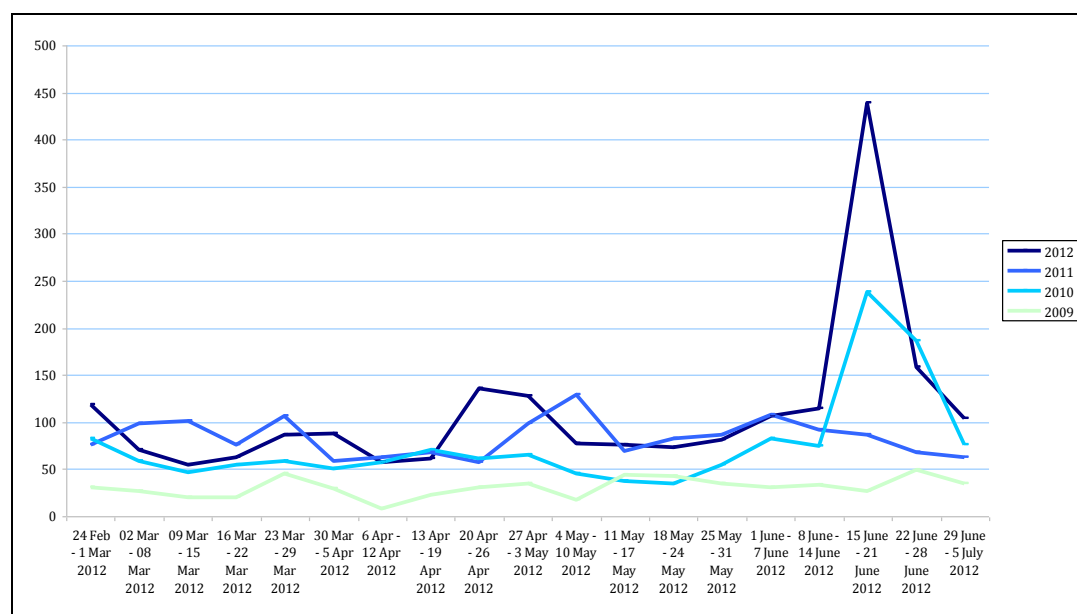
As a result, and aided by ongoing debates about the role and responsibility of business in the sustainable development arena, media interest in the Forum was considerable and far surpassed early expectations. More than 260 journalists, representing print, broadcast and online media from over 20 countries requested advance Forum accreditation. Approximately, 180 journalists registered their attendance at the Windsor Barra Hotel, the Forum venue.

Further briefings for the UN press corps (15 May) and Brazilian correspondents (30 May) in New York marked the start of an intensified outreach phase, which also featured a series of daily press releases announcing key Forum deliverables (research reports, etc.). On 11 June, Georg Kell held a series of advance briefings for key media outlets (CNN, BBC, Bloomberg, Valor Economico) in Sao Paulo. Outreach to Brazilian media and foreign correspondents based in Brazil was supported by Imagem Corporativa, a Sao Paulo-based PR agency.

The final media outreach phase began on 14 June with an advance press briefing for Rio-based media at the local UN Information Centre. Starting on 16 June, the Global Compact Office held daily lunchtime press briefings in the Forum Media Center at the Windsor Barra Hotel, typically featuring a summary of the day's highlights (sessions, announcements, releases), as well as one or two guest speakers from the day's sessions. The Office also issued daily summary releases (*daily wrap*), as well as several outcome releases on 18 June and a final summary press release on 21 June, to coincide with the high-level segment of the Rio+20 Conference. Additional press briefings were held throughout the Forum by individual companies, partners and other organizations.

Coverage Summary

Reflecting the diverse media attendance, coverage of the Rio+20 Corporate Sustainability Forum was extensive, totalling hundreds of articles, editorials, blog posts and broadcasts (TV and radio) referencing the event and its multiple announcements, deliverables and outcomes.



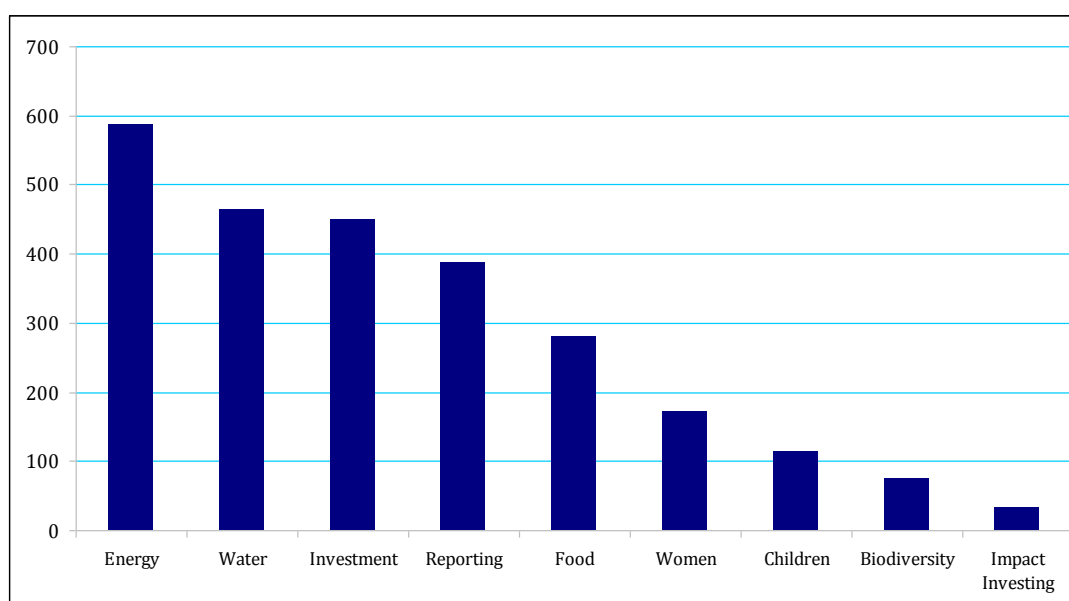
Weekly Global Compact media coverage - 24 Feb through 5 July (2010-2012)

General coverage of the Forum typically offered variations on the following set of messages:

- Business is playing a bigger role in advancing sustainable development than ever before and business representation in Rio is significant.

- Corporate leaders are increasingly supporting the sustainability agenda, as evidenced by more than 200 corporate commitments made at the Forum.
- Energy and climate, water sustainability, natural capital accounting and sustainability reporting are key issues for business engagement moving forward.

A portion of the English-language coverage contrasted the Forum with the overall Rio+20 conference, lamenting what was perceived as a disappointing political outcome while highlighting the more prominent role of business in the sustainable development arena (CNN, Forbes, The Wall Street Journal) and stressing the high and unprecedented number of business leaders attending the Rio Conference (CNN). In a good number of cases, media outlets did not specifically reference the Global Compact or the Corporate Sustainability Forum.



Rio+20 Corporate Sustainability Forum: media coverage by theme (print/online)

In terms of specific Forum outcomes, much coverage focused on the more than 200 corporate commitments announced throughout the Forum (AFP, The Independent, Environmental Leader, All Africa, Triple Pundit), at times comparing these commitments to the sluggish pace of political negotiations (“While our governments negotiate, business commits”, Forbes).

Several of the special announcements made at the Forum received in-depth coverage, both in news media and specialized outlets. As for Global Compact-led initiatives, the Special Communiqué on water management signed by 45 chief executives was widely covered in global (The Guardian, AFP), local (Business Day/South Africa, All Africa) and trade (Utility Week) media. The Communiqué was widely hailed as “an important step forward for water protection” (World Resources Institute).

Partner announcements featured prominently in the media, often related to ongoing projects and initiatives. Google’s use of mapping technology in support of Brazil’s indigenous Surui community received wide coverage (Wired, AFP), followed by the Climate Group’s announcement of the results of its LightSavers project to promote use of LED street lighting (Renewable Energy Magazine, Smart Planet).

Following an ongoing public debate about business depletion of natural resources and proper ways of natural capital accounting, the Natural Capital Declaration, a commitment by 37 banks, insurers and investors to pursue pricing and accounting of natural assets, emerged as one of the most talked-about announcements at the Forum and received widespread global coverage (AFP, The Guardian, Sydney Morning Herald, Greenbiz.com).

Similarly, an agreement by five major global stock exchanges to promote long-term, sustainable investments and ESG disclosure among thousands of listed companies, a result of the Global Compact-backed Sustainable Stock Exchanges Initiative, garnered global (Guardian, Reuters) and local (Italy, Thailand, Turkey) media attention.

Early on, the Global Compact aimed to inform and engage the Brazilian Press, focusing on local angles on the sustainable development debate. To this end, Yolanda Leite, the Executive Secretary of the Global Compact Local Network Brazil, was enlisted as a Portuguese-speaking spokesperson and actively supported media outreach.

Consequently, Brazilian media coverage of the Forum was comprehensive, beginning with the advance briefings in New York and Sao Paulo, and continuing throughout the Forum and beyond. Particular focus was paid to initiatives of Brazilian companies (Petrobras, Braskem). A majority of leading Brazilian media outlets covered the event (Valor Economico, O Globo, Veja, G1, Folha de Sao Paulo).



Advance Coverage

<http://www.businessweek.com/news/2012-05-24/eu-says-china-leads-nations-blocking-un-climate-treaty>

UN's Ban Sees Industry Advancing Climate Treaty in Rio

By Christopher Martin, Bloomberg News, May 25, 2012

The United Nations will pursue partnerships with global industry leaders to help drive clean energy in Rio de Janeiro next month as governments struggle to find common ground on climate change, Secretary General Ban Ki-moon said.

Corporate boards can implement sustainability policies faster than countries by committing to investments in renewable energy, clean water and poverty-eradication programs in a way that protects national economies, Ban said today at a lunch with reporters in New York.

More than 2,000 corporate executives are expected to attend the UN's Rio+20 Conference on Sustainable Development that begins June 22, marking the 20th anniversary of the first global gathering in Rio de Janeiro that eventually spawned the Kyoto Protocol treaty to reduce greenhouse-gas emissions.

"There will be a number of agreements to come out of this meeting because there's now a coordinated effort by companies and investors to focus on sustainability issues," Robert Orr, assistant secretary general for policy planning, said today in an interview at the New York event. "That's the biggest difference between Rio '92 and Rio '12."

Envoys from more than 190 governments met in Durban, South Africa, in December and agreed to discuss replacing by 2020 the Kyoto Protocol, which sets emission targets only for developed states. They plan to sign a legal deal in 2015.

The UN talks seek to curtail greenhouse-gas emissions and limit global warming to 2 degrees Celsius (3.6 degrees Fahrenheit) since the industrial revolution.

"I'm going to establish an expanded partnership facility in the secretariat," Ban said. "Because of this economic crisis, I think sustainable development is the answer. Green economies can address all of the global challenges."



<http://www.businessgreen.com/bg/news/2182304/sign-green-businesses-rio>

UN targets committing 7,000 business to climate pledges by Rio+20

Annual Global Compact survey reveals unprecedented growth in corporate sustainability commitments

By Jessica Shankleman, BusinessGreen, 06 Jun 2012

Almost 7,000 companies have signed up to a UN-backed commitment to integrate sustainability into their business models ahead of the Rio+20 climate summit later this month.

The organisation this week unveiled a new report showing a 54 per cent growth in the number of new companies voluntarily committing to its Global Compact compared to 2010, with 1,861 new signatures in 2011.

The Compact requires businesses to align their strategies and operations with 10 principles in the areas of human rights, labour, environment and anti-corruption, and then disclose their progress in communications on progress (COP) reports.

Georg Kell, executive director of the UN Global Compact, told reporters that 6,985 companies were now committed to the initiative, and said the 7,000th member was expected to join "any day now."

The milestone could be achieved during the UN Global Compact's Rio+20 Corporate Sustainability Forum, which is running from 15-18 June in Rio de Janeiro, just days ahead of the of main Rio+20 Summit that will be attended by world leaders.

The new report showed the number of companies filing COP reports increased by 46 per cent last year, reaching 4,150 submissions. Kell said it now expected 70 per cent of new signatories to follow through on their pledge to file progress reports, up from 50 per cent when the initiative was launched in 2000.

However, Kell also revealed that efforts to grow its membership were stalling because it was deleting companies at almost the same rate as it was signing up new members.

He said around 100 chief executives were signing up each week, but around 90 were being thrown out for failing to report on progress.

Kell also raised concerns about the number of companies struggling to implement sustainability commitments into their business models. Only nine per cent of all companies reported that their government lobbying activities were aligned with their sustainability principles.

"The business case for corporate sustainability is gaining global recognition," he said. "But this is the time for business leaders to follow words with action and ensure that responsible practice becomes part of the corporate DNA."

The report revealed that action on the environment remained one of the key areas of concern for businesses, with nearly two-thirds reporting on management systems, impact assessments and waste management policies.

However, climate change and biodiversity appeared lower down the agenda. Nearly 50 per cent of large companies and 14 per cent of SMEs had integrated climate change concerns into their business strategies.

The report also revealed that the number of large companies taking part in emissions trading or Clean Development Mechanism projects fell 14 per cent in the past two years, potentially hit by uncertainties over the future of the Kyoto Protocol.

<http://www.economist.com/node/21555539?fsrc=rss|bus>

Good business; nice beaches

Corporate social responsibility is evolving, and becoming a little less flaky

The Economist, *Schumpeter*, May 19th 2012 | from the print edition

ON JUNE 17th a hubbub of activists will gather in Rio de Janeiro for a conference on “good business for a sustainable future”, sponsored by something called the Ethical Fashion Initiative. They will listen to a farmer talking about the social consequences of cotton and a theologian debating the meaning of the word “value”. No doubt they will also admire Rio’s beautiful beaches and the beachgoers who waste “very few of the Earth’s precious resources on clothes”, as P.J. O’Rourke once put it.

Corporate social responsibility (CSR) has a hard-earned reputation for flakiness. CSR types don’t just swap agreeable-sounding platitudes (“doing well by doing good”). They do so in agreeable places, “for the same reason that the American Association of Hose and Nozzle Manufacturers has to hold all its important meetings in Las Vegas,” observed Mr O’Rourke, a humorist. “Rio is, um, convenient to major air travel facilities.”

Yet there is more to CSR than empty phrases and exotic conferences. Serious business gurus such as Michael Porter and the late C.K. Prahalad have lent their support to the movement. Most of the world’s big companies have entire divisions devoted to it. And CSR is evolving. Gone are the days when it was mainly about managing corporate reputations—or “greenwashing”, to its critics. It is now more about business fundamentals, such as how products are designed and how supply chains are managed.

The loudest CSR buzzword these days is “sustainability”. The proportion of managers who say they think that “sustainability” is a key to competitive success has risen from 55% in 2010 to 67% last year, according to an annual survey of 4,000 managers in 113 countries by the *MITSloan Management Review* and the Boston Consulting Group. Companies have been busy creating “chief sustainability officers”, founding “sustainability units” and employing “sustainability consultancies” such as SustainAbility.

There are two reasons for this. First, managers are increasingly aware that they must squeeze the most out of finite resources. Sustainability thus fits nicely with lean production and tight supply-chain management. Indeed, it provides new ideas for reducing costs. Unilever, for example, has extended the notion of “lean” from the factory to the home, by producing detergents that use less water when you rinse your laundry.

Second, many aspects of sustainability can be measured. Nike, a shoemaker, has produced a Materials Sustainability Index that provides designers with information on

the potential environmental impact of the products they use. UPS, a delivery firm, has devised a carbon calculator to track the carbon footprint even of individual packages. This allows green consumers to buy carbon offsets that will compensate for the pollution caused by having parcels trucked to their door.

The second buzzword in CSR—as in every other area of business—is “innovation”. This is usually combined with “sustainability” to concoct such mouthfuls as the “Sustainable Business and Innovation Unit”. Nike, mindful that most of its, um, footprint depends on how it designs its products, is making more clothes out of polyester from recycled bottles. The firm has also produced an athletic shoe with an “upper” knitted from a single thread. This reduces the waste that comes from cobbling a shoe together from parts. Nike encourages customers to “close the loop” by returning sweaty used shoes to be recycled. Snatching virtue from the pores of the feet, so to speak.

The third buzzword is the suitably cuddly “sharing”. Even as they have reached into the engine room of the corporation—product development—CSR types have also been trying to persuade companies to rethink their relations with competitors and suppliers. Companies are learning to collaborate with rivals in areas where they do not have a direct conflict of interest, such as designing packaging. Starbucks invites rivals to a regular “coffee cup summit” at the Massachusetts Institute of Technology, which focuses on reducing the environmental impact of disposable coffee cups. UPS has shared its carbon calculator with rockers, such as the Dave Matthews Band, who want to reduce the carbon footprint of their tours. Companies also work with intermediaries that try to circulate good ideas. The GreenXchange, for example, helps firms to popularise green innovations. Code for America is gathering and posting information about sustainability on a wiki (a website for sharing information). Nike has shared its Materials Sustainability Index with members of the Sustainable Apparel Coalition, whose members account for 30% of the global market for clothes and footwear.

Companies have also been working more closely with sellers and suppliers, particularly in the emerging world. Unilever has created a 45,000-strong army of female entrepreneurs who sell its products in 100,000 villages in 15 Indian states. Nespresso, a coffee pod-peddling arm of Nestlé, teaches its coffee suppliers to improve their yields. Procter & Gamble, a household goods firm, and Walmart, a retailer, use “sustainability scorecards” to encourage their suppliers to use less water, manage waste better and emit less greenhouse gases.

From flannel to frugality

In the days when CSR was just about public relations, it was probably bad for the reputation of business in general. Companies seemed to concede that profitmaking was a bad thing. Too often, they bowed to anti-business activists and made “amends” through good works. Today’s iteration of CSR is less self-abasing and more constructive. It is encouraging businesses to become more frugal in their use of resources and more imaginative in the way they think about competitive advantage. Perhaps one day CSR types will even deserve all those conferences they arrange for themselves by sun-kissed beaches.

<http://www.guardian.co.uk/sustainable-business/rio-global-commitment-mandatory-reporting?newsfeed=true>

Time is ripe for a global commitment on mandatory reporting at Rio+20

Voluntary initiatives are not enough: a global agreement on reporting is needed to make ambitions on sustainability a reality

Mervyn King and Herman Mulder, Guardian Professional Network, 1 June 2012



*Around a quarter of corporations surveyed by Bloomberg are now encapsulating and disclosing environmental, social and governance issues in their annual reports.
Photograph: EIGHTFISH / Alamy/Alamy*

When governments meet at Rio+20 in June, one defining, decisive and positive outcome for the planet and its people could be a global commitment to corporate sustainability reporting.

Since the 1992 Rio Earth Summit, increasing numbers of companies have been factoring environmental, social and governance issues into their operations and business models.

Around a quarter of corporations surveyed by Bloomberg are now encapsulating and disclosing some of these elements in their annual reports side by side with cash flows, debts and liabilities.

Meanwhile, several stock exchanges, from Istanbul and Johannesburg to Sao Paulo and Singapore, now require a serious commitment to environmental, social and governance issues from their listed firms.

Dedicated sustainability indices have also emerged among some international rating agencies and exchanges including the Dow Jones Sustainability Index, the FTSE4GOOD and the NASDAQ Global Sustainability Index.

This progress is welcome: it allows pension funds, shareholders and other investors to pick firms where sustainability is central – not least because there is good evidence that such corporations are better run, manage natural resources more efficiently, have reduced pollution footprints, are less prone to shocks in a globalised world and less vulnerable to reputational risk.

It is also assisting governments across a wide range of challenges from meeting greenhouse gas targets to tracking health and safety improvements for workers across sectors and geographic regions.

However, it is not enough: indeed the Corporate Sustainability Reporting Coalition, an alliance of pension funds and investors with assets under management worth \$2tn, as well as UN agencies and NGOs, concludes that existing voluntary arrangements have hit their limits.

The time is ripe for a global policy framework on corporate sustainability reporting that delivers the transparency and comparability needed to move forward and assist in fast tracking a transition to a global green economy.

Why? First, several countries, including China, Denmark, Ecuador, India, Norway, Singapore and the United Kingdom, have recently created laws, procedures, guidelines and standards in line with the proposed convention. These are to be welcomed. But what business needs most is not many different standards, but a common global agreement on reporting. That will be more effective and lower cost. Second, many of the nuts and bolts underpinning a potential global framework already exist in voluntary efforts such as the Global Reporting Initiative, the Global Compact, the Carbon Disclosure Project and the International Integrated Reporting Council.

Third, a survey of stock exchange respondents has found that 80% of those responding wanted a global approach to sustainability reporting; only 30% objected to this being mandated.

Some countries and companies may fear that a global policy framework, such as a convention, could prove a bureaucratic straitjacket or a costly brake on profits. This need not be the case.

Indeed, experience around the globe has provided a snapshot of how the benefits of corporate sustainability reporting can be reaped without becoming an extension of red tape. Similarly, having a global standard need not imply a one-size-fits-all approach.

Governments can have the flexibility to implement in different ways, whether through new laws, existing company laws or via listing authorities such as national stock exchanges.

Once adopted on a national level, compliance by individual companies could be done on a "report or explain basis", effectively turning the tables on the current situation of opting in to corporate sustainability reporting to one where companies would have to opt out

In other words, it would be for companies' boards of directors to define what is material and needs to be reported, on the one hand, and what is immaterial and should be merely explained to regulators and shareholders, on the other.

Day in and day out, trillions of dollars flow in and out of investments across the globe, a proportion of which is assisting in generating the conditions for a transition to a low-carbon, resource-efficient, job-generating green economy.

A global commitment on sustainability reporting could dramatically assist in accelerating and scaling-up these positive investment flows and bridge what is a big gap between ambition and reality for a sustainable future. The momentum is rapidly gaining ground among responsible investors, an increasing number of corporations and forward-looking sectors of civil society.

A range of commitments will be before world leaders in Rio in a few weeks' time – evolving sustainability reporting on to a higher, more widespread and legally grounded level, ideally in the form of a future convention, should be firmly on their radar as one inspiring policy option guaranteed to deliver powerful and positive environmental, social and economic outcomes.

*Mervyn King is chairman of the International Integrated Reporting Committee;
Herman Mulder is chairman of the board of directors at Global Reporting Initiative*



the guardian

Sustainable business

Business On The Road To Rio

<http://www.guardian.co.uk/sustainable-business/cleaning-up-un-global-compact-green-wash?INTCMP=SRCH>

Cleaning up the Global Compact: dealing with corporate free riders

The executive director of the UN's voluntary sustainability initiative is determined that members adhere to its principles

By Jo Confino, Guardian Professional Network, guardian.co.uk, 26 March 2012



Now there is a realisation that companies must look beyond profit to their environmental and social impacts if they want to ensure long term performance. Photograph: Jung Yeon-Je/AFP/Getty Images

If you want to know whether greenwash is alive and well, look no further than the thousands of companies being thrown out of the world's largest voluntary corporate sustainability initiative, the UN Global Compact. More than 750 businesses, including major corporations in Europe and America are likely to be kicked out in the next six months alone, with hundreds more to follow. These are on top of the 3,100 businesses already delisted in the past few years.

Executive director Georg Kell is on a mission to clean up the organisation and ensure that members are building sustainability into their core activities and not using the Global Compact for PR purposes. While some companies have been removed because of bankruptcies and mergers, Kell says he is dealing with "free riders who joined but had no intention to stay engaged."

Non-governmental organisations have long criticised the Global Compact, which promotes 10 principles in the areas of human rights, labour, the environment and anti-corruption, because it has no effective monitoring and enforcement provisions.

They also accuse businesses of using it to oppose any binding international regulation on corporate accountability and for benefitting from the Global Compact's logo, a blue globe and a laurel wreath, which is very similar to the UN logo, while continuing to perpetrate human rights and environmental abuses.

Part of the problem, Kell acknowledges, was of the Global Compact's own making. Expectations about engagement a few years ago meant a chief executive statement

and "some kind of commitment to implement sustainable principles." Kell says this has been tightened up with the development of several engagement tools and that companies are being clearly marked out if they are at an early or advanced stage of reporting.

In support of Kell's outing of companies which are not meeting minimum reporting requirements, a coalition of global investors from 12 countries managing over \$3tn (£1.9tn) of assets, recently wrote to 29 large-scale Global Compact members, with a combined market capitalisation of \$136.9bn, to put pressure on them to start producing progress reports.

Kell is anxious to act because he recognises that the corporate sector is moving far too slowly to deal with the enormity of the social and environmental challenges heading this way.

He puts the lack of progress down to company CEOs not liking to change and the fact that many thrive on perverse incentives.

"If the business model is doing fairly well you do not want to rock the boat," says Kell. "In other areas it is true to say the business case has not penetrated down through organisations' subsidiaries yet. It is understood at CEO level and headquarter level but to drive the sustainability agenda through the value chain is a tall order.

"The other barrier is the operating environment. The fact is that in many parts of the world the enabling environment for business is not well developed. It has to do with corruption and violence and the way that power is managed for the benefit of the few."

Kell is also openly critical of conservative business organisations that are seeking to prevent progress by trying to stamp on modest proposals at Rio+20 such as mandatory reporting for companies. He recognises there is a battle between progressive and conservative businesses and says what a different world we would live in if "all chambers of commerce had been called chambers of corporate responsibility."

Despite the delisting exercise, which Kell had to force through against reactionary forces within the Global Compact, it still has more than 5,300 participating businesses from over 135 countries and is signing up new businesses at the rate of around 100 companies every month. One reason Kell gives for this renewed interest is that the financial crash has forced companies to recognise they need to be more resilient.

"It has pushed business into a reflective mode and a recognition they need to move beyond philanthropy and looking good," says Kell. "Now it's going to the core of how I make my company resilient and fit for the future. How can I prepare for the next shock and how do I move to a long term value creation space rather than riding the high risk speculative fashion trend. The financial crisis was a huge boost for the Global Compact and continues to be so.

"On the investment side, before the financial crisis, analysts had no time for us. I can tell you of board meetings when institutions on Wall Street said it was nice what we were doing but they did not have time as they had to go back to the office and make big money right now. That was the kind of mindset. Now there is a realisation that environmental, social and governance issues affect long-term performance. Investors are still lagging behind the real economy, but that gap is closing and that is great thing."

Despite the rise in companies joining the Global Compact, Kell himself points out that only 40% of the 500 largest global companies are members and just 10% of

multinationals. On top of this, most have just started the journey with very few in a clear leadership position. In the last year, of the near 4000 companies that submitted progress reports, only 5% were considered to be at an advanced level.

"Many in our movement do create change and some of the work is spectacular such as the national efforts on anti-corruption by our Indian and Brazilian networks," says Kell.

"But even in our strongest markets, the Global Compact is not yet at scale. Only when we have critical mass at country level will corporate sustainability lead to the big transformation. From our angle, we would need at least 20,000 active participants to make global transition inevitable."

Over the last eight months, Kell has been concentrating on preparations for the Rio+20 conference, which has involved working with networks in more than 80 countries.

He recognises that economic incentive structures must be realigned so that sustainability is valued and profitable and that it is imperative that the corporate sector needs to value externalities, such as ecosystems and biodiversity.

However, with the chance of radical change at Rio being highly unlikely, the Global Compact is setting its sights a lot lower, concentrating much of its resources in seeking support for a global policy framework for business to annually disclose sustainability information in their annual financial reports or other reports – or explain why they do not.

Kell admits that reporting is no silver bullet, but says "that if Rio comes to an understanding on the future of disclosure and there is genuine consensus behind this and it is supported by governments, it can go a long way to drive corporate sustainability and get the 90% who currently do not report into the fold."

What gives Kell nightmares is that Rio+20 will end up sending the wrong signal to companies if governments do not start to act together.

"I know that multilateral decision making is in a deep freeze these days and we are facing difficult times," he says. "We have the fallout from the financial crisis, the sovereign debt crisis, many countries are preoccupied with their own affairs, we have the rapid shift of economic growth and power from the traditional centres towards the east and the south while global institutions are still catching up with that, so there are many challenges on the political front."

He also points to the fact that the two largest powers, the United States and China, are facing leadership elections which will weaken their ability to act decisively.

But Kell is staying optimistic and hopeful: "If governments were to agree some fundamental principles on green growth, the need for natural capital evaluation, agree to adopt incentive structures to shift towards a more sustainability orientated reward and punishment system, and if governments agree to a couple of collaborative platforms then I would say this is a great beginning."

Even without government support, Kell believes that collaboration and innovation within the private sector can help create solutions to many of the world's problems.

He says it is already possible to run zero carbon transport systems, produce decentralised clean energy, build sustainable livelihoods at village level, and conserve 80% of the water usage in agriculture.

Despite this potential for change, Kell, like many others who are engaged in the field of sustainability, worries that it may take an environmental disaster of epic proportions before governments and business really face up to the challenges of climate change.

"Mother nature will impose on us a change of course and will force us to accelerate our adoptive flexibility towards a new environment," he says. "The sooner we start the journey the lower the cost and the bigger the benefits."

(Also filed under Commitments)

<http://www.guardian.co.uk/sustainable-business/call-for-comitments-future-we-want?newsfeed=true>

Call for commitments for Rio+20

Commitments to the Future We Want is a worldwide call for action from business to create a more sustainable world

Sponsor's feature

World Business Council for Sustainable Business, guardian.co.uk, Friday 1 June 2012



Rio+20: There is no agreement on the governance framework yet and sustainable development goals have not been formulated. Photograph: Ben Lewis/Alamy

The negotiation document which is currently under preparation by governments for Rio+20 is becoming a very large paper with little concrete actions. There is no agreement on the governance framework yet and sustainable development goals have not been formulated. While there is agreement amongst WBCSD members that there is an urgency to scale up tangible actions to build a sustainable world – the future we want. Business, as one of the key players in society, can step up to create this future.

Commitments to the Future We Want is a worldwide call for commitments and actions from business to create the sustainable world that we want. The WBCSD and United Nations Global Compact have been voices of progressive business for two decades, bringing key players together across issues. Together with WWF International, they are working to mobilise the global business community to pledge commitments for a sustainable future.

The initiative aims to collect commitments from businesses to demonstrate the lead that business is taking in advancing sustainability. Commitments can be existing or new initiatives.

Each commitment must meet established criteria for acceptance, and companies must commit to transparency and report on progress made annually towards their commitments. Commitments to the Future We Want will be an on-going initiative beyond Rio+20 and the end of this year.

As we all work towards creating a sustainable future for all, stepping up to the challenge and making a commitment is an easy way for business to showcase its leadership in the sustainability spectrum in the run up to Rio+20.

While business has only been invited to express its voice during the negotiations process in the run up to Rio, the most innovative and impactful commitments will be compiled by the UN in an addendum to the negotiation document coming out of Rio+20.

All interested companies are invited to visit the WBCSD website for details on specific goals and issues, commitment submission instructions, and the online form for submitting commitments.

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(Also filed under Commitments)

<http://www.greenbiz.com/blog/2012/05/23/why-businesses-shouldnt-ignore-rio20?page=full>

Why businesses shouldn't ignore Rio+20

By Lindsay Clinton, Greenbiz.com, May 23, 2012

It is awfully tempting to ignore the Rio+20 Earth Summit.

If you've been listening to the echo chamber of low expectations surrounding the summit, you can't be blamed for doing so. Many companies and even some environmental NGOs are keeping their heads down.

But it's not in business' best interest to ignore the summit. We're in the midst of a tipping of the scales of power, where nation states have less of it, and companies -- and some civil society groups -- have much more.

General Motors, for example, now has annual revenue larger than Bangladesh's gross domestic product (GDP). Walmart's revenue surpasses Norway's GDP. Meanwhile, the Gates Foundation has a larger annual budget than the World Health Organization.

Regardless of whether the shift in power to private sector leaders is right or fair, business must be part of the sustainable development dialogue. Even sustainability pioneers like Gro Harlem Brundtland and Achim Steiner speak of the need for the business community to see itself as part of the sustainable development dialogue.

Despite the negative press, several positive developments are emerging from summit stakeholders. Interactions (some public, others private) with a few colleagues deeply involved in the summit -- including Clarissa Lins of FBDS, Jacob Scherr of NRDC, Chantal Line Carpentier at the United Nations, and Pavan Sukhdev of GIST Advisory -- have shed light on innovative opportunities for business to be involved, demonstrate leadership and learn about issues in the pipeline.

Accelerating new leadership

Ideally, we'd like a stellar "Rio Outcome Document" that puts forth plans for a green economy and offers a new governance structure for sustainable development. But any consensus that emerges at Rio+20 -- with national interests and negotiators' egos at stake -- is bound to be weak.

Waiting for nation states to drive the development of new regulation won't get us far. As we give up the fantasy that heads of state will deliver a solution at Rio+20, we will likely see new leaders emerge.

Take for example, Aviva, which has led the charge to develop a convention that would mandate corporate sustainability reporting. Unilever's Paul Polman has also spoken of the need for more world leaders to attend the summit.

Although it's uncertain whether Barack Obama or David Cameron will attend, executives from Aviva, Bank of America, Deutsche Bank, Eskom, Puma, Novo Nordisk, Schneider Electric, Siemens, Total and Unilever, among others, are expected to participate. We're looking forward to seeing business leaders emerge during and after the summit.

A cloud of crowdsourced commitments

Several entities, such as the United Nations Global Compact, Sustainia, and the U.N. summit organizers, have created platforms that give new leaders the opportunity to gain visibility when they make a commitment related to the sustainable development agenda.

These platforms give bold companies and civil society groups an avenue through which to share their initiatives, set an example for others and invite collaboration.

For example, the Brazilian arm of WBCSD, known as CEBDS or the Brazilian Council for Sustainable Development, has posted a commitment to offer good and sustainable living conditions to Brazil's 260 million people by 2050. Ecocity Builders and a host of collaborators aim to bring cities and human settlements into balance with nature and culture in the same time frame.

If your business is already on the path towards sustainable development, with your goals in progress, consider registering your commitment.

Issues raised by the critical mass

As we saw during the Arab Spring, the long tentacles of social media have enabled transformational engagement from far-reaching corners of society. Now several initiatives are enabling citizens from around the world to raise their voice on sustainable development challenges.

Rio+Social, hosted by Mashable, the 92nd Street Y and the U.N. Foundation, provides a digital platform for millions to share their perspectives. On June 19, on the eve of the summit, there will be a live discussion that will be streamed virtually for global participation.

The U.N. has also set up a separate and slightly cumbersome platform called RioDialogues.org where anyone can submit recommendations related to conference themes. These will be debated, voted upon and submitted to the U.N. negotiators during the summit.

Game Change Rio, launched this week, allows players to "explore the countless options to ruin our world for future generations or save the planet." Players can choose policies and manage the resulting budget. Each policy has an effect on the resources available. It's a creative engagement tool on issues often thought to be too serious for gamification.

For companies interested in understanding society's concerns related to food security, sustainable cities, employment and other themes, these sites provide new, unique sounding boards and engagement ideas.

Tapping into these platforms may help you learn more about what matters to your current and future customers in countries around the world.

Business leaders interested in learning more about Rio+20 and opportunities for leadership after the summit are encouraged to visit TheRegenerationProject.com to learn more.



(Also filed under Commitments)

<http://www.triplepundit.com/2012/05/global-compact-asks-companies-make-sustainable-commitments/>

UN Global Compact Calls for Companies to Make Sustainable Commitments

By Gina-Marie Cheeseman, Triple Pundit, May 8th, 2012

Calling all companies who want to practice sustainability! Answer the call by the UN Global Compact and the World Business Council on Sustainable Development (WBCSD) for companies to commit to sustainable actions and partnerships. The Global Compact, partnering with the WBCSD, issued the call for commitments on May 3 for the Rio+20 Corporate Sustainability Forum, which will be held on June 15 to 18, 2012 in Rio de Janeiro.

“We need to put our world on a more sustainable path—economically, socially and environmentally,” the UN Secretary General Ban Ki-moon said in a video address about the call for commitments posted on the Global Compact website. The Secretary General added that businesses can be part of the solutions to the problems of our day:

“Solutions exist that can have profound impact, but we need many more companies to awaken to this agenda. The UN Global Compact already has 6,000 companies committed to sustainability. I urge you to join them. The Rio+20 Corporate Sustainability Forum is our launch pad for action, innovation and collaboration.”

The commitments must fall within the six core themes of the Forum: energy and climate, water and ecosystems, agriculture and food, social development, urbanization and cities, and economics and finance of sustainable development. The commitments must also meet the following criteria:

- Advance one or more UN goal/issue
- Include time-bound target(s) that can be measured for success
- Include an agreement to publicly disclose, on an annual basis, progress made to realize the commitment, throughout its duration

The commitments can take various forms, according to a press release by the UN Global Compact, including new projects or partnerships, existing activities that are scaled up or accelerated, adding partners to existing projects or renewing ongoing commitments. The press release cites examples of commitments that can be taken, which include:

- Energy & Climate: Reduce emissions from operations or improve the energy efficiency of products and services

- Water & Ecosystems: Eliminate waste water runoff in production or develop water-use regulations in partnership with local governments
- Agriculture & Food: Collaborate across a supply chain to build an affordable food distribution system to underserved populations or improve the efficiency of farming operations
- Social Development: Expand business relationships with women-owned enterprises, including small businesses and women entrepreneurs
- Urbanization & Cities: Create a high quality, low impact sewer system in a developing market or partner with local governments to create more reliable public transportation options
- Economics & Finance of Sustainable Development: Provide financing for an innovative development venture or build an international market for the exchange of development funds

Companies are asked to submit their commitments through the UN-business partnership gateway at www.business.un.org/commitments. Both the Global Compact Office and the WBCSD will recognize corporate commitments at that website and on a mobile device that will be available to participants of the Rio+20 Corporate Sustainability Forum.

Photo credits: Flickr user, UN Global Compact



(Also filed under Commitments)

<http://www.businessgreen.com/bg/news/2172633/un-s-ban-ki-moon-urges-firms-green-run-rio>

UN's Ban Ki-moon urges firms to go green in run-up to Rio

UN Global Compact also recommends Carbon Disclosure Project as reporting framework for signatory companies

By BusinessGreen staff, 04 May 2012

United Nations Secretary General Ban Ki-moon has urged companies to step up their commitment to sustainability in the run-up to the Rio+20 Earth summit in Brazil next month.

The UN Global Compact is hosting a Rio+20 Corporate Sustainability Forum from 15-18 June in Rio de Janeiro, just days ahead of the of main Rio+20 Summit that will be attended by world leaders.

The Global Compact currently includes around 6,000 companies that have made a commitment to becoming more sustainable. It is now urging firms to make public commitments to improving their environmental impact that will then be promoted during the Forum.

Speaking in a video address, Ban said businesses could play a key role in helping to reduce the effects of climate change and repair declining ecosystems.

"Solutions exist that can have a profound impact," he said. "We need many more companies to awaken to this agenda. A United Nations Global Compact already has 6,000 companies committed to sustainability and you can join them. The RIO+20 conference is our launchpad for action and collaboration. Together we can deliver the future we want."

The Global Compact Office and the World Business Council for Sustainable Development plan to publish a series of corporate commitments on a forum website and mobile app that will be made available to the nearly 2,000 participants of the Rio+20 Corporate Sustainability Forum.

Commitments must be submitted by 1 June in order to be considered for recognition, and must meet criteria including advancing one or more UN goals, and featuring a time-bound target and a commitment to publicly report on progress on an annual basis.

In related news, Caring for Climate, a joint initiative between the UN Global Compact and the UN Environment Programme, has recommended the Carbon Disclosure Project (CDP) as a reporting framework for all signatory companies.

Guidance issued last week outlines disclosure-related responsibilities for signatory companies. Companies that are publicly disclosing their climate change strategies and carbon emissions through CDP automatically meet the Caring for Climate reporting

requirements and need only refer to their most recent CDP response to be in full compliance.

HABERCİNİZ

<http://www.haberciniz.biz/rio20-kurumsal-surdurulebilirlik-forumu-1477536h.htm>

Rio+20 Kurumsal Sürdürülebilirlik Forumu

30 Mayıs 2012 Çarşamba 12:41

UNDP İstanbul Uluslararası Özel Sektör ve Kalkınma Merkezi Direktörü Marinescu: "Sürdürülebilir kalkınma bütün özel sektörün gündeminde olmalı"

Birleşmiş Milletler Kalkınma Programı (UNDP) İstanbul Uluslararası Özel Sektör ve Kalkınma Merkezi Direktörü Dr. Simona Marinescu sürdürülebilir kalkınmanın sadece devletlerin değil bütün özel sektörün gündeminde olması gerektiğini söyledi.

UNDP'nin Eminönü'ndeki binasında gerçekleştirilen basın bilgilendirme toplantısında konuşan Marinescu, uluslararası kalkınmayı iş dünyasının ortaklarıyla beraber gerçekleştirmeyi hedeflediklerini belirtti.

Daha önce Birleşmiş Milletler'in (BM) özel sektörle çalışmalar yaptığını, ancak içinde bulunulan merkezin tamamen özel **sektörle** işbirliği yapmak için kurulduğunu anlatan Marinescu, **özel** sektörün sürdürülebilir kalkınma için çok önemli bir faktör olduğunu kaydetti.

Marinescu, Eminönü'nde kurdukları merkezle kalkınmaya katkıda bulunmayı da amaçladıklarını ifade ederek uzun yıllardır kalkınma üzerine çalıştıklarını, ancak dünya genelinde hala çok büyük sorunların olduğunu, bu sorunların başında ise "dünyadaki fakirliğin devam etmesi, kadınların hala yeterli şekilde güçlendirilmemesi ve eğitimde istenilen seviyeye gelinememesi" gibi durumların geldiğini vurguladı.

Üç hafta önce milenyum kalkınma hedeflerini tamamladıklarını, BM ve özel sektörün kalkınma için önemli adımlar atacağını ve özel sektörü kurumsal sosyal sorumluluğun ötesine taşıyıp kalıcı ve işlevsel çözümler için çalıştıklarını aktaran Marinescu şöyle devam etti:

"Kurumsal sosyal sorumluluk, firmalar için, özel sektör için şu anda çok fazla gündemde. Bizim size önerimiz kapsayıcı ekonomiler ve kapsayıcı iş modelleri yaratmak. Bunlar da Rio+20'nin gündeminde olan konular. Kapsayıcı iş modelleri bizim için sürdürülebilir ve optimal iş modeli oluşturmak demek. Biz inanıyoruz ki ekonomik krizden sonra dünya yeni bir ekonomik plana ihtiyaç duyuyor. Bildiğiniz gibi küresel riskler sizin de bu forumda ele alacağınız problem. Artan eşitsizlik ve fakirlik de konuşulacak. Optimal ve sürdürülebilir olmak çok önemli. Sürdürülebilir kalkınma bütün özel sektörün gündeminde olmalı.

Bu merkezde sizler yeni kalkınma fikrinin bir parçası konumundasınız. Sizinle birlikte bu merkezde 'kalkınma için yeni görüş nasıl olur' diye bir araştırma da yapmak isteriz, kapsayıcı iş modelleri üzerine, çevre ve benzeri konular üzerine de konuşmak isteriz. Şu anda Rio'ya yolculuk hazırlığı yaparken sizin ekonomi konusundaki fikirlerinizi almak istiyoruz. Biz istiyoruz ki bu forumun sonunda yapılması gerekenler ve eksiklikler ortaya çıksın ve siz Rio'dan döndüğünüz zaman hükümetler sizin buradaki rolünüzü anlansın."

Marinescu, dünya kalkınmasında Türkiye'nin daha aktif rol almasını beklediklerini dile getirerek Türkiye'nin büyümesinin aynı derecede ve doğal olarak devam edeceğine inandıklarını sözlerine ekledi.

- "Rio+20 zirvesi çok eşsiz bir fırsat sunuyor" -

Türkiye Odalar ve Borsalar Birliği (TOBB) Dış Ekonomik İlişkiler Daire Başkanı Füsun Karacasoy ise zirvede aslında ortak geleceklerinin tartışılacağını belirterek "Geleceğimizi, önceliklerimizi belirleyerek şimdi planlayabiliriz" dedi.

Paydaşların ortak hedeflerde buluşması gerektiğinin altını çizen Karacasoy, Rio+20 Zirvesi'nin kurum ve kuruluşlar için eşsiz bir fırsat sunduğunu ifade etti:

Karacasoy, Türkiye'nin bu zirvede diğer ülkelerle paylaşabileceği deneyimleri olduğunu bildirerek, "Kalkınmanın özel sektörün sivil toplum kuruluşlarının katkısı olmadan gerçekleştirilemeyeceği ortadadır. Artık tüm dünyada sürdürülebilirliği programına alan şirketlerin sayısı artıyor. Bu durum Türkiye'de de böyle. Küresel başarılar sadece satış rakamlarına bağlamıyorlar. Artık sosyal projeler ve yeşil ekonomiyle daha fazla ön plana çıkmayı istiyorlar. Zirvenin içeriğinin olduğu kadar sonrası da önemli. Geleceğe doğru atılacak somut çözümler üretmesini istiyoruz" diye konuştu.

- "İMKB, Rio 20'ye üst düzey bir katılım gerçekleştirecek" -

İstanbul Menkul Kıymetler Borsası (İMKB) Başkan Yardımcısı Doç. Dr. Mustafa Yılmaz da kurum olarak sosyal sorumluluk projelerine büyük pay ayırdıklarını ve özellikle de eğitime büyük önem verdiklerini belirterek, kurumsal sosyal sorumluluk alanındaki faaliyetlerini anlattı.

Sürdürülebilirlik endeks çalışmaları olduğunu da belirten Yılmaz, "Sürdürülebilirlik konusuna önem veren ve bu konuyu ruhunda taşıyan şirketlerle bir endeks kuracağız. Tüm dünya çerçevesinde bu konuda örnek olmak istiyoruz. Sermaye Piyasası Kurulu'nun gerekli çalışmayı yapmasından sonra en geç bu yılın sonuna kadar bu endeksi kurmayı düşünüyoruz. Biz Rio 20'ye borsa olarak üst düzey bir katılım gerçekleştireceğiz" diye konuştu.

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Forum, Brezilya'nın Rio de Janeiro --15-18 Haziran tarihleri arasında gerçekleştirilecek.

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Rio+20 iş adamları ve yatırımcıları devlet, yerel otorite, sivil toplum temsilcileri ve BM teşekkülleri ile bir araya getirecek.

Türkiye'den 250'yi aşkın katılımcının bulunacağı forum boyunca Rio+20 Konferansı gündemiyle bağlantılı pek çok çalıştay ve tematik oturumlar gerçekleştirilecek.

60'tan fazla oturumun yapılacağı etkinlikte ele alınacak temalar; "Enerji ve iklim", "Tarım ve gıda", "Su ve ekosistemler", "Sosyal kalkınma", "kentselleşme ve kentler" ve "Sürdürülebilir kalkınma ekonomisi ve finansmanı" olarak sıralanıyor.

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Kaynak: AA

Rio+20 Kurumsal Sürdürülebilirlik Forumu

Haber Tarihi, Anadolu Ajansı, Haberler, 30 Mayıs 2012

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- İstanbul

http://www.itweb.co.za/index.php?option=com_content&view=article&id=54915:taking-back-tomorrow

Taking back tomorrow

As the Rio+20 summit approaches, big business re-assesses its role in a resource-constrained future.

By Lezette Engelbrecht, ITWeb online features editor, 18 May 2012



The Rio+20 summit on sustainable development will see hundreds of leaders meet to discuss the path forward in a resource-constrained world.

With one month to go until the Rio+20 Summit on Sustainable Development, there's a growing focus on how corporate sustainability has progressed in the 20 years since the first conference.

One of the summit's major events will be a Corporate Sustainability Forum, where business leaders will discuss the private sector's role in creating the 'Future We Want', as the world heads for unprecedented resource challenges. Organised by the UN Global Compact (which has seen over 6 000 companies commit to sustainable business practices), the forum's objective is to provide a showcase for innovation and collaboration, and improve the quality and scale of initiatives.

At the first summit in 1992, 178 countries adopted the Agenda 21 plan of action, to restructure their approach to economic growth, social equity and environmental protection. Given the dramatic changes in technology, the global economy, society and politics in the past two decades, the world is a very different place to 1992 (a time at which the first phone-to-phone SMS had yet to be sent). But for all our progress, many of the original challenges, if anything, have become even more daunting.

Andy Le May, MD of sustainability consultancy icologie, says there are signs of progress, but even those leading the way aren't fully embracing the change.

"I think there is a new breed of CEO coming in who are asking the right questions. We have seen organisations starting to engage to find out what sustainability means and what it will cost them, but still they delay on pressing the button. Most are doing what they have to so they don't get fined."

"Most are doing what they have to so they don't get fined."

It's a delay businesses can ill afford, given the enormous challenges we'll face in coming years. The World Wildlife Fund's Living Planet Report 2012 warns that 20 years post the first Rio summit, the planet's environment is getting worse, not better. Surging populations and growing demand for energy, food and water means humanity is fast outstripping what the earth can supply. The report notes that demand for natural resources has doubled since 1996, with humankind using the equivalent of 1.5 planets to support its activities. By 2030, it's estimated we'll need two earths to meet our annual demands.

“Despite some progress, business has continued 'as usual' and the human impact on the planet has continued to grow, destroying nature and the natural resources upon which we ultimately depend for our survival,” says the report.

Opportunity in crisis

What is Rio+20?

The United Nations Conference on Sustainable Development taking place in Rio de Janeiro, Brazil, in June, is a platform for defining pathways to a cleaner, greener and more equitable world.

Twenty years after the 1992 Earth Summit in Rio, the UN is again bringing together governments, international institutions and major groups to agree on a range of smart measures that can reduce poverty while promoting decent jobs, clean energy and a more sustainable and fair use of resources.

Yet, major opportunities exist to use these challenges to drive a new way of living and working, with the so-called green economy becoming a growing priority for both governments and business leaders.

Le May says the shift is both necessary and compelling. “Sustainability is the next evolution in our society and will change everything. This should not be seen as daunting but rather a great opportunity to reach out to new and existing customers by strengthening one's brand and offering new products.”

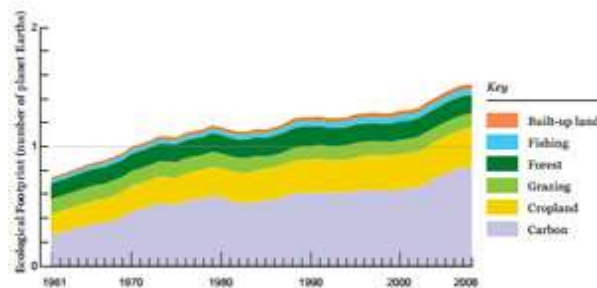
A recent study, conducted by MIT Sloan Management Review and Boston Consulting Group, shows that 30% of surveyed companies have developed a business case or value proposition for addressing sustainability.

The survey of more than 2 800 corporate leaders in major industries and regions found that two-thirds of companies see sustainability as necessary to being competitive in today's marketplace.

In addition, nearly a third of companies say sustainability is contributing to their profits, while more than two-thirds have placed sustainability on their management agenda.

“Although many companies are still struggling to define sustainability in a way that is relevant to their business, the attention and investment we see indicate the here-to-stay nature of sustainability for organisations everywhere,” said **David Kiron**, executive editor at MIT Sloan Management Review and a co-author of the report. **Hugh Tyrrell**, director of consultancy GreenEdge, says companies are beginning to shift their approach from compliance to innovation. “Sustainability used to be a 'good' thing to do. Now it's becoming the pathway to a green economic revolution.”

He adds that there's been a deepening in sustainability thinking, with more organisations incorporating it into the corporate culture. "Sustainability is becoming 'the way we do things around here'. This cuts costs, increases innovation, and builds trust among staff, suppliers and customers. And trust has huge added value."



This graph shows the biocapacity of the earth compared to the resources humans are using. In 2008, the discrepancy between the two meant it would take 1.5 years for the planet to fully regenerate the renewable resources people used in one year. Source: WWF Living Planet Report 2012.

The MIT/BCG study confirms this point, noting that 'harvesters' – the 31% of companies that say sustainability is contributing to their profits – are not merely implementing individual initiatives such as lowering carbon emissions or investing in clean technologies; they are changing their operating frameworks and strategies. "There's a learning curve to incorporating sustainability into strategy," states **Knut Haanaes**, a BCG partner and report co-author.

"Our research suggests a pattern: First, a company focuses on reducing costs, boosting efficiency, and enhancing its corporate reputation. Then, after a while, it takes a broader view, becoming innovative with products and processes, and gaining access to new markets."

Ericsson, for example, recently highlighted this approach in its annual sustainability and corporate responsibility report, which stresses the potential of ICT to spur socio-economic development and a low-carbon economy.

The company views the expansion of cities as a key opportunity for new products and services, as increasing urbanisation drives demand for connectivity. It adds that ICT will play a key role in the transition to a low-carbon economy, as it facilitates education, financial services, health, safety and security, and livelihoods.

Not all bad news

Around 30 of the world's largest companies have saved more than double the annual CO₂ output of Switzerland through the World Wildlife Fund's Climate Savers programme, since its inception in 1999.

A recent review of the campaign, whose members include HP, Nokia, Sony and IBM, showed more than 100 million tonnes of CO₂ had been avoided in the period up to 2011.

“As cities evolve, they'll need digital infrastructure and services like smart grids, e-education, e-health, e-governance, and intelligent transportation systems.”

Mwambu Wanendeya, Ericsson VP of sustainability communications, says there's a growing recognition by businesses and consumers alike that the planet's resources are limited and have to be used carefully.

“In today's environment, you need an agenda and must be able to show what you're doing. Increasingly, customers we supply are asking questions about the sustainability of the company's whole ecosystem.”

Tyrrell adds that business has to run with the sustainability banner, as the delay in getting global consensus on policy and regulatory change is undermining the urgency of action. “We don't have a lot of time left. Meanwhile, the pace of investment in clean and renewable technologies is on a very steep and fast upward curve.”

From the inside out

Technology companies, which have particularly promising opportunities for leveraging their solutions, seem to be making great progress in some areas, and failing dismally in others.

Research firm Eiris, for example, released a report last month ranking the sustainability performance of the world's 50 largest companies, expressed on an A to E scale. While pharmaceutical giants including Roche and GlaxoSmithKline come out tops, tech heavyweights Apple and Google ranked only one grade above the E score of energy companies like Exxon. Intel, Siemens, Telefonica, and Vodafone all managed a B.

It's when staff starts driving sustainability within the organisation that real benefits are realised, says icologie MD Andy Le May.

The report added that while it was clear companies are acknowledging the importance of sustainability, a significant number are demonstrating limited progress. Apple and Google's poor results were mainly due to their failure to address human rights and supply chain labour issues.

Part of the problem, says Le May, is that sustainability teams often have great difficulty in getting information from the organisation. “This is because they have not related what sustainability means to the staff's lives. They just see it as more work rather than securing the future for their families.”

He explains that making employees part of the process results in much greater support, and encourages them to initiate action.

“When you see the staff driving the change that is when you see the real benefits of sustainability – creativity for change leading to cost savings, marketing, staff morale, better retention rates and so on. Nobody knows the business better than the staff – they just need the reasons why.”

While some companies may be lagging in performance stakes, others are pushing ahead with ambitious goals. Microsoft nailed its colours to the mast earlier this month by announcing its commitment to become carbon neutral, beginning 1 July 2012, across all its direct operations.

Sustainability used to be a 'good' thing to do. Now it's becoming the pathway to a green economic revolution.

These include its data centres, software development labs, offices, and employee air travel. The IT giant says this accountability model will make every business unit responsible for the carbon it generates – creating incentives for greater efficiency and an overall reduction of its environmental impact.

In a paper outlining its strategy, Microsoft says looking to technology to help reduce its carbon emissions and track progress reflects its broader policy on climate change: “that technology can play an important role in the transition to a sustainable, low-carbon economy”.

This transition to a cleaner economy is proving particularly promising for local companies, notes Tyrrell: “In SA, government is throwing money at the green economy because it offers jobs and less dependence on coal, and can help meet its own stringent carbon reduction targets.”

Stricter regulations around sustainability reporting, such as King III and the Global Reporting Institute's latest guidelines (G4), are also contributing. An Eiris report on corporate responses to climate change in SA found local companies are showing progress through improved strategies, governance, and disclosure. The study focused on the 'Top 40' largest listed companies, reporting that 95% demonstrate at least some form of response to climate change.

However, only 30% of the companies analysed have demonstrated reductions in their operational greenhouse gas emissions over the past two years, and while 60% have set short-term emissions targets, only 23% have set long-term goals.

Whether the summit itself will have any measurable impact on the way sustainability is approached in business is debateable. But what it may do is foster a global conversation that is gaining far more voices from the corporate world, and one Tyrrell believes needs to remain positive.

“There's been a swing to the understanding that the world cannot change by thinking doom and gloom. Instead, we must all start to envision a greener, sustainable future which offers reasonable prosperity for all and a healthy ecosystem to support us.”



<http://www.environmentalleader.com/2012/03/28/un-global-compact-to-shake-out-more-free-riders-from-membership-ranks/>

UN Global Compact to Shake Out More Free Riders from Membership Ranks

By Environmental Leader, March 28, 2012

More than 750 businesses, including major European and American corporations, are expected to be ejected from the United Nations Global Compact in the next six months, and a few hundred more after that, as the group evaluates whether its members are upholding its principles, the Guardian said.

Global Compact says is the largest voluntary corporate responsibility initiative in the world, and, in principle, its members are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption.

However, executive director Georg Kell told The Guardian that the collective must deal with the free riders who have joined for PR purposes, but are not truly engaged with the core principles of the initiative. Global Compact's expectations about engagement have developed to the point that companies clearly stand out if they are not meeting the standards.

In a letter released ahead of the Rio+20 Corporate Sustainability Forum this June, which UN Global Compact will host, Kell said that most companies and governments simply aren't doing enough to achieve the global acceptance of sustainability as a value proposition.

Kell writes that a new contract between business and society is needed covering five areas: the need for corporate governance at the board level that evaluates environmental and social issues alongside business strategy; a reward system for goods and services that respond to sustainable solutions; a global policy framework to disclose sustainability information; responsible lobbying and advocacy for regulatory frameworks that look past the needs of the "dinosaurs of business"; and public-private partnerships for developing policy.

According to the Guardian, Kell believes that the corporate sector is moving too slowly to deal with the enormous social and environmental challenges ahead. All the same, Kell said he faced an internal struggle at the Global Compact to delist the thousands of companies from its membership.

Global Compact has more than 5,300 participating businesses from over 135 countries and is signing up new businesses at the rate of around 100 companies every month, the Guardian said.

In February, Global Compact revealed that 3,123 companies had been kicked out of Global Compact since 2005, for failing to communicate progress on their efforts to implement the compact's sustainability efforts. One month later, the number of delisted companies has reached 3,287, including companies from Spain, Austria, the U.S., Slovenia, Germany, Brazil, France, Russia and many others.



<http://blog.mediaglobal.org/?p=460>

Corporate sustainability a priority for Rio+20

Sandhya Kumar, MediaGlobal, 03.08.2012



Georg Kell, Executive Director of the UN Global Compact. Photo credit: Jika Gonzalez

With Rio+20 just a few months away, Executive Director of the UN Global Compact Georg Kell spoke at United Nations headquarters in New York last Tuesday to provide updates on the preparations being made for the global summit. The Compact is an initiative to promote responsible business practices that adhere to ten universally accepted principles concerning human rights, labor, the environment and anti-corruption. As the largest international voluntary corporate responsibility initiative, Kell noted that the Compact was mobilizing its members for Rio, particularly a private-sector component which he hopes will stimulate innovation and collaboration on these issues under theme “A Future We Want.”

“After 10 years of mobilizing businesses around the world, we have made some progress and we have growing evidence that long-term value creation, embracing universal principles, makes good business sense,” noted Kell.

This week, the Compact welcomed its 7000th corporate participant, to a growing group of 135 countries and over 100 networks. Despite the de-listing of over 3,000 corporate participants (over 40% of those who initially joined) for failing to provide regular disclosure on their progress, the movement is growing.

However, there is disappointment that the initiative is not growing faster. “It’s not yet transformative,” Kell claimed, and part of the problem is that the Compact represents less than 10 percent of the relevant corporate population. He expressed his hope that companies who have remained on the fence will join the movement towards sustainability in business.

“Our hope is that Rio+20 will deliver a very strong encouragement for corporate sustainability, that we will be able to demonstrate that most of the solutions we

need exist already,” Kell remarked. “We will make the case for smart solutions to be disseminated rapidly and we call on governments to put in place the incentive structure and the enabling environment required for solutions to be diffused rapidly.”

<http://www.guardian.co.uk/environment/2012/mar/07/arnold-schwarzenegger-sustainable-world?newsfeed=true>

Arnold Schwarzenegger launches virtual 'sustainable world' project

The initiative, with the support of the UN, hopes to help people envisage a sustainable future using low-carbon resources

By Fiona Harvey, environment correspondent, The Guardian, 7 March 2012



California Governor Arnold Schwarzenegger. Photograph: Claus Bech/EPA

Arnold Schwarzenegger and Europe's climate chief, Connie Hedegaard, are spearheading a new push to help people envisage a sustainable future using low-carbon resources.

The Sustainia initiative, launched on Wednesday with the support of the United Nations Global Compact, aims to take dozens of new and developing technologies from renewable energy to hydrogen-powered buses, and use designers to create visual representations and recreations that will allow people to imagine what a more environmentally friendly world would be like.

This is needed in order to allay people's fears that opting for more environmentally sustainable practices may lead to a lower quality of life, according to the founders.

"We've done this because it is hard for people to understand what a sustainable future could look like," Hedegaard told the Guardian. "Many people do not want to give up what they know because they fear that if we get away from business as usual, we will go to a grey and uninteresting life. But we can show that doesn't have to be – we can create cities where there is cleaner air, where people have better transport and nice houses to live in. Showing that vision is very important."

The initiative is aimed at the Rio+20 conference this June, where governments, businesses and civil society will discuss ways to encourage environmental sustainability. The theme of the Rio+20 conference is "the future we want", and Sustainia is meant to allow people to envisage what such a future would look like.

As well as creating a virtual model of a future sustainable world, and publishing a book laying out what that world will look like, the organisers of Sustainia will set up

an award they are billing as a "Nobel prize for sustainable development". It will reward technological breakthroughs and designs that tackle environmental problems.

Schwarzenegger said: "Being a champion in body building, in movies and in politics where I was able to lead California to renewable energy, energy efficiency, green jobs ... I believe it is important to demonstrate that sustainability is the better choice for all of us. For communities around the world and for the individual, the Sustainia award offers a multitude of benefits in terms of better health, more liveable regions and cities and increased productivity. But we need to actually see it to understand it. And this is what we will make possible."

The head of the Intergovernmental Panel on Climate Change, Rajendra Pachauri, and Gro Harlem Brundtland, the former politician, many regard as the founder of environmental sustainability thinking, after she coined the definition of sustainability at the first Rio conference 20 years ago, are also taking part in Sustainia.

Businesses are also involved, including Microsoft, General Electric, Philips and TetraPak.

Georg Kell, executive director of the UN Global Compact, said: "Sustainia is a clear articulation of the future we want" and aligns well with the message the UN wants to convey in Rio and beyond: we can build a desirable, sustainable future. Sustainia is a fresh and much-needed approach to communicating sustainability, engaging key stakeholders, and inspiring tangible action."

Global Business Slow to Embrace Sustainable Development–UN Pushes Corporate Responsibility Pact

By Nives P. Covnik, Moot Magazine, March 6, 2012

Socially responsible corporate practices are still not part of business culture. Out of some 80,000 multinational corporations around the world, only a small percentage embraced corporate sustainability, UN says. In spite of several UN-backed initiatives to foster greater involvement of companies to advance sustainable development around the world, businesses so far have been slow to align their operations with universally accepted values and principles in the areas of labor, human rights, environment and anti-corruption. Worse, the majority have yet to make any commitment to these universal principles.

Embracing socially responsible corporate practices makes good business sense, says Georg Kell, the Executive Director of UN Global Compact, the UN initiative for promotion of socially responsible corporate practices. During press conference in New York this week, Mr. Kell talked about progress that had been made after a decade of UN efforts to mobilize businesses all over the world to adopt universal UN principles and values. Even so, a total of 3,123 companies, out of more than 7,000 from 140 countries that had joined the UN initiative, were expelled since 2005 for non-compliance and for failure to implement the Compact's sustainability principles. Furthermore, many participants of UN initiative continuously fail, says Global Compact.

Having become the masters of the actual economy rather than its public servants, financial markets are now a threat to economic stability; they distort investment and trade and heighten levels of inequality, says Supachai Panitchpakdi, the Secretary General of the UN Conference on Trade and Development (UNCTAD) in his most recent report on development-led globalization.

The casualties of the economic crisis are numerous. There are 200 million unemployed worldwide; the Millennium Development Goals will also not be achieved by 2015, as Governments worldwide had pledged; and further progress on greenhouse gas emissions reductions has stalled as well, UNCTAD report reveals.

World economy needs to create over the next ten years 400 million new jobs for the new entrants to the labor market, says International Labor Organization (ILO). Some 75 million of young people are currently unemployed, with youth unemployment rate standing at 12.7 percent worldwide, ILO also reports. Worse, the rate does not even reflect some of the young people who had altogether dropped out of the labor market.

The UN Economic and Social Council (ECOSOC) brought together this week representatives of governments, private sector and youth from around the world to discuss youth unemployment. Ms. Asha-Rose Migiro, the UN Deputy Secretary-General, underscored while addressing the gathering in New York that monetary and fiscal policies must be redesigned to boost youth employment. Ms. Migiro pointed out that youth unemployment rate rose to 18 percent in the developed economies at the beginning of 2011 and in North Africa and in Western Asia to 40 percent.

Mr. Ban Ki-moon, the UN Secretary-General, in his introduction to the most recent World Youth Report that was released by the UN Department of Economic and Social Affairs (DESA), talks about the “largest generation of young people the world has ever known.” The UN system needs to be pulled together “like never before to support a new social contract of job-rich economic growth,” Mr. Ban Ki-moon argues before he concludes: “Let us start with young people.”

In spite of the ongoing worldwide calls for corporate sustainability on broader scale, the question if the world’s corporations are ready for more sustainable course of doing business persists. The notion that we can reconcile corporate responsibility and speculative market is still alive and well. According to Executive Director of Global Compact, less than 10 percent of the corporate participants had joined their movement and initiatives.

Similarly, the Secretary General of UNCTAD stated that it was revealing that even a fraction of the resources used to save ‘too big to fail’ financial institutions could never be allocated in times of economic prosperity for social welfare, economic and social development, infrastructure-building or to tackle environmental and other challenges.

The UN Secretary General during the February corporate sustainability summit in New York called on global businesses and the United States companies in particular to support more strongly UN initiatives saying: “We need corporate sustainability to be in the DNA of business culture and operations.”

But will business leaders around the globe join forces with Global Compact in advancing sustainable development and the green growth agenda? Rio+20, the upcoming June UN Conference on Sustainable Development, and the Corporate Sustainability Forum present an opportunity for the international community to demand more from global businesses and convince them once and for all that stable development is incompatible with the speculative market.

Although it is encouraging that some 400 business schools around the world began to integrate the Global Compact into their curriculum, more needs to be done.

A shift in the global political and economic landscape is evident. New political alliances have emerged, says the Secretary General of UNCTAD Mr. Supachai in his report and the share of developing economies in the world income increased to 30 percent with trade and investment patterns shifting accordingly.

Market economies can operate within a wide spectrum of political as well as social arrangements, with no single model of state-market relations for others to follow, Mr. Supachai further states. However, the interdependent world also calls for international leadership and collective responsibility.

Mr. Supachai talks in his report about “underlying weaknesses” ignored prior to the current economic crisis and the pronounced risks when the financial markets disconnect themselves from the real economy, and tie wealth creation to the fast accumulation of debt and rising asset prices, and channel innovation to financial engineering instead of to technological progress. But is corporate world listening?

At the end of January, the UN High-level panel on Global Sustainability also released *Resilient People, Resilient Planet: A future worth choosing*, a report that calls for a transformation of the global economy with more than 50 recommendations for successful launching of sustainable development. The panel recommends among

other the incorporation of environmental and social costs in “regulating and pricing of goods and services.”

The Panel writes in its report that the current global development model is unsustainable and it warns that we risk condemning up to 3 billion people to endemic poverty by failing to resolve the sustainable development.

Executive Director of UN Global Compact Georg Kell says that Panel’s work confirms that a lasting transformation of the global market requires a significant shift in the way we look at the cost of externalities. Considering the distance before reaching a final destination, our tipping point in corporate sustainability, it is time “to take business to task,” Kell concludes.

We need to break the pattern of economic thought that led to international financial crisis if we want to find a new way forward, many argue. Maybe, the head of UNCTAD said it best when he declared that the world was in need of “a global new deal.”

Source: UN

UN News Centre

<http://www.un.org/apps/news/story.asp?NewsID=41409&Cr=sustainability&Cr1=>

UN urges businesses to join corporate responsibility pact ahead of Rio forum



Georg Kell, Executive Director of the UN Global Compact Office. UN Photo/Mark Garten

28 February 2012 –The world’s corporations are increasingly adopting a more sustainable course of doing business, a senior United Nations official said today, but voiced concern that participation was still lagging below expectations ahead of a major forum on corporate sustainability in Rio de Janeiro in June.

Speaking at a press conference in New York, Georg Kell, Executive Director of the Global Compact Office, the UN initiative that seeks to foster socially responsible corporate practices, emphasized the increasing need for the private sector to put sustainability on its agenda.

“After 10 years of mobilizing businesses around the world we have made some progress and we have growing evidence that long-term value creation embracing universal principles makes good business sense,” stated Mr. Kell.

The UN Global Compact today counts more than 10,000 participants, including over 7,000 businesses in 140 countries, many of whom are working to advance greater environmental and social sustainability in the spirit of the initiative’s 10 universal principles in the areas of human rights, labour, environment and anti-corruption.

But Mr. Kell noted that while the 7,000th participant had recently signed up for the programme, over 3,000 companies had already been delisted for noncompliance.

“We are disappointed, as a matter of fact, that the movement isn’t growing faster,” he told reporters. “Of course, it’s a big movement, but not yet transformative.”

But, with over 2,000 participants expected at the upcoming Rio+20 Corporate Sustainability Forum, which is part of the broader Rio+20 conference in the Brazilian city, Mr. Kell voiced hope that the time had come for business leaders and investors to further spearhead their sustainability initiatives with governments, local authorities, and civil society groups.

“Our hope is that Rio+20 will deliver a very strong encouragement for corporate sustainability. That we will be able to demonstrate that most of the solutions we need exist already,” he stated.

Mr. Kell added that he was approaching the Rio+20 forum with optimism.

“We know there is a huge appetite in the private sector. The time is now to move forward and to demonstrate through solutions that we can find answers to many of the problems. What it takes is goodwill, collaboration, and the right incentives.”



<http://www.stakeholderforum.org/sf/outreach/index.php/outreach2012zerodraft2/606-outreach2012zero1item8>

Corporate Sustainability Leadership: Framework for Action at Rio+20 and Beyond

By Georg Kell, Executive Director of the UN Global Compact, Outreach Stakeholder Forum, 25 January 2012

Rio+20 will convene Governments to build consensus on a more sustainable course for our world, in the environmental, social and economic spheres. Business plays a crucial role in this endeavour through corporate sustainability, defined as the delivery of long-term value in financial, social, environmental and ethical terms. To spur private sector action in support of sustainability, a Rio+20 Corporate Sustainability Forum will be held on 15–18 June in Rio.

Business must be part of the solution

Companies around the world are increasingly putting sustainability on their agendas; promising and progressive work is underway. For example, through the UN Global Compact over 6,000 companies in 140 countries – representing approximately 50 million employees – have committed to respect and support human rights, ensure decent workplace conditions, safeguard and restore the environment and enact good corporate governance and are reporting publicly on their progress. Business is also moving into innovation and new opportunity spaces that drive corporate and investor success while delivering societal value, such as helping to lift people out of poverty through social enterprise or developing green products and processes. As a result, transformative solutions by business exist, with the ability to have profound impacts on areas including energy and climate, water, biodiversity, agriculture and food, corruption and gender equality.

Despite positive developments and shifting trends, corporate sustainability as practiced today remains insufficient – a quantum leap is needed. To reach full scale, economic incentive structures must be realigned so that sustainability is valued and profitable.

Government actions to support corporate sustainability

With the right incentives, enabling environment and means of implementation, the private sector can make significant contributions to the sustainable development agenda. Therefore, at the Rio+20 Conference, the UN Global Compact recommends that Governments:

- *Recognise* that corporate sustainability – defined as delivery of long-term value in financial, social, environmental and ethical terms – is a fundamental contribution to sustainable development and *encourage* businesses everywhere to adopt universally accepted sustainability principles.

- *Encourage* companies to enhance accountability and transparency through monitoring, measuring and disclosing sustainability practices and *commit* to developing a global policy framework for business to annually disclose sustainability information following uniform parameters in their annual financial reports or other reports.

- *Recognise* that partnerships between business, the public sector and civil society contribute important solutions for development goals, for example in the areas of energy, water, food and good governance, and *commit* to support the development of transformational partnerships which address systemic issues, involve all relevant stakeholders, leverage core competencies of all partners, and have in-built capacity for scale.

Further, Governments are asked to take actions to support greater scale and quality of corporate sustainability, in the following areas:

- *Building effective policy frameworks to support corporate sustainability*, specifically related to: peace, stability and human rights; an open, rule-based and non-discriminatory policy environment; good governance and corruption; and effective regulatory frameworks and incentives for markets.

- *Strengthening modalities for corporate sustainability implementation*, including: sustainable finance and responsible investment; corporate disclosure; transformational partnership models and corporate commitments; national sustainability hubs; and responsible management education.

- *Advancing sustainability issues through private sector practices, innovation and collaboration*, in areas including: sustainable jobs and decent work; energy and climate; water; biodiversity; empowering women; anti-corruption; and hybrid business models.

Details on each of these recommendations can be found in Corporate Sustainability Leadership: A Framework for Action at Rio+20 and Beyond, the UN Global Compact Office's submission to the preparatory process of the Rio+20 outcome document.

Rio+20 Corporate Sustainability Forum

To strengthen the business contribution to sustainable development globally, the Rio+20 Corporate Sustainability Forum: Innovation & Collaboration for the Future We Want will take place in the days leading up to Rio+20. Over 2,000 participants are expected, representing business as well as investors, governments, local authorities, civil society and UN entities. The Forum will be a launching ground for widespread action – showcasing innovative public-private partnerships, business contributions and new commitments.

Rio+20 provides a unique and powerful platform to advance innovation and collaboration by business to support sustainability goals. Collaborative, serious and solutions-oriented engagement by and with the private sector in Rio will be critical.

<http://blogs.ft.com/material-world/2012/01/25/the-un-gets-further-into-fashion/#>

The UN gets further into fashion

By Vanessa Friedman, Financial Times, 25 January 2012

In another example of the way statesmen have wised-up to fashion's usefulness as an educational and promotional tool, **today the United Nation's Global Compact – the world's largest corporate sustainability initiative, launched by the UN in 2000 – is announcing its first sector-specific initiative.** And it is ... wait for it ... a joint venture with NICE, aka the Nordic Initiative Clean and Ethical (yes, the acronym works better than what it stands for).

To be specific, it is a new set of business guidelines, "based on the UN Global Compact principles but formatted to a fashion and textile context (adding two to four fashion-specific principles on pressing issues such as chemicals, water, waste, jewellery/diamonds, animal rights/welfare)," according to Jonas Eder-Hansen of the Danish Fashion Institute. He says many small- and medium-sized companies simply don't know how to make themselves sustainable, and this is conceived to clarify the situation. (Many of the big fashion and luxury groups in the big four fashion capitals of Paris, Milan, New York and London already have any similar rules in place internally; LVMH for one is a signatory to the Global Compact.)

Here's how the new fashion process will work, says Mr Eder-Hansen: "Fashion companies who sign up for the code automatically sign up for UNGC (and vice versa) and will have to live up to the commitment to issue an annual Communication on Progress (COP), a public disclosure to stakeholders (eg, investors, consumers, civil society and governments) on progress made in implementing the code principles. All business participants are required to post their COP on the Global Compact website and to share it widely with their stakeholders. Violations of the COP policy (eg, failure to issue a COP) will result in the change in participant status to non-communicating and can eventually lead to the expelling of the participant of UNGC."

At the moment it is directed at the fashion industry in the Nordic countries – Denmark has a fairly developed fashion week – but I don't think the fact this is being launched during the couture shows is a coincidence. **Indeed, according to Mr Eder-Hansen, international partners are being approached, and the whole thing will really kick off at Rio+20 in June.**

As to why the Nordic countries, not necessarily considered major international fashion players, are leading the charge in this area, well, they clearly see this as a way to seize both the high ground and a global identity in the fashion world, and have been working to position themselves thus since 2009 when they held the first Copenhagen Fashion Summit focusing on CSR and sustainability (full disclosure: I spoke at that event).

As to why the UN was interested in fashion and not, say; technology or consumer products, Eva Kruse, chairman of the Nordic Fashion Association and CEO of the Danish Fashion Institute, says:

Fashion has historically had the capacity to affect the society as a whole, and therefore fashion is a great place to start building a new creative future aligned with the ecosystem we are all a part of.

In other words: it's the red carpet, stupid. (It is an American election year; the spectre of James Carville has to make an appearance somewhere).



http://www.chinadaily.com.cn/xinhua/2011-06-22/content_2965381.html

Business leaders urged to keep corporate sustainability high profile at coming UN development conference

By China Daily, 22 June 2011

UNITED NATIONS, June 21 (Xinhua) – UN Secretary-General Ban Ki-moon on Tuesday called on business leaders to "ensure that corporate sustainability" has a high profile for next year's UN conference on sustainable development.

Ban's statement came at a board meeting of the UN Global Compact, which is the world's largest corporate sustainability initiative that provides participants with tools to fight all forms of corruption, including extortion and bribery.

In particular, as the world prepares for next year's Rio + 20 UN Conference on Sustainable Development to be held in Brazil, the secretary-general said, "We must ensure that corporate sustainability has a (high) profile."

"The Global Compact will undertake major initiatives at Rio, including through a private sector track to bring the voice of business to the intergovernmental debate," Ban said. "I will look to you to help mobilize a coordinated and powerful contribution by business, in particular in delivering viable solutions that can help alleviate poverty, create jobs and accelerate the transition to a green economy."

One year ago at the Global Compact Leaders Summit, more than 1,000 chief executives and civil society leaders convened to set the future direction of the Global Compact, he said. "They reached consensus that the compact must work towards two goals: increasing the number of participants and deepening the quality of their engagement."

Achieving these goals will require the support and guidance of this Board, he urged as he said that it is important that the principles of the Global Compact are accepted by more businesses around the world.

"I have set a goal of reaching 20,000 companies by 2020," Ban said. "Today, we have 6,000 companies in 135 countries."

But this is just a fraction of the estimated 70,000 multinationals and millions of small businesses, he said. "Reaching a critical mass will be essential if we are to help retool markets and economies towards sustainability."

Since its launch in July 2000, the Global Compact -- a UN initiative that seeks to foster socially responsible business practices -- has become the world's largest and most ambitious project of its kind with at least 8,000 participants.



<http://www.estadao.com.br/noticias/impresso,dilma-liga-crescimento-a-preservacao-.880298,0.htm>

Dilma liga crescimento a preservação

Presidente diz que 'produção sustentável é a melhor forma de gerar oportunidades' e reitera que Rio+20 vai exigir cumprimento de metas

Rafael Moraes Moura e Tânia Monteiro, O Estado de S.Paulo, 31 de maio de 2012 | 3h 14

BRASÍLIA - Dois dias após a publicação dos vetos do Código Florestal, que geraram críticas de ruralistas e ambientalistas, a presidente Dilma Rousseff disse ontem, em evento no Palácio do Planalto, que a preservação do meio ambiente é "condição essencial" do crescimento econômico. Ela aproveitou para reforçar o convite a delegações estrangeiras para participar da Conferência das Nações Unidas sobre Desenvolvimento Sustentável, a Rio+20.

"A matriz energética renovável é sempre melhor do que uma matriz fóssil ou fóssil (nuclear)", disse Dilma, durante solenidade de entrega da quarta edição do Prêmio Objetivos do Desenvolvimento do Milênio Brasil. "Percebemos também que um desenvolvimento e um crescimento econômico que não respeitam o meio ambiente comprometem o presente e o futuro dos nossos países", acrescentou a presidente.

Dilma lembrou que falta menos de um mês para a realização da Rio+20, que vai trazer uma "nova discussão". "Sem abrir mão dos nossos Objetivos do Desenvolvimento do Milênio, temos de dar passos à frente. E os nossos passos à frente são a expressão do nosso comprometimento com essa tríade: incluir, crescer, proteger e conservar, ou conservar, proteger, crescer e incluir", afirmou. "E isso significa que teremos de criar metas, a serem perseguidas e realizadas."

Para a presidente, "aprendemos que a preservação do meio ambiente é condição essencial do crescimento econômico. E descobrimos que a produção sustentável é a melhor forma de gerar oportunidades para a inclusão de todos nós".

Ao final do discurso, a presidente aproveitou para reiterar o convite a "todos os ministros da América Latina, do Caribe e da África" a comparecer à Rio+20.

Compromisso. O setor privado "está quilômetros à frente do setor público" em seu compromisso com o desenvolvimento sustentável. A avaliação é de George Kell, diretor executivo do United Nations Global Compact, uma entidade ligada à ONU com o apoio de empresários ao redor do mundo.

Em entrevista coletiva em Nova York, Kell frisou a importância de a comunidade internacional apoiar a Rio+20 mesmo diante da crise europeia, desaceleração dos Brics, eleições nos EUA e a crise no Oriente Médio. "Não podemos pensar em soluções de curto prazo porque essas levarão à construção de barreiras. O mais

importante será restaurar a cooperação multilateral mesmo em um cenário adverso", disse.

O objetivo da Global Compact, segundo ele, é elevar de 7 mil para 20 mil o total de executivos associados na Rio+20.

Ao longo desta semana, diplomatas envolvidos na Rio+20 estão reunidos na sede da ONU em Nova York, na penúltima rodada de negociações para redigir o documento final da conferência, de 20 a 22 de junho - o acordo tem de ser obtido por consenso. Por isso, o processo tem sido demorado. Amanhã, encerra-se o prazo para as negociações. Depois, os debates serão transferidos de Nova York para o Rio./
COLABOROU GUSTAVO CHACRA, DE NOVA YORK

FOLHA DE S. PAULO

<http://www1.folha.uol.com.br/fsp/cienciasaude/45978-empresas-lidam-melhor-com-metas-diz-onu.shtml>

Empresas lidam melhor com metas para desenvolvimento sustentável, diz ONU

VERENA FORNETTIDE NOVA YORK, Folha de S. Paulo, 31 de maio de 2012

Representantes da ONU afirmam que a iniciativa privada tende a ser mais ousada ao fixar metas para o desenvolvimento sustentável que os governos dos países que participarão da Rio+20, conferência que ocorre em junho no Rio de Janeiro.

"Sabemos das dificuldades dos governos, mas as companhias gostam de ter objetivos e de medir resultados", disse George Kell, da Global Impact, órgão da ONU que busca engajar as empresas em políticas sustentáveis e inclusivas.

A organização fará um fórum no Rio que reunirá o setor privado a partir do dia 15 de junho. Segundo ele, companhias brasileiras mostram disposição para adotar políticas mais sustentáveis.

Na negociação no âmbito da ONU, minúcias travam as tratativas. A poucas semanas da cúpula, há diversos pontos de divergência entre os países, que resistem em estabelecer metas para a chamada economia verde.

Aron Belinky, coordenador da ONG Vitae Civillis, afirma que as discussões ontem avançaram mais que nos dias anteriores, mas avalia que muitos temas importantes só serão negociados às vésperas da conferência.



<http://oglobo.globo.com/rio20/empresas-querem-servir-de-exemplo-governos-na-rio20-5072392>

Empresas querem servir de exemplo a governos na Rio+20

Mais de mil empresários se reunirão na cidade entre 15 e 18 de junho para discutir setor privado e sustentabilidade

FERNANDA GODOY, CORRESPONDENTE, O GLOBO, 30/05/12

NOVA YORK — Mais de mil empresários e executivos, entre eles 50 CEOs de grandes corporações, se reunirão no Rio de 15 a 18 de junho, no Fórum Corporativo de Sustentabilidade, para demonstrar a capacidade do setor privado de encontrar soluções e inovações tecnológicas. Segundo o alemão Georg Kell, diretor-executivo do United Nations Global Compact (grupo criado há 12 anos para articular agências da ONU com a iniciativa privada), as empresas estão “léguas à frente dos governos” na questão da sustentabilidade o evento será uma oportunidade para a comunidade empresarial mandar um recado aos líderes governamentais da Rio+20.

— Vemos a Rio+20 como uma oportunidade para deslançar movimentos de mudança social. É hora de as empresas assumirem sua responsabilidade e mostrarem aos governos que temos soluções concretas para várias questões críticas, como a redução da pobreza, o gerenciamento de recursos naturais, energia limpa. As soluções existem, o que falta é o incentivo dos governos — disse Kell, que dirige o grupo desde a sua fundação, com 47 empresas, uma marca que já chegou a sete mil. A meta é atingir 20 mil empresas até 2015.

O executivo alemão sabe, no entanto, que a crise econômica na Europa e nos Estados Unidos restringirá a possibilidade do tipo de incentivos fiscais que as empresas pedem. Segundo ele, o mercado de tecnologia verde, que hoje é de US\$ 2 trilhões, poderia saltar para US\$ 8 trilhões com os incentivos certos.

— Os governos estão muito ocupados com a crise, o que deixa pouco tempo para pensar nos problemas de longo prazo, no planejamento. Para as empresas, esta é uma oportunidade de reforçar seu papel. Não é preciso necessariamente mais dinheiro, mas, sim, políticas inteligentes — disse Kell.

O Global Compact aponta que o montante de subsídios globais à produção de combustíveis fósseis chega a US\$ 100 bilhões por ano, ultrapassando em muito os US\$ 66 bilhões destinados a subsidiar energia renovável.

Entre as sete mil empresas, há 452 brasileiras, entre elas Petrobras, Braskem, Itaú e Pão de Açúcar. O Brasil é o terceiro país com mais empresas participando do Global Compact, atrás apenas da Espanha e da França, e considerado um dos celeiros de

inovação, assim como a China e a Índia. O diretor-executivo do grupo, afirma que os empresários apoiam a adoção de metas de desenvolvimento sustentável.

— Empresas adoram metas, adoram coisas que possam ser medidas. Estou 100% convencido de que todas as empresas que estão comprometidas, que participarão do encontro no Rio, vão fechar metas — disse Kell.

Segundo Kell, o comprometimento do CEO é o primeiro e indispensável passo para que uma empresa se torne responsável pelo desenvolvimento sustentável. O Global Compact é um grupo formado por adesão voluntária de empresas que se comprometem como respeito aos direitos humanos e aos direitos dos trabalhadores, com princípios éticos e de sustentabilidade.

— A mudança vem do topo. Insistimos também no apoio do conselho diretor e na publicação de relatórios anuais de progresso. É preciso expor o processo de mudança à luz da sol e aumentar o grau de transparência — disse Kell, acrescentando que mais de 3 mil empresas já foram expulsas por não cumprir as regras de transparência.



Mônica Imbuzeiro, O GLOBO, 24 Abril 2012

Razão Social

O GLOBO: O GLOBO: Esta troca de tecnologia é importante para a indústria. Os países ricos usam isso, dizendo que os emergentes só cresceram com esta ajuda...

JORGE SOTO: Esta tecnologia de transformar lixo em energia já está sendo dominada internacionalmente. Não acredito que ninguém esteja dando nada a ninguém em termos de tecnologia. Quando se tem, oferece-se, e o outro lado compra ou não. Acho que o país já ultrapassou esta fase de pedir tecnologia. Nossa vantagem, de ser um país em desenvolvimento, é que não precisamos destruir o que temos para colocar alguma coisa nova no lugar. A Alemanha, por exemplo, está querendo parar as usinas nucleares para colocar alguma coisa nova no lugar. Aqui no Brasil nós já temos essa "coisa nova". Nossa vantagem é ter um empresariado que está buscando fazer a coisa certa para gerar resultados econômicos de forma sustentável, como o Comperj está fazendo. O governo está buscando neste momento um plano sustentável para a indústria. Tenho participado ativamente das discussões com o Ministério do Meio Ambiente e o Ministério da Indústria e Comércio.

O GLOBO: Como está este plano?

JORGE SOTO: Começaram a coletar informações com diferentes setores mais expressivos em energias e emissões. Fizemos um estudo e descobrimos que a maior parte desses setores no Brasil tem um nível de emissão menor do que a média mundial.

O GLOBO: Por quê?

JORGE SOTO: Por causa de tecnologias recentes, fontes de energia mais limpas. Tudo isso junto coloca o Brasil num nível de emissão muito menor do que a média mundial. Olhar para isso e manter a mesma lógica de todo o mundo, que é focar para baixar ainda mais as emissões é uma forma, não tenho nada contra. Mas um segundo olhar poderia ser: o que isso traz de oportunidades para o país? Posso usar isso como um diferencial corporativo?

O GLOBO: A Rio+20 talvez seja o fórum adequado para este tipo de discussão, já que na Rio-92 nós ainda não tínhamos tantas informações. Qual a expectativa do setor corporativo?

JORGE SOTO: Acho que um documento político que considere a relevância do meio empresarial, dos consumidores, já será um grande avanço porque vai colocar dentro da discussão, dos debates, dois setores que sempre são excluídos. Um outro avanço é a revisão da liderança global. Se logo depois da discussão a governança global for fortalecida, o novo órgão que surgir terá instrumentos para fazer algo mais concreto. As empresas querem o fortalecimento de uma liderança para o desenvolvimento sustentável. Por enquanto, tudo o que fazemos é voluntário porque não somos chamadas para a discussão. Somos chamadas apenas para sermos ouvidas.

O GLOBO: E isso é pouco?

JORGE SOTO: Sim, porque não tem desdobramento. Queremos participar de uma forma mais concreta. A Rio+20 tem condições de fazer algo marcante.

O GLOBO: Vocês terão algum representante na reunião dos chefes de estado?

JORGE SOTO: Quem vai resolver isso é o governo. Por enquanto fomos chamados para fazer parte da comissão nacional da Rio+20. Esperamos que isso se perpetue.

O GLOBO: Na Rio-92 vocês tiveram um papel participativo?

JORGE SOTO: Não, ali as discussões ficaram por conta mesmo dos chefes de estado, dos negociadores. Mas os embaixadores Figueiredo e Andre Corrêa do Lago (negociadores oficiais da Rio+20) têm dito que querem aproveitar aqueles dias sanduíche (os quatro dias depois da pré-conferência e antes da reunião dos chefes de estado) para fazer as discussões, levando em conta os nove temas. Se isto funcionar e eles levarem as discussões para os chefes de estado será ótimo.

O GLOBO: As empresas estão se preparando?

JORGE SOTO: Sim, estamos organizando vários eventos. A Firjan, por exemplo, vai montar uma grande tenda no Forte Copacabana, **o Pacto Global está organizando uma reunião num hotel na Barra da Tijuca e no dia 19 houve o Business Day do Basd (Business Action for Sustainable Development)**. Vamos produzir algo mesmo que não sejamos convidados para as discussões.

InfoGlobo Comunicacoes Ltda.

Tímidas em 92, empresas têm mais voz na Rio+20

Por Pilita Clark | Financial Times, 8 June 2012

À primeira vista, uma planície com fortes rajadas de vento no norte do Oregon pode não parecer o mais óbvio dos locais para o Google investir US\$ 100 milhões.

Mas é ali que vem tomando forma uma das maiores fazendas eólicas do mundo, e o dinheiro que a empresa destinou ao empreendimento é apenas uma parte dos US\$ 915 milhões que o Google investiu em projetos de fontes de energia renováveis nos últimos dois anos.

A empresa não é a única: do outro lado do mundo, a controladora da fabricante dinamarquesa de brinquedos Lego está investindo 3 bilhões de coroas dinamarquesas (US\$ 500 milhões) em uma fazenda eólica ao largo da costa da Alemanha. A Ikea, da Suécia, tem uma série de fazendas eólicas em países como a Escócia, França e Alemanha.

"Não desejamos nos tornar uma empresa geradora de energia", diz Rick Needham, diretor da área de energia e sustentabilidade do Google. Essa é também a posição da Ikea ou da Lego, mas o que as três desejam, efetivamente, é promover o uso da eletricidade "verde".

"E daí?", poderiam perguntar alguns. Empresas vêm brandindo suas credenciais ambientais desde pelo menos os anos 80, década em que Ed Woolard, então executivo-chefe do grupo químico DuPont, disse que em sua companhia a letra "e" da sigla CEO, de "chief executive officer", representava "ambiente" (Environment). A empresa, na época, encontrava-se sob fogo cruzado de críticos que a consideravam uma das piores poluidoras do mundo.

Mas algo distinto está acontecendo agora. Um pequeno, mas importante, grupo de empresas começou a adotar estratégias verdes muito mais ambiciosas, que exigem grandes recursos e uma mudança na forma como operam seus negócios.

Essa versão mais proativa de sustentabilidade empresarial poderá revelar-se insustentável. E é fácil descartar a ideia de que seria apenas mais uma tática de relações públicas para os tempos atuais, em que o termo "maquiagem verde" (usar a ecologia em relações públicas como forma de maquiar comportamento empresarial incorreto) tornou-se parte da linguagem cotidiana.

Embora algumas empresas certamente estejam desfilando com suas credenciais verdes como estratégia de marketing para atrair os consumidores, cada vez mais receptivos a questões ambientais, muitas outras parecem na verdade estar avançando muito além da maquiagem verde. Alguns observadores acreditam que estamos no início de uma mudança crucial no comportamento das empresas, que se intensificará à

medida que se deparem com problemas cada vez mais profundos decorrentes do aumento populacional e da limitação de recursos.

Essa será a mensagem neste mês no Rio de Janeiro, onde mais de cem líderes mundiais se reunirão para a Rio+20, conferência sobre sustentabilidade organizada pela ONU, que tem esse nome por acontecer 20 anos depois da Eco-92, também realizada na cidade.

Os líderes empresariais terão maior papel neste ano do que em encontros anteriores. Muitos dizem que as empresas agora estão na vanguarda das iniciativas, enquanto os governos, repetidamente, não conseguem chegar a um consenso em torno de políticas policiáveis de crescimento mundial sustentável.

O envolvimento empresarial no encontro de 1992 foi insignificante, diz Rachel Kyte, vice-presidente de desenvolvimento sustentável do Banco Mundial. "Foi uma era diferente".

Neste ano, em contraste, os executivos constituirão um dos grupos não governamentais mais numerosos no Rio. Pretendem reunir-se durante vários dias, antes do evento formal. Vão elaborar suas próprias estratégias de sustentabilidade e as apresentarão às autoridades.

"O objetivo é criar insumos para as políticas governamentais em escala grande e bastante ambiciosa, e é a primeira vez em que isso acontece", diz Georg Kell, diretor executivo do Global Compact, da ONU

O que vai resultar efetivamente disso ainda não está claro. De qualquer forma, o encontro no Rio evidenciará que atualmente é mais complicado para uma empresa tentar passar-se por defensora ecológica plantando um punhado de árvores numa floresta tropical da Indonésia ou publicando um relatório de sustentabilidade.

Hoje, algumas empresas promovem mudanças bem mais radicais. O Walmart está induzindo milhares de fornecedores a praticar processos produtivos mais verdes. A Puma, fabricante de artigos esportivos, adotou uma contabilidade de "lucros e prejuízos" ambientais, para priorizar que aspectos de suas operações precisam ficar mais verdes. Sob pressão do Greenpeace, o McDonald's comprometeu-se a não vender frangos alimentados com soja, uma agricultura que vem sendo responsável por desmatamentos na Amazônia.

Muitos observam que o número de empresas que colocam em prática esse tipo de ações continua pequeno e levantam dúvidas sobre se as demais - cujo objetivo supremo é o lucro - podem realmente mudar o rumo de suas agendas sem uma orientação mais firme dos governos. Especialmente as empresas de setores poluentes, como a indústria pesada e a petrolífera, sofrem críticas por recorrer à "maquiagem verde".

Rio+20 terá 6.000 empresários em eventos paralelos

Daniela Chiaretti, Valor Economico, 21 May 2012

Dois grandes eventos paralelos à conferência oficial das Nações Unidas irão agrupar empresários do mundo todo durante a Rio+20. São esperados 6.000 empresários. "É preciso aumentar o uso dos princípios da sustentabilidade", diz Jorge Soto, diretor de desenvolvimento sustentável da Braskem e envolvido com estes megaeventos. "Sem os negócios, a economia verde não acontecerá", continua.

Os dois eventos acontecem no Windsor Barra Hotel. Um deles é o Business Day, organizado pela Basd (Business Action for Sustainable Development), coalizão de três grandes redes empresariais internacionais e que reúnem indústrias e varejistas de todo o mundo. Acontece no dia 19 de junho e deve congrega presidentes e vices de grandes conglomerados em um painel de alto nível. Na pauta está criar uma ponte entre as lideranças empresariais e quem formula políticas. Reunirá empresários, representantes de ONGs e de governos.

O outro é o Fórum de Sustentabilidade Empresarial (CSF, na sigla em inglês), de 15 a 18 de junho. No encerramento esperam-se compromissos que serão levados à conferência oficial. A expectativa é que 2.000 CEOs discutam uma agenda focada na inovação. O fórum é mais uma vertente para fortalecer o elo entre os negócios e o desenvolvimento sustentável. Trata-se de uma iniciativa ligada às Nações Unidas através do Global Compact, uma plataforma das Nações Unidas para promover o desenvolvimento sustentável no mundo dos negócios.

Nesse evento estão programadas mais de 60 sessões centradas em seis eixos principais de discussão relacionados à agenda principal - clima e energia, água e ecossistemas, agricultura e comida, desenvolvimento social, cidades e urbanização, economia e financiamento do desenvolvimento sustentável. "A ideia é levar as conclusões ao evento principal", diz Soto, da Braskem.

"Há uma grande mudança em como as empresas se enxergavam e eram vistas em 1992 e hoje", diz ele, referindo-se à Rio92, há 20 anos. "Naquele momento as empresas eram as grandes poluidoras, o grande problema", prossegue. "Hoje, sem as empresas não há futuro sustentável."

Soto adianta que um grupo expressivo de empresas no Brasil está formulando uma carta de compromissos a ser enviada ao governo antes da Rio+20. Terá dez compromissos e sugestões para políticas de governo que possam apoiar as decisões. A iniciativa é do Comitê Brasileiro do Pacto Global. No conselho atual do Comitê estão a Braskem, Petrobras e CPFL além de Itaipu Binacional e Nutrimetal.



<http://ultimosegundo.ig.com.br/ciencia/meioambiente/2012-06-11/apenas-um-terco-das-empresas-de-fato-realizam-praticas-sustentaveis.htm>

“Apenas um terço das empresas realiza práticas sustentáveis”, diz diretor da ONU

Para diretor do Pacto Global das Nações Unidas, que coordena iniciativas de sustentabilidade corporativa, há ainda um longo caminho para que empresas e governos saiam de cima do muro

Maria Fernanda Ziegler- iG São Paulo, 11/06/2012



Divulgação

Para Georg Kell, governos e empresas precisam fazer mais para a sustentabilidade

Durante a Rio+20, líderes de mais de mil grandes empresas vão se reunir no Fórum de Sustentabilidade Empresarial, no hotel Windsor Barra, para discutir práticas de sustentabilidade corporativa. Serão mais de 100 painéis sobre temas como energia, água, agricultura, finanças e desenvolvimento sustentável.

Para o diretor executivo do Compacto Global das Nações Unidas, Georg Kell, a maior iniciativa global sobre sustentabilidade corporativa, só é possível conseguir boas práticas quando empresas e governos se comprometerem.

Kell afirma ainda que embora existam muitos bons exemplos, apenas um quarto das empresas que fazem parte do grupo estão preparadas para agir de maneira sustentável. “Setenta e cinco por cento ainda está apenas aprendendo”, disse em entrevista ao iG. Kell acredita, no entanto que com a Rio+20 seja possível que

este “longo caminho” para a prática sustentável nas empresas seja encurtado e que o empresas e governos “saíam de cima do muro”.

O Pacto Global da ONU é uma iniciativa para que empresas comprometidas alinhem suas estratégias de crescimento a dez princípios ligados a áreas de direitos humanos, trabalho, meio ambiente e combate à corrupção .Leia abaixo entrevista com Georg Kell:

iG: O que será discutido no Fórum de Sustentabilidade Empresarial? Que tipo de inovação será abordado?

Georg Kell: O mais importante é que vamos falar de todo o negócio de sustentabilidade no geral, pois hoje temos muitas empresas com boas práticas de sustentabilidade e que se tornam competitivas. Queremos mostrar que um número crescente de empresas está indo por este caminho. Será o maior encontro que já aconteceu neste sentido, com 2,5 mil participantes e cerca de 1,5 mil empresas. Teremos um documento final no qual vamos resumir as melhores práticas assim, como um chamado de ação para os governos.

iG: Na sua opinião, qual é a importância dos governos e das empresas na tentativa de desenvolver a chamada economia verde?

Georg Kell: Precisamos que ambos trabalhem, assim como também precisamos do envolvimento da sociedade. Os negócios fazem parte da sociedade e precisam de incentivo e regulação. Sem os incentivos corretos e a regulação correta, o foco na sustentabilidade não será atingido. Mas sem companhias preocupadas com isso, políticas de incentivo as práticas de sustentabilidade, assim como a sociedade e educação, ela também não será alcançada. Os governos podem fazer mais para promover a sustentabilidade nas empresas. Basicamente, o desenvolvimento sustentável precisa ser um movimento de massa para a mudança com todos envolvidos. No nosso lado, no Compacto Global, queremos que isto aconteça de uma maneira inclusiva com a sociedade civil, empresas e governo. Então é uma interface entre políticos e a sociedade. Acredito que a Rio+20 vai encurtar este caminho.

iG: Há muita crítica, entre os ambientalistas, de que grandes empresas fazem lobby para que novas tecnologias não sejam implantadas, por exemplo. Como convencê-las de que elas podem economizar e ganhar dinheiro sendo mais verdes?

Georg Kell: É claro que é verdade que muitas empresas ainda não estão prontas para implantar práticas de sustentabilidade. A maioria delas ainda não está preparada. Nós temos estatísticas que mostram que o Compacto Global cresceu rapidamente: temos agora sete mil participantes ativos. Deste total, cerca de um quarto está avançando e 75% está aprendendo ainda. Sete mil parece um bom número, mas é ainda uma pequena parte da comunidade corporativa global. As autoridades permanecem em cima do muro, não estão ainda preparadas para implantar práticas de sustentabilidade. E os governos muitas vezes estão bloqueando os pequenos movimentos de sustentabilidade. Esta é uma espécie de contradição que temos entre os anúncios corporativos e o que eles fazem com o governo. Nós queremos buscar um alinhamento entre as ações e o lobby.

Veja a cobertura completa sobre a conferência Rio+20

iG:Muitos dizem que o discurso sustentável de muitas corporações não passa de estratégia de marketing para melhorar sua imagem, sem realmente nenhuma ação efetiva. É possível evitar isso?

Georg Kell: As empresas que entram no Compacto Global têm seus relatórios analisados e também há comparação com aquilo que elas anunciam fazer e efetivamente fazem. É preciso controle. Somos muito severos com este comprometimento. É preciso um comprometimento com a transparência. Quando a empresa entra para o Compacto há um diálogo para dividir experiências onde as práticas são analisadas.

iG: Por que ainda a maioria das empresas não está preparada para exercer práticas sustentáveis?

Georg Kell: Por causa de diferença de modelos e de perspectivas sobre o futuro e também por que algumas empresas pensam no curto prazo. Há ainda um pensamento muito antigo que muitas vezes é difícil de mudar. É incrível como algumas empresas se parecem com dinossauros. A realidade hoje é que precisamos de gestores inteligentes, capazes de fazer mudanças. Há um número muito grande de empresas que precisam de novas políticas para aumentar a eficiência. Esta é uma batalha que continua para que a empresa cresça a partir de práticas de sustentabilidade. Enfim, ainda não estamos na nova economia, mas chegaremos lá.

iG: Alguns setores da economia causam, até pela essência do seu negócio, maior impacto ambiental. Como estas empresas podem ser sustentáveis?

Georg Kell: Primeiramente acho que é preciso reconhecer que os recursos naturais ficaram cada vez mais sob pressão. Por isso, se houver um grande comprometimento e um pensamento de longo prazo para usar estes recursos naturais de forma adequada, serão usados os métodos mais eficientes. Pois para melhorar a pegada ecológica necessita do uso de métodos eficientes. A verdade é que isto é um desafio é o uso de recursos naturais precisa ser discutido no mundo inteiro. Vejo que no Brasil há uma tendência de uma mente mais aberta para estas novas práticas, pois há o interesse em produzir mais por causa do aumento da classe média.

iG: Mas se a única maneira de elas serem sustentáveis for a partir de medidas compensatórias, como torná-las rentáveis causando o menor impacto possível ao meio ambiente?

Georg Kell: Acredito que quando se fala de recursos naturais e agricultura a questão é entre explorar em pouco tempo, ou trabalhar com qualidade por longo prazo. O investimento em qualidade pode custar um pouco mais caro no início, mas em pouco tempo é possível se tornar competitivo internacionalmente. Os consumidores em todo o mundo estão se tornando cada vez mais preocupados e forma contínua sobre como os produtos são produzidos, como são distribuídos. É uma tendência global e irreversível.

iG: As dez regras do Compacto Global incluem meio ambiente, combate a corrupção, direitos humanos. O senhor observa que quando uma empresa vai mal em um destes pontos, normalmente vai mal nos outros também?

Georg Kell: Nós chamamos do Compacto Global de integrador de todos os valores . Você não pode ter um sem o outro, uma empresa só fica madura com todos estes valores estabelecidos. Não é possível compensar problemas relacionados a direitos humanos, corrupção com filantropia. Acredito que é preciso seguir este pacote para crescer em eficiência e liderar no setor, pois para tudo isso é preciso controle e processos



Negociações avançam, mas texto da Rio+20 não deverá ter metas

Embaixador brasileiro afirma que texto que será negociado na conferência ambiental da ONU está sendo bastante adiantado

Carolina Cimenti, iG, 31 May 2012

O embaixador Luiz Alberto Figueiredo, secretário-executivo da Comissão Nacional para a Rio+20, disse nesta quinta-feira (31) que as negociações adicionais que estão ocorrendo essa semana em Nova York, para produzir um documento final para a **Rio+20**, “estão avançando bastante”.

Segundo o embaixador, os avanços são o resultado da nova dinâmica de negociação que foi adotada. “Os co-presidentes estão usando pequenas reuniões para temas específicos com apenas algumas delegações interessadas naquele tema”. Figueiredo também disse que praticamente todos os temas no documento já refletem certo consenso, exceto algumas “posições regionais”.

Entre os temas sem consenso, o embaixador, que está liderando o grupo de negociadores brasileiros, mencionou três, dentre dezenas dos que continuam em discussão na sede das Nações Unidas, em Nova York: todas as metas ambientais específicas propostas pela União Europeia (UE), a discussão sobre o financiamento do desenvolvimento sustentável (para o qual se pretende criar um fundo internacional, mas para o qual ainda não se sabe quem vai injetar capital) e a exploração genética do fundo dos oceanos nas áreas de alto-mar, consideradas livres.

Figueiredo diz que o Brasil considera boa a ideia de criar metas para os objetivos sustentáveis, mas avisou que elas só serão discutidas a partir da Rio+20, não no evento em si. “Esse é um tema que terá dificuldade de passar (em Nova York essa semana) não porque as pessoas discordem da ideia, mas porque acham que não há tempo para se definir números já aqui”, disse ele. Além disso, para se estipular metas é necessária uma discussão entre técnicos e especialistas, não entre diplomatas e políticos.

“O texto (da Rio+20) vai determinar a decisão política de que o mundo vai passar a ter metas de desenvolvimento sustentável, mas só depois é que se poderá estipular as metas em si”, disse o embaixador, que também deu um exemplo prático (hipotético) de como isso tudo funcionará: os líderes, no Rio de Janeiro, poderão concordar que é necessário estipular metas para a reciclagem de água em centros urbanos. A partir dessa decisão política é que se criará um painel de discussão, formado por técnicos, para definir quanto por cento da água poderá e deverá ser reciclada nos centros urbanos até 2030. Como se cada tema específico do documento final da Rio+20 (no total são 28 temas) abrisse um novo protocolo a ser negociado no futuro.

Segundo Figueiredo, depois das decisões políticas da Rio+20, o prazo para que todas as metas sejam estipuladas será entre 2013 e 2015, coincidindo com o prazo para a

renovação das discussões climáticas, que também ocorrerão naquele ano.

Georg Kell, diretor executivo da Global Compact, a iniciativa da ONU para sustentabilidade no setor privado, aponta que para as empresas do mundo todo, a espera para a criação das metas não é positiva. “Empresas precisam de certezas, elas planejam cinco, dez anos antecipadamente, por isso elas precisam saber agora que tipo de meta ambiental, social e econômica seus governos deverão assumir nos próximos anos”, explicou Kell.

A Global Compact conta atualmente com pouco mais de sete mil empresas membros (452 delas, brasileiras), todas de forma voluntária, que apresentam relatórios anuais de sustentabilidade. “Em termos de comprometimento, as empresas privadas estão muito mais à frente do que o setor público”, disse Kell.

O chefe da delegação francesa, Jean-Pierre Thébault, concorda com Figueiredo que não há tempo suficiente agora para que sejam realizadas imediatamente as negociações sobre as metas sustentáveis. “Se a Rio+20 fosse em um ano, talvez fosse tempo suficiente”, afirmou o francês ao iG. Para ele, o documento final só vai haver sucesso se apresentar uma agenda clara para as futuras negociações, possivelmente contendo inclusive com uma data para o próximo encontro internacional sobre desenvolvimento sustentável.

O líder de uma delegação asiática disse ao iG que o problema atualmente é “a falta de apetite, por parte de todos os governos do mundo, em avançar as discussões sobre ambiente e economia social”. Esse diplomata criticou o Brasil por, depois do ex-presidente Lula lançar a ideia da Rio+20 em 2008, iniciar as discussões para a criação do documento final do evento somente em janeiro deste ano.

Segundo o embaixador Figueiredo, essa crítica não faz sentido porque o conceito de objetivo de desenvolvimento sustentável só foi elaborado em meados do ano passado, a partir de um painel da ONU. “Foi uma ideia que só se tornou mais consensual no início desse ano. Portanto não houve como começar um processo de estabelecimento de metas por causa disso. Não tinha solidificado a ideia”, disse o chefe da comitiva brasileira.

Para ele, o documento final da Rio+20 terá de conter os seguintes acordos: a formalização dos objetivos de desenvolvimento sustentáveis; uma solução adequada para a governança para coordenar os três pilares do desenvolvimento sustentável combinados (ambiente, economia e social) e o encaminhamento de vários temas setoriais (como água, oceanos, e etc).

Depois do encerramento das negociações em Nova York no sábado, os co-presidentes das negociações irão trabalhar para produzir um novo texto, com todas as modificações feitas essa semana, que voltará a ser discutido entre 13 e 15 de junho no Brasil. Aquela será a última oportunidade para ajustar o comunicado antes que os chefes de Estado cheguem no Rio de Janeiro.

O documento foi criado em janeiro deste ano com 19 páginas. Conforme as negociações avançaram, chegou a ter mais de 200, e chegou às negociações adicionais em Nova York essa semana com 80. Figueiredo espera que o texto saia daqui com não mais de 70 páginas e acabe a Rio+20 como uma declaração de 30.

INVESTE SAO PAULO

*Originally published in Brasil Economico- interview by Chrystiane Silva

<http://www.investe.sp.gov.br/noticias/lenoticia.php?id=16596&c=11&lang=1>

Emergentes podem superar ricos em desenvolvimento sustentável

Investe Sao Paulo, 12/06/12

As empresas privadas têm um papel importante no debate para a criação de um modelo econômico de desenvolvimento sustentável. Na semana que vem, Georg Kell, diretor-executivo do Pacto Global das Nações Unidas, estará reunido com mais mil empresários de diversos setores no Corporate Sustainability Forum (CSF), evento que acontece durante a Rio+20, para discutir práticas corporativas e estratégias para uma nova era de sustentabilidade global. O Pacto Global reúne mais de 7.000 empresas em 135 países. Nesta entrevista, ele afirma que o governo é parte importante deste processo, seja punindo companhias que desrespeitam o meio-ambiente ou incentivando as empresas que desenvolvem práticas sustentáveis. O evento terá mais de 100 sessões paralelas em que especialistas vão discutir energia, clima, água, agricultura, desenvolvimento social, urbanização e economia e finanças.

É viável acreditar em um desenvolvimento econômico que mire a sustentabilidade quando a China, que é a locomotiva mundial, é um país com poucas práticas industriais sustentáveis?

A China tem uma estratégia avançada em relação à sustentabilidade. O país tem 20 projetos piloto na área de energia sustentável e é responsável pelo maior investimento mundial neste segmento. Até 2020, os chineses esperam ter 20% da energia vindo de fontes sustentáveis.

Como as empresas podem colaborar com um mundo mais sustentável?

A primeira coisa é o comprometimento dos presidentes com a visão de negócios sustentáveis. Depois, é preciso ter políticas transparentes, implementar ações sustentáveis e investir na informação dos funcionários e da empresa sobre as questões econômicas, sociais e ambientais. Depois de analisar mais de 100 empresas, estou convencido de que é necessário ter um representante no Conselho, que irá observar essas questões.

Como estão as indústrias brasileiras?

O Brasil é líder mundial em diversos setores como biocombustíveis e energia limpa. Há bons exemplos de empresas de energia que têm incentivado a troca de lixo reciclável por um desconto na conta de eletricidade ou pela regularização das instalações ilegais.

Qual o papel do governo no desenvolvimento sustentável?

É preciso que os governos sejam eficientes na hora de punir companhias que causam danos ao meio ambiente. Mas, eles também precisam incentivar quem investem em práticas sustentáveis porque a implantação desses programas é cara.

Empresas e governo podem trabalhar juntos?

Sim, por meio de Parcerias Público- Privadas (PPP) em que o governo oferece subsídios para as companhias disseminarem o que estão fazendo de melhor na

sociedade. O governo também têm de investir na formação dos cidadãos por meio da educação, não apenas a universitária, mas também no ensino básico.

Os países emergentes estão atrasados?

Em relação ao desenvolvimento sustentável, eles podem recuperar o tempo perdido utilizando mecanismo que já estão em uso nos países desenvolvidos. Mas, os países mais pobres também podem ser exemplo. O sistema de pagamentos por meio do celular começou no Quênia.

Quais setores da economia têm bons exemplos de desenvolvimento sustentável?

São vários, mas há alguns que estão mais adiantados do que outros. É o caso da tecnologia da informação, biotecnologia, nanotecnologia, indústrias de ponta e energia elétrica.

A GAZETA

Poucas & Bocas

A Gazeta, 13 Junho 2012

3A > opinião

CURIAL, SÁBADO, 9 DE JUNHO DE 2012

Aparte

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Poucas & Boas

» A interdição para a escavação da obra da trincheira do Santa Rosa, prevista para ontem, foi adiada para amanhã, por conta das chuvas que prejudicaram a instalação da sinalização horizontal e vertical. Também foi adiado o início da segunda etapa das obras da trincheira Juremirim/Trabalhadores. Segundo o secretário da Secopa, Maurício Guimarães, a SMTU solicitou o adiamento para ter mais prazo para garantir a instalação com segurança. A interdição total na região do bairro Santa Rosa ocorre num trecho de aproximadamente 310 metros, do trevo em direção sentido Várzea Grande.

» Organizado pelo Pacto Global das Nações Unidas, o Rio+20 Corporate Sustainability Forum vai reunir mais de 2 mil empresários, líderes governamentais e representantes da sociedade civil de diversas partes do mundo para discutir inovação e colaboração. Várias autoridades já confirmaram presença no evento, que será realizado no Rio de Janeiro de 15 a 18 de Junho, pouco antes da Rio+20.

» Começa amanhã o prazo para a realização das convenções partidárias que vão definir as coligações e os nomes que vão disputar os cargos de prefeito, vice e vereador nas eleições 2012. As siglas têm até 30 de junho para anunciar seus candidatos. A partir das convenções, fica garantido ao candidato e aos partidos o direito de resposta em veículos de comunicação.

» Água mole em pedra dura tanto bate até que fura. Luiz Antonio Fegot insiste tanto que quer falar para o CPMI do Cachoeira que já existem pelo menos 9 requerimentos para a sua convocação que ainda não foram apreciados pelo plenário de comissão. Alguns deputados e senadores querem que esses requerimentos sejam pautados na próxima reunião administrativa da comissão, marcada para quinta-feira (14).

» Será realizada amanhã em Curitiba a primeira fase do concurso público para promotor de Justiça substituto em Mato Grosso. No todo, 1.250 candidatos vão disputar as 10 vagas. Segundo o procurador-geral de Justiça em Mato Grosso, Marcelo Ferrá de Carvalho, além da prova preambular objetiva, serão realizadas provas discursivas e orais.

DIARIO DE CUIABA

Diário de Cuiabá, 13 Junho 2012



Antecedendo

De 15 a 18 de junho acontecerá no Rio de Janeiro um evento que precede as discussões da Rio+20, Conferência das Nações Unidas sobre Desenvolvimento Sustentável.

Antecedendo 2

O Rio+20 Corporate Sustainability Forum vai reunir mais de dois mil empresários, líderes governamentais e representantes da sociedade civil de diversas partes do mundo para discutir inovação e colaboração.



O Dia, 12 Junho 2012

O Rio+20 Corporate Sustainability Forum discutirá a criação de práticas corporativas de sustentabilidade nos negócios. Será entre os dias 15 e 18, no Hotel Windsor Barra.



BRASÍLIA-DF

por **Luiz Carlos Azedo** • lcazedo.df@cdabr.com.br

Fórum/ Começa amanhã o Fórum sobre Ciência,

Tecnologia e Inovação para o Desenvolvimento Sustentável, no Rio de Janeiro, que antecede a Conferência das Nações Unidas sobre Desenvolvimento Sustentável, a Rio+20.

Durante cinco dias, os participantes do fórum tratarão de temas como mudanças climáticas, evoluções demográficas, saberes autóctones, transição rumo a uma economia verde e segurança da água.

Empresários/ Organizado pelo Pacto Global das Nações Unidas, a Rio+20 Corporate Sustainability Forum reunirá mais de 2 mil empresários, líderes governamentais e representantes da sociedade civil de diversas partes do mundo para discutir inovação e colaboração. Adutora da ONU Mulheres, Michelle Bachelet, confirmou presença no evento, que será realizado de 15 a 18 de junho.

A importância da Rio+20 no Brasil

Diário da Manhã, 9 Junho 2012



Café da Manhã

ULISSES AESSE ulissesaesse2@gmail.com • ulissesaesse4@gmail.com

"Me submeti a exames biopsíquicos, fui com o doutor Kaili por telefone e com o professor Italo e já me senti liberado para retomar as minhas atividades funcionais de forma plena"

Vitor Hugo (PNEB/PB), presidente do CPT do Cacibóia

Antes e depois

A candidatura de Tanner de Melo, do DEM, à Prefeitura de Aparecida de Goiânia é uma determinação do maior líder dos democratas hoje em Goiás. Ronaldo Caiado (foto). Na verdade, antes estava definido: Tanner seria vice na chapa de Ademir Menezes.



No governo

Alexandre Baldy (re) é titular da Secretaria de Indústria e Comércio de Goiás desistiu de disputar as eleições em Anápolis. Ele permanece como secretário e não deixa o governo.

Invasões

Aumentou o número de invasões em Goiânia. A mais nova, na região noroeste, já tem até nome: Residencial JK. A última grande invasão em Goiânia, a do Parque Oeste Industrial, o POI, acabou em mortes.

Mais um

Um novo caso de assassinato bárbaro envolvendo pessoas ricas toma conta da mídia e chama para si os holofotes que mexem com a opinião: o caso da loira Elise Matsunaga, que matou um executivo da Yoki, Marcos Matsunaga, e o esquartejou. A mídia é feita principalmente assim, de grandes crimes.

EXAMES DE MÉDIA COMPLEXIDADE

Novas vagas no HGG

• O Hospital Alberto Rassi (HGG), hoje administrado por uma OS, o Idetech, anunciou, durante a semana, 196 novas vagas de oito exames de média complexidade para os usuários do SUS. São exames que tinham pouca ou nenhuma oferta de vagas. Serão realizados pela Fidi por meio de contrato com a Secretaria Estadual de Saúde. O secretário Elias Rassi (foto) visitou o hospital no dia do anúncio e foi recebido por membros do Conselho de Excelência, entre os quais, seu tio, o médico Luiz Rassi. O secretário elogiou as medidas adotadas com vistas à melhoria das condições de atendimento na unidade hospitalar: – O Idetech é uma instituição séria, que tem uma tradição na gestão em saúde –, disse. O Instituto atua como parceiro do município na gestão do Teleconsulta, serviço de agendamento de consultas por telefone para usuários da rede municipal.



A nova juventude brizolista

Uma novidade. Durante o XV Congresso Nacional da Juventude Socialista do PDT, o bancado de Goiás, liderada pelo seu presidente estadual Yuri Brandão, mostrou força em Fortaleza. A proposta goiana, de reservar 1% do fundo partidário para a Juventude Socialista, foi aplaudida e aclamada pela Direção Nacional. O advogado Yuri também foi eleito para a executiva nacional. É mais: Goiânia será sede do XVI Congresso da JS, em 2014.

A importância da Rio+20 no Brasil

Organizado pelo Pacto Global das Nações Unidas, o Rio+20 Corporate Sustainability Forum vai reunir mais de dois mil empresários, líderes governamentais e representantes da sociedade civil de diversas partes do mundo para discutir inovação e colaboração. A diretora da ONU Mulheres, Michelle Bachelet, o CEO da Puma, Jocheim Zeitz, o CEO da Libra Terminals S/A, Marcelo Araújo, e centenas de líderes de empresas brasileiras, como Petrobras, Braskem, Itau e Grupo Pão de Açúcar já confirmaram presença no evento, que será realizado no Rio de Janeiro, de 15 a 18 de junho, pouco antes da Rio+20 Conferência das Nações Unidas sobre Desenvolvimento Sustentável.

Muito + sustentável



Paiva Netto

Especial para
Diário da Manhã

É notório que o instinto de sobrevivência nos recomenda um desenvolvimento econômico sustentável, que a todos inclua. Meta ousada que requer adesão geral.

Se bem esclarecido e educado desde o berço, qualquer um pode colaborar. Imaginemos uma família. No início de sua formação, o pai e/ou a mãe é quem abastece o lar, proporcionando aos filhos alimento, educação, vestimentas, etc. Contudo, até as crianças, quando devidamente instruídas, prestam expressivo serviço à economia da casa. Pequenos gestos, como não deixar a luz acesa desnecessariamente, nem a torneira aberta durante a escovação dos dentes, fazem grande diferença. Para visualizar o excelente resultado destas medidas simples basta somá-las ao total de lares no planeta. Teremos, assim, uma boa iniciativa + bilhões de outros.

A Conferência das Nações Unidas sobre Meio Ambiente e Desenvolvimento Sustentável, a Rio +20, no Rio de Janeiro/RJ, de 13 a 22 de junho deste ano, é um ótimo ensejo para aumentar essa consciência pelo mundo. Com vontade política e forte envolvimento da sociedade, inúmeros benefícios globais podem ser atingidos. Se soubermos igualmente nos colocar sob a proteção de Deus, a capacidade de alcançar milagres se estabelecerá em nossas agendas.

LIV NA RIO +20

Contando com o suporte do Departamento de Assuntos Econômicos e Sociais da ONU (UN/DeSA) — Seção de Organizações Não Governamentais (NGO Section) do Conselho Econômico e Social (Ecosoc), a LIV coordenará o painel temático "Cooperação Construtiva", na Rio+20. O evento, em 17/6, domingo, das 11h30 às 13h, receberá autoridades e delegações governamentais no auditório T9, designado pela ONU no Riocentro, local da conferência. Ilustres palestrantes comporão a mesa: dr. André Abramov, chefe da seção de ONGs do Ecosoc; senador Rodrigo Rollemberg, coordenador da Cúpula de Legisladores da Rio +20; professor Daniel Nava, secretário de Estado de Mineração, Geodiversidade e Recursos Hídricos do Amazonas; dr. Fabio Feldmann, advogado, ambientalista e ex-secretário de Meio Ambiente do Estado de São Paulo; professor Neilton Fidelis da Silva, pesquisador do Instituto Virtual de Mudanças Globais (IVG/Coppe-UFRJ) e assessor técnico da Secretaria Executiva do Fórum Brasileiro de Mudanças Climáticas e o líder indígena Marcos Terena.

CLAUDIO HUMBERTO COLUMN

Rio+20 irá reunir mais de 2 mil pessoas

Claudio Humberto Column, 6 Junho 2012



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Rio+20 irá reunir mais de 2 mil pessoas (Notícia)

06/06/2012 | 18:37

O Rio+20 *Corporate Sustainability Forum* vai reunir mais de 2 mil empresários, líderes governamentais e representantes da sociedade civil de diversas partes do mundo para discutir inovação e colaboração. Entre eles, a diretora da ONU Mulheres, Michelle Bachelet; o CEO da Puma, Jocheim Zeitz; o CEO da Libra Terminais S/A, Marcelo Araújo e centenas de líderes de empresas brasileiras como Petrobras, Braskem, Itaú e Grupo Pão de Açúcar já confirmaram presença no evento, que será realizado no Rio de Janeiro de 15 a 18 de Junho, pouco antes da Rio+20 Conferência das Nações Unidas sobre Desenvolvimento Sustentável. O evento está sendo Organizado pelo Pacto Global das Nações Unidas.

ENVOLVERDE

<http://envolverde.com.br/ambiente/rio20-ambiente/pacto-de-sustentabilidade-corporativa-da-onu-pode-atingir-sete-mil-membros-ate-a-rio20/>

Pacto de sustentabilidade corporativa da ONU pode atingir sete mil membros até a Rio+20

por Jéssica Lipinski, do CarbonoBrasil, 11/6/2012

O Pacto Global, iniciativa das Nações Unidas para estimular empresas a desenvolverem práticas sustentáveis e reportá-las, pode chegar a sete mil participantes até a Conferência sobre Desenvolvimento Sustentável (Rio+20), que ocorre no Rio de Janeiro entre 20 e 22 de junho, declarou a ONU.

De acordo com a organização, em 2011, 1.861 empresas se uniram ao pacto, um aumento de 54% em relação às adesões de 2010. Atualmente, 6.985 companhias têm compromisso com a iniciativa, por isso a marca de sete mil membros pode ser alcançada “a qualquer dia”, afirmou Georg Kell, diretor executivo da ação.

No entanto, por causa do Fórum de Sustentabilidade Corporativa da Rio+20, que acontece entre 15 e 18 de junho, é provável que esse número seja atingido no evento. Segundo dados do Pacto, atualmente, 70% das empresas participantes relatam anualmente suas ações sustentáveis, enquanto 50% o faziam quando a iniciativa começou, em 2000. Kell também comemorou o fato de que há empresas de mais de 140 países de todos os continentes, embora a representação europeia ainda seja a mais forte. Conforme o relatório do Pacto, 60% das firmas são de pequeno e médio portes. No entanto, há também números nada animadores. O relatório indica que apenas 9% das empresas reportam que suas atividades de *lobby* com o governo estão alinhadas com seus princípios sustentáveis, e que, embora 63% das companhias levem em conta a aderência de seus fornecedores a princípios sustentáveis, a maioria toma medidas limitadas para apoiar e incentivar tal aderência.

Além disso, pouco mais de 28% das empresas respondentes classificam seu desempenho de sustentabilidade como avançado, sendo a maioria destas companhias de grande porte. Por fim, menos de 25% das firmas declaram conduzir análises sobre direitos humanos, questões trabalhistas e anticorrupção.

“A questão da sustentabilidade corporativa está ganhando reconhecimento global. Mas esse é o momento para os líderes empresariais unirem palavras a ações e garantirem que práticas responsáveis se tornem parte do DNA corporativo”, concluiu Kell.

** Publicado originalmente no site CarbonoBrasil.*

CBN – SAO PAULO

<http://glo.bo/P6RtGk>

Radio CBN, 6/6/2012 (Rádio)

The Rio+20 Corporate Sustainability Forum was the central theme of the live interview broadcasted this morning, 6:40 am, at CBN Radio- the main radio station of Brazil. Imagem Corporativa has suggested the interview with Yolanda Cerqueira Leite, Executive-Secretary of the Global Compact Brazilian Network, to Milton Jung, a very influent journalist in the country. Yolanda talked about innovation in sustainable development and about the role of business in this area, which is already generating an impact on important issues such as energy, carbon emission and water safety. Yolanda also mentioned the role of SMI in this process. **(Listen)**



http://www.brazilianvoice.com/bv_noticias/bv_comunidade/42738-Palestra-discute-Desenvolvimento-Sustentavel-Brasil.html

Palestra em NY discute Desenvolvimento Sustentável no Brasil

Leonardo Ferreira, Brazilian Voice, 31/05/2012, Edição: 1391



Na quarta-feira (30), o diretor-executivo do United Nations Global Compact, Georg Kell, discutirá o papel da iniciativa privada na Rio+20 em uma entrevista coletiva para jornalistas brasileiros em NY

A coletiva de imprensa antecederá a Rio+20 e visa a participação da mídia comunitária

Na quarta-feira (30), o diretor-executivo do United Nations Global Compact, Georg Kell, discutirá o papel da iniciativa privada na Rio+20 em uma entrevista coletiva para jornalistas brasileiros em New York. A Foundation for the Global Compact fica localizada na 801 2nd Avenue, 2º andar, entre as ruas 42nd e 43rd, em Manhattan (NY).

Organizado pelo Global Compact, o Rio+20 Corporate Sustainability Forum será realizado no Rio de Janeiro de 15 a 18 de Junho, pouco antes da Rio+20 Conferência das Nações Unidas sobre Desenvolvimento Sustentável. O tema do encontro será inovação e colaboração, e são esperados aproximadamente 2 mil participantes, entre eles a ex-presidente do Chile e atual diretora da ONU Mulher, Michelle Bachelet, o CEO da Puma, Jochein Zeitz, o CEO da Libra Terminais S/A, Marcelo Araújo, e centenas de líderes empresariais de empresas brasileiras como Petrobras, Braskem, Itaú e Grupo Pão de Açúcar.

Algumas questões a serem abordadas no encontro:

- . Quais os assuntos mais importantes do ponto de vista da iniciativa privada para o avanço da agenda global?
- . Quais são as necessidades de capital e investimento potencial, da economia verde e os novos modelos de negócios sociais?
- . O mundo está destinado a viver com níveis de emprego mais baixos do que no passado? Quais são as medidas necessárias para criar empregos?

. Como estão a regulação e os relatórios referentes aos impactos sociais e ambientais. Os custos de produção como a poluição, devem ser absorvidos nas estruturas de preço?

. Até onde as parcerias público-privadas vão endereçar a lista de necessidades crescentes que emergiram nas negociações governamentais pré-Rio+20? Quais são as vantagens e os perigos para ambos os lados desse tipo de relacionamento?

. O que os líderes empresariais brasileiros estão fazendo para avançar a agenda de desenvolvimento sustentável e quais as soluções, inovações e compromissos que as organizações brasileiras levarão ao Rio?

<http://www.ideiasustentavel.com.br/2011/12/empresas-brasileiras-na-pole-position/>

Entrevista – Georg Kell, diretor executivo do Pacto Global

Empresas brasileiras na pole position

Por Cláudia Piche, Ideia Sustentável, 21 de dezembro de 2011



Dez anos atrás, Geog Kell esteve no Brasil para o lançamento mundial do Pacto Global, rede mundial de responsabilidade corporativa da ONU. Nos últimos meses, o diretor executivo da iniciativa tem retornado regularmente com a missão de mobilizar empresas para a Rio+20, que acontecerá em junho de 2012. Durante o Seminário Internacional Futuro Sustentável, em Belo Horizonte (MG), o economista alemão conversou com Ideia Sustentável - que também integrou o evento com

um encontro regional da Plataforma Liderança Sustentável.

Na ocasião, Kell mostrou-se “realmente impressionado” com o envolvimento das lideranças empresariais brasileiras na introdução de diretrizes em sustentabilidade. “Raramente vi um nível tão grande de organização entre os setores público e privado com relação a essa questão”, diz.

Ideia Sustentável: Que contribuições espera que as organizações empresariais façam à Rio+20?

Georg Kell: Existem muitas formas das empresas cooperarem com a sustentabilidade. Elas necessitam dar uma grande contribuição porque as atividades corporativas têm uma pegada ecológica enorme. Portanto, se as companhias tratam bem seus funcionários e respeitam as comunidades, se aspiram o melhor desempenho ambiental, elas verdadeiramente contribuem muito para a redução da pobreza, criando empregos e ajudando a promover uma melhor administração dos recursos naturais. Por outro lado, de acordo com a nossa própria avaliação, menos de 5% das corporações, em nível global, estão comprometidas com as questões de sustentabilidade. Minha esperança é que, por meio dos eventos preparatórios para a

Rio +20, haja uma maior conscientização e a comunidade corporativa mundial torne-se mais responsável. Mas ainda há um longo caminho a seguir.

IS: Que avanços espera que possam surgir, nas empresas, a partir da Rio+20?

GK: Esperamos ter mais empresas envolvidas e aprimorar a pauta da sustentabilidade. Precisamos assegurar que esse movimento aconteça no Brasil e em nível global. A boa notícia é que o aspecto financeiro da sustentabilidade corporativa tem sido cada vez mais reconhecido. Então acredito que, com o passar dos anos, o envolvimento dos negócios será crescentemente estabelecido. Mas, certamente, precisaremos de todos os atores sociais. Os governos têm um papel a cumprir, que é servir a sociedade e os negócios. Os maiores problemas mundiais, hoje, têm a ver com a falha dos governos em oferecer uma boa estrutura de incentivos. A corrupção ainda é um grande problema em todo o mundo e, no final das contas, as classes mais pobres são as que mais sofrem com a degradação ambiental e a extração deliberada dos recursos naturais. Esse é um problema de longo prazo para os países. Então ainda há um longo caminho a ser seguido e precisamos da sustentabilidade corporativa, que é muito importante, mas também da cooperação dos governos e da sociedade civil.

IS: Como avalia o desempenho das empresas brasileiras nas questões ligadas à sustentabilidade com relação ao resto do mundo?

GK: É difícil generalizar, mas, em geral, as empresas brasileiras realmente têm mostrado uma inovação altamente criativa e entusiasmo para abraçar essas questões. Minha explicação para isso é muito simples. As corporações brasileiras aprenderam a se tornar globalmente competitivas e serem boas no que fazem; ao mesmo tempo, ainda possuem diversos desafios a ser enfrentados “dentro de casa”. O Brasil tem grandes contradições, mas creio que isso seja decorrente da extensão de um país que tem enormes recursos naturais e, ao mesmo tempo, cerca de 20 milhões de pessoas ainda vivendo em situação de pobreza. Isso representa um enorme incentivo, portanto, para as empresas contribuírem com as questões sociais e culturais. Por isso são tão inovadoras. Dentro do Pacto Global das Nações Unidas, as companhias brasileiras são muito fortes. Portanto, espero que, no ano que vem, durante a Rio +20, elas mostrem sua capacidade de contribuição. O Brasil está muito bem posicionado para desempenhar um papel de liderança mundial em sustentabilidade.



General Coverage



Rio + 20 Summit opens with promises, criticisms

By Shasta Darlington, CNN, 20 June 2012

RIO DE JANEIRO (CNN) -- World leaders poured into Rio de Janeiro on Wednesday, 20 years after the landmark Earth Summit, to commit themselves to a new roadmap for sustainable development -- with that roadmap already under fire for failing to set firm goals.

The three-day Rio + 20 Summit opened with words of warning from the United Nations Secretary-General Ban Ki-Moon.

"Let us match words with actions," he told reporters. "Our scarcest resource is time, and it is running out."

More than 50,000 delegates are expected to participate in the conference, which is aimed at promoting economic growth and poverty reduction while simultaneously preserving the planet's resources.

But the summit has been overshadowed by the crisis in Europe and by key elections in the United States and elsewhere that have hobbled governments' ability, or willingness, to act.

Notable no-shows included U.S. President Barack Obama, Britain's David Cameron and Germany's Angela Merkel.

Negotiations over a final document that would be signed by leaders when they flew in dragged on until the last moment because countries could not agree on many of the more polemic issues.

Even Ban said he had higher expectations.

"I know some member states hoped to have a bolder and more ambitious outcome document," Ban said. "I also hoped that we should have a more ambitious outcome document."

The resulting text is an often vague commitment to sustainable development, without measurable targets or financial commitments.

Many member states nonetheless praised the host government for getting all countries to finally agree on a document.

The U.S. delegation, which will be represented by Secretary of State Hillary Clinton, called the summit a "historic opportunity to communicate the value of sustainable development and help galvanize real-world, collaborative action to stimulate growth, protect the environment and provide a healthy future for our citizens."

Businesses played a much bigger role at this summit than they did 20 years ago, with many observers saying they have actually taken the lead by providing real examples of sustainable development.

Georg Kell, head of the U.N. Global Compact, said his group hopes to increase the number of companies agreeing to concrete sustainable development goals to 20,000, from 7,000.

"I hope also we will be able to inspire governments to have the courage to set the right incentives," he told CNN.

On Wednesday, the first session of the high-level summit was addressed by 17-year-old activist Brittany Trilford of New Zealand, who challenged leaders: "Are you here to save face or are you here to save us?"

Ban suggested that the highly-criticized final document could still be revised by world leaders before the summit ends on Friday.

When asked by reporters about that possibility, he responded: "Why do we have a summit meeting? Why have I been inviting and urging leaders, heads of state and government? They are the ones who can make political decisions, who can make a choice."



*Also appeared in The Economic Times (India)

<http://economictimes.indiatimes.com/environment/developmental-issues/rio20-summit-business-leaders-to-back-sustainable-development/articleshow/14142278.cms>

Rio+20 Summit: Business leaders back sustainable development

By Agence France Presse (AFP), Jun 15, 2012

RIO DE JANEIRO: More than 2,000 corporate leaders from around the world are set to embrace sustainable development at an upcoming forum here on the sidelines of the UN Rio+20 conference.

"Industrialists have decided to embark on this road because for them this is an issue of managing long-term risks such as water shortage" that threaten the planet, Yolande Cerqueira Leite, the Brazil executive secretary for the UN Global Compact.

The Compact is a UN initiative to encourage businesses worldwide to adopt sustainable and socially responsible policies.

"Corporate leaders are getting involved because their interests depend on it. They want action to control these environmental assets," Cerqueira noted.

By adopting the Global Compact launched in 2000, corporations pledged to respect 10 universally accepted principles dealing with human rights, work standards, environment and the fight against corruption to ensure fair trade.

The scheme has received 7,000 signatures from 135 countries but the aim is to collect 20,000 by 2020, according to Cerqueira.

The business forum will showcase practices that contribute to the sustainable development that will be debated at the Rio+20 summit here next week along with innovation and job creations.

It will feature 120 thematic workshops on the summit agenda, addressing energy and climate, water and ecosystems, agriculture and food, social development, urbanization and cities, economy and financing.

One of the forum organizers, Matthias Stausberg, told AFP that the role of governments was "fundamental" to spur "green" production.

"A company which has higher costs because of sustainability can become less competitive on the market and it is up to the government to give it incentives," Cerqueira said.

Forum participants will produce a document listing company commitments, which will be handed over to world leaders at the June 20-22 summit.

THE WALL STREET JOURNAL.

http://online.wsj.com/article/SB10001424052702303360504577409740365832330.html?mod=googlenews_wsj

Nothing Grand in Rio

An environmental meeting this week in Brazil may not accomplish much of note. But promoters say that's OK.

By John Biers, The Wall Street Journal, June 18, 2012

Thousands of officials from government, business and other groups are converging on Rio this week to advance the cause of sustainable development. Their timing couldn't be worse.

The conference, led by the United Nations, comes as leading Western powers struggle to recover from one of the worst economic downturns in memory. The event also comes hot on the heels of *other* global environmental gatherings that have fallen short of hopes, leading to summit fatigue and diminished expectations.

Some news coverage has already depicted the meeting as a failure, in part because some prominent world leaders won't attend and in part because there isn't a clear agenda to frame the discussion.

But supporters say the problem isn't with the summit. Instead, they argue, the problem stems from unrealistic expectations. They believe that the summits can succeed—if people start to think about the kinds of things that such events *can* accomplish, instead of simply focusing on what they *can't*.

Rio and similar gatherings may not produce major new treaties, the boosters say, but they can still raise awareness about pressing environmental problems and their possible solutions, and build political will for future action. And even if some national governments won't make environmental pledges, the meetings can lead to commitments from local governments and businesses.

In those terms, Rio is "potentially historic and transformative" in shifting the mission of such gatherings, says Jacob Scherr, director of global strategy and advocacy for the Natural Resources Defense Council, an environmental group.
Steep Obstacles

The stated aim of the conference certainly doesn't lack for ambition. Organizers want to get a handle on the management of natural resources amid surging population growth that is stretching capacities world-wide.

Yet turning those goals into meaningful action will be tough. Foremost among the obstacles is the bleak economic outlook, especially among the U.S. and other Western governments, which have previously been tasked with financing environmental priorities.

Even as emerging countries like China, India and host Brazil grow wealthier, they continue to argue that richer countries should do the heavy lifting. But this year, many Western governments are simply tapped out, and politicians are fixated on doing whatever it takes to get their economies humming again. Key leaders like British Prime Minister David Cameron have said they won't attend, while the U.S. delegation will be led by Secretary of State Hillary Clinton and not President Barack Obama.

What's more, this year's conference joins a steady stream of international meetings on many of the issues to be discussed in Rio. Biodiversity, water security, food security and other topics all have their own events, stealing some of the summit's thunder.

The last major environmental negotiation, the 2009 Copenhagen climate talks, underscored the difficulty of getting 190 countries to reach agreement. The Copenhagen talks did attract President Obama, Chinese Premier Wen Jinbao and other heads of state. But the outcome—a series of voluntary pledges rather than a binding international agreement on emissions reduction—sapped momentum from the cause of international environmental accords and raised doubts these treaties could succeed.

"There are more inherent limits to what these kinds of multilateral agreements can accomplish," says Richard Andrews, a professor of environmental policy at the University of North Carolina.

A Different Approach

Yet others are holding out hope that Rio could bring meaningful progress, in part by charting a new "bottom up" approach for international summits. Instead of focusing on major international treaties that set binding commitments on countries, some conference organizers are hoping to get commitments from smaller players.

Matthias Stausberg, a spokesman for the UN Global Compact, the United Nations corporate-sustainability initiative, expects about 1,000 business executives to participate in a corporate sustainability forum a few days before the gathering of heads of state. He expects numerous pledges that companies will, for example, be carbon-neutral or recycle water.

Corporations have the will to make those moves regardless of what national governments do, Mr. Stausberg argues. "Companies are increasingly looking at corporate sustainability as an opportunity," he says. "They are learning to understand the business case."

Backers of the summit are also hoping to build on support for environmental measures that exists among some local governments—despite the fact that those policies may have stalled nationally. In the past, for instance, the state of California and the province of British Columbia have enacted binding emissions targets for themselves even as the U.S. Congress remains deadlocked on the issue and as the Canadian national government has backed out of its commitment under the Kyoto Protocol.

Other Measures

Backers also hope that they'll be able to at least raise awareness of some particular issues among national leaders. "What these meetings do is they create political will" for progress, says Mr. Scherr of the NRDC.

For instance, there's the idea of using new benchmarks when weighing environmental policies. Critics have argued that gross domestic product alone places too much emphasis on economic production and not enough on social well-being. So, many environmentalists would like to complement GDP data with indicators that quantify environmental degradation or set an estimated value on maintaining natural resources.

Organizers also hope to build support for a UN initiative to provide energy access to the 1.3 billion people who currently lack access, and to raise the percentage of renewables in the global energy mix.

Supporters say some of these measures could prove significant over the long term, even if they seem small in comparison with some of yesterday's triumphs. They can also take some solace from the past: The 1992 Rio conference, which history has declared a triumph for the environment, was initially greeted with plenty of negative headlines, too.

Mr. Biers manages energy coverage for Europe, the Middle East and Africa for Dow Jones Newswires. He can be reached at john.biers@dowjones.com.

A version of this article appeared June 18, 2012, on page R10 in the U.S. edition of The Wall Street Journal, with the headline: Nothing Grand in Rio.

THE WALL STREET JOURNAL.

Menores expectativas y menor relevancia para la Cumbre de Río

By John Biers, The Wall Street Journal, 19 June 2012

Miles de funcionarios gubernamentales, hombres de negocios y otros grupos descendieron en Río de Janeiro esta semana para avanzar la causa del desarrollo sostenible. No pudieron elegir un peor momento para hacerlo.

La conferencia, liderada por Naciones Unidas, se presenta en momentos en que los principales poderes occidentales pasan apuros para recuperarse de uno de los peores descalabros económicos de los que se tenga memoria. El evento también ocurre poco después de otras reuniones ambientales globales que se han quedado cortas, causando una fatiga de estas cumbres y una reducción de las expectativas.

Parte de la cobertura noticiosa del evento ya ha calificado a la cumbre de fracaso, en parte porque algunos de los líderes más importantes del mundo no asistirán y en parte porque no hay una agenda clara en la cual enmarcar la discusión.

No obstante, aquellos que respaldan la cumbre dicen que el problema no es la reunión sino las expectativas poco realistas a su alrededor. Ellos creen que las cumbres pueden tener éxito si la gente comienza a pensar en el tipo de cosas que tales eventos pueden conseguir, en vez de concentrarse en lo que no pueden hacer.

Río y cumbres similares puede que no produzcan grandes tratados, dicen sus defensores, pero pueden generar consciencia sobre los problemas ambientales más urgentes y sus posibles soluciones, además de acumular voluntad política para acciones futuras. Incluso si los gobiernos nacionales no se comprometen a tomar medidas ambientales, las reuniones pueden conducir a compromisos por parte de los gobiernos locales y los negocios.

Enormes Obstáculos

La meta de la conferencia no es modesta. Los organizadores desean abordar el manejo de los recursos naturales en medio de un crecimiento de la población que está poniendo presión sobre la capacidad productiva en todo el mundo.

Sin embargo, convertir esas metas en acciones significativas será difícil. El principal obstáculo es el oscuro panorama económico, especialmente en EE.UU. y otros países occidentales, los cuales han recibido previamente la responsabilidad de financiar las prioridades ambientales.

La última negociación ambiental de importancia, la cumbre climática de Copenhague, subrayó la dificultad de conseguir que 190 países lleguen a un acuerdo. A esa cumbre asistió el presidente de EE.UU. Barack Obama, el premier chino Wen Jibao y otros mandatarios. Pero el resultado, una serie de compromisos voluntarios en vez de un acuerdo internacional obligante sobre la reducción de emisiones, le quitó impulso a la

causa de los acuerdos ambientales globales y generó dudas de que esos tratados puedan tener éxito.

Un enfoque diferente

No obstante, otros aún mantienen la esperanza de que Rio obtenga un proceso significativo, en parte abriendo paso a una estrategia "ascendente" para las cumbres internacionales. En vez de enfocarse en los grandes tratados que fijan compromisos vinculantes para los países, algunos organizadores esperan obtener compromisos de participantes más pequeños.

Matthias Stausberg, un portavoz de Global Compact, la iniciativa de sostenibilidad corporativa de Naciones Unidas, espera que cerca de 1.000 negocios participen en el foro de sostenibilidad que se lleva a cabo esta semana. Él espera que para el final de la cumbre, numerosas compañías se hayan comprometido a alcanzar la neutralidad de carbono o a reciclar agua.

Las empresas tienen la disposición para tomar esas medidas sin importar lo que hagan los gobiernos nacionales, argumenta Stausberg. "Cada vez más compañías ven a la sostenibilidad corporativa como una oportunidad", dijo.

Otras medidas

Los que respaldan la importancia de la cumbre también esperan crear conciencia de algunos asuntos particulares entre los mandatarios.

Por ejemplo, está la idea de usar nuevos referentes cuando se evalúan las políticas ambientales. Los críticos han argumentado que el producto interno bruto por si solo coloca demasiado énfasis en la producción económica y muy poco en el bienestar social. Por lo tanto, muchos ambientalistas quieren complementar las cifras del PIB con indicadores que cuantifiquen la degradación del medio ambiente o fijen un valor estimado sobre el mantenimiento de recursos naturales.

Los organizadores también buscan obtener apoyo para una iniciativa de la ONU que planea proveer acceso a energía a 1.300 millones de personas que aún no lo tienen y elevar el porcentaje de fuentes renovables en el conjunto global.

Aquellos que respaldan a la cumbre dicen que algunas de estas medidas podrían llegar a ser significativas a largo plazo, incluso si parecen pequeñas en comparación a los triunfos de antaño.

También podrían tomar consuelo de lo ocurrido en el pasado. En la conferencia de **Rio** de 1992, la cual la historia declaró como un triunfo para el medio ambiente, fue recibida inicialmente con muchas críticas.

Dow Jones & Company, Inc.

*Also appeared in TODAY (Singapore) and El Cronista Comercial

Environment: Capitalist conservationists

Businesses are taking an unusual lead in proposing green strategies before this month's Rio conference on sustainability but their efforts require greater direction from governments.

By Pilita Clark, Financial Times, 5 June 2012

At first glance, a windswept plain in northern Oregon might not seem the most obvious spot for Google to be spending \$100m.

But this is where one of the world's biggest wind farms is taking shape and the money the internet group has put into it is just a slice of the \$915m Google has invested in renewable energy projects over the past two years.

It is not alone: on the other side of the world, the parent of the Danish toy group, Lego, is spending around DKr3bn (\$500m) on a wind farm off the German coast. Sweden's Ikea has a collection of wind farms located from Scotland to France and Germany.

"We have no desire to become a power utility," says Rick Needham, Google's head of energy and sustainability. Neither do Ikea or Lego, but what all three do want is to promote the use of green electricity.

Observers might ask: so what? Companies have been brandishing their environmental credentials since at least the 1980s, the decade when Ed Woolard, then chief executive of the DuPont chemicals group, said CEO stood for "chief environmental officer" at his company (then under fire from critics who labelled it one of the world's worst polluters).

But something different is happening now. A small but prominent group of companies has begun to adopt far grander green strategies requiring large outlays of money and a change to the way their businesses operate.

This more thrusting version of corporate sustainability may itself prove unsustainable. And it is easy to dismiss it as merely another public relations tactic in an age when the term "greenwash" - using green PR to whitewash corporate misdeeds - has entered everyday language.

While some companies certainly are parading their green credentials as a marketing strategy to court consumers who are ever more responsive to environmental issues, many businesses do appear to be moving well beyond greenwash. Some believe we are at the beginning of a fundamental shift in corporate behaviour that will intensify

as companies face increasingly severe problems from soaring population and limited resources.

That will be the message in the Brazilian city of Rio de Janeiro later this month when more than 100 world leaders gather for the UN's Rio+20 sustainability conference , named because it comes 20 years after the 1992 Rio earth summit.

Business leaders will play a greater role this year than in previous meetings, with many saying that companies are now at the vanguard of crafting initiatives, while governments repeatedly fail to agree effective or policeable policies for sustainable global growth.

Business involvement in the 1992 summit was trifling, says Rachel Kyte, vice-president of sustainable development at the World Bank. "It was a different era."

By contrast, executives are this year expected to account for one of the largest non-government groups in Rio, and will meet for several days ahead of the formal summit. They will devise their own sustainability strategies and deliver them to officials.

"It's designed to feed into governments on a quite large and ambitious scale and it's the first time this has happened," says Georg Kell, executive director of the UN Global Compact, a green business initiative behind the move.

What this will achieve is still unclear. But the gathering in Rio will nonetheless highlight that it is harder for a company to try to pass itself off as a green champion by planting a few trees in an Indonesian rainforest or publishing a sustainability report.

Today, some corporations are making far more radical changes. Walmart, the retail group, is driving thousands of suppliers to make greener goods. Puma, the sports goods maker, has introduced an environmental profit and loss account to prioritise which parts of the business to make greener. Under pressure from Greenpeace, McDonald's has promised not to sell chicken fed on soy beans, a crop responsible for deforestation in the Amazon.

Many observers note the number of companies taking such steps remains small and doubt whether companies - whose ultimate objective is profit - can really steer the agenda without far more robust direction from governments. Dirty heavy industry and oil companies face particular criticism for peddling greenwash.

Still, many companies undoubtedly feel under more immediate pressure to overhaul their business models amid forecasts that the world's population will jump from 7bn to 9bn by 2050, largely driven by emerging economies. The consequent strains on water, food and energy resources have encouraged many executives to imagine how their businesses might cope with - or exploit - a world of \$150-a-barrel water, let alone oil.

At the same time, no single nation or bloc of countries appears to have the will or ability to drive an international agenda in what US political scientist, Ian Bremmer , has described as a "G-zero" world, as opposed to one led by groups such as the G7 or G20.

This offers companies a historic opportunity, says Paul Polman, the 55-year-old Dutchman who for the past three and a half years has run the sprawling Unilever conglomerate, producer of household products such as Flora margarine and Dove shampoo.

Mr Polman is regarded as a doyen of the corporate sustainability movement. In 2010 he told investors who disagreed with his green strategy, "don't put your money in our company", and he relentlessly promotes group efforts ranging from concentrated detergents (which use less water) to teaching Indian gherkin farmers to use fewer pesticides.

Speaking over coffee in his London office, he says such actions are required because of the looming strain on resources, coupled with the pressure of climate change, and politicians hobbled by short-termism.

"You don't see governments now being as much in charge as we would expect," he says. "It's a unique opportunity for companies to increasingly take that responsibility to offer solutions.

"What you will see in Rio is an incredible galvanising of businesses that say: 'I see the costs every day, I see the effects every day, I cannot function if society doesn't function. We need to take charge'."

There are some who say business has already taken the lead. "If you think about where the bright spots on the landscape of innovation and interesting thinking and pronouncements are, it's almost exclusively now coming from business," says John Elkington, a leading figure in the corporate responsibility movement.

"There is this new breed of CEOs who are not in this simply to feel comfortable as they swim up and down the club swimming pool, so they can say: 'I've got a report, have you got a report?' They are saying: 'This is fundamentally about the future of capitalism and we're going to have to get this right'."

Still, there are obvious limits to what a corporation designed to deliver value to shareholders is prepared to do without government regulation.

Put another way, would Coca-Cola ever have delivered the ban on large sugary drinks that New York City's mayor, Michael Bloomberg, announced last week?

This lies at the heart of the argument made by at least one executive heading to Rio this month. James Cameron, of the London-based Climate Change Capital investment group, agrees that companies are doing far more to deliver environmental objectives.

"But in many respects they're not designed to do that," he says. "It's an uncomfortable fit. These businesses are still designed to make profits and distribute them to shareholders."

The challenge, he thinks, is to harness the expertise being developed inside major companies and use it more effectively.

Meanwhile, the pool of green champions is still very small. They make up only about 1 per cent of companies with revenues above \$1bn, says David Metcalfe, chief executive of the Verdantix research and advisory group, who divides such businesses into two.

First, there are the "evangelicals", such as Unilever, Dutch electronics group Philips or Britain's Marks and Spencer, for whom sustainability is "a belief system", often driven by a CEO's views on long-term trends such as resource scarcity. Although Google stresses that it intends its wind farm to be profitable, the venture is still an example of a company branching into a non-core business to prepare for a new commercial landscape.

Then there are "sustainability capitalists", such as GE or Siemens, which invest in ventures such as wind energy or technology to make water usage more efficient because they see short-term growth opportunities.

Despite what Mr Metcalfe describes as "desperate" efforts to establish a link between sustainability and profits, he says "the jury is absolutely still out" on whether such a connection exists, and suggests today's corporate sustainability drive may be fragile.

"The big question is to what extent do the evangelicals manage to convert people and at what speed?" he says "I think a lot of boards will be positively or negatively influenced by whether the evangelicals succeed."

There are already hints of retreat. This year UK supermarket group Tesco revealed it was retreating from a plan to put carbon footprint labels on products, announced in 2007 during more prosperous times.

Finally, there is perhaps the most fundamental question about ambitious corporate sustainability policies: are they making much of a difference?

"At a gross level, the answer is clearly 'no'," says John Sauven of Greenpeace UK, pointing to the relentless rise of carbon emissions, overfishing, forest devastation and species loss across the world.

"But when you look at individual corporate behaviour, you do see some quite significant changes," he adds, explaining that global businesses such as Nestlé and Unilever can have a large impact when they decide to make their enormous supply chains as environmentally sound as possible.

"That is quite a difficult thing to do," he says. "It's also a relatively new thing for them to do. But they are doing it and they are investing quite considerable sums of money."

This is undeniable. But we may have to wait until Rio+30 to see if these ventures will genuinely transform the way we do business.

Modest hopes pave road to Rio

It is supposed to be the biggest conference the UN has ever organised, a historic chance for world leaders to address a long list of global environmental and social woes.

But with only weeks to go before the UN conference on sustainable development gets under way in the Brazilian city of Rio de Janeiro, it is still far from clear what it will produce.

More than 100 leaders are expected to attend the Rio+20 conference.

But not Barack Obama, US president, who is in the middle of an election campaign. Germany's chancellor, Angela Merkel, and Britain's prime minister, David Cameron, will also be absent.

And some who had initially planned to come, including a European Parliament delegation, abandoned the idea when confronted with stratospheric hotel prices in a city with an estimated 33,000 beds for an anticipated 50,000 summit visitors.

It has not helped that some hotels insisted that guests book for at least a week even if they only wanted to come for a few days - hardly a heartening omen in a city due to host the 2014 World Cup and the 2016 Olympics.

Some problems have been beyond the organisers' control. The original summit date had to be pushed back because it clashed with Queen Elizabeth's diamond jubilee in Britain.

No one could have known that meant the conference would be held in the same week that Greece would hold an election critical to the fate of the eurozone.

But many are more concerned by the negotiations on the summit outcome itself. They have been so fractious that diplomats were still meeting in New York last week to try to turn a rambling final text into a more focused political document.

"There seems to be a lack of urgency, which is worrying," says Peter Paul van de Wijs of the World Business Council for Sustainable Development.

"What's on the table is completely inadequate for an earth summit," adds Daniel Mittler, political director of Greenpeace International. "These kinds of events should be about making transformational changes."

But some remain optimistic. "Things have moved on considerably in the last few days," said Farooq Ullah of the Stakeholder Forum sustainability group. "I think we will get to a reasonably good point with the outcome document."

Capitalistas verdes

By Pilita Clark, Financial Times, 18 June 2012

Las empresas se presentan en la cumbre del medio ambiente con sus propias propuestas que incluyen iniciativas sustentables ya implementadas en todo el planeta

Cada vez es más difícil para una compañía tratar de hacerse pasar por defensora del medio ambiente plantando algunos árboles en la selva

A primera vista, una planicie barrida por el viento en el norte del estado de Oregon, EE.UU., no parece el lugar obvio para que Google gaste u\$s 100 millones. Pero es ahí donde se está instalando uno de los parques eólicos más grandes del mundo, y el dinero que el grupo de Internet ha puesto en él es sólo una fracción de los u\$s 915 millones que Google ha invertido en proyectos de energía renovable en los dos últimos años.

Y no está sola en su esfuerzo. La empresa controladora del grupo danés Lego está invirtiendo cerca de u\$s 500 millones en un parque eólico en la costa alemana. Y la sueca Ikea tiene varios de estos parques en distintos lugares de Escocia, Francia y Alemania.

“No queremos convertirnos en una compañía energética”, dijo Rick Needham, titular de Energía y Sustentabilidad de Google. Tampoco lo quieren Ikea o Lego, pero lo que las tres quieren es promocionar el uso de electricidad verde.

Algunos dirán que las compañías vienen tratado de mejorar sus credenciales en materia ambiental desde la década de los 80. Pero lo que ocurre ahora es diferente. Un pequeño pero prominente grupo de empresas comenzó a adoptar estrategias verdes muchos más importantes que requieren grandes inversiones de dinero y un cambio en la manera en que operan.

Es fácil descartar estos esfuerzos diciendo que son simplemente otra táctica de Relaciones Públicas en una era en que la palabra inglesa "greenwash", que se aplica a los que promocionan su política verde para blanquear lo que han hecho mal, ya ingresó en el lenguaje cotidiano. Sin embargo, aunque es cierto que algunas compañías exhiben sus credenciales ambientalistas como estrategia de marketing para atraer a consumidores cada vez más interesados en los temas ecológicos, también es verdad que muchas empresas parecen preocuparse realmente por el tema. Algunos creen que estamos en el inicio de un cambio fundamental en el comportamiento corporativo, que se hará más marcado a medida que las firmas enfrentan problemas cada vez más graves por el aumento de la población y la escasez de recursos.

Ese será el mensaje de la reunión de Río de Janeiro donde más de 100 líderes mundiales participarán de la conferencia de las Naciones Unidas sobre desarrollo

sustentable llamada Río+20, porque se realizará 20 años después de la Cumbre de la Tierra que se hizo en Río, 1992.

En aquella cumbre la participación empresaria fue mínima, señala Rachel Kyte, vicepresidenta de Desarrollo Sustentable del Banco Mundial. "Era una época diferente", resumió la funcionaria.

En cambio, este año los ejecutivos de las corporaciones esperan ser uno de los grupos no gubernamentales más importantes en Río, y planean reunirse varios días antes de la inauguración formal de la cumbre. La idea es elaborar sus propias estrategias sustentables y comunicarlas a los funcionarios. "Está pensado para que se transmita a los gobiernos en una escala bastante grande y ambiciosa, y es la primera vez que esto sucede", señaló Georg Kell, director ejecutivo del Global Compact de la ONU.

Todavía no está claro que se logrará con esto, pero la reunión en **Río** deja en evidencia que cada vez es más difícil para una compañía tratar de hacerse pasar por defensora del medio ambiente plantando algunos árboles en la selva de Indonesia o publicando un informe de sustentabilidad.

En la actualidad, algunas corporaciones están embarcadas en cambios mucho más radicales. Walmart, el grupo minorista, alienta a miles de sus proveedores a fabricar mercadería más verde. Puma, el fabricante de productos deportivos, introdujo una cuenta de pérdidas y ganancias ambientales para hacer una lista de prioridades con las partes de su firma que deben ser más verdes. Y, bajo presión de Greenpeace, McDonald's ha prometido no vender pollo alimentado con porotos de soja, un cultivo considerado responsable por la deforestación en el Amazonas.

Algunos observadores señalan que el número de compañías que toman medidas sigue siendo pequeño -la industria pesada y las petroleras, particularmente, enfrentan críticas por practicar el greenwash- pero ya son muchas las empresas que sienten una presión más inmediata para modificar sus modelos de negocio debido a los pronósticos que aseguran que la población mundial trepará de 7.000 millones a 9.000 millones para el año 2050 impulsada, principalmente, por incrementos en los países emergentes. El consecuente aumento en la demanda de agua, alimentos y energía ha llevado a muchos ejecutivos a tratar de imaginar cómo pueden sus empresas lidiar con -o explotar- la situación en un mundo en que el precio del barril de agua puede llegar a u\$s 150; para no mencionar siquiera el precio del petróleo.

Al mismo tiempo, ninguna nación o bloque de países parece tener la voluntad o la capacidad de impulsar una agenda internacional para lo que el politólogo estadounidense Ian Bremmer describe como un mundo "G-cero", en referencia a grupos como el G-7 o el G-20. Esto ofrece a las compañías una oportunidad histórica, señala Paul Polman, un holandés de 55 años que desde hace más de tres años dirige el grupo Unilever, fabricante de productos para uso hogareño y de higiene personal como margarina o champú.

A Polman se lo considera el decano del movimiento de sustentabilidad corporativa. En 2010, le dijo a los inversores que no estaban de acuerdo con su estrategia verde: "no pongan su dinero en nuestra compañía", y promocionó incansablemente los esfuerzos del grupo que van desde la fabricación de detergentes concentrados (que

demandan menor uso de agua) a enseñarle a los granjeros de la India a usar menos pesticidas.

Entrevistado en su oficina de Londres, Polman insistió en que esto es necesario por la inminente escasez de recursos, sumada a la presión del cambio climático. "No se ve que muchos gobiernos se hagan cargo como uno esperaría. Es una oportunidad única para que las compañías asuman cada vez más la responsabilidad de ofrecer soluciones", agregó el ejecutivo.

Algunos dicen que las empresas ya tomaron el liderazgo. "Si se piensa en los puntos brillantes en el panorama de la innovación y los pronunciamientos interesantes, todo eso viene ahora casi exclusivamente de las compañías", señaló John Elkington, figura líder en el movimiento de responsabilidad corporativa. Según él, hay una nueva raza de CEOs que consideran que esto "fundamentalmente tiene que ver con el futuro del capitalismo, y vamos a tener que hacerlo bien".

De todos modos, hay límites obvios para lo que una corporación que debe asegurar valor para sus accionistas está dispuesta a hacer sin regulación gubernamental. Dicho de otra manera, ¿habría Coca-Cola instituido por sí sola la prohibición a los envases grandes de bebidas azucaradas que el alcalde de Nueva York, Michael Bloomberg, anunció recientemente?

James Cameron, del grupo de inversión Climate Change Capital, con sede en Londres, uno de los ejecutivos que estará presente en Río, coincide en que las compañías están haciendo esfuerzos para cumplir con sus metas ambientales pero, en realidad, "están diseñadas para tener ganancias y distribuirlas entre sus accionistas". Para él, el desafío es aprovechar la experiencia y la capacidad que se desarrolla dentro de las grandes empresas y usarlas de manera más efectiva.

Eso es innegable. Pero tal vez tengamos que esperar hasta Río+30 para ver si esto genuinamente transformará la forma en que hacemos negocios.



<http://www.guardian.co.uk/sustainable-business/rio-20-un-earth-summit-business-diary>

Rio+20: the Earth Summit diaries

From Rio de Janeiro, Jo Confino provides behind the scenes insight of all that's going on from a business perspective at the Earth Summit

The CEO Rio+20 numbers game

By Jo Confino, The Guardian, 16 June 2012

Saturday 16 June, 07.00

Question: How many CEOs does it take to change a lightbulb?

Answer: At least 30 or no-one will be there to witness it

This is my rather bad joke on a rather important issue – the numbers game or to put a more sophisticated spin on it – how do we reach scale.

It used to be that CEOs would want all the glory themselves when a new sustainability initiative was launched.

But to create waves now, initiatives need to have what looks to be at least 30+ NGOs signing on the dotted line.

A good example is today when 37 finance CEOs announce their commitment to the Natural Capital Declaration. We will be seeing other initiatives announced that have upwards of 30-40 company bosses signing up.

Of course, in the numbers game, no-one can compete with Georg Kell, executive director of the United Nations Global Compact which has 7,000 members.

He told me the UNGC's CEO water mandate has already been signed by 100, and Caring for Climate has 400 chief execs with plans to grow this to 1,000.

Of course, men of a more modest persuasion will claim, it's not size but what you do with it that counts.



<http://www.guardian.co.uk/sustainable-business/rio-20-earth-summit-diary-20-june>

Rio+20: the Earth Summit diaries

From Rio de Janeiro, Jo Confino provides behind the scenes insight of all that's going on from a business perspective at the Earth Summit

United Nations Global Compact to go into battle against trade associations

By Jo Confino, The Guardian, 15 June 2012

Friday 15 June, 22.00

The **UN Global Compact**, the world's largest voluntary corporate sustainability initiative, is planning to wage a campaign to stop trade associations from undermining moves towards a green economy.

Georg Kell, the UNGC's executive director, told the Guardian that a board meeting next week is likely to agree to go on the offensive and directly target regressive chambers of commerce around the world.

On the day that the UNGC opened the largest ever business led private sector conference at Rio +20, Kell also made it clear that there are far too many companies that have progressive sustainability strategies, yet whose public affairs team are lobbying to maintain the status quo.

A recent survey it conducted of 1,800 companies found that of those with an explicit sustainability strategy, only 20% have aligned their government public affairs policy with their social and environmental policies.

"We know the reality of the role of business in shaping public policy is not where it should be," he says. "Many companies which have explicit sustainability policies are at the same time investing in business models of the past through trade associations and keeping a lock on policy making. This is a big contradiction.

"Unless the majority of companies lobby positively, the incentive structures won't change and then we won't go to scale on solutions. We are putting a lot of pressure on participants to bring in better alignment."

While Kell is happy to talk about how others need to change their ways, he is much more reticent to criticise the United Nations, which many say is too bureaucratic, complex and whose various agencies often compete with each other for private sector partnerships.

However, he did say that he expects the UN to go through a transformation process.: "It will take a little time for an inter-governmental organisation to adopt change but the course is set and I am quite confident that in three years the UN will be radically different and have the capacity to partner and work with the private sector and civil society and academia on a large scale."

Kell says that those who fear that Rio +20 will be a failure because of the lack of a concrete outcome agreement are living in an old paradigm and that the importance of Rio +20 is the creation of a new pathway that will encourage the development of public/private partnerships at scale.

"It is not a classic UN summit in the traditional sense that it will end up with an implementation blueprint and then we will spend 20 years implementing it," he says.

"This is the old top down model where you have a linear process in mind. This is a new world where you have to engage all actors. As a result of this meeting, lots of corporations and stakeholders will feel empowered and will make change happen."

The economic and financial crisis is hampering governments' room for manoeuvre so Kell says it is a matter of time before companies are taking a more proactive role in confronting long-term social, environmental and economic challenges.

"One could argue that most governments are in crisis management mode," he says "yet they know that there are long term pressing issues that need to be tackled so they welcome private sector engagements and forming public private partnerships are a natural building block. Governments offer legitimacy and incentive structures while the private sector offers know-how, technology and operational reach. It is a wonderful combination."

<http://www.forbes.com/sites/francisvorhies/2012/06/19/from-talking-to-walking-at-rio20/>

From Talking to Walking at Rio+20

By Francis Vorhies, Forbes, 19 June 2012

Our governments are not quite on their feet, but thanks to the Brazilian diplomatic corps, the negotiations on the outcome text were ‘completed’ in the late hours of Monday night. This morning a consolidated text was distributed to the delegates. We are sure to hear much about it in the coming hours and days.

I say ‘completed’ in inverted commas because it seems as if the whole Rio process has been hijacked by the negotiators. We never seem to reach completion. In addition to the endless negotiations around the current Rio+20 outcome statement, since 1992, we have had 10 Conferences of the Parties (COPs) of the Convention on Biological Diversity with the 11th taking place this October, 16 COPs of the UN Framework Convention on Climate Change with a 17th in November, and 10 COPs of the UN Convention to Combat Desertification with the 11th next year, not to mention the countless preparatory meetings and subsidiary meetings associated with all of these COPs. These three conventions – biodiversity, climate change and desertification – are known as the Rio Conventions as they were launched at the Rio+0 back in 1992. That 20 years of non-stop negotiations.

Surely after two decades of negotiating what we need to do to save our planet, we should by now be getting on with the job. Yet negotiators are clearly born to negotiate. For a flavour of the passion for adding and deleting words and bracketing text have a read of ENB’s report on the last day of informal negotiations before the Brazilians said in very diplomatic terms that’s enough. It describes a scene of frenzied negotiation:

“As negotiations on the “pre-conference consultation” text neared the host country’s deadline for the creation of a clean text, a familiar flurry of huddles and informal consultations became the order of the day. Delegates and observers rushed from room to room at RioCentro, trying to figure out where and when consultations were taking place because schedules and plans seemed to change frequently.”

Capitalising on Nature

Also on Monday, the Rio+20 Corporate Sustainability Forum ended with a most interesting request for a role for business in determining a new set of Sustainable Development Goals (SDGs). I wonder if our business leaders have the stamina to stick with the protracted negotiations which will surely be needed to agree on these goals. Nevertheless, their endorsement is clearly well intentioned.

In the closing remarks of the Forum from an impressive line-up of corporate leaders, key phrases included ‘putting humans on a sustainable track’, ‘scaling up efforts to advance corporate sustainability’, ‘sustainable architecture is critical to food security’, ‘scaling up private-public partnerships’, ‘solution-

driven engagement’, ‘standards for respecting human rights,’ ‘capacity building for social entrepreneurs’, and my favourite ‘sustainability without business is impossible’. (ENB coverage)

Meanwhile over at the Rio Conventions Pavilion, another Business Day was taking place. This one explored the linkages between business and the three Rio Conventions on biodiversity, climate change and desertification. There were also discussions about sustainable innovation and the green economy, as well as the official launch of the Natural Capital Declaration Roadmap which emphasised the materiality of biodiversity and how it can be accounted for in financial decision-making.

Elsewhere, one of UNEP’s 16 side events (on Monday alone!) looked at how biodiversity/ecosystem services can be integrated into traditional development planning; while at the German Pavilion environmental fiscal reform was a topic of discussion. The ISO held an event to highlight the importance of their standards for a green economy, and a new ‘Rainforest Standard’ was launched which aims to “fully integrate requirements and protocols for carbon accounting, socio-cultural/socio-economic impacts, and biodiversity outcomes.”

It was a busy start to the week as the talking continues.

http://www.forbes.com/sites/francisvorhies/2012/06/18/rio20-on-the-money/?utm_source=allactivity&utm_medium=rss&utm_campaign=20120618

By Francis Vorhies, Forbes, 18 June 2012

Rio+20 on the Money

While our governments spent their Sunday in Rio negotiating their text section by section and line by line, other participants were asking where the money would come from. For the governments, of course, the money debates centre on whether to focus on increasing Official Development Assistance or exploring other options for mobilising financial resources.

What Colour is Your Money?

At a side event organised by the UNEP Finance Initiative along with the Global Compact, the role of the finance sector in supporting green growth was explored. (ENB coverage) Speakers from the IFC, AXA, Standard Bank, Aviva and other financial institutions discussed the opportunities and limitations of market-based drivers for greening finance. They asked whether government regulations or standards were needed to move the financial sector towards truly integrating green factors into their practices.

Also on Sunday, but over in Mexico where the G20 was meeting, a Green Growth Action Alliance was launched as a global public private partnership which will “will identify and deploy public money that can be used to unlock and utilize private sector investment.”

Standards for Sustainable Finance

Another side event organised by the IFC further explored the role of environmental and social standards for the financial markets. In this respect, the IFC is an industry leader with its Performance Standards for issues ranging from working conditions and pollution prevention to biodiversity conservation and cultural heritage. The IFC is actively pushing this agenda globally. For example, they recently joined forces with the China Banking Regulatory Commission to launch the first International Green Credit Forum to explore ways of scaling up sustainable finance in emerging markets.

Banking on the Future

In yet another side event on Sunday organised by Norwegian Forum for Development and Environment with several partners, the discussions focused on how to shift investment decisions from the short-term to long-term. A key driver in shifting to sustainable financing is likely to be the increasing cost of natural resources due to the rising demands of a growing global middle class and declining supply due to resource scarcities.

Green values

For the economists in town there was also a side event on ‘the economics of economics and biodiversity’ project known as TEEB. Here the discussion was not so much on greening finance but on understanding the values of biodiversity. Akin to the Natural Capital Declaration which was launched the previous day, the TEEB project

aims to better articulate the economic value of nature and in so doing aims to improve financial decision-making in both the public and private sectors.

Getting there

Sunday ended with the some encouraging news from the Brazilians that “The way is paved for a good final agreement.” Now if our governments can agree on the way forward and, together with the financial sector, find the funding needed, Rio+20 just might set the stage for a truly global public private partnership to promote sustainable prosperity.

Rio+20: Are We There Yet?

By Francis Vorhies, Forbes, 17 June 2012

No, we are not yet there, but we may be getting closer. On Saturday, the Brazilians took over the once again informal negotiations on the outcome document. The world is fortunate in this regard, as Brazil has one of the best diplomatic corps in the business.

To move the process forward, Brazil tabled a new text for negotiation which – given the inability of the governments to come up with agreed text in the 3rd PrepCom – was certain to both please and upset various delegations. Perhaps the biggest concern by most is that it was less ambitious than it could have been, but again this understandable given the deadlock in formal negotiations. (ENB coverage)

Nevertheless, the Brazilians bravely rallied the troops by steering the initial discussion on four priority topics – Sustainable Development Goals, reform of the international institutional framework for sustainable development, Oceans, and the so-called Means of Implementation (MOI), i.e. financing. Though by Saturday evening, they had not made a great deal of progress, it appeared as if the Brazilians might be able to provide the leadership needed to bring the Conference to a resolution on a set of outcomes.

Business starts talking at Rio+20

Among the many events which took place on Saturday, there were a growing number of events for the business community, including a full day of the RIO+20 Corporate Sustainability Forum. The Forum is as widely focused as the official negotiations with Saturday workshops on ‘business ecosystems,’ human rights, energy efficiency, multi-stakeholder planning, food security and sustainable agriculture, planning in innovation, the base of the pyramid, responsible investment, sustainable cities, sustainable water in textiles, corporate sustainability management and reporting, the green economy and reporting, board oversight of sustainability, renewable energy, sustainability standards, clean energy, and water conservation. And all of these took place before the lunch break!

One of these events was organised by the Business Call to Action and explored “Profits and Opportunities at the Base of the Pyramid.” Here was business coming together with other stakeholders to discuss business models which can alleviate poverty among the poorest of the poor. Clearly business can be part of the solution here.

Also on Saturday, 37 CEOs from the finance sector announced their commitment to natural capital in the launch of a most interesting Natural Capital Declaration. This includes the following:

“Build an understanding of the impacts and dependencies of Natural Capital relevant to our operations, risk profiles, customer portfolios, supply chains and business opportunities;

“Support the development of methodologies that can integrate Natural Capital considerations into the decision making process of all financial products and services – including in loans, investments and insurance policies.”

While our governments negotiate, business commits

In addition to the Natural Value Declaration, the UN has already registered dozens of voluntary commitments. From the private sector, these include public commitments from ABB, ArcelorMittal, BASF, Bridgestone, DuPont, Eskom, GDF Suez, Holcim, KPMG, Nike, Procter & Gamble, Sumitomo Chemical, and Unilever. Expect more corporate commitments in the coming week.

It looks as if business is also getting there.



<http://www.forbes.com/sites/francisvorhies/2012/06/16/making-the-business-case-for-rio20/2/>

Making the Business Case for Rio+20

By Francis Vorhies,

Forbes, [http://www.forbes.com/sites/francisvorhies/2012/06/16/making-the-business-case-for-rio20/?utm_source=allactivity&utm_medium=rss&utm_campaign=20120616 -](http://www.forbes.com/sites/francisvorhies/2012/06/16/making-the-business-case-for-rio20/?utm_source=allactivity&utm_medium=rss&utm_campaign=20120616-comments_header#comments_header)

[comments_header#comments_header](http://www.forbes.com/sites/francisvorhies/2012/06/16/making-the-business-case-for-rio20/?utm_source=allactivity&utm_medium=rss&utm_campaign=20120616-comments_header#comments_header) 16 June 2012

While the 3rd PrepCom negotiations continued until late in the night, I had the opportunity to chat with Bruno Berthon, the Global Managing Director for Accenture Sustainability Services, about the large private sector participation in Rio+20. I asked him why business was interested in being in Rio and what they would like to see come out of the negotiations. I also asked him why Accenture, in particular, was active in Rio and his views on the ‘emerging issue’ of biodiversity.

Why is business interested in Rio+20?

Bruno explained that the large interest of the business community in the Rio+20 largely stems from its awareness of the climate change issue. Importantly, Rio+20 is providing an opportunity to take business out of the “climate change ghetto” by addressing the broader set of questions around development and sustainability. For example, under the Rio+20 process, the priority issue for many developing countries/emerging economies of access to energy converges with both climate change and economic growth.

For business, the key focus is ‘green growth’ both for developed and emerging economies. At Rio+20, companies have a unique opportunity to showcase their technological solutions for greening growth. With the myriad of business events and high-level meetings, business is also to participate in substantive dialogue, make public commitments to green growth, and deepen their awareness and understanding of the many dimensions of making development sustainable.

What would business like to see come out of the formal negotiations?

Though Bruno, quite understandably, was not terribly optimistic about the formal process, he expressed hope that our governments would make some sound decisions. As the 3rd PrepCom ended last night without agreed text for the next week, Brazil as the host country was asked to continue with informal negotiations over the coming days. There is little that business can do to help move this process forward, except to show their overall support for the main aims of the conference.

With regard to the negotiations on the green economy, Bruno hopes that we will see a strong commitment to green growth. It is interesting that he used the term ‘green growth’ and even ‘green infrastructure’ and not the term ‘green economy’. For Bruno, a key element of green growth is investing in the infrastructure needed for emerging economies to grow.

Discussions on establishing a global organisation for the environment could also be useful if such an organisation could improve efficiencies and have more impact. The current jumble of multilateral organisations and agreements – with six international conventions for biodiversity alone – is certainly not working well.

What is Accenture doing at Rio+20?

Over the coming days, Accenture will be very involved in several key business conferences taking place at Rio+20 including ones organised by the UN Global Compact and the WBCSD. They will also engage in national dialogues taking place. The priority topic is the link between climate change and access to energy, and, in this regard, Bruno is especially proud of Accenture's membership in the Secretary-General's High-Level Group on Sustainable Energy For All. Importantly, even though the formal negotiations are challenging, it is clear that Accenture is very excited about being at Rio+20.

What should business be doing about biodiversity?

Accenture, like many of the companies present in Rio, is especially focused on climate change and its linkages to energy security. So I asked Bruno about his company's views about another important issue for business – biodiversity. He sees it as an emerging issue within Accenture's client base, particularly related to sustainable sourcing vis-à-vis deforestation and landscape degradation. Biodiversity is also being addressed seriously in several sectors such as cement and transport. As Accenture is a consulting company, as its clients begin to focus more on biodiversity, so will Accenture.

Green growth and trade

We ended our chat with a brief discussion about the role of the international trading regime in facilitating green growth. This was the focus of a side event yesterday organised by ICTSD, ITC and UNEP. Ricardo Méndez-Ortiz of ICTSD “underscored the importance of clarity and purpose for governments’ regulatory frameworks to prevent the deterioration of present and future living standards.” (ENB coverage) Clearly, the WTO framework for international trade has a direct impact on the ability of the private sector to promote sustainability globally.

With all the businesses engaging in Rio+20 over the coming days, let's hope that our governments can get down to the business of agreeing on a pragmatic programme for green growth.



<http://www.economist.com/blogs/schumpeter/2012/06/rio20-summit>

Rio+20 summit; Green business

Companies provided most of the hope at the UNs big green summit

By J.A., The Economist, Jun 22nd 2012

CAN companies succeed where governments have failed to protect the environment? The question was repeatedly asked in Rio de Janeiro this week, at the UNs vast three-day environment summit, which was due to end on June 22nd.

That was largely a sign of desperation. Despite the presence of scores of heads of state, Rio+20, as the summit is known, was expected to produce the weakest imaginable commitment to greening the global economy. On many counts including a wishy-washy commitment to look beyond GDP as a measure of progress it represented little or no progress on the summits more illustrious forebear, the 1992 Earth Summit, at which important agreements on combating climate change and biodiversity loss were reached.

Yet the prominence of many of the worlds biggest companies in Rio this week was a cause for genuine, if perhaps limited, cheer. Hardly any were represented in Rio in 1992; in 2012 companies were all over the summit and many had interesting progress to report.

A coalition of 24 large firms, including Coca Cola, Unilever, Nike, announced a common commitment to make conservation a main plank of their planning. Most were already well-known for their green thinking. Kimberly-Clark, the worlds biggest tissue maker, was less noted: it announced it would cut its use of wood from natural forests by half by 2025.

On a grander pitch, a coalition of institutional investors, led by Aviva, a big British insurer, sought to influence the outcome of the summit itself. They clubbed together as the Corporate Sustainability Reporting Coalition, a group that also includes the asset management arms of Schroder and Kleinwort Benson and claims to have around \$2 trillion dollars in assets under management. Its aim was to lobby governments to pressure companies into providing regular reports on their environmental and social performance. And the expected Rio+20 agreement suggests the coalition has scored a modest success.

Point 47 of the agreement reads: We acknowledge the importance of corporate sustainability reporting and encourage companies, where appropriate, especially publicly listed and large companies, to consider integrating sustainability information into their reporting cycle.

That is much flimsier than Aviva's coalition wanted having been watered down, in last-ditch negotiations, due to objections from America, India and Kazakhstan, who feared it would put an onerous regulatory burden on their companies. Nonetheless Paul Abberley, boss of Aviva Investors, claimed to be pleased with the outcome. Its 30% of what I wanted to see. But I thought I was going to get 0%.

The coalition wants companies to publish data on their greenhouse-gas emissions, use of water, employee satisfaction (measured by recent staff turnover) and many other such indicators. Its recommendation to governments was that this should be required in the Rio+20 agreement on a report or explain basis. In other words it would not be mandatory; but the non-compliant would need a good excuse.

Mr Abberley says investors require such information for honest-to-goodness selfish reasons. Companies that take sustainability seriously are thought to perform better than those that do not: probably because such attention to detail is typical of well-managed companies. More important, ungreen business practices including profiting from an unpriced externality, such as carbon dioxide emissions could represent a serious investment risk. Our customers want to a good return on long-term investments, said Mr Abberley. And we think unsustainable business practices are a genuine risk to the investment.

This sort of corporate reporting is not new. It started in earnest in 2001, with the launch of the UN's Global Compact, which coaxes firms to publish a range of data. It has been followed by many similar initiatives, including the more stringent Global Reporting Initiative. As a result around a third of listed companies publish at least some data on their environmental and social performance; though most provide much less than Aviva and its allies want.

The Rio+20 agreement has given modest support to their demands. The question will now be how to implement it.

The Economist Newspaper Limited (The Economist)

http://www.csrwire.com/csrlive/commentary_detail/5912-60-000-People-Convene-in-Rio-de-Janeiro-in-Hope-of-Saving-the-World-

60,000 People Convene in Rio de Janeiro in Hope of Saving the World.

CSR Wire, June 20, 2012

Rio de Janeiro, Brazil (June 19/CSRwire) - Hundreds of side events around the UN Conference on Sustainable Development (Rio+20) are taking place in Rio de Janeiro, Brazil this week. Venues abound in Rio Centro, at hotels along the beaches, in parks, and downtown, in a city bulging now with an estimated 60,000 guests, including delegates, heads of state, government leaders, CEOs, sustainability directors, students, researchers, political decision-makers, non-profit organizations, media, event support teams and spirited activists. These people have gathered from all walks of life in hope of eradicating poverty, curtailing environmental destruction and ending social injustice.

An eager troop of Portuguese-only speaking attendants are posted around Rio attempting to corral all these people from here to there, to various venues under and around the mountainous landscape via busses, private cars, taxis and the metro, leading to some confusion among speakers, panelists and participants, and delays in their appearances. Transport schedules to side events are in short supply – perhaps because it is a paper-smart event and wireless connections are spotty. However, with due diligence and careful planning, one can navigate the system and become a pro, as evident by some of the people who have been here for several weeks and have mastered the system, if not the language.

In contrast to the chaos was the United Nations Global Compact's Rio+20 Corporate Sustainability Forum: Innovation and Collaboration for the Future We Want at the Windsor Barra Hotel. It was a well-organized event with a competent staff keeping thousands of business participants, over the course of three days, on time for the sessions. The UNGC Sustainability Forum wrapped up on Monday, just days before the official Rio+20, known as the Earth Summit, convenes.

H.M Queen Silvia of Sweden addressed the UNGC closing gathering, reflecting on the progress since the first Earth Summit in 1992. She pointed out that in many countries, the air quality in cities has improved, as has the water quality of rivers and lakes. She also reminded the group that there are still many problems, including biodiversity and the stability of our climate, and that we must be smart enough to turn these problems into opportunities. "This is something business is good at," she said. "Because the private sector is focused on innovation and change, there is great potential for business to lead the way."

Other speakers agreed that we can't wait for governments to get it right and that corporations focusing on the long-term fate of our planet should be commended.

Mr. Georg Kell was credited for the conceiving of the UN Global Compact as a needed alliance between the UN and the private sector, which now has 10,000 corporate members, with 7000 of them active. The UNGC's Corporate Sustainability Forum was held in cooperation with the Rio+20 Secretariat, the UN System and the Global Compact Local Network Brazil in the days leading up to Rio+20 to bring greater scale and quality to corporate sustainability practices. As a showcase for innovation and collaboration, the Forum was designed to be a launching ground for widespread action, representing business as well as investors, governments, local authorities, civil society and UN entities. "We are of course delighted that over 3000 people have come here for three days of hard work in 120 sessions on six tracks," said Georg Kell. "Many of the solutions we need already exist, and we have demonstrated that on a massive scale... two hundred concrete commitments have been gathered." Speakers on stage reminded the gathering that although businesses may be ready to take action and mobilize capital, there remains a need for government support and that businesses working with the United Nations will help to unlock that potential.

One strong recurring theme in Rio this week at every level is ending subsidies for fossil fuel. And, while we are at it, ending subsidies that lead to over-fishing. Check back here for more news from Rio tomorrow.



(Also filed under Sustainable Stock Exchanges and Partner Announcements)

<http://www.ethicalcorp.com/environment/rio20-earth-summit-expecting-world-disappointment-inevitable>

Rio+20: Earth summit - Expecting the world? Disappointment inevitable

By Eric Marx, Ethical Corporation, July 11, 2012

The UN development summit took some laudable steps towards a sustainable future – among them acknowledgement that the world economy needs to change. But the outcomes were hardly earth-shattering

If there was one big takeaway from June's United Nations development summit in Rio it was this: the world has a new way of writing the rules for sustainability that is both bottom-up and leader-driven. We're seeing emerging countries, local communities and global corporations make meaningful commitments to investing in the value of nature.

These efforts are being assisted by various UN agencies, but the UN-sponsored multilateral negotiating process itself has seemingly done very little to reverse the intransigence of world leaders.

The process for developing sustainable development goals – a set of benchmarks to guide countries in achieving targeted outcomes within a specific period – had been a key issue in the negotiations for the main outcome document.

Environmentalists wanted mandatory measures with timelines on the core areas of food, water and energy security, but instead UN member countries delivered an agreement whose generalised tone exposed a lack of urgency or will to take immediate action.

The final text omitted a clause calling for governments to phase out fossil fuel subsidies, which have nearly tripled since 2009, despite a pledge by G20 countries to eliminate them. An eagerly awaited decision on a governance structure for the high seas was also postponed for three years, after the United States, Japan, Canada, Russia and Venezuela opposed strong language to implement it.

Speaking as the conference drew to a close, Kit Vaughn, climate change advocacy coordinator at aid NGO Care, said the document represented "business as usual". The UK deputy prime minister, Nick Clegg, described the outcome of the conference as "insipid", while Gro Harlem Brundtland, the former prime minister of Norway and chair of the UN commission that helped establish the concept of sustainable development, was also critical.

Friends of the Earth International referred to the declaration as “a gift to corporate polluters” and said it would do “nothing to address the environmental and social crises that the world is facing”.

Lights in the gloom

Those who welcomed the declaration mostly did so in qualified tones – though there were some bright spots. Principal among these was the explicit valuing of nature both by governments and the private sector. For the first time the so-called “natural capital” of biodiversity and ecosystem services is being valued in newly announced national accounting initiatives and through a number of collaborative declarations launched by individual companies, institutional investors and the banking industry.

“We saw both governments and businesses explicitly recognising that natural capital is the essential core element of sustainable development and that healthy ecosystems must be the foundation of human well-being,” says Russell Mittermeier, president of Conservation International. “This is an extraordinary and transformative change in mindset, as it finally moves the environment from a marginal issue to a central component of future development strategies.”

Jim Leape, director general of WWF International, speaks of a “coalition of the committed” among businesses. “Many [companies] aren’t stepping up,” Leape says, “but among leading companies we have seen a shift in the issue of corporate social responsibility to include sustainability as a core business interest.”

The next step now is to figure out how to elevate the scale of action.

Andrew Deutz, director of international government relations at The Nature Conservancy, says the reason the conference fell short has to do with an understanding of what has already been accomplished since the landmark accords signed at the 1992 Earth Summit in Rio first integrated the environment into the UN’s developmental agenda. Rio 92 resulted in the creation of the Global Environment Facility (GEF) and the drafting of three UN conventions covering climate change, biodiversity and desertification.

Most developing countries at that time didn’t have environmental regulations or even a policy agenda that looked towards the environment. “Twenty years later,” Deutz says, “it’s not about putting the policy framework in place, but about making sure it’s effectively implemented.”

With governments strapped for cash, that’s meant an increased role for business in helping to shape the green economy – a major transformation of the current modes of production and consumption aimed at curbing pollution and the exhaustion of natural resources that will alleviate poverty and bring more jobs. Formulation of the “green economy” concept was in some ways a distraction, for it aligned much of civil society against business involvement.

The expectation was that business would move away from a profit-driven capitalist model as a prerequisite for them to truly align with the objectives of a green economy, says William Bulmer, director of the International Finance Corporation’s environment, social and governance department.

“I don’t think that is the case,” Bulmer says. “Most business will continue to be driven by a profit motive, but with a much greater appreciation of the risks and opportunities that they are now facing in this period of green growth.”

In that equation of risk and opportunity, increasingly it's the latter factor that is driving the business sustainability agenda, even in the absence of clear regulation. "What I see a lot is a private sector saying 'sure, we're concerned about what is happening to the climate', but also that these things happily coincide with self-interest," Bulmer says.

Of the UN's eight Millennium Development Goals, by far the most successful effort has been in halving poverty rates by 2015. That's brought a lot more consumers into the market and opens the door to investment in a range of low-carbon goods and services impacting health delivery, water access and energy, to name but a few.

Nearly all UN initiatives coming out of the conference are dependent upon private sector participation, none more so than the UN's Sustainable Energy for All initiative, which mobilised \$50m from Bank of America alone, and an unprecedented show of public-private partnership support gathering in more than 100 commitments, including from many developing world governments and a range of corporate and financial donors.

Aimed at transforming the world's energy systems to ensure universal access to modern energy services by 2030, it's one of the key outcomes the UN secretary-general, Ban Ki-moon, highlighted before the summit conclusion as a "powerful new model for the future".

"The UN is bringing all key stakeholders to the table to work in common cause for the common good," Ban said. "This initiative shows the power of partnership and ability of the United Nations to spearhead transformational change."

Kandeh Yumkella, director-general of the UN Industrial Development Organisation and co-chair of Ban's high-level working group on the project, says the initiative is a way to ensure that 1.3 billion people will gain access to clean energy and to ensure that sustainable development stays on the agenda even after the Rio talks close.

"We are emphasising economic opportunity," Yumkella says. "If we're talking about speed and scale it has to be a business model that is also profitable for some of these guys."

Yumkella credits the initiative's early success to its ability to convene key stakeholders and catalyse specific commitments around a "global action agenda" that has identified high impact opportunities that can guide the work of stakeholders across all sectors of the economy. But it's not a giveaway to business, he stresses, and the focus will also include off-grid solutions which not only make energy accessible but affordable.

"We have made an effort to identify those who are working bottom-of-the-pyramid energy solutions linked with microfinance, and linked with agricultural production or water supply or health," Yumkella adds. That network now includes more than 500 small NGOs and the challenge will be to make sure they are included. "We are emphasising off-grid solutions but they are not getting as much money as they should. We need to scale that up as well."

Moving beyond GDP growth

Perhaps the most important outcome from Rio+20 was putting to rest the erroneous belief that protecting the environment comes at the cost of economic growth. The Rio text itself acknowledged the new impetus in calling for the need for "broader measures of progress to complement GDP" to better inform policy decisions. It also

asked the UN Statistical Commission to launch a programme of work to build on existing initiatives.

On the sidelines there was considerable activity, with 10 African nations, united under the Gaborone declaration, signing up to national accounts aiming to place a commercial metric on the value of nature. This was followed by 49 other nations, developed and developing alike, in supporting the communiqué on natural capital of the World Bank. There are 86 companies now agreed to draw up “natural capital accounting” rules to implement the kind of changes long advocated by Paven Sukhdev, a former banker at Deutsche Bank credited with spearheading the initiative through the UN.

Common standards for world companies are likely to be ready in three to five years, with implementation coming within about seven years, predicts Sukhdev. He estimates that the top 3,000 companies fail to account for \$2.1tn of charges related to the use or pollution of natural assets – say by releasing carbon dioxide into the air or waste into a river. That figure nearly doubles to \$4tn, or about 6.7% of global GDP, when the world’s entire corporate sector is included.

“By 2020 corporations will measure and manage their externalities,” Sukhdev says, citing Puma’s experience with its environmental profit and loss statement as an example of what is possible.

Peter Bakker, president of the World Business Council for Sustainable Development, is reportedly developing natural capital accounting as a key strategic platform over the coming years. Other than Puma, however, no company is now measuring, let alone reporting effectively, on this.

“Valuing natural capital and having methodologies that go along with it is not as simple as it sounds,” warns Robert ter Kuile, PepsiCo’s senior director of environmental sustainability. “While water is a global challenge it is very much a local issue ... different from the impacts of greenhouse gas emissions on climate change.”

The main impact of natural capital accounting in the near future will be in carbon disclosure and with more robust assessments by financial institutions driving change among stock exchanges and in leading companies.

“Hopefully the market will start taking account of that and pricing it through the price of their shares,” says William Bulmer. “So if, for example, energy companies are heavily dependent on fossil fuels and are not sufficiently transforming and mitigating risk in a balanced approach in how they are generating renewables, the market will take a view on that and price it accordingly.”

These developments are also taking hold in emerging markets where central banks are out ahead of their western counterparts. Countries such as India, Brazil and China are all now using their banking sectors to promote environmental and social regulations, said Bulmer.

Disappointingly, however, this hasn’t translated to these countries’ state enterprises. What was seen, instead, in Rio were multinational companies with their local heads engaged in the discussion. Companies from China were present, for example, but these were smaller and medium-sized enterprises whose leadership potential is somewhat limited.

In this regard, Brazil was criticised for not having summoned a larger, more broad-based private sector response. Its leadership seemingly rested upon co-ordinating a

smooth-functioning dialogue and in not pressuring the UN bodies themselves to work together in collaboration rather than in competition.

“The risk is that the lack of a clearly defined process in the text means [UN agencies] could choose to compete rather than collaborate,” said Steve Waygood of Aviva Investors, which had been pushing for strengthened corporate sustainability reporting. “If they do this, the sum of the parts will be far less than the whole opportunity.”

Sustainable goals

Skilfully constructed to clear controversy and promote consensus, the final Rio summit communiqué established so-called sustainable development goals (SDGs) across core areas such as food security, water and energy that are intended to drive member states towards fast-track transition to low-carbon forms of green development.

These SDGs will probably build on and overlap with a current round of objectives known as the Millennium Development Goals, which UN members agreed to pursue at least to 2015.

The text commits to “take action to reduce the incidence and impacts of such **pollution** on marine ecosystems, including through the effective implementation of relevant conventions adopted in the framework of the International Maritime Organisation”. However, an eagerly awaited decision on a governance structure for the high seas was put off for a few years.

The agreement called for a new intergovernmental process to produce a report that evaluates how much money is needed for sustainable development, and what new and existing instruments can be used to raise funds.

The process will be led by a group of 30 experts, which will conclude its work by 2014. Although some developing countries had called for the creation of a \$30bn sustainable development fund, the proposal did not make it into the text. Instead, the text “recognises the need for significant mobilisation of resources from a variety of sources”.

A decision to upgrade the United Nations Environment Programme – an international institution that coordinates UN environmental activities – to a UN agency with power equal to other UN bodies, did move towards implementation. Its final passage, however, awaits approval by the entire UN General Assembly, where countries such as the United States have vowed to oppose the measure when it comes up for a vote.

Regarding **sustainability reporting** – where progress had been expected – there still exists no compulsion or commitment to a UN process to mandate a minimum standard. Yet, backers of the proposal say they are pleased with the outcome given the scale of resistance from some countries and the lack of historic references to corporate transparency and accountability.

“I think getting reference to the importance of corporate sustainability reporting is useful,” says Steve Waygood of Aviva Investors. “I also think the UN-facilitated process provides a very useful potential mandate for the stakeholders and industry and interested governments to take this agenda further and faster than would otherwise have been the case.”

Sustainable exchanges

One of the heavily trailed issues for Rio was the further development of sustainability transparency and reporting. And at the business summit, held immediately before the

main government level meeting, the role of the private sector in driving towards better reporting – as part of overall green economy efforts – was reinforced by a new stock markets-led initiative.

A group of stock exchanges, lead by Nasdaq OMX, and including the Johannesburg, Istanbul and Egypt exchanges, committed to promote long-term sustainable investment and improved environmental, social and corporate governance disclosure and performance among their listed companies. The commitment came during the Sustainable Stock Exchanges 2012 “global dialogues”. The SSE initiative has been co-developed by the Global Compact, UNCTAD, the Principles for Responsible Investment and the UNEP finance initiative.



<http://www.ethicalcorp.com/environment/rio20-blog-business-initiatives-set-summit-scene>

Rio+20 blog: Business initiatives set the summit scene

By Eric Marx, Ethical Corporation, June 20, 2012

Leading companies have made some ambitious targets during the Rio business forum. But will governments follow during the summit proper?

A raft of new business pledges and policy recommendations were announced in the waning hours of the four-day business forum conducted on the sidelines of the Rio+20 Earth summit.

Of the more than 200 private sector commitments, those standing out include Microsoft saying it will achieve carbon neutrality through offsetting actions. Unilever is launching a drive to halve the greenhouse gas impact of their products, and Nike has set a target of zero discharge of hazardous chemicals along its entire supply chain, both by 2020.

With the world facing a need to double food production by 2050, DuPont pledged \$10bn in R&D for increasing productivity, scaling up nutrition and cutting back on food waste. DuPont will develop 4,000 new products along these lines by 2020.

Also looking to product development, Procter & Gamble promised \$50bn in sales of “sustainable innovation products” by the end of 2012, while H&M pledged to upgrade to 100% sustainable cotton – either organic, recycled, or certified – in its garments.

Water management

Levi, Pepsi and Coca-Cola extended their commitments to water management, but also took the unusual step of issuing a communiqué calling on government to adopt specific policy proposals aimed at ensuring meaningful progress on water.

That kind of deliberate insertion into the policy realm speaks to the more engaged role business is taking on for itself, said Andrew Cave, head of sustainability at Royal Bank of Scotland.

“I think this conference marks a turning point in that it’s the first time business has come in significant numbers saying we want to be involved,” Cave said.

To this end, attendees at the business forum passed a proposal to give business a voice in the formulation of the Sustainable Development Goals (SDGs), the issue of establishing a new set of overarching global goals against which government and private action can be measured.

The vote wasn't a "no-brainer" insisted Tim Wall of the UN Global Compact, noting that business has now committed itself to carrying out the SDGs, whatever the results may be.

Mandatory reporting?

Though the official conference is only just underway, early reports on the emerging text indicate sustainability reporting will remain in some form. The situation remains fluid, though, because of pushback from G77 countries that see the added regulation as overly burdensome to their business competitiveness.

Another area of interest for business are specific reference in the text to the UN Global Compact encouraging businesses to adopt common standards and principles, Cave said. "This might seem a simplistic reference but ... It would be the first time to date a voluntary initiative has made it into an international text," said Cave. "It's a sign of the coming of age of corporate responsibility."

Eric Marx will be reporting from Rio throughout the summit.



(Also filed under Impact Investing)

<http://www.ethicalcorp.com/environment/rio20-blog-business-leaders%E2%80%99-bright-start-rio>

Rio+20 blog: Business leaders' bright start at Rio

A number of business initiatives discussed in Rio indicate possible routes to a more sustainable global economy

By Eric Marx, Ethical Corporation, June 18, 2012

As the Rio+20 Earth Summit conference gears up, business leaders have struck a largely positive message facing up to the challenge of delivering a fast track transition to a green economy.

Targeted investments and collaboration are needed to overcome current barriers, say a diverse group of corporate actors, but the leadership is already here, as is the technology.

Government policies, while necessary and important, cannot be counted upon, said Caio Koch-Weser, vice-chairman of Deutsche Bank, speaking on a panel focused on transformative solutions.

The bank's tiered risk-sharing structures – leveraging public-private finance mechanisms such as guarantees, co-investments, debt enhancement, risk insurance and subsidised feed-in tariffs – can drive scalable change. And, the money is there, Koch-Weser insisted.

"Leadership will have to come from boardrooms," he said. "It cannot come from cabinet rooms."

Consumer engagement

Colin Carter, CEO of PassivSystems, roused delegates with the idea of engaging consumers through a home energy device that uses smart algorithms to bring significant savings in heating and energy usage. "If you can find a way to empower consumers, believe me, we will create a revolution," Carter said.

Existing biotech solutions also have the capacity to save huge amounts of CO₂ emissions, said Thomas Nagy of Novozymes. He predicted a transformative shift towards sustainable biofuel production in the near-term future.

Green IT practices are on prominent display at the conference. Microsoft has introduced ITPAC (IT pre-assembled component) technology that promises energy neutrality for major office systems.

Data centres currently account for roughly 1.3% of all electricity usage worldwide and their drain on local resources is a significant hurdle to making IT scalable in the developing world, said Robert Bernard, chief environmental strategist at Microsoft. The expected energy savings are such that the cost of purchase can be recouped in less than five years through savings in electricity bills.

Networks for change

But acting in isolation will not achieve the needed change agreed attendees. It requires building networks that drive systemic change, said Barbara Kux, the chief sustainability officer at Siemens. She stressed the importance of having products and services that are worthy of pride, but ultimately sustainable solutions require cross-cutting partnerships and new business models.

In this regard, social enterprise investments are gaining traction and will be boosted significantly by a new initiative backed by the UN Global Compact and the Rockefeller Foundation.

Titled A Framework for Action, the new initiative seeks to cultivate a supply of capital for investment in social enterprises that benefit poor or vulnerable people, according to Judith Rodin, president of the Rockefeller Foundation. “With so many social entrepreneurs and early-stage businesses in need of both capital and capacity building, more tools like the framework are needed to help unlock critical private and public sector resources in support the sector’s development,” she said.

More commitments and development challenges will be announced in the coming days – it’s going to be an interesting week.

Eric Marx will be reporting from Rio throughout the summit.



<http://www.ethicalcorp.com/environment/analysis-rio20-nothing-report-yet>

Analysis: Rio+20 - Nothing to report, yet

By Eric Marx, Ethical Corporation, June 4, 2012

While general expectations are decidedly low, might Rio deliver progress on reporting standards?

In the run-up to the Rio Earth Summit, leading companies are holding back in predicting any kind of breakthrough agreement comparable to the historic 1992 Earth Summit. Restraint and “mildly hopeful” sentiments are the overriding tone, even though, for the first time, some workable large-scale programmes now exist.

The question is whether Rio can drive wider adoption of sustainability – and on this front the expectations are generally pessimistic.

“I wish governments were forcing a new framework, but I don’t yet see the ability of governments to come to big global agreements,” says Mike Barry, head of sustainable business at UK retailer Marks & Spencer. “Bringing in 40 to 50 businesses to discuss the sustainable future at events such as the Davos World Economic Forum are more likely to get business moving forward.”

There are perhaps a few chinks of light, however.

Resource framework

Where Rio could potentially assist business is in providing a structural framework for establishing natural resource targets to replace or supplement the soon-expiring Millennium Development Goals, says Susanne Stormer, vice-president for corporate sustainability at Novo Nordisk. “That proposal has been tabled and it is not going to materialise entirely from Rio, but that is what I hope to see,” Stormer says.

Also in Stormer’s top three wish list are further expansion of Puma’s environmental profit and loss account and a concerted effort to back an international policy framework for mandatory reporting proposed by the Corporate Sustainability Reporting Coalition.

The mandatory reporting initiative, backed by the UN Global Compact, asks UN member states to develop a convention requiring all listed and large private companies either to integrate sustainability issues within their annual report and accounts, or to explain why they have not done so.

It is backed by a group of financial institutions, professional bodies, NGOs and investors, but has gone nowhere in negotiations in New York. The talks have stripped the flexible “comply or explain” element, leaving Steve Waygood of Aviva Investors

to lament the initiative's low chance of passage. "Currently, 75% of companies do not report on sustainability issues at all," Waygood says in a recent blog.

"An international convention would level the playing field and engage more companies on the journey towards business sustainability," Waygood says. "Without this convention – at the current rate of progress – it will be decades before sustainability reporting is common practice across global markets. Unless this is solved, we, as investors, will not be able to play the part that the international community would like us to play."

Both Barry and Stormer say they back the initiative. Klaus Leisinger of the Novartis Foundation for Sustainable Development is less excited, though. He says: "As a member of the Global Compact, Novartis reports extensively in the context of its communication on progress, as well as in its annual report and standalone GRI report. I cannot see an advantage for duplicative efforts."

Backers say that because the initiative is seen as being a mandatory imposition on private companies, many have responded with scepticism, Stormer says. "There is pressure for this coming from investors but there would also have to be recognition by companies that there's a potential upside.

<http://www.environmentalleader.com/2012/06/15/rio20-preview-kpmg-roadmap-for-business-gri-reporting-in-developing-countries/>

Rio+20 Preview: KPMG Roadmap for Business, GRI Reporting in Developing Countries

Environmental Leader, June 15, 2012

The UN's Rio+20 Earth Summit won't likely result in any binding agreements for businesses, but it may help reinforce sustainable development, according to a report by KPMG International.

Some 50,000 participants from governments, businesses, NGOs and lobby groups are expected to attend the summit, June 16-22 in Rio de Janeiro, which will focus on two themes: building a "green economy" in the context of poverty eradication, and encouraging sustainable development.

The intended outcome of the conference is a voluntary action plan to be adopted by world leaders. As part of the action plan, the UN wants policy makers from developed and developing countries to adopt a series of universal sustainable development goals at Rio+20.

A draft of the action plan, called the "zero draft," contains 128 clauses and commitments, many of which the KPMG report says are relevant to business. These include:

- A call for listed and large private companies to issue sustainability reports.
- Agreement to "gradually eliminate" subsidies that have "negative effects" on sustainable development, such as fossil fuel, agricultural and fisheries subsidies.
- Prioritization of the sustainable intensification of food production and a call to set goals for improved water and waste management through public-private partnerships.
- Goals to provide universal access to energy, double the rate of energy efficiency improvement and double the global share of renewable energy, all by 2030.

The KPMG report, "Sustainable Insight: Road to Rio," says a successful outcome of Rio+20 for business would be to learn of the direction governments will take to implement sustainability policies, and capitalize on sustainable business practices.

While countries may promise specific actions to meet sustainability goals at Rio+20, the Natural Resources Defense Council has called on the UN to deploy state-of-the-art information technology to enable citizens worldwide to ensure these promises are kept.

Also leading up to Rio+20, the UN Global Compact, the Global Reporting Initiative (GRI) and the Swiss State Secretariat for Economic Affairs (SECO) announced they

will use the summit to launch a €3.2 million program intended to boost sustainable business in developing countries.

Through this partnership, the Global Compact and GRI are working to provide companies with a comprehensive framework for corporate sustainability performance and disclosure, based on the Global Compact Principles and the GRI Guidelines. The groups say the joint program will help companies in developing countries better manage and report key economic and environmental issues such as greenhouse gas emissions and energy efficiency.

In May, the World Business Council for Sustainable Development released a policy report directed toward Rio+20 that outlines a set of policy recommendations from the business community.



<http://www.triplepundit.com/2012/06/new-program-boost-sustainable-business-developing-countries-launched-rio20/>

New Program to Boost Sustainable Business in Developing Countries Launched at Rio+20

By Akhila Vijayaraghavan, Triple Pundit, June 14th 2012

The UN Global Compact (UNGC), the Global Reporting Initiative (GRI) and the Swiss State Secretariat for Economic Affairs (SECO) are together launching a new 3.2 million Euro program that aims to build the capacity of local businesses in developing countries in corporate sustainability management and reporting. This is being debuted ahead of the United Nations Conference on Sustainable Development – Rio+20.

Rio +20 is going to be a turning point for sustainable development as well as for businesses to showcase how they are dealing with challenges. Companies operating in developing countries, especially, face this challenge and this is something that this collaboration recognizes. World leaders will discuss the importance of sustainability reporting at Rio +20 and will aim to drive sustainable business conduct. Details are highlighted in the draft of the Rio+20 Outcome Document.

The joint program will be launched in Rio this week and its primary aim is to enable companies in developing countries to improve their management and reporting of key performance indicators such as greenhouse gas emissions, energy efficiency, human rights, women empowerment, and anti-corruption.

The GRI produces a sustainability reporting framework that is used widely across the world, even in developing countries. The UNGC aligns business operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. With this collaboration, Global Compact and GRI are working together to provide companies with a comprehensive framework based on both standards.

Georg Kell, Executive Director of the Global Compact, said: “Corporate sustainability management and reporting can help companies identify areas for improvement and better manage their risks and opportunities. Ultimately the program aims to strengthen businesses’ sustainability management practices in these markets to improve the competitiveness of local businesses by facilitating access to international markets and capital.”

Ernst Ligteringen, Chief Executive of the Global Reporting Initiative (GRI), added: “Transparency is a key part of sustainable business operation, and can help companies in developing countries get access to new markets, manage their risks and opportunities, and improve performance.”

Although the number of companies that are reporting in developing countries is growing, the growth is uneven and not fast enough. This new collaboration hopes to bridge this gap and will help companies act with more transparency. The Global Compact, GRI and SECO will launch the new project on June 16 at the Rio+20

Conference, highlighting the importance of sustainability management and reporting for improving companies' competitiveness in developing countries.



Rio+20: Race against clock as wrangle heads for overtime

By Richard Ingham and Gerard Aziakou, Agence France Presse, 16 June 2012

Talks on a new global charter to protect the environment and eradicate poverty were heading into overtime Friday as officials admitted they faced a battle to seal a deal ahead of a UN summit.

The cornerstone document of the June 20-22 Rio+20 summit aims at setting a path for nurturing the planet's natural bounty and promoting green growth.

But after five months of wrangling, talks on a draft entered their final scheduled day on Friday with agreement on only 28 percent of the 81-page text, officials said.

Responsibility for steering the haggles was expected to be handed on Saturday to Brazil, the conference host, said Nikhil Seth of the UN's Division for Sustainable Development.

"It's everyone's hope that by (June) 19 at the latest, everything will be wrapped up," he said.

"There is a sense of optimism, but in every room there is a sense also that the enemy now is time."

Brazilian delegation chief Luiz Alberto Figueiredo, confirming the target date, said "we have no intention to hand undecided issues to heads of state."

Ahead of next week's UN summit, hundreds of corporate leaders launched a four-day forum here Friday to discuss how the private sector could help advance sustainable development goals.

In opening remarks, Georg Kell, executive director of the UN Global Compact, underscored the key role of "innovation and collaboration" in the process.

The Global Compact, a UN initiative to encourage businesses worldwide to adopt sustainable and socially responsible policies, has 7,000 corporate participants in 135 countries.

Forum organizers said private-public partnerships and more than 100 corporate commitments would be announced and recommendations would be submitted to Rio+20 summit leaders next week.

The Conference on Sustainable Development is the 20-year followup to the Earth Summit, when UN members made historic agreements to combat climate change, wildlife loss and desertification.

An expected turnout of 116 heads of state or government will cap a week-long

gathering of as many as 50,000 activists, business executives and policymakers.

Progress on the so-called outcome document has been mired by discord, often pitching developing economies against rich ones.

"There are lively discussions still going on," the US special envoy for climate change, Todd Stern, said in a conference call with journalists. "There's still a lot to be wrestled with."

Problems include a set of sustainable development goals to succeed the UN's Millennium Development Goals, due to expire in 2015, to encourage the green economy and mustering funds to promote sustainable development. Poorer countries are calling for \$30 billion a year.

But another area of friction is over how or whether to reaffirm the "Rio Principles" set down in the 1992 summit, which say countries have "common but differentiated responsibilities."

The phrase is designed to ensure that poor countries do not have to shoulder the same burden as rich countries in fixing Earth's environmental problems.

But Stern was scathing, saying the phrase belonged to an era when China and other countries that today are emerging giant economies were far poorer and less able to contribute.

The summit is taking place against a backdrop of ever-worsening news on the environment, while financial crises in rich economies have slashed the political will for concessions.

A colorful counter-conference got under way at a Rio park, with the dramatic appearance of 82-year-old Amazonian chief Raoni, stomping and brandishing a club.

The "People's Summit" will feature several different demonstrations, including a main march expected to draw 50,000 people on June 20, when the official Rio+20 gets underway.



http://www.itweb.co.za/index.php?option=com_content&view=article&id=56526

Where to from here?

By Lezette Engelbrecht, ITWeb, 6 Jul 2012

Sustainability strategies are kind of like exercise regimes. Both require an approach aligned to specific goals, a clear plan of action, and a long-term view. Whether prompted by external pressure or an internal decision to change, one sets out with targets and works to achieve them, growing faster and leaner along the way. But as any fitness buff will tell you, failing to set new targets after reaching the initial milestones will only lead to plateau, and later, decline.

As we enter the 'second generation' of sustainability reporting, companies that have made and met their targets around energy and emissions are now looking for further ways to improve efficiency. By identifying additional areas for potential savings, such as water and the supply chain, these corporates are driving innovation and embedding sustainability deeper into the heart of the business.

Hugh Tyrrell, director of consulting firm GreenEdge, says this is leading to more detailed, comprehensive reporting. "The first wave of sustainability-oriented businesses set their benchmarks early on, and are now looking to deepen the sustainability of their operations. This means more metrics will go into their reports as there will also be more to report on."

This shift is also being reflected in additions to industry initiatives like the Carbon Disclosure Project, which has added water disclosure and a supply chain programme in recent years. Members of the supply chain programme include big tech names like Acer, Dell, Microsoft, Nokia Siemens Networks, Phillips Electronics and Vodafone Group, which all ask their suppliers to disclose climate risk and emissions data. These and other major companies in the group have evolved beyond simply reporting: 94% have incorporated climate change into their company-wide risk management process, and 90% have a formal approach to climate change in procurement.

Tyrrell adds that he's seen an increase in companies adhering to the Global Reporting Initiative (GRI) guidelines, a set of sustainability reporting principles used by the majority of reporting companies worldwide. Studies show 95% of the world's 250 largest companies report on their corporate sustainability activities, with 80% of these using the GRI as a basis.

"People aren't exactly rushing through, but at least the doors are open."

At present, the GRI is working on the next version of its reporting guidelines (G4), and has released a draft text for public feedback. While it's widely used, the GRI remains a voluntary standard, and has no regulatory mandate.

The evolving corporate sustainability landscape was also a hot topic at the recent Rio+20 conference on sustainable development, where a broad range of business leaders committed to more decisive action on environmental and social responsibility.

The Corporate Sustainability Forum resulted in more than 200 pledges by companies and individuals, in areas of social, economic and environmental

sustainability. This included 86 CEOs agreeing to develop accounting systems that factored in natural resources; 45 CEOs making pledges around water sustainability; and 70 businesses, governments and international organisations endorsing the Green Industry Platform, an initiative to mainstream environmental and social considerations into corporate operations.

Working with suppliers is a major part of ensuring sustainable business operations, says Woolworths' Justin Smith.

In fact, emphasis on corporate sustainability reporting emerged as one of the more promising outcomes of what many viewed as a disappointing conference. Governments and private sector alike recognised the importance of corporate transparency and accountability, and business' role in driving sustainable development was included in paragraph 47 of the final outcome document. It calls on listed and large companies in particular to “consider integrating sustainability information into their reporting”. It does, however, fail to enforce any of its suggestions, falling back on vague terms such as “acknowledge”, “encourage” and “where appropriate”. SA forms part of a new group called 'Friends of Paragraph 47', along with the governments of Brazil, Denmark, and France, to advance corporate social responsibility reporting. The country is considered a leader in this regard, with the Johannesburg Stock Exchange (JSE) being the first in the world to require listed companies to produce a report integrating their financial and sustainability performance.

Tyrell says business and civil society activity at Rio offered hope for a conference which mainly demonstrated the failings of the UN process, which appears to have reached a stalemate as governments battle to reach consensus. “The wider population – business, consumers, society – are far more ready to embrace action on sustainability. The drive for change must shift to business.

“With COP 17 and Rio filtering through, there simply is much more widespread acceptance of sustainability as an inevitable part of business. The doors are open. People aren't exactly rushing through, but at least the doors are open.”

Sakhalin Energy participates in major UN event - Rio+20 Conference on Sustainable Development

SKRN, 4 July 2012

Sakhalin Energy participates in major UN event - Rio+20 Conference on Sustainable Development, held in Rio de Janeiro on 16 June 2012.

At the Rio+20 Conference, world leaders, along with thousands of participants from governments, the private sector, NGOs and other groups, came together to shape how they could reduce poverty, advance social equity and ensure environmental protection on an ever more crowded planet to get to the future people want.

Sakhalin Energy CEO Andrei Galaev met with UN Secretary-General Ban Ki-moon to discuss the Global Compact expansion and other issues. Also, Mr Galaev spoke at two Conference events - "Business and Human Rights" and "Business and Indigenous Peoples" - held as part of the Sustainable Development Dialogue Days.

Sakhalin Energy has been implementing its second five-year Sakhalin Indigenous Minorities Development Plan. The company's experience in respecting and supporting the rights of indigenous peoples of Sakhalin, as well as in implementing other sustainable development programmes, has been recognised at the highest level. As evidence of that, the Sakhalin Energy CEO has been appointed Chairman of the UNGC Network Russia Steering Committee and the first Russian member of the UN Global Compact Board.

"Russia is a key element of the world sustainable development process. A significant contribution to the international effort for creating a fairer and more sustainable global society can and must come from Russian business community, in which the leading players are increasingly undertaking broader social commitments", said Mr Galaev speaking at the conference.

Mr Galaev moderated the final Social Development discussion at the "Compact for Rio: High-Level Closing Plenary" and presented the discussion results to the ceremony participants. The Social Development discussion results were incorporated in the Final Business Forum Text and were approved by the UN Secretary-General. / Sakhalin Energy

State pledges action on sustainability

Cape Times, 3 July 2012

THE government would provide a framework to help the private sector incorporate sustainable development into its production systems, Environment Minister Edna Molewa said yesterday.

At a briefing on the outcomes of the UN's Rio+20 sustainable development conference in Brazil last week, Molewa said there was a need for society to change consumption and production patterns.

This had been recognised at the conference by the adoption of the Global Framework for Sustainable Consumption and Production, which acknowledged that getting sustainable development to work depended on both government and private sectors.

The clause in the Rio+20 document stated that global governments supported "regulatory and policy frameworks that enable business and industry to advance sustainable development initiatives, taking into account the importance of corporate social responsibility". The conference had called on the the private sector to engage in responsible business practices, such as those promoted by the UN Global Compact.

Molewa said the government was already working on initiatives to promote sustainable consumption and production patterns. SA was poised to begin implementing green economic initiatives as one way to achieving sustainable development.

"Sustainability reporting for publicly listed companies and institutions is also seen as a significant milestone taken at Rio+20. The government will provide the necessary... framework for corporate sustainability performance and reporting," she said.

Forum das Americas: Mario Garnero Joins UN Secretary-General Ban Ki-moon and World Leaders at Global Green Forum

Professional Services Close Up, 2 July 2012

Mario Garnero, one of Brazil's entrepreneurs and sustainable development advocates, has joined the Global Green Growth Forum (3GF).

According to a release on June 27, the new compact hosted two major events at Rio+20.

Founder and President of both Forum das Americas, a think-tank on hemispheric dialogue, and the United Nations Association-Brazil, Garnero was one of the guests at the first high-level session on "Sustainable, Inclusive Growth: The Way Forward from Rio+20 and G20". It included UN Secretary-General Ban Ki-moon, President Lee Myung-bak of South Korea, President Felipe Calderon of Mexico and Prime-Minister Thorning-Schmidt of Denmark, as well as other decision-makers and thought-leaders.

The Group has also held a workshop co-hosted with UN Global Compact called "Accelerating Green Growth through Public-Private Partnerships". Mario Garnero is a global voice for innovative tools for the strategic development of PPPs. The President of UNA-Brazil is a strong supporter of active global PPPs and the role they can play in reducing policy or behavioral barriers to the scaling of green growth.

The initiative adds another dimension to Garnero's "global green diplomacy" and his efforts in alliance with political and business leaders towards poverty alleviation in countries like Haiti.

Executive Head of Sustainability at Standard Bank Group speaks on latest developments

Daily The Pak Banker, 29 June 2012

Johannesburg: Karin Ireton, the Executive Head of Sustainability at Standard Bank Group spoke on the latest developments at the Rio+20 conference.

Karin Ireton said that three thousand senior business representatives gathered in a plenary session in Rio on Monday night, and called on governments to eliminate subsidies on fossil fuels to enable the scaling up of renewable and cleaner energy. Importantly, they also made commitments to move forward in goal-driven ways to bring corporate skill, innovation, increased transparency and private sector finance to the table in a bid to bring significant change to the economic model. **Those commitments were voiced by the likes of the chairmen of ENEL, Deutsche Bank and the CEO of Eskom, representing the thousands of business organisations at the corporate sustainability forum.**

The Executive Head added that their calls marked the end of three days of discussion around innovation, financing and achieving scale in addressing the big questions of the 21st century: decoupling economic growth from polluting energy sources, water, food security, poverty and inclusion, as well as increasing transparency and accountability. The phrasing was diplomatic but the mood was clear. What we have isn't working. Twenty years on from the Rio Earth Summit, 10 years on from the Johannesburg Plan of Implementation and 40 years after the first human development conference in Stockholm, we still are not able to firmly say we have achieved great success.



<http://cementamericas.com/index.php/news/cement-newsline/449-pca-chairman-urges-public-policy-that-incorporates-durability-sustainability.html>

PCA chairman urges public policy that incorporates durability, sustainability

Cement Americas, 28 June 2012

Source: Portland Cement Association, Skokie, Ill.

At the Rio+20 Corporate Sustainability Forum in Rio de Janeiro, PCA Chairman of the Board Aris Papadopoulos, CEO of Titan America, called on business leaders of the world to include resilient construction in public policy.

Papadopoulos said that just building ‘green’ was not enough to protect human lives and business investment. “To me, the conversation on sustainability was missing one element—resilience. Urbanization investment over the next 20 to 30 years will exceed all such investment made so far in human history. It’s very important that this investment is resilient, so we don’t have to build it twice,” he said.

In the last 12 years, natural disasters such as floods, earthquakes and hurricanes have caused \$1.3 trillion in damages worldwide. Speaking at the session “A Changing World: Business as Unusual,” Papadopoulos was joined by other business leaders seeking to build a consensus on a more sustainable course for the world.

He stressed that there is now a call for making enhanced resilience of a structure to natural and man-made disasters the first consideration of a green building. Improved disaster resistance results in the need for less energy and resources for repair, removal, disposal, and replacement of building materials and contents due to routine maintenance and operations, as well as disasters. “My passion is disaster risk reduction. Disaster losses can take back 20 years of development progress. It is a tremendously important issue,” he said.

The four-day Forum, organized by the United Nation’s Global Compact, is designed to bring greater scale and quality to corporate sustainability practices. As a showcase for innovation and collaboration, the event gives businesses and investors an opportunity to meet with governments, local authorities, and UN entities.



Capital markets key to clean energy financing, outlines Standard & Poor's

Renewable Energy Magazine, 28 June 2012

The issuance of “green bonds” may pave the way for increased private investment, but investors must be made aware of exactly what the risks are, says the ratings agency. “It is clear that funding must go beyond that provided by traditional sources such as utilities and financial institutions,” Regina Nunes, Head of South Cone Latin America for Standard & Poor's Ratings, said last week at Rio+20.

With climate change increasingly recognised as a social and economic challenge, the need for significant public and private investment in the renewable energy sector was a hot topic at the Rio+20 corporate sustainability forum. The event, which took place 20 years after the landmark 1992 Earth Summit in Rio de Janeiro, saw world leaders – along with participants from the private sector, NGOs and other groups – come together to discuss how to build an economy around the principles of sustainable development. “Given the huge, and indeed increasing, financing requirements of the renewable energy sector, it is clear that funding must go beyond that provided by traditional sources such as utilities and financial institutions,” said Regina Nunes, Head of South Cone Latin America for Standard & Poor's Ratings, at a Rio+20 panel discussion this week. “Meeting financing targets requires an unprecedented level of investment, and success will rely heavily on attracting an increasing number of other investor pools – including private equity, pension funds and the capital markets.” The panel – which also included Nick Robins (Head of Climate Change, HSBC), Chad Holliday (Chairman, Bank of America), Michael Liebreich (CEO., Bloomberg New Energy Finance), Peter Hoeppe (Head Geo Risks research, Munich Re.) and Rashad Kaldany, (VP Global Industries, IFC) – agreed that the need for private investment in renewables will become challenging as the impact of the Basel III and Solvency II regulations increases in the three to five years. Basel III, for instance, will increase the capital charge for banks holding long-duration loans and thus provide an incentive to rotate capital. Combined with the trend of bank downgrades this could reduce the amounts and increase the costs of long-term bank lending. For instance, S&P estimates that eurozone corporate borrowers could see annual additional interest costs of almost US\$50 billion under Basel III (assuming a bank return on equity target of 10%). The panel suggested that meeting the global clean energy challenge therefore requires extensive collaboration between banks, insurance companies, energy utilities and governments. Nunes stressed: “Renewable energy projects have often been considered high risk given their reliance on

government support and relative immaturity, accentuated by the difficulty in measuring their revenue streams in comparison with other investments. Our role as a ratings agency is to be completely transparent about what the risks are, and to provide insight on structures that may facilitate financing in these areas.” “Indeed, to date, the ability of institutional investors, pension funds and the capital markets to access clean energy investments has been somewhat limited, given the small secondary debt markets and the absence of large volumes of liquid, investment-grade securities.” In this respect, there is hope that long-term renewable energy fixed income debt securities, otherwise known as “green bonds”, may spark some interest. Indeed, the green bond market has seen its initial US\$17million worth of issuance snapped up by the market – especially by institutional investors and pension funds keen to comply with their corporate social responsibility mandates. The majority of these bonds have been issued by multi-lateral agencies or banks and have, as such, mostly come with AAA ratings. While the initial interest is promising, it is not enough given the incremental financing requirements of the sector – which according to the IEA amounts to approximately US\$1 trillion per year globally until 2030. Projects such as Topaz Solar Farms – which at US\$2.44billion, is the largest solar project financed in the US capital markets without Department of Energy loans or guarantees – may therefore provide the blueprint going forward. In this case, S&P assigned a ‘BBB-’ rating to US\$700 million of unsecured notes. The ‘BBB-’ credit profile was assigned on the back of the fact it used a proven panel technology, with low operational and maintenance risk, as well as the construction being made under an Engineering, Procurement and Construction contract with a subsidiary of proven contractor First Solar Inc. This included incentives to achieve completion and with a contingency equal to 44% of non-fixed costs. On the flipside, S&P accounted for the fact that the project had high counterparty risk exposure to First Solar, which had a credit profile below Topaz’s. Nunes believes that such financing structures may provide the answer to the clean energy financing challenge. “Investors are increasingly looking for fixed income instruments that provide yield without going too far down the credit curve. It is very much a trade off between risk and yield, and while previously they may have looked for bonds rated ‘BBB’, I think there is a sense that ‘A’ rated investments are now becoming the new minimum standard required,” she explained. “Sometimes private or public credit enhancement is needed to create project-backed bonds with an ‘A’ rating, although they can also achieve this from the outset if well-structured, less leveraged and with better support mechanisms from key project counterparties.”

Corporate responsibility highlight of roundtable

UN secretary-general Ban Ki-moon notes need for sustainable growth

China Daily- Hong Kong Edition, 27 June 2012

I am pleased to greet the fifth Multinational Corporations Leaders' Roundtable. Business has been among the drivers of globalization and has brought the world closer together. Your focus on corporate responsibility can be equally important in securing our future.

From the global economic crisis to climate change and the impact of natural disasters, governments, businesses and societies have all arrived at the same conclusion: sustainability matters. It matters for peace and security; it matters for global markets; it matters, above all, for our development as a human family.

Government leadership will be crucial in harnessing the tremendous power for change that exists within the business community. But without the knowledge, technologies and innovation that companies offer, our prospects remain limited on a planet that is on an unsustainable course.

Through corporate responsibility, the private sector can help reverse this trend. Companies that are already doing this - including a growing number of Chinese enterprises - are finding that investing in people is simultaneously good for business.

In China and around the world, the United Nations continues to forge strong partnerships with the private sector, including through initiatives such as the UN Global Compact.

Earlier last week, at the UN Conference on Sustainable Development in Rio de Janeiro, nearly 3,000 business leaders and others from more than 100 countries, including China attended the Corporate Sustainability Forum, a Global Compact initiative. The participants generated about 200 new ideas and commitments, with clear targets as well as promises to report annually on progress.

Our challenge now, on the road from Rio+20, is to sustain this momentum, bring corporate sustainability to the next level, and ensure that companies everywhere deliver value not just financially but also in social, environmental and ethical terms - the quadruple bottom-line.

I welcome the collaboration between the private sector and the United Nations on energy, climate change, water, food, health, education, employment, anti-corruption, women's empowerment and our efforts to achieve the Millennium Development Goals.

At the same time, there is still a long way to go before we will see the full potential of corporate sustainability. I therefore urge you to take bold steps commensurate with your status as leading global enterprises. Together, we can build the future we want. Please accept my best wishes for a productive and successful meeting.

<http://www.chinapost.com.tw/international/americas/2012/06/17/344615/Rio+20-talks.htm>

Rio+20 talks for new environment pact heading into overtime

China Post, June 17, 2012

RIO DE JANEIRO -- Talks on a new global charter to protect the environment and eradicate poverty were heading into overtime Friday as officials admitted they faced a battle to seal a deal ahead of a U.N. summit.

The cornerstone document of the June 20-22 Rio+20 summit aims at setting a path for nurturing the planet's natural bounty and promoting green growth.

But after five months of wrangling, talks on a draft entered their final scheduled day on Friday with agreement on only 28 percent of the 81-page text, officials said.

Responsibility for steering the haggle was expected to be handed on Saturday to Brazil, the conference host, said Nikhil Seth of the U.N.'s Division for Sustainable Development.

"It's everyone's hope that by (June) 19 at the latest, everything will be wrapped up," he said.

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Brazilian delegation chief Luiz Alberto Figueiredo, confirming the target date, said "we have no intention to hand undecided issues to heads of state."

Ahead of next week's U.N. summit, hundreds of corporate leaders launched a four-day forum here Friday to discuss how the private sector could help advance sustainable development goals.

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United Nations: Rio+20: UN Conference on Sustainable Development kicks off with call to action

Thai News Service, 25 June 2012

Section: General News - More than 100 heads of state and government Wednesday gathered in Rio de Janeiro, Brazil, for the start of the United Nations Conference on Sustainable Development (Rio+20).

The summit seeks to shape new policies to promote global prosperity, reduce poverty and advance social equity and environmental protection.

We are now in sight of a historic agreement, Secretary General Ban Ki-moon said in his address to Rio+20's opening session.

Let us not waste this opportunity. The world is watching to see if words will translate into action, as we know they must.

After intensive and protracted informal negotiations on how to accelerate the implementation of sustainable development, 191 countries reached agreement yesterday on the conference's outcome document.

The text will now be put forward for adoption by heads of state at the conclusion of Rio+20 Friday.

I am pleased that negotiations have reached a successful conclusion and I commend the presidency of Brazil for facilitating this resolution, Ban said.

More than 40,000 people - including parliamentarians, mayors, UN officials, chief executive officers and civil society leaders - are attending Rio+20 from 20-22 June.

The event follows on from the Earth Summit in 1992, also held in Rio de Janeiro, during which countries adopted Agenda 21 - a blueprint to rethink economic growth, advance social equity and ensure environmental protection, a press release issued by the UN Information Center said.

We have been given a second chance, Ban said.

He added since the Earth Summit twenty years ago progress has been too slow, and much more needs to be done. Rio+20 is not an end but a beginning. It is time for all of us to think globally and locally.

Rio+20's outcome document, entitled The Future We Want, calls for a wide range of actions.

These include: beginning the process to establish sustainable development goals; detailing how the green economy can be used as a tool to achieve sustainable development; strengthening the UN Environment Program;

Promoting corporate sustainability reporting measures; taking steps to go beyond gross domestic product to assess the well-being of a country; developing a strategy for sustainable development financing; and, adopting a framework for tackling sustainable consumption and production.

It also focuses on improving gender equity; recognizing the importance of voluntary commitments on sustainable development; and stressing the need to engage civil society and incorporate science into policy; among other points.

We think the text contains a lot of action, and if this action is implemented, and if follow-up measures are taken, it will indeed make a tremendous difference in generating positive global change, Rio+20's Secretary-General, Sha Zukang, said after the conclusion of the outcome document negotiations Tuesday.

In addition to the outcome document, there have been nearly 500 voluntary commitments on sustainable development activities by civil society groups, businesses, governments and universities.

The UN's Global Compact initiative, which concluded its Corporate Sustainability Forum yesterday, announced more than 200 commitments to sustainable development by businesses.

Speaking at Rio+20's ceremonial opening, on Wednesday afternoon, Ban thanked Brazil for hosting the conference, and expanded on the opportunity it presented to the world.

We recognize that the old model for economic development and social advancement is broken, he said. Rio+20 has given us a unique chance to set it right, to create a new model, to set a new course that truly balances the imperatives of robust growth and economic development with the social and environmental dimensions of sustainable prosperity and human well-being.

But, we need to keep our eyes on the prize. We need to act with vision and commitment, commitment and vision in the largest sense, the UN chief added.

Let us not forget the scarcest resource of all: Time. We are running out of time. We no longer have the luxury to defer difficult decisions. We have a common responsibility to act in common cause, to set aside narrow national interests in the name of the global public good and the betterment of all. - PNA

In the spotlight: Rio+20

By Ben Cooper, Just-Food, 24 June 2012

This week world leaders and government representatives convened in Rio de Janeiro for the United Nations Conference on Sustainable Development, taking place 20 years after the 'Earth Summit' of 1992. Ben Cooper reflects on Rio+20.

Given the horridly unseasonal weather in northern Europe for the last couple of months, delegates from that part of the world may have been forgiven for contemplating a change of climate rather than climate change as they rolled down to Rio for the United Nations Conference on Sustainable Development which closes today (22 June).

The conference has been officially dubbed Rio+20 as it marks the 20th anniversary of the Rio 'Earth Summit', arguably the key setting-off point for much of the progress on environmental sustainability made possible during the last two decades by the actions of governments, companies and not least consumers.

Some observers have noted the contrast in prevailing attitudes towards the two conferences. Twenty years ago there was, in spite of the parlous situation the world found itself in, a spirit optimism, of a world coming together to address a challenge that could only be tackled collectively. Precisely the sort of thing the UN was created to do, in fact.

The fact that the situation may be even graver today speaks to the level of challenge that was faced in 1992 and the fact that even then we were acting alarmingly late in the day. But looking at the policy agendas of governments and the strategies of major corporations, which prioritise sustainability in a way that would have basically been unimaginable in the 1980s, few would deny that the world is better equipped to take on the challenges of climate change than it was in 1992.

Yet ironically, there is little of the same optimism in evidence. This may reflect the scale of the challenge, and the fact that any progress that has been made represents no more than a good start. The downbeat atmosphere may also have much to do with the world economic situation and particularly what is happening in Europe. In the face of immediate crisis, long-term planning tends to suffer.

The difficulties in Europe account for the non-attendance of David Cameron and Angela Merkel among others, while a delegation from the European Parliament cancelled their trip. Barack Obama also chose not to come. While things have moved on in the past 20 years, attendance at an environmental conference is never going to be seen as a compelling use of any US president's time in an election year.

The non-attendance of so many heads of governments clearly reduces the impact of the conference and adds to a prevailing cynicism. At the last count, only 95 national leaders were scheduled to attend.

All that said, resulting from the conference will be a declaration signed by the member states endorsing a set of Sustainable Development Goals.

In typical UN style, the declaration document is hardly pithy, after extensive pre-conference discussion extending to some 128 paragraphs, and it has not been met with that much enthusiasm.

Barbara Stocking, chief executive of Oxfam, said the document represented "a failure of leadership". UK Deputy Prime Minister Nick Clegg described the outcome of the conference as "insipid", while Mary Robinson, the former Irish president and UN High Commissioner for Human Rights, was also critical.

Friends of the Earth International referred to the declaration as "a gift to corporate polluters", and said it would do "nothing to address the environmental and social crises that the world is facing". Those who welcomed the declaration mostly did so in a qualified, 'step in the right direction' way.

Adding a little grist to the Friends of the Earth mill, the response from the corporate sector has been rather more positive.

Unilever CEO Paul Polman said in an interview with the Guardian that the final declaration had "a lot of good elements" and particularly welcomed the increasing role envisaged for business". However he said the document lacked "specificity, clear dates, funding and accountability".

Along with the government entourages officially attending the conference come all the other stakeholders, notably from the NGO and corporate sectors, to attend accompanying events and to put their views across to the gathered policymakers.

At this late stage, such activity is not likely to change the outcome of the conference. What it certainly provides is a high-profile platform for these stakeholders' views. For example, from the food sector Unilever CEO Paul Polman was a key speaker at the launch of the Natural Capital Declaration during the conference.

PepsiCo, along with 44 other companies, participated in the Rio+20 Corporate Sustainability Forum, convened by the UN Global Compact, which sought to advance the scale and quality of corporate sustainability activities, notably with regard to water stewardship.

Their attendance in Rio is corporate advocacy writ large, the leading representatives of companies putting over their views at an extremely high-profile event. But it is also about the corporate sector seeking to set the agenda. In fact, it is more about the corporate sector retaining control of the agenda. For it could be argued that the major corporations have been the key driving forces in this space for some time, and it is their actions that have effected some of the most critical change certainly during the second decade since the Earth Summit.

That is not to say that the UN is an irrelevance. Not least it can and does foster real change in policy at a national government level. But what companies like Unilever and PepsiCo offer - the advantage that companies always proffer when advocating self-regulation - is speed.

Speaking to just-food in April, Polman said although government intervention is needed, he believed business could go further and faster on sustainability issues, with politicians "tied up in election cycles".

And, in an interview this week with The Guardian, Polman talked of a "critical mass" of companies with shared objectives on sustainability, and stressed how business can provide what the politicians meeting in Rio cannot in terms of collaborative, immediate, tangible projects.

Corporate actions may be qualified, may be tempered by their need to be economically sustainable for the companies themselves but they represent direct action on the ground.

Importantly also, they bring consumers with them, because by definition they have to in order to make such activity viable. NGOs understand the value of public engagement, and partnerships between NGOs and big business are becoming ever more common.

Some NGOs, such as WWF, realised the value of this some time ago and have adopted a particularly positive attitude towards corporate partnership. Another example of such collaboration, in the social rather than environmental space, can be seen in the Fairtrade movement. These successes - not necessarily universally hailed as such by all campaigners but generally welcomed - are likely to spawn further collaboration between the corporate and NGO sectors.

Polman's views speak both to the perceived weakness of government action and what he and many others believe the corporate sector can and will offer.

"We are entering a very interesting period of history where the responsible business world is running ahead of the politicians," he said. "The political climate is very difficult and to some extent paralysed. As with many change programmes, when you create some success around some specific tangible projects, it will attract others. There are leaders and followers and laggards in everything."

This article was originally published on just-food.com on 22 June 2012. For authoritative and timely food business information visit <http://www.just-food.com>.

CARIBAREMA ANTIGUA

<http://www.caribarena.com/antigua/news/latest/100889-antigua-and-barbuda-contributes-to-the-outcome-of-rio-20.html>

Antigua and Barbuda Contributes to the Outcome of Rio+20

Caribarema Antigua, 24 June 2012

Antigua St John's - Rio de Janeiro, Brazil, 22 June, 2012 - The United Nations Conference on Sustainable Development, popularly known as “Rio+20,” concluded here on Friday, almost 20 years to the day when the first such conference was held at this very same venue.

More than 100 Heads of State and government, including Antigua & Barbuda’s Prime Minister Baldwin Spencer, participated in Rio+20, which sought to shape new policies to promote global prosperity, reduce poverty and advance social equity and environmental protection.

The conference was a culmination of over two-years of intensive and protracted informal negotiations on how to accelerate the implementation of sustainable development, which were conducted in a Preparatory Committee co-chaired by Antigua and Barbuda’s UN Ambassador Dr. John W. Ashe. With two days before the start of the conference, 191 countries reached agreement on the Conference’s outcome document, the text of which will now be put forward for adoption by Heads of State at the conclusion of Rio+20 on Friday.

“I am pleased that my country was able to make a positive contribution to the successful outcome of the negotiations,” said Prime Minister Spencer, who himself chaired one of the conference Round Tables for heads of state and governments.

“At the end of the day, Rio+20 is a stark recognition by all concerned that the old model for economic development and social advancement needs to be made right and, working together, we must develop a new model that truly balances the imperatives of robust growth and economic development with the social and environmental dimensions of sustainable prosperity and human well-being,” Spencer said.

More than 40,000 people – including parliamentarians, mayors, UN officials, chief executive officers and civil society leaders attended Rio+20, which ran from 20-22 June. The event followed on from the Earth Summit in 1992, also held in Rio de Janeiro, during which countries adopted Agenda 21 – a blueprint to rethink economic growth, advance social equity and ensure environmental protection.

“Rio+20 provided us with an opportunity to assess the changes, including the gaps in the implementation of outcome from the Earth Summit of twenty years ago, and to devise ways and means to address the challenges and opportunities within the two themes of the conference, namely, (a) a green economy in the context of sustainable development poverty eradication; and (b) the institutional framework for sustainable development,” said Ambassador Ashe, who served as Chairman of the Main Committee.

At the conclusion of the conference on Friday, participants adopted an outcome

document, entitled “The Future We Want”, which calls for a wide range of actions, including: beginning the process to establish sustainable development goals; detailing how the green economy can be used as a tool to achieve sustainable development; strengthening the UN Environment Programme (UNEP); promoting corporate sustainability reporting measures; taking steps to go beyond gross domestic product to assess the well-being of a country; developing a strategy for sustainable development financing; and, adopting a framework for tackling sustainable consumption and production.

The document also focuses on improving gender equity; recognizing the importance of voluntary commitments on sustainable development; and stressing the need to engage civil society and incorporate science into policy; among other points.

In addition to the outcome document, there have been nearly 500 voluntary commitments on sustainable development activities by civil society groups, businesses, governments and universities. **The UN’s Global Compact initiative, which concluded its Corporate Sustainability Forum yesterday, announced more than 200 commitments to sustainable development by businesses.**

Hilson Baptiste, Minister of Agriculture, Lands, Housing, Physical Planning and the Environment, who is also a part of the Antigua & Barbuda delegation, noted that the international community needs to keep its eyes on the prize and act with vision and commitment, given that the scarcest resource of all, time, is running out.

Also included in the Antigua & Barbuda delegation are Ambassador Anthony Liverpool, Director-General of Foreign Affairs, Ms. Diann Black-Layne, Chief Environment Officer, Mr. Tumasie Blair, Third Secretary, Permanent Mission of Antigua and Barbuda to the United Nations and Ms. Nadia Spencer-Henry, Debt Manager, Ministry of Finance.

While at the conference, Prime Minister Spencer undertook a number of bilaterals and meetings on debt swaps, GEF project development and implementations, renewable energy development and deployment and sustainable housing, concluding arrangements for two projects with UNDP, valued over US \$3 million USD over the next 4 years, and advancing discussions on a debt-for-nature swap with the Government of Brazil and the The Nature Conservancy (TNC).

CARIBBEAN BROADCASTING CORPORATION

http://www.cbc.bb/index.php?option=com_content&view=article&id=4537:sustainable-development-conference-opens-in-rio&catid=37:regional&Itemid=93

Sustainable Development Conference opens in Rio

Caribbean Broadcasting Corporation, 20 June 2012

More than 100 Heads of State and government gathered on Wednesday for the start of the United Nations Conference on Sustainable Development, also known as Rio+20, which seeks to shape new policies to promote global prosperity, reduce poverty and advance social equity and environmental protection.

This week's talks follow on from the Earth Summit in 1992, also held here, during which countries adopted Agenda 21 – a proposal to rethink economic growth, advance social equity and ensure environmental protection.

UN Secretary General Ban Ki-moon told the opening session that progress has been too slow since the Earth Summit, and much more needs to be done.

“Let us not waste this opportunity. The world is watching to see if words will translate into action, as we know they must,” Mr Ban said.

After intensive and protracted informal negotiations on how to accelerate the implementation of sustainable development, 191 countries reached agreement on Tuesday on the Conference's outcome document. The text will now be put forward for adoption by Heads of State at the conclusion of Rio+20 on Friday.

Rio+20's outcome document, entitled “The Future We Want,” calls for a wide range of actions including starting the process to establish sustainable development goals; detailing how the green economy can be utilised to achieve sustainable development, and strengthening the UN Environment Programme (UNEP).

There are also calls for the promotion of corporate sustainability reporting measures, the formation of a strategy for sustainable development financing, and adoption of a framework for tackling sustainable consumption and production.

The document also focuses on improving gender equality, the importance of voluntary commitments on sustainable development, and the need to engage civil society and incorporate science into policy.

“We think the text contains a lot of action, and if this action is implemented, and if follow-up measures are taken, it will indeed make a tremendous difference in generating positive global change,” Rio+20's Secretary-General, Sha Zukang, said following negotiations for the outcome document on Tuesday.

In addition to the outcome document, there have been nearly 500 voluntary commitments on sustainable development activities by civil society groups, businesses, governments and universities.

In addition, the UN's Global Compact initiative, which concluded its Corporate Sustainability Forum on Tuesday, announced more than 200 commitments to sustainable development by businesses.

More than 40,000 people – including parliamentarians, mayors, UN officials, chief executive officers and civil society leaders – are attending the Rio+20 conference from June 20-22.

Rio+20 gives a solid platform to build on

World leaders finalized an agreement at Rio+20 on Friday that will advance action on sustainable development, as businesses, governments, civil society and multilateral development banks announced hundreds of voluntary commitments to shape a more sustainable future for the benefit of the planet and its people

Energy Envirofinland, 24 June 2012

The full package of agreements, actions, commitments, challenges, initiatives and announcements made at Rio+20, the UN Conference on Sustainable Development, addresses a range of global issues that includes access to clean energy, food security, water and sustainable transportation.

“Rio+20 has given us a solid platform to build on,” UN Secretary-General **Ban Ki-moon** said. “Rio+20 has affirmed fundamental principles - renewed essential commitments - and given us new direction.”

World leaders approved the outcome document for Rio+20, entitled “The Future We Want,” on Friday evening. In the months leading up to Rio+20, negotiations on the outcome document included several week-long sessions and many long nights, but under the leadership of the Brazilian Government, a compromise was reached and agreement made by the 193 Member States of the United Nations.

“The outcome document provides a firm foundation for social, economic and environmental well-being,” Mr. Ban said. “It is now our responsibility to build on it. Now the work begins.”

Calling for a wide range of actions

The document calls for a wide range of actions, among many other points, including:

- *launching a process to establish sustainable development goals;
- *detailing how the green economy can be used as a tool to achieve sustainable development;
- *strengthening the UN Environment Programme and establishing a new forum for sustainable development;
- *promoting corporate sustainability reporting measures;
- *taking steps to go beyond GDP to assess the well-being of a country;
- *developing a strategy for sustainable development financing;
- *adopting a framework for tackling sustainable consumption and production;
- *focusing on improving gender equality;
- *stressing the need to engage civil society and incorporate science into policy; and
- *recognizing the importance of voluntary commitments on sustainable development.

Brazilian President **Dilma Rousseff**, concluding the conference, told participants that the outcome document is a great step forward. “I am convinced that this conference

will have the effect of bringing about sweeping change.”

Voluntary commitments play a key role

Beyond the negotiated document, voluntary commitments played a key role in the outcome of Rio+20, with an estimated USD513 billion mobilized from the 13 largest commitments alone.

Over 700 voluntary commitments by civil society groups, businesses, governments, universities and others were listed on the main Rio+20 website as of Friday 22 June.

The total included more than one hundred commitments and actions announced by Mr. Ban Thursday in support of the UN’s Sustainable Energy for All initiative towards achieving three objectives – ensuring energy access, doubling energy efficiency and doubling the share of renewable energy – all by 2030.

More than 50 Governments from Africa, Asia, Latin America and Small Island Developing States have engaged with the initiative and are developing energy plans and programmes.

Businesses and investors have committed more than USD50 billion to achieve the initiative’s three objectives. More than one billion people will benefit from Sustainable Energy for All’s public and private sector commitments.

Transport, oceans, business, access to food

Earlier this week, eight multilateral development banks announced they will provide financing of more than USD175 billion through 2020 to support sustainable transport in developing countries.

And the World Bank announced that more than 80 countries, civil society groups, private companies and international organizations have declared their support for the new Global Partnership for Oceans.

More than 200 commitments to sustainable development by businesses were announced at the conclusion of the UN Global Compact’s Corporate Sustainability Forum.

Mr. Ban also issued a ‘Zero Hunger Challenge’ on Thursday, calling on all nations to be boldly ambitious as they work for a future where everyone enjoys the right to food and all food systems are resilient.

The Challenge aims to provide 100 percent access to adequate food year round, while increasing small farm productivity and zero loss or waste of food. Several countries have already taken up the challenge. For example, the United Kingdom pledged 150 million pounds (approx. USD234 million) to help small holder farmers feed millions.

Creating a new research center

The Brazilian Government announced the creation of the Rio+ Centre, the World Centre for Sustainable Development.

The Rio+ Centre will facilitate research, knowledge exchange and international debate about sustainable development. Its partners include the State Government of Rio de Janeiro, the Rio Municipality and several UN agencies, as well as academic institutions, businesses and civil society groups.

“This Conference is about implementation. It is about concrete action. The voluntary commitments are a major part of the legacy of this Conference. They complement the official outcome of the Conference,” said Rio+20 Secretary-General **Sha Zukang**.

In the lead up to Rio+20, the Government of Brazil hosted a series of [Dialogue Days](#), which engaged civil society in considering ten major sustainable development issues, including oceans, food security, energy and water -- all topics with action points in the outcome document.

Recommendations from the Dialogue Days were included in discussions at the four High-Level Round Tables held during Rio+20 that considered ways to move the outcomes of Rio+20 forward and featured a number of Heads of State.

http://www.swissinfo.ch/eng/politics/foreign_affairs/Swiss_see_only_some_progress_in_Rio+20_accord.html?cid=32969020&rss=true

Swiss see only “some progress” in Rio+20 accord

Switzerland has criticised the final accord reached at the Rio+20 United Nations Conference on Sustainability, saying its measures are “generally not incisive enough to reduce resource consumption and eradicate poverty”.

Swissinfo.ch, Jun 23, 2012

The conference ended on Friday with a watered-down agreement that largely reaffirmed goals of the original 1992 Earth Summit but removed contentious proposals many activists said were needed to prevent serious environmental crises.

"This is an outcome that makes nobody happy. My job was to make everyone equally unhappy," said Sha Zukang, secretary-general of the conference.

Instead of forging legally binding treaties, organisers said the purpose of the summit was to initiate a process to define a new set of development principles.

On the positive side, the Swiss delegation noted that the Rio resolution had marked the introduction of a “green economy” - defined as creating “well-being” and jobs without damaging the ecosystems - on the global policy agenda and had identified it as a “key tool” for living sustainably.

“The Rio final document achieves some progress, such as the creation of goals for sustainable development, but does not meet the challenge it poses in all respects,” said a statement from the Swiss delegation on Saturday.

Greenpeace executive director Kumi Naidoo noted: "We saw anything of value in the early text getting removed one by one. What is left is the clear sense that the future we want is not one our leaders can actually deliver."

The accord “encourages” countries to implement a green economy as part of their sustainable development policies.

In Switzerland's case, Environment Minister Doris Leuthard will be drawing up a report on the green economy by the end of the year for government review. The cabinet already defined six areas of action for a green economy back in 2010, including the greening of the tax system and the promotion of clean technologies.

Bottom-up approach

A ten-year programme for sustainable consumption and production patterns was also adopted by the 193 nations.

Switzerland said it played a significant role in the drafting process and made an

important contribution to the programme for sustainable public procurement.

Switzerland noted that a “process” for the development of sustainability goals had begun in Rio. The delegation said there was “potential for real reform” with the creation of new high-ranking forum to replace the former Commission of Sustainable Development, although binding decisions about its formation were deferred.

The delegation added that the conference should not be “judged solely on the outcome of the negotiations”, referring to the various side events and numerous promises and advances made by individual countries, companies and other organisations.

One such event was the Corporate Sustainability Forum organised by the UN Global Compact and attended by 2,000 senior company representatives, including representatives from Switzerland. They signalled to the UN secretary-general that business was committed to the topic of sustainable development and aims to contribute to its achievement.

There is growing recognition of the validity of a bottom-up approach in addressing issues. Disillusionment with global summits on environmental policy has led many ecologists, activists and business leaders to believe that progress on environmental issues will be made locally with the private sector and without the help of international accords.

That sentiment was echoed by United States Secretary of State Hillary Clinton on Friday who said “governments alone cannot solve all the problems we face”.

In addressing the conference plenary on Thursday, Leuthard said that when it came to saving the environment, small countries such as Switzerland could not make a significant difference and that major world powers needed to do most of the heavy lifting.

Leuthard’s side discussions in Rio included lobbying for Geneva's candidature as the headquarters of the Green Climate Fund, talks on the forthcoming UN biodiversity conference in India and the signing of an appeal by UN Women for greater gender equality.

INDIA PUBLIC SECTOR NEWS

*Also appeared in Orissa Diary and Indiainfoline News Service

CII Welcomes the Rio Agreement as a Starting Point, Calls for Business Action and Government Direction

India Public Sector News, 23 June 2012

New Delhi, June 23 -- Just hours after the United Nations Conference on Sustainable Development, referred to as Rio+20, kicked off in Rio de Janeiro, Brazil, Confederation of Indian Industry has welcomed the draft of the declaration as a respectable starting point. There is speculation that the draft of the declaration will be adopted at the end of three-day UN summit on sustainable development with little modified. The conference ends on 22 June.

"The draft Rio agreement is a good starting point. Amidst the new economic reality, global action on sustainable development needs to be practical and realistic", said Mr S Gopalakrishnan, President-Designate, CII, also leading CII's business delegation to Rio+20. He added "countries have worked hard to put together a draft that addresses concerns of developed and developing countries, though it may not please everyone equally".

CII's business delegation attended the Rio+20 Summit from 15-20 June. Besides attending various side-events, members of the delegation spoke on innovation, green procurement, inclusive business, women, technologies, and big ideas for sustainable future, at various sessions. CII participated at the events organised by its partner organisations including the Global Green Growth Forum (3GF) and the World Business Council for Sustainable Development, with a view to emphasise the commitment of CII and its members to sustainable development.

CII collaborated with the UNGC Lead and the Global Compact Network in India for a side event "New Geographies of Corporate Sustainability" at the Corporate Sustainability Forum or CSF. The CSF was organised by the UN Global Compact as a private sector engagement platform to commit their efforts to sustainable development.

The delegation members return to India by Saturday, 22 June, with a hope that the draft Rio agreement is accepted. At the same time calling business to demonstrate action and government to provide necessary direction.

Business Standard

<http://www.business-standard.com/india/news/hcc-only-indian-firm-featured-in-un-climate-report/175261/on>

HCC only Indian firm featured in UN climate report

Firm's eco-friendly initiatives showcased along with those of nine other firms, including Coca-Cola and Nokia

Business Standard (India), Jun 19, 2012

Hindustan Construction Company (HCC), a leading infrastructure construction and development company, was the only Indian company to be featured in the climate report issued by the United Nations Global Compact and United Nations Environment Programme.

The UN report titled 'Caring Business and Climate Change Adaptation: toward Resilient Companies and Communities' presents 10 case studies from among 10 global companies. These cases illustrate how businesses are responding creatively and effectively to address climate change opportunities, risks, and impacts in developing countries and emerging economies.

HCC's initiatives have been featured among the case studies of ten global companies, including Coca Cola, Nokia and Eskom. The HCC case study highlights its efforts towards water neutrality and showcases its initiatives at two HCC projects---the Strategic Oil Storage Cavern project at Visakhapatnam and the Delhi-Faridabad Elevated Expressway.

In Visakhapatnam, HCC installed a wastewater treatment plant to utilise the seepage waste water for construction thus completing construction without external water supply to the project even during severe water scarcity in the region. Installation of the plant enabled HCC to recycle and reuse nearly 95 percent of the waste water for the project for drilling, dust suppression, concrete curing and other activities, saving an amount of water equivalent to nearly six months of water consumption of the city of Vizag.

In the Delhi-Faridabad expressway project, water resources were of particular concern in this low-rainfall part of the country. HCC implemented several measures to conserve, recycle, and reuse water, including creation of an artificial rainfall-fed pond and rooftop rainwater harvesting. The most notable of HCC's efforts was a unique model for harvesting run off rainwater from the expressway itself as a way to recharge aquifers in the surrounding area.

"It is indeed a great honour for the HCC group as well as India that an Indian company features among the 10 companies at the global level. As a responsible corporate, HCC has recognized that sustainable and responsible development is absolutely inevitable and is committed to the cause of nurturing environment along with the economic development and be a role model," said Ajit Gulabchand, Chairman and Managing Director, HCC.

HCC works with a designated point person at each project site – a ‘water champion’ – to assess water impacts; conduct technical, social, and cost analysis of feasible water interventions; agree on measures to be implemented; and monitor and evaluate progress.

The Company conducts public consultation processes to collect primary data, inputs, and perspectives from local communities, sometimes in collaboration with local civil society groups.

HCC takes a ‘4 R’ approach to water interventions (reduce, reuse, recycle, recharge) at its construction sites, where it is typically on the ground for two to six years, and also in longer-term BOT (Build, Operate, Transfer) projects.

HCC is the first Indian signatory to the CEO Water Mandate, comprising more than 80 companies whose chief executives have committed to individual and collective action to advance water stewardship in their own operations as well as in their supply chains, watersheds and communities.

The Time is Now

Postnoon News, 17 June 2012

India, June 17 -- Officials at the Rio +20 Summit admit they face a battle to seal the deal on a global charter to protect environment and eradicate poverty ahead of the UN summit

The cornerstone document of the June 20-22 Rio+20 summit aims at setting a path for nurturing the planet's natural bounty and promoting green growth.

But after five months of wrangling, talks on a draft entered their final scheduled day on Friday with agreement on only 28 percent of the 81-page text, officials said.

Responsibility for steering the haggles was expected to be handed on Saturday to Brazil, the conference host, said Nikhil Seth of the UN's Division for Sustainable Development. "It's everyone's hope that by (June) 19 at the latest, everything will be wrapped up," he said.

"There is a sense of optimism, but in every room there is a sense also that the enemy now is time."

Brazilian delegation chief Luiz Alberto Figueiredo, confirming the target date, said "we have no intention to hand undecided issues to heads of state."

Ahead of next week's UN summit, hundreds of corporate leaders launched a four-day forum here Friday to discuss how the private sector could help advance sustainable development goals. In opening remarks, Georg Kell, executive director of the UN Global Compact, underscored the key role of "innovation and collaboration" in the process.

The Global Compact, a UN initiative to encourage businesses worldwide to adopt sustainable and socially responsible policies, has 7,000 corporate participants in 135 countries.

Forum organizers said private-public partnerships and more than 100 corporate commitments would be announced and recommendations would be submitted to Rio+20 summit leaders next week.

The Conference on Sustainable Development is the 20-year followup to the Earth Summit, when UN members made historic agreements to combat climate change, wildlife loss and desertification.

An expected turnout of 116 heads of state or government will cap a week-long gathering of as many as 50,000 activists, business executives and policymakers. Progress on the so-called outcome document has been mired by discord, often pitching developing economies against rich ones.

"There are lively discussions still going on," the US special envoy for climate change, Todd Stern, said in a conference call with journalists. "There's still a lot to be wrestled with."

Problems include a set of sustainable development goals to succeed the UN's Millennium Development Goals, due to expire in 2015, to encourage the green economy and mustering funds to promote sustainable development. Poorer countries are calling for \$30 billion a year.

But another area of friction is over how or whether to reaffirm the "Rio Principles" set down in the 1992 summit, which say countries have "common but differentiated responsibilities."

The phrase is designed to ensure that poor countries do not have to shoulder the same burden as rich countries in fixing Earth's environmental problems. But Stern was scathing, saying the phrase belonged to an era when China and other countries that today are emerging giant economies were far poorer and less able to contribute. The summit is taking place against a backdrop of ever-worsening news on the environment, while financial crises in rich economies have slashed the political will for concessions.

The "People's Summit" will feature several different demonstrations, including a main march expected to draw 50,000 people on June 20.

RIO 20: Captains of industry to discuss switching over to sustainable path

Tax India Online News Service, 16 June 2012

NEW YORK, JUNE 16, 2012: MORE than 2,000 business leaders, investors and labour activists will today gather at a United Nations forum seeking to reach consensus on sustainable policies that will protect the environment, provide safe and fair conditions for workers, and stimulate economic growth, ahead of the UN Conference on Sustainable Development (Rio+20) taking place in Rio de Janeiro, Brazil, next week.

During the Rio+20 Corporate Sustainability Forum: Innovation & Collaboration for the Future We Want, also taking place in Rio de Janeiro, business leaders will have the opportunity to discuss with government and civil society representatives ways in which to implement sustainable policies and trigger innovations, through a series of workshops and thematic sessions linked to Rio+20, such as on energy, water, agriculture and urbanization.

"It is absolutely critical that business leaders be involved in the sustainable development dialogue," the spokesperson for the Corporate Sustainability Forum, Timothy Wall, said in an interview. "The kind of movement that has been developing around the Rio Summit and the issues that are covered by sustainable development cannot be dealt with satisfactorily without the business community."

Mr. Wall emphasized that constructive dialogue on the challenges faced by the business community in making their practices more sustainable.

"Labour leaders and activists concerned about the economic arena will take part in the forum providing criticism which is good to get the ideas out on the table and so we have a multi-dimensional view of what businesses are doing, and how can their current activities can be scaled up and increase the momentum for sustainability," he said.

The four-day forum aims to spark public-private partnerships and encourage commitments and contributions from the business community towards a sustainable future. Participants will also make recommendations to governments on how they can support the private sector in achieving corporate sustainability.

"Business is not against regulations," Mr. Wall said. "They like to know the rules of the road. Responsible corporations do not mind sanctions for damaging corporate behaviour, and they like incentives to move in a direction that will help the environment and combat poverty."

The Rio+20 Corporate Sustainability Forum is organized by various organizations including the UN Global Compact, a sustainability scheme joined by more than 6,000 companies that have committed to conduct business in line with human rights, labour, environment and anti-corruption principles.

"Almost all our activities every day are economic activities - buying food, driving a car, saving for retirement, putting money in the bank - all involve the private sector," Mr. Wall said. "If the activities that we engage in are going to be leading to the future we want and taking into account considerations for the planet and for others, we need to adjust and it is crucial that we involve private businesses."

***also appeared in Emirates News Agency**

Masdar Institute Joins Stakeholders to Drive Debate on Sustainability at Rio+20 Summit

Islamic Finance News, 23 June 2012

Dubai, June 23 -- Masdar Institute of Science and Technology, an independent, research-driven graduate-level university focused on advanced energy and sustainable technologies, today announced it joined stakeholders to mark its collaborative contribution to global sustainable development goals through the launch of the UAE Solar Atlas and driving discussions at the Rio+20 Summit in Brazil.

The delegation members from Masdar Institute including officials, faculty members and student members of the outreach initiative Young Future Energy Leaders (YFEL) program engaged most of the nearly 120 heads of state and government, contributing to further the debate on sustainability, global environment and climate change. The Masdar Institute delegates participated in various panel discussions during the Summit that was held from 20-22 June.

Prior to the Summit, Masdar Institute delegates also participated in the 'Rio+20 Corporate Sustainability Forum: Innovation and Collaboration for the Future We Want' that was held from 14-18 June, as well as the 'Sustainable Development Dialogues' that was organized from 16-19 June in Rio. The Rio+20 Summit additionally witnessed more than 500 on-site side events organized by governments, major groups, organizations from the UN system and other international organizations from 13-15 June during the preparatory committee (Prepcom-III) meetings.

The UAE pavilion that hosted Masdar Institute, Masdar and other Mubadala entities attracted several high-profile visitors during the summit. The pavilion proudly displayed the hourly/daily/yearly solar irradiance maps for the Solar Atlas that were produced by a robust satellite-based mapping tool developed and validated at the UAE Research Centre for Renewable Energy Mapping and Assessment at Masdar Institute. An accurate assessment of the three solar irradiance components is expected to simulate the efficiency of available power generation technologies.

Dr Lamya N. Fawwaz, Executive Director, Public Affairs, Dr Steve Griffiths, Executive Director of Institute Initiatives, Masdar Institute, and other officials led the participation through interacting with government and industry leaders as well as participating in side panels. Representing the UAE Research Centre for Renewable Energy Mapping and Assessment at Masdar Institute were Dr. Hosni Ghedira, Director, and Dr. Taha Ouarda, Deputy Director. The Research Centre continues to play a pivotal role in the development of a Global Atlas on Solar and Wind Energy.

Engaging stakeholders during a C3E event at the UAE Pavilion, Dr Lamya Fawwaz said that she facilitated the participation of two female students in the International Antarctica Expedition 2012 as part of Masdar Institute's efforts to support and develop the leadership skills in the UAE and worldwide. Both students joined polar explorer Sir Robert Swan on his 'Leadership on the Edge' program, designed to build participants' team and leadership skills and provide a suitable environment to debate key issues facing Antarctica and the planet at large.

Dr Fawwaz also pointed out that as a member of the Masdar Institute Women Advisory Committee, she has contributed to the decision-making process on sustainability and clean energy policy. The Committee advises the President of the Institute on areas that concern the community groups and reflects Masdar Institute's commitment to the development and promotion of women's leadership and empowerment. She also identified several measures that will facilitate the education and empowerment of women to lead the clean energy revolution.

Dr Griffiths led the discussions for a panel titled 'Masdar Institute's Role in Shaping the Future Energy Landscape' on 21 June, while Dr. Ghedira participated as a member of the panel. With the support of the partners, they highlighted Masdar Institute's successful global and local collaborations that have kept the Abu Dhabi-based research institution in the forefront of innovation.

Additionally, speaking at another session titled 'Innovation in Green Growth Technology for Developing Countries' on 19 June, Dr Griffiths elaborated on how Masdar fits into a philosophy of capacity building, innovation, and R&D.; His talk addressed the major question with big demonstration projects that have always remained the pathways to generate long-term benefits. Masdar and Masdar Institute collectively address this question, at least in part, by generating a larger and sustained community, he said and put into perspectives the lessons learned and funding models derived from the Masdar experience. The session was organized by Brookings Institution of the US, the Institute for Energy Economics (IEE) at the University of Sao Paulo, Brazil, and the Global Green Growth Institute (GGGI) of South Korea.

Earlier, Dr. Taha Ouarda shared his insights with delegates on 'Adapted Wind Resource Modeling in the GCC Region'. Dr. Taha Ouarda is also the Head of Water and Environmental Engineering program at Masdar Institute.

Mandated to offer the youth and students an avenue to engage energy industry leaders, the Young Future Energy Leaders (YFEL) program facilitated the participation of two Masdar Institute students - Maitha Al Kaabi and Rasha Abd Rabu - who showcased their research projects at the Summit. Other Masdar Institute officials including Ibrahim Alsharif, Research Assistant, with Event Officers Khaula Al Nuaimi and Shaikha Al Khayyal briefed visitors about various aspects of the research offerings and sustainable projects at the campus.

Speaking at the Women Leaders' Forum on Gender Equality and the Empowerment Rasha Abd Rabu pointed out that women make up 65% of university graduates in the UAE, in addition to now being the majority of graduates in high school and college. She added that though the numbers are increasing in almost all graduate schools especially in engineering, it has not resulted in higher female labor force participation, as currently women engineers and scientists make up just about 25%. She also emphasized that institutions and organizations need to provide support, networking, encouragement, and funding to women in engineering.

The intense participation by Masdar Institute once again reiterated the research-based institution's commitment to furthering the cause of sustainability through contributing to the implementation of meaningful initiatives.

Established as an on-going collaboration with the Massachusetts Institute of Technology (MIT), Masdar Institute integrates theory and practice to incubate a culture of innovation and entrepreneurship, working to develop the critical thinkers and leaders of tomorrow. With its world-class faculty and top-tier students, the Institute is committed to finding solutions to the challenges of clean energy and climate change through education and research.

Images, graphs or charts, if any, have been removed



<http://www.ips.org/TV/rio20/rio-ends-with-raft-of-voluntary-pledges/>

Rio Ends With Raft of Voluntary Pledges

By Claudia Ciobanu, IPS, 22 June 2012

RIO DE JANEIRO, Jun 22 (TerraViva) “With volunteers, we will drive sustainable development forward.” These were the words of Helen Clark, administrator of the United Nations Development Programme, at the close of Rio+20 on Jun 22.

Clark was speaking at an event where municipalities, businesses and development banks announced voluntary commitments made in Rio.

While critics accuse the Rio final declaration of being merely empty words, some of the main actors involved in the negotiations organised a press conference on the last day of the summit to showcase “actions for the road ahead” that were agreed upon here.

The actions are to be included in a “registry of commitments” attached to the final Rio declaration, whose implementation the U.N. will follow up on.

According to Sha Zukang, secretary-general of the Rio conference, “from the very beginning, Rio+20 was supposed to be about implementation, about action” and “voluntary commitments are a major part of this conference, complementing the outcomes of the official negotiations.”

He said that 692 registered commitments are included in the final Rio agreement, amounting to 513 billion dollars.

What do these commitments look like? Jose Maria Figueres, a former Costa Rican president and current chair of the non-profit Carbon War Room, explained that his organisation signed a memorandum of understanding with Aruba to help the country take action to phase out fossil fuels by 2020.

Additionally, Figueres’s organisation will work to mobilise one billion dollars to be invested in energy efficiency in buildings. Figueres gave no details on how the money would be raised or spent.

Addressing Zukang and referring to the outcome document of the Rio+20 conference, Figueres said, “Those who have failed you, Mr. Sha, are the governments, not the CEOs (chief executive officers), not the NGOs.”

(During this statement, two activists stepped in front of the panel screaming that the speakers “do not represent them”. They were immediately removed from the room by security forces.)

Another example of a voluntary commitment made in Rio was given by Bindu Lohani, president of the Asian Development Bank, who reminded media that eight development banks have committed to investing 175 billion dollars for sustainable transport in developing countries.

Clearly proud of this amount, Lohani added, “If you want to know more about this commitment, just Google 175 billion, it will show up.”

Other commitments included 45 chief financial officers announcing their companies will adhere to sustainable water management principles, 200 businesses committing to sustainable practices, more than 250 academic institutions from 50 countries announcing they would reshape their curricula to include sustainable development education, and over 200 cities promising to make plans for and invest in climate action.

Possibly in an effort to convince the audience that voluntary commitments do matter, Clark invited a Jamaican volunteer worker to speak about her achievements on the ground in social and environmental improvements.

Clark concluded, “Someone said that without volunteers, the world will stop. Here, with volunteers, we will drive sustainable development forward.”

The voluntary commitments by businesses, municipalities, development banks, governments and international organisations are one of the outcomes of Rio that has been praised by commentators. In the absence of a final document that is strong and detailed, some place hope in individual initiatives.

But considering that negotiators at Rio could not agree on a proposed annual 30-billion-dollar fund for sustainable development, the amount of 513 billion dollars in voluntary commitments appears optimistic, particularly given the lack of details around the various amounts of money put forward.

And the strong praise for voluntary action during this event rang a little hollow considering that none of the speakers made any reference to the *Cúpula dos Povos*, where civil society, the home of volunteering, gathered during Rio+20 to exchange experiences, share practices and also plan for a better world.

Cdn companies suffer through feds international perception as 'bête noire'

By Colin Isaacs, eSource Canada Business News Network, 22 June 2012

Sustainable development and climate change conferences organized by the United Nations (UN) are massive events with thousands of delegates, hundreds of side events with even more thousands of delegates, and staff and press, enough to fill most of the spare space in the main convention hall and in the "side event" venues that seem to fill every hall across much of the host city.

The world leaders attending play a mostly ceremonial on-site role with agreements being hammered out in smaller meetings of officials before the main event and, often, in all-night sessions that continue during the main event. The national leaders attending may provide overall guidance to their negotiators but are rarely involved in more than a few details of wording.

The Rio+20 conference was intended to provide follow-up to the original UN Conference on Environment and Development held in the same city in 1992 and to the Rio+10 conference held in South Africa in 2002.

Rio+20 was intended to focus on greening the global economy and poverty eradication, as well as the global institutional framework for sustainable development. Unless the negotiators pull a remarkable rabbit out of UN hat, it seems unlikely that few of these objectives will be achieved, though there is apparently an international agreement on a document that maintains some of the UN's momentum in the sustainable development arena. (This column will include an analysis of the final Rio+20 document for EcoLog News on June 29, 2012.)

UN sustainable development conferences have an amazing record for going many hours past the previously announced adjournment time and history shows that it is unwise to predict an outcome until the chair's gavel strikes the desk for the very last time.

From a Canadian perspective, Rio+20 has so far been notable for two aspects: first, the Canadian government continues to allow the perception to circulate that it is an obstacle – perhaps even the most significant obstacle – to global environmental agreements; and second, the substantial global business community attending Rio+20 has attempted, with some success, to distinguish itself in assuming a leadership role in sustainable development, and at least, partial environmental solutions.

The reason that the Canadian government seems comfortable in the role of bête noire is far from clear. Green Party leader and Member of Parliament Elizabeth May went so far as to suggest that the best thing that the Canadian government could do would have been to stay away from Rio+20. While implementation of that suggestion may have been improbable, it certainly seems clear that Canada is making few, if any, friends by attending Rio+20.

Some of our country's international objectives, such as a trade agreement with Europe, and a meaningful role in the Trans-Pacific Partnership, are not being helped by the criticism that we are a leader in opposing the proposed moves towards environment and development that the UN and developing countries are trying to adopt at Rio. Canada's declining international environmental reputation is already having an impact on Canadian companies in sectors such as mining and environmental technology that seek to operate internationally, especially in developing countries.

One can certainly argue that over the last 20 years the quality of our government's environmental rhetoric has almost always exceeded the quality of our country's international environment and development action. But even against this background it is puzzling that our country seems to have so little concern for the reputation of its brand that it is willing to jeopardize the export opportunities available to some key companies.

Canadian companies, through their extremely low profile, perhaps even non-attendance at Rio, seem to be recognizing that our national brand may be impaired by having much less visibility at Rio+20 than at the original Rio conference. However, global business in general is not ignoring the event. It has sometimes been puzzling as to why business likes to play such a major role at UN environmental conferences. Few governments are likely to buy goods and services based on a visit to a booth at a UN conference.

Most of the senior governmental people in Rio are so busy with the negotiating process that they may not even have time to visit exhibit areas or so-called side events, though companies certainly do as much as they can to gain attention. But the many companies that do participate in the event certainly bring the enthusiasm that comes from believing that being seen and heard at Rio+20 will somehow help their bottom line.

The multitude of corporate environmental initiatives announced at Rio+20 includes:

- the NASDAQ, Brazil BM&FBOVESPA, Johannesburg, Istanbul and Egyptian stock exchanges have joined together in a project to promote “long-term sustainable investment and improved environmental, social and corporate governance disclosure and performance among companies listed on their exchanges”. There will be no immediate impact on NASDAQ listed companies.
- PepsiCo International and Nestlé participated on a panel discussing corporate participation in the UN Human Right to Water and Sanitation initiative.
- IKEA and Grupo Arcor, a global confectionary company with 20,000 employees, participated in a discussion of the ways in which business decisions can maximize the positive impacts and minimize the negative impacts of corporate sustainability on children and how businesses can best implement children's rights.
- Procter & Gamble's Director of Global Sustainability discussed his company's approach to sustainability in the context of the recent U.S. commitment to sustainable public procurement in an Executive Order on Federal Leadership in Environmental, Energy, and Economic Performance, and through other programs.

- **China Petrochemical Corporation (Sinopec Group) announced that it had signed on to "Caring for Climate", the UN Global Compact and UN Environment Programme initiative aimed at advancing the role of business in addressing climate change.**
- Coca-Cola Icecek, the bottler of Coca-Cola in Turkey, made a presentation on how it engages employees in reducing loss of biodiversity and contributing to nature conservation.
- Donbass Fuel and Energy Company, a large privately-held vertically integrated energy company (coal, electricity generation, renewables, distribution) made a presentation on sustainability as a key element of business planning in Ukraine.
- BMW Group announced private-public collaboration as a platform for improved urban mobility services.
- **the UN Global Compact, the Global Reporting Initiative, and the Swiss State Secretariat for Economic Affairs announced a public-private partnership to build awareness, capacity and training on corporate sustainability management and reporting in key markets in South Asia, Latin America and Africa.**
- the Global Reporting Initiative (GRI) announced the start of the public comment period for the draft G4 reporting framework. GRI expects the new G4 framework can help governments, stock exchanges and listing authorities create smart regulation for sustainability reporting.
- Coca-Cola spoke on a business anti-corruption panel and Anglo-American Nickel spoke on gender equality.
- Viyellatex, a Bangladeshi textile company, highlighted its corporate sustainability initiative.
- the CEO of Schneider Electric presented his company's sustainability initiative "Preserving Amazon Forest throughout energy access" in partnership with Amazonas Sustainable Foundation.
- Quebec Premier Jean Charest spoke on Clean Revolution in Action.
- **the UN Global Compact launched a Quick Self-Assessment and Learning Tool, half a dozen questions for companies to benchmark their supply chain practices on such topics as vision and objectives and engaging with suppliers.**
- The Cement Sustainability Initiative, a global effort by 24 leading cement producers and a sector project of the World Business Council for Sustainable Development, released a Sectoral Market Mechanism brochure to support reductions of greenhouse gas emissions at a national or regional level. While a global climate agreement is needed, the CSI suggests that considerable reductions can be achieved at the regional or country level. Consistent measurement, reporting and verification is needed which can later be upscaled to the global level.

- Nike, Inc., committed to reduce water use by 15% in specified manufacturing operations by 2015 and achieve zero discharge of hazardous chemicals for all products by 2020.
- Lafarge committed to a broad sustainability plan including contributing 1 million volunteer hours per year, having 75% of our country operations implementing a plan for local job creation, having 25% of its concrete made using some reused or recycled materials, using 50% of non fossil fuel in its cement plants by 2020, and reducing by 33% its CO2 emissions per ton of cement compared to 1990 levels.
- The International Chamber of Commerce launched a Green Economy Roadmap, a guide for business, policymakers and society, including best practices, lessons learnt and calls for collaboration.



Rio+20 Declaration - a Gift to Corporate Polluters [press release]

All Africa, 22 June 2012

Rio De Janeiro, Jun 22, 2012 (Friends of the Earth/All Africa Global Media via COMTEX) -- The deal on the table at the Rio+20 Summit [1] does nothing to address the environmental and social crises that the world is facing; it simply allows multinational corporations to continue exploiting people and the planet without restraint, according to Friends of the Earth International.

"Politicians are spinning this outrageous deal as a victory but in fact it is nothing less than a disaster for the planet. This is a hollow deal and a gift to corporate polluters that hold UN decision-making hostage to further their economic interests," said Nnimmo Bassey, chair of Friends of the Earth International.

Multinational corporations made massive lobbying efforts in the past twenty years to ensure that the UN serves their own interests rather than promoting solutions that benefit the people, such as economic justice, climate justice and food sovereignty.

"The Rio+20 Summit obviously ignored the demands of the 50,000 people marching today from the alternative Peoples' Summit in Rio. Corporate interests prevailed. The deal even allows countries to sell out nature to multinational corporations while it does not include any measures to hold corporations accountable for their negative impacts," said Lucia Ortiz, Economic Justice International Program Coordinator for Friends of the Earth International.

"Fortunately the so called 'Green Economy' does not have such a prominent role that corporations would have wished to see in the declaration, and this is a victory for all those opposed to the destructive Green Economy agenda promoted by industrialised countries and multinational corporations," added Lucia Ortiz.

On June 22 Friends of the Earth International chair Nnimmo Bassey will meet UN Secretary-General Ban Ki-moon and deliver a civil society statement denouncing the corporate domination of the United Nations.[2]

More than 400 civil society organizations representing millions of people from around the world signed the statement -initiated by Friends of the Earth International and nine other organisations- which will be delivered in the sidelines of the UN Rio+20 Earth Summit.

Nnimmo Bassey will meet Ban Ki-moon in a meeting with the organisers of the alternative Peoples Summit in Rio, which includes Friends of the Earth International.

The statement is part of a Friends of the Earth International campaign 'Reclaim the UN' which included the launch on June 19 of a report exposing the increasing influence of major corporations and business lobby groups within the UN. [3]

The report 'Reclaim the UN from Corporate Capture' presents a number of cases that clearly expose how UN policies and agencies are excessively influenced by the corporate sector, for instance oil company Shell, Dow Chemical, Monsanto, the Coca Cola company, and the Chinese oil giant PetroChina.

A recent example of how the UN is unduly influenced by corporations is the 'World Business and Development Award' that the UNDP awarded on June 19 to food giant Nestle. Nestle has been accused of failing to act on child labour and slavery in its cocoa supply chain and of exploiting farmers in the dairy and coffee sectors for many years. The UN Global Compact never properly investigated these violations and took no steps to stop the alleged abuses by Nestle



Rio+20 - Friends of the Earth International to Meet With UN Secretary General Ban Ki-Moon - 'Stop the Business Lobby At the UN'

All Africa, 21 June 2012

Rio De Janeiro (brazil), Jun 21, 2012 (Friends of the Earth/All Africa Global Media via COMTEX) -- On June 22 Friends of the Earth International chair Nnimmo Bassey will meet UN Secretary-General Ban Ki-moon and deliver a civil society statement denouncing the corporate domination of the United Nations.[1]

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The statement is part of a Friends of the Earth International campaign 'Reclaim the UN' which features the launch on June 19 of a new report exposing the increasing influence of major corporations and business lobby groups within the UN. [3]

The report 'Reclaim the UN from Corporate Capture' presents a number of cases that clearly expose how UN policies and agencies are excessively influenced by the corporate sector, for instance oil company Shell, Dow Chemical, Monsanto, the Coca Cola company, and the Chinese oil giant PetroChina.

"Governmental positions have been increasingly hijacked by narrow corporate interests linked to polluting industries and business sectors seeking to profit from the environment, the climate and the financial crises," said Nnimmo Bassey, chair of Friends of the Earth International.

The report shows how this damages the ability of the UN to solve the various problems it is tasked with, removing its willingness to address the role of major corporations in causing many of the environmental, social, food and economic problems that the world faces today.

According to the new report, the positions of national governments in multilateral negotiations are increasingly influenced by business; business representatives dominate certain UN discussion spaces and some UN bodies; business groups are given a privileged advisory role; UN officials move back and forth to the private sector; and - last but not least - UN agencies are increasingly financially dependent on the private sector.

The new report also states that the UN has been working very closely with big business in developing and promoting the concept of 'Green Economy' which is selling out nature and people, and greenwashing a broken and unfair economic system at the expense of sustainable development.

"The fact that the UN is increasingly catering to the demands of corporate interests diverts the UN from tackling the root causes of environmental, social and economic problems. The UN and this Rio+20 Summit should listen to the demands of the alternative Peoples' Summit in Rio and take measures that will hold corporations accountable for their negative impacts," said Lucia Ortiz, Economic Justice International Program Coordinator at Friends of the Earth International.

"The many examples of corporate capture are detrimental to the good work being done by many UN agencies and officials worldwide for the protection and empowerment of people. Allowing this to happen is putting both the UN's and its member states' credibility and integrity at risk. In fact this threatens to undermine the mission of the entire UN system and must be stopped, " said Paul de Clerck, Corporates Campaign Coordinator at Friends of the Earth International.

WHAT THE CASE STUDIES SHOW :

The Sustainable Energy for All (SE4ALL) initiative is being decided by an unaccountable, handpicked group, dominated by representatives of multinational corporations and fossil fuel interests, virtually without any involvement from or consultation with global civil society. In its current form, SE4All will spectacularly fail in its goal of tackling climate change and poverty.

Support for agriculture and food policy appears to be compromised by corporate links at the UN International Fund for Agricultural Development (IFAD). It is promoting technologies that endanger peoples' rights and access to food.

The Convention on Biological Diversity (CBD) is increasingly driven by corporate actors interested in the financialization of nature and not by the need to conserve biodiversity.

Private sector interests are increasingly seeking ways to treat water as a tradable commodity while depriving people of their universal right to water and endangering access to water and sanitation for millions of people worldwide.

The UN Global Compact allows companies to boost their image by (mis-)using the UN flag for their own benefit, yet fails to deliver real improvements in business behaviour.

The UN has been working very closely with big business in developing and promoting the concept of 'Green Economy' which is selling out nature and people, and greenwashing a broken and unfair economic system at the expense of sustainable development.



Rio+20 Summit Under Corporations' Undue Influence [press release]

All Africa, 19 June 2012

Rio De Janeiro, Jun 19, 2012 (Friends of the Earth/All Africa Global Media via COMTEX) -- On the eve of the Rio+20 United Nations Earth Summit [1] on June 20-22, Friends of the Earth International warns world leaders that multinational corporations such as oil giant Shell have an undue influence over the Rio+20 Earth Summit.

According to a briefing released today by Friends of the Earth Netherlands [2], the Anglo-Dutch oil giant Shell is influencing the Rio+20 Summit thanks to senior company representatives in several corporate lobbying groups active in the Rio+20 negotiations, including: the International Chamber of Commerce, the International Petroleum Industry Environmental Conservation Association, the UN Global Compact, the World Business Council for Sustainable Development, and the International Emissions Trading Association

"It is not acceptable that companies like Shell who cause massive pollution and human rights abuses should be in the driving seat of processes for sustainable development. That is a recipe for disaster for our planet and peoples. Corporate polluters should not help making laws, they should face the law," said Nnimmo Bassey, chair of Friends of the Earth International.

"Thanks to corporate lobby groups, Shell bought its way into UN decision-making. This is a major problem because the sustainable development the world needs cannot be delivered by corporate polluters like Shell," said Geert Ritsema of Friends of the Earth Netherlands.

"The more corporations influence governments and the UN, the less corporate crimes are exposed, and the less peoples' voices are taken into account at the UN," said Lucia Ortiz, Economic Justice International Program Coordinator at Friends of the Earth International.

A Friends of the Earth Mozambique activist who exposed Brazil mining giant Vale in Mozambique, Jeremias Vunjanhe, was denied entry in Brazil on June 13 but is now expected to re-enter Brazil today, following an uproar about his case by civil society organisations meeting at the alternative Peoples Forum in Rio, and a promise by the Brazilian government that it would let him in the country to participate in the Rio+20 Summit and the Peoples Summit.

On June 19 Friends of the Earth International will launch a new report exposing the increasing influence of major corporations and business lobby groups within the UN.

On June 5, 2012, Friends of the Earth International started a campaign urging the UN to limit the excessive influence of multinational corporations on UN decision-making processes, and address this major cause of environmental injustice.

The campaign includes an online public petition asking UN Secretary General Ban Ki-moon to take the steps needed to reclaim the UN from corporate capture. [4]

More than 372 civil society organizations representing millions of people from around the world signed a statement - initiated by Friends of the Earth International and nine other organisations - denouncing the corporate domination of the United Nations. [5]

[1] The Summit website is <http://www.uncsd2012.org>

[2] Friends of the Earth Netherlands commissioned the briefing 'Shell and corporate lobbying in the Rio+20 process' to 'Ethics at Work'. It is online at <http://www.foei.org/publications/shell>

[4] The public petition is online at

<http://www.foei.org/en/get-involved/take-action/reclaim-the-un-from-corporate-capture>

[5] More information about the statement and the signatories is online at

<http://www.foei.org/end-un-corporate-capture>

All Africa Global Media



Smallholders Anchor Sustainable Development At Rio+20 [press release]

All Africa, 14 June 2012

Rome, Jun 14, 2012 (International Fund for Agricultural Development/All Africa Global Media via COMTEX) -- On the eve of his departure for Rio de Janeiro, Kanayo F. Nwanze, the President of the International Fund for Agricultural Development (IFAD), calls the Rio+20 conference a "once-in-a-generation opportunity" to transform the global agriculture and food system at the speed required by putting the developing world's 500 million smallholder farms at the heart of action-oriented plans.

"There is no magic bullet that will eliminate poverty and guarantee sustainable food security overnight," Nwanze said. "But at IFAD, we see the hope of a sustainable future embodied in rural people's perseverance and endurance to overcome challenges and thrive doing so. More specifically, it is personified in rural women as they are the nurturers and educators of this generation and the next."

"The Rio+20 conference is a chance to accelerate sustainable agricultural development," Nwanze continued. "But if we are to be truly sustainable, then we must lift the heavy burden off the backs of rural women and men and replace it with equal access to agricultural resources and climate-smart tools to build their resilience."

Twenty years after the Rio Earth Summit in 1992, world leaders will convene to discuss how to shape a sustainable future for the planet in the face of new and daunting challenges. While over the past twenty years global wealth has increased, so too has there been a rise in the number of hungry people. Climate change, population growth and constrained natural resource - as well as competition for those limited resources - represent huge challenges for food security.

Prior to the Rio+20 conference, Nwanze will be engaged as a principle speaker at several international events such as at the Agriculture and Rural Development Day and the Corporate Sustainability Forum, where he will bring his distinct message about the importance of working with small farmers and recognizing them as entrepreneurs.

"At IFAD, we believe that smallholder farmers are the anchor of sustainable development as they are the primary domestic private sector investor in rural areas," Nwanze said. "Private sector investment, both domestic and foreign, can be the critical ingredient in achieving sustainable agricultural development and food security. But it has to be clearly directed toward enabling farmers to increase their productivity and incomes."

As the single largest employer in the world, agriculture remains a critical sector for developing country economies. In most countries, agriculture accounts for more than

60 per cent of employment. IFAD's experience has been that if given the right support, smallholder farmers can double or triple their production, even in the face of climate change and environmental degradation.

"When you improve small farmers' ability to feed themselves, you also improve their ability to feed others," Nwanze said. "They cannot do it alone. It is no coincidence that in countries where agriculture has taken off there have been large investments in research and infrastructure."

At the Corporate Sustainability Forum, IFAD will host a session called The Sweet Spot: Cocoa's Promise of Sustainability, Equity and Profitability for Smallholders and Business. During this session, Nwanze will outline how developing country governments should better evaluate the impact of policy decisions on smallholder farmers and their organizations, and create a suitable environment that will entice the private sector to invest more in agriculture.

Leading up to and during the Rio+20 conference, the Rome-based food and agriculture agencies of the UN - the Food and Agriculture Organization, IFAD and the World Food Programme - and Bioversity International, will host several events to promote dialogue and to identify required actions to pave the way for a food-secure future. On behalf of the agencies, Nwanze will give the opening remarks of an event on 19 June, which will focus on how to address challenges to food security on community, national and global levels.

The New York Times

<http://green.blogs.nytimes.com/2012/06/21/an-earth-summit-draws-on-oil-mining-and-utility-largess/>

An Earth Summit Draws on Oil, Mining and Utility Largess

By Taylor Barnes, The New York Times, Green Blog, 21 June 2012

RIO DE JANEIRO - The cups at the water coolers here at Rio+20, the global sustainability conference taking place Wednesday through Friday, are made of rough biodegradable corn fiber rather than plastic. Vans running on second-generation ethanol made from sugar cane bagasse take conference members, free of charge, from the hotels on the Copacabana beach to the conference center an hour away.

There, speedy Wi-Fi is offered to tens of thousands of participants so they can avoid printing out Rio+20 documents, and biodiesel generators power the million square feet of conference grounds.

Some of this is financed by millions of dollars in financial support from Brazil's largest energy, extraction and petroleum corporations. Those include businesses like the mining giant Vale, voted the "worst company of the year" in the 2012 Public Eye Awards, and Eletrobras, the state electricity company, a partner with Vale in developing the Belo Monte dam project on the Xingu River.

Environmental activists oppose the project, saying that it will drive out thousands of indigenous and other people by drying up the river and causing them to lose their livelihoods. The government has emphasized that no indigenous people will be forcibly removed from their land by the project.

The Inter-American Commission on Human Rights, part of the Organization of American States, asked Brazil last year to suspend dam construction until an agreement was reached with the indigenous communities; the government declined.

Belo Monte is the largest among dozens of controversial dam projects planned in Brazil's Amazon region. Although various environmental groups have protested the Belo Monte project on the sidelines of Rio+20, relatively few seem to making a big point of the conference's corporate sponsorship.

Of the quarter-billion dollars or so that Brazil plans to spend on the conference, most - some \$210 million -- comes from a special government fund, according to official documents cited by the Brazilian newspaper Valor Econômico. About \$10 million was contributed by each of the official Rio+20 partners, corporations including Vale, Eletrobras and Petrobras, the state oil company. The conference expenses primarily involve installations, logistics, transportation, accommodations and security. Some 20,000 soldiers, police officers, municipal guards and intelligence service agents have been deployed on Rio's streets for the event.

Friday, 4:56 p.m. | Updated Asked about its choice to accept corporate sponsorship from energy and mining companies, the Brazilian Foreign Ministry said in a statement

that it has specifically sought to include corporations to "bring these industries closer to environmental-friendly standards." All companies that presented themselves as "willing partners" of Rio+20 were accepted, it added.

Eletrobras, which has a 49.98 percent stake in the Belo Monte dam, said in a statement that its sponsorship role was "appropriate" because of its investment in hydroelectric power, a clean energy source. It said that Brazil needed to increase its capacity by 5,000 to 6,000 megawatts a year to meet the demands of the nation's population of nearly 200 million, and that roughly 80 percent of potential hydroelectric production is in the Amazon region.

Vale, which is investing \$1.5 billion in the dam and has a 9 percent stake in the project, said it was acting as a Rio+20 sponsor so that the conference would have "a larger dimension and visibility for society over all, given the themes that are being discussed, which are of great interest to the business."

Petrobras, which routinely finances cultural events and nongovernmental organizations in Brazil, is now aggressively developing (along with foreign oil companies) deepwater "pre-salt" oil reserves about 200 miles off Brazil's shores. The government has promoted the pre-salt find as a kind of national bounty set to catapult Brazil to the level of Arab oil-producing nations and elevate Venezuela's status as an oil exporter.

But environmental groups like Greenpeace have complained that consumption of oil from the pre-salt fields could add 35 billion tons of carbon dioxide to the atmosphere over the next 40 years. Petrobras's heavy investment in extracting the deepwater oil will assure that Brazil is petroleum-dependent for decades to come, the group adds.

The company emphasizes that it has been ranked on the Dow Jones Sustainability Index for six years and is a signatory of the United Nations Global Compact, which commits businesses to aligning their operations with high principles on the environment, human rights and other causes.

Such corporate participation in Rio+20 does not sit well with Danilo Chammas, a lawyer with Justiça nos Trilhos (Justice on the Trails), the group that nominated Vale for the Public Eye Award. The group took part in a 2,000-strong protest on Tuesday in front of the company's headquarters in Rio.

"It's a shame," he said, adding: "Many people should be questioning this."



Earth summit opens in Brazil's Rio

BBC, 21 June 2012

Text of report by Caribbean Media Corporation news agency website

Rio de Janeiro, Brazil, 20 June: More than 100 Heads of State and government gathered here on Wednesday for the start of the United Nations Conference on Sustainable Development, also known as Rio plus 20, which seeks to shape new policies to promote global prosperity, reduce poverty and advance social equity and environmental protection.

This week's talks follow on from the Earth Summit in 1992, also held here, during which countries adopted Agenda 21 -; a proposal to rethink economic growth, advance social equity and ensure environmental protection.

UN Secretary General Ban Ki-moon told the opening session that progress has been too slow since the Earth Summit, and much more needs to be done.

"Let us not waste this opportunity. The world is watching to see if words will translate into action, as we know they must," Mr Ban said.

After intensive and protracted informal negotiations on how to accelerate the implementation of sustainable development, 191 countries reached agreement on Tuesday on the Conference's outcome document. The text will now be put forward for adoption by Heads of State at the conclusion of Rio plus 20 on Friday.

Rio plus 20's outcome document, entitled "The Future We Want," calls for a wide range of actions including starting the process to establish sustainable development goals; detailing how the green economy can be utilized to achieve sustainable development, and strengthening the UN Environment Programme (UNEP).

There are also calls for the promotion of corporate sustainability reporting measures, the formation of a strategy for sustainable development financing, and adoption of a framework for tackling sustainable consumption and production.

The document also focuses on improving gender equality, the importance of voluntary commitments on sustainable development, and the need to engage civil society and incorporate science into policy.

"We think the text contains a lot of action, and if this action is implemented, and if follow-up measures are taken, it will indeed make a tremendous difference in generating positive global change," Rio plus 20's Secretary-General, Sha Zukang, said following negotiations for the outcome document on Tuesday.

In addition to the outcome document, there have been nearly 500 voluntary commitments on sustainable development activities by civil society groups, businesses, governments and universities.

In addition, the UN's Global Compact initiative, which concluded its Corporate Sustainability Forum on Tuesday, announced more than 200 commitments to sustainable development by businesses.

More than 40,000 people including parliamentarians, mayors, UN officials, chief executive officers and civil society leaders are attending the Rio plus 20 conference from 20-22 June.

Source: Caribbean Media Corporation news agency website



<http://bit.ly/M9iOYx>

Government key catalyst to 'sustainable energy for all'

By Cynthia Curtis, Greenbiz.com, June 21, 2012

In order to achieve dramatic advancements in energy efficiency on a global level, government needs to be the catalyst to jumpstart innovation among businesses that otherwise wouldn't be able to take advantage of such technology.

This was a key takeaway from a discussion at the Rio+20 Corporate Sustainability Forum focused on doubling the global rate of improvement in energy efficiency by 2030. Panelists from Siemens, the Sinopec Institute, Intel, Dow, China Minmetals Corporation and Embraco (a Brazilian producer of refrigeration compressors) spoke about how businesses could contribute to the goal set by the UN Secretary General's Sustainable Energy for All initiative.

These companies have embraced sustainability as a core aspect of their business strategy and are on the cutting edge of deploying energy-efficient technology in their operations and products. Their investments differentiates them from their competitors. Energy efficient investments are also long-term drivers for ROI, which is why not every business can afford to make the leap right away.

That's where government can help, according to Embraco's Gabriela Werner. "Payback on energy efficiency always pays back, but it is sometimes out of the timeframe for businesses," Werner said. "Common sense government incentives will help bridge that divide."



<http://www.foxnews.com/world/2012/06/20/godfather-global-green-thinking-steps-out-shadows-at-rio-20/#ixzz1zDL8ftG3>

EXCLUSIVE: Godfather of Global Green Thinking Steps Out of Shadows at Rio+20

By George Russell, Fox News, June 20, 2012

Maurice Strong, the godfather of global environmentalism and organizer of the United Nations' 1992 Rio environmental Earth Summit, is making a quiet comeback to the limelight on the eve of that meeting's successor, the Rio + 20 summit on "sustainable development," which starts June 20 in Brazil.

Strong, 82, has been taking part in a variety of conference side-events prior to the three-day meeting of some 130 top-level international leaders, part of a growing wave of hoopla and promotion that will climax at the summit leadership sessions. Secretary of State Hillary Clinton is leading the U.S. delegation there.

His appearance at Rio + 20 is also the latest stage in a Long March through controversy that has kept Strong, a native Canadian who is widely deemed to be one of the key instigators of the global environmental movement, living a low-profile life in China for the past half-decade.

Now Strong is back on one of the stages where he feels most comfortable--a global U.N. conference on the environment--though the role he may play in the leaders' sessions is not known. Questions sent by Fox News to the Rio + 20 conference organizers on Monday about his role had not been answered before this article was published.

Nonetheless, on Monday evening, Strong was introduced as a "very special guest of honor" at a "Corporate Sustainability Forum" organized by the U.N. Global Compact, a corporate group that has signed onto a variety of U.N. social and development goals. In a brief address, Strong lauded the assembled executives as "the most important meeting of Rio + 20," and noted the number of corporate representatives attending from "the country where I live, which is called China." "If we are going to achieve the world we want, and not just the world we are going to get if we stay on the same course, it's got to be led by the business community," he said. "The real actors, the people who are going to make the change are the people in this room."

While Strong's presence is low-key, there is no doubt the U.N. has brought him to Rio in an official capacity, if nothing else as a living relic of the successful 1992 Earth Summit, where Strong served as conference secretary general. Strong has recently

described himself as a "senior advisor to the secretary general" of the Rio + 20 conference, a high-level Chinese bureaucrat named Sha Zukang, who is also a top member of the U.N. Secretariat.

Documents examined by Fox News show that the Beijing office of the United Nations Development Program has paid Strong's way, with a \$13,000 round-trip air ticket from Beijing to New York to Rio and back. His hotels and living expenses are also being picked up, in what amounts to a three-week Rio + 20 junket.

Along the way, Strong has stirred up controversy, after he stopped off in Canada late last month to slam the incumbent Prime Minister, Stephen Harper, as a man whose "ideology seems to over-ride his understanding" on issues of climate change. Many Canadians were dismayed by the comments.

Conservative Party leader Harper, withdrew Canada late last year from the Kyoto Protocol on reducing greenhouse gas emissions, citing its crippling costs. Betwixt and between his many U.N. postings, Strong has been associated with the opposition Liberal Party.

Controversy, along with radical environmental and economic views, is what Strong has long been known for. He took up residence in Beijing in 2005, after serving as the U.N.'s special envoy to North Korea, when investigators of the Oil for Food scandal uncovered the fact that he had cashed a check for nearly \$1 million from Tongsun Park, a South Korean political fixer later convicted of conspiring to bribe U.N. officials on behalf of Iraqi dictator Saddam Hussein.

Strong was never accused of any wrongdoing, and said his move to China at that time was no more than a coincidence.

Since then Strong, an avowed life-long socialist, has been engaged, in low-key fashion, in a number of business deals involving the Chinese government. He also served as a director of the Chicago Climate Exchange, one of the first attempts to create a commercial cap-and-trade market in the U.S. Recently, he has also taken part in preliminary walk-up meetings for Rio + 20 in China, though without official title. Giving Strong one last star turn on a U.N. environmental stage, despite his past brushes with scandal, is an interesting gambit for the U.N, though it has apparently approached the matter cautiously.

The fact is that Strong is the closest thing to global environmentalism's patron saint--or, to conservative critics, the foremost grey eminence of the movement to expand "global environmental governance"--which is once more on the international agenda at Rio + 20. His presence adds another dimension of historical luster among fervent environmentalists, something that has been lacking as the gathering bogged down in negotiating acrimony in its preliminary stages.

Rio + 20 conference: Negotiators producing a mammoth, messy and expensive grab bag of regulations and demands

Three of the continuing, controversial themes of Strong's long U.N. career, are uppermost at Rio + 20: strong support for China as a world power, a greater role for global regulation of the environment, and a radical overhaul of the world's economic system.

All three will be on prominent display in Rio, where Sha Zukang serves as conference secretary general, "global environmental governance" is a conference theme, and developed and developing countries are battling over wealth transfers worth trillions in the context of "sustainable development" and measures to establish a new, "global green economy,"

For his part, Strong has been publicly arguing the need for urgent action on the Rio + 20 conference agenda, extolling the need for a revitalized greenhouse gas suppression agenda and a "revolution" in the world economy in, a June 4 article in Latin America that used his senior advisor title.

"Rio+20 must reinforce international efforts to reach agreement and renewal of the Climate Change Convention and its implementation," he declared.

The Environmental and Economic Crises Share the Same Cause ➡

The article was published by a news service, Tierramerica, which says it is a joint project of the United Nations Environmental Program (UNEP), the United Nations Development Program (UNDP), and the World Bank. Strong has been writing similar pieces for Tierramerica for a number of years.

Using a UNEP-created news agency as the vehicle for an article by a former UNEP executive director to further the cause of greater global sway for UNEP is the kind of inventive but also self-aggrandizing public relations thinking that Strong has long brought to the U.N., and that played no small part in his long ascent to prominence. Strong has spent nearly half of his life promoting a U.N.-centered vision on environmental issues. In 1972, he served as secretary-general of the U.N.'s Conference on the Human Environment--which, in turn, helped to spawn the United Nations Environmental Program later that year--whereupon Strong became its first executive director.

After filling a number of business roles back in his native Canada, Strong returned to run the Earth Summit, which gave global environmentalism another huge boost. He became a close advisor to U.N. Secretary General Kofi Annan, helping him to generate a still unfulfilled blueprint for U.N. reform.

Business as usual is not an option

By Graciela Romero, Morning Star, 19 June 2012

As the Rio Earth Summit opens, two developments highlight the need for radical action to ensure sustainable advances.

The Guardian reported that the bosses of some of Britain's largest arms and oil companies have refused to attend a parliamentary inquiry into the use of hundreds of millions of pounds of taxpayers' money to help dictators build arsenals and facilitate environmental and human rights abuses.

According to the story, the business leaders, including BAE Systems chief executive Ian King, had been invited to an all-party investigation into the Export Credits Guarantee Department's underwriting of loans, including £35 million to Robert Mugabe's Zimbabwe to buy five Hawk fighter jets.

Earlier, the Independent on Sunday reported companies' ethical and green commitments announced at a meeting organised by the United Nations Global Compact, such as clean water provided by Nestle for Punjabi villages.

But many people in poor countries will see Nestle's announcement as too little action in the face of the multinational's notorious record on marketing powdered baby milk where mothers lack access to safe drinking water.

Around 20,000 people have gathered this week in Rio at the People's Summit, the counter-event to the Earth Summit.

This alternative provides space for self-organised discussion groups and for a people's permanent assembly.

It also showcases the work of organisations and social movements denouncing and exposing the structural causes of the world's crises and false solutions.

It instead highlights people's existing workable solutions and agendas to mobilise actions for change.

War on Want is at the People's Summit, building collective strategies to reclaim power over corporations, free markets and governments and to promote the framework for its campaign to ensure the poor have control over their food.

War on Want, together with La Via Campesina and many other networks, is launching a global plan of action to dismantle the corporate power and end the impunity of transnational corporations.

Transnational corporations have used their money, size and power to influence international negotiations and taken full advantage of the move towards privatisation to influence the policies of governments.

While these firms play a major part in human rights violations, the vast majority of cases sees no-one brought to justice.

Moreover, the current "green economy" concept driven by governments in the official UN official conference at Rio+20 is an initiative that allows significant influence from transnational corporations in shaping the future development agenda.

The stark reality is that the Earth Summit promises nothing more than business as usual.

Hunger, environmental degradation and lack of accountability from governments and corporations have been escalating in the last two decades.

This is despite 197 governments committing "to working towards international agreements which respect the interests of all and protect the integrity of the global environmental and developmental system" 20 years ago at the original Earth Summit for Sustainable Development in Rio.

The first Earth Summit agreed 27 principles to ensure sustainable development while protecting the environment and the needs of the world's people.

But two decades on one billion people go to bed hungry every night, hundreds of millions of people have lost their livelihoods and been disenfranchised, amid millions of workers thrown into poverty and continued destruction of the planet.

In the name of purported development, governments, international institutions and corporations have driven the world to environmental, economic and food crises.

The drawing up of the draft document to be presented at Rio+20 has already given a picture of what we can expect in the final paper tabled for agreement by governments.

The right to food and water, as well as the protection of land from corporate business, remain in doubt.

Yet intensive farming and economic privatisation have been strongly promoted.

Scant regard has been paid given to the importance of mainstreaming sustainable agricultural techniques, such as agroecology, which has been widely championed by millions of small farmers and scientists.

War on Want and other civil society organisations have urged the British government to ensure that fundamental human rights will not be compromised and to include the food sovereignty framework in the summit's final document.

War on Want has also stressed the need to include in the conclusive paper the initiative presented by members of the UN's human rights council for accountability mechanisms at national and international level in order to ensure commitments made at Rio+20 are fulfilled.

The signatories of this initiative highlighted that "a real risk exists that commitments made in Rio will remain empty promises, without effective monitoring and accountability."

International social movements and networks, which have been critical of the UN and its governance structures, are sceptical about the willingness of powerful states to develop agendas that benefit most people, rather than financial capital.

The planned agenda for Rio +20, the so-called "green economy" and global governance, is considered to be unsatisfactory to deal with the global crisis caused by the models of capitalist production and consumption. Business as usual is not an option.

Graciela Romero is War on Want international programmes director



Bulgarian Practices Presented at Corporate Sustainability Forum Held on Eve of Rio+20 Conference

Bulgarian News Agency, 19 June 2012

Rio de Janeiro, June 19 (BTA) - **The future of the United Nations Global Compact lies with the networks which are directly guided by the business sector**, Marina Stefanova, Executive Director of the Global Compact Network Bulgaria, said during a session entitled **"The Role of Local Networks for Sustainable Development in Emerging Democracies"**. The Bulgarian event, held on the eve of the Rio+20 United Nations Conference on Sustainable Development, was attended by representatives of Global Compact networks from the UK, Germany, Italy, France, Egypt and Brazil.

The discussion had two parts. The first was devoted to the question about the model of sustainable development in developing and in developed countries. The second part consisted of a discussion on the significance and advantages of sustainable development. The participants were invited to discuss the advantages for companies from being part of the local networks, and their role of business representatives at a national level.

President Rosen Plevneliev will participate in the Rio de Janeiro conference which takes place in June 20 to 22, the President's Press Secretariat said.

The Bulgarian Head of State will deliver an address to the participants during the June 21 session. In the sidelines of the forum President Plevneliev will hold bilateral meetings.

The Rio conference gathers some 50,000 participants, and has more than 500 sideline events. The Rio Earth Summit 2012 itself will be held over an area of more than 100,000 sq metres at the RioCentro Exhibition and Convention Centre, the venue of the same meeting 20 years ago. VI/MY



<http://www.hurriyetdailynews.com/un-official-calls-on-west-to-cut-buying-cars-tvs.aspx?pageID=238&nid=23509&NewsCatID=344>

LOCAL COMPANIES AT RIO PANEL

Hurriyet Daily News, June 19th 2012

The Turkish Network of the U.N. Global Compact has organized a panel as part of the Rio +20 Conference, titled “Sustaining Life on Earth.” The panel was chaired by Dr. Yılmaz Argüden, the National Representative of U.N. Global Compact in Turkey, and the head of ARGE Consulting.

“As Turkish firms become more global, their sensitivity and ability to provide solutions to global issues increase,” Argüden said, according to a press release by ARGE. Representatives of Turkish firms such as Anadolu Efes, Coca Cola İçecek, Ford Otosan and the Turkish Industry and Business Association were in attendance.

Meanwhile, Ford Otosan’s green factory concept came first among 25 projects representing Turkey at the conference, daily Hürriyet reported yesterday. The 1.6 million square meter land of their Kocaeli factory includes 22,000 square meters of natural wetland, preventing migratory birds from changing their route.

The Korea Herald

Homeplus CEO calls for embracing new CSR model

By Kim Min-ju, The Korea Herald, 19 June 2012

Homeplus CEO Lee Seung-han, said that corporations should embrace a new type of corporate social responsibility model in order to stay competitive in the changing economic times.

Lee made the remarks during a lecture he gave at the Rio +20 Corporate Sustainability Forum, held in Rio de Janeiro, Brazil, on Saturday.

Lee, who also serves as the president of the U.N. Global Compact Korea Network, said that corporations should make social and environmental issues a part of their core business, especially as the world shifts towards a new capitalist model dubbed “capitalism 4.0.” The term was coined by the British journalist and economist Anatole Kalestsky to describe the paradigm shift following the global financial crisis of 2008.

Lee Seung-han

During his speech, Lee also urged companies to take a multilateral approach toward sustainable development by working together with local governments, non-governmental agencies, and other related organizations.

Meanwhile, the **corporate sustainability forum** was a precursor to the Rio +20 United Nations Conference on Sustainable Development, which opens on June 20 and runs through the 22.

According to the organizers, the conference will revolve around six main themes, including energy and climate, social development, and urbanization and cities.

<http://www.travelweekly.co.uk/Articles/2012/06/19/40809/industry+leaders+urged+to+make+sustainability+mainstream.html>

Industry leaders urged to make sustainability mainstream

Travel Weekly, Jun 19, 2012

Tourism leaders have been urged to “mainstream sustainability” as leading nations meet for the Rio+20 Summit in Brazil this week.

The industry must act together and speak with one voice to create a green future, according to the World Travel & Tourism Council.

The WTTC’s vice president of government and industry affairs Helen Marano told the UN Global Compact Corporate Sustainability Forum that more needs to be done across sectors and borders.

“Although the industry has gone quite a long way in moving towards more sustainable approaches, we still need to work on mainstreaming sustainability,” she said. “And as a leading global industry, we are well placed to raise the bar further.

“The industry’s core products are substantially linked to the preservation of natural resources, cultural heritage and people.

“Travel and tourism, as one of the world’s fastest growing industries, generates more than 9% of global GDP, supports 255 million jobs, and continues to grow by around 4% a year.

“The industry therefore has the global opportunity but also the responsibility to show leadership – and steer green growth.”

Marano added: “We need to focus on a sustainable long-term future and facilitate transparency and accountability within the industry by developing common industry approaches to common problems.”

She cited the WTTC/International Tourism Partnership hotel carbon measurement initiative launched last week involving 23 leading hotels groups.

“The industry needs to encourage innovative partnerships like this as well as foster entrepreneurship opportunities and innovative thinking which promote sustainable solutions,” said Marano.

“The travel and tourism industry must seek and foster collaborations at all levels especially with the public sector.

"We need to present 'one voice' on sustainability issues especially in the national and international policy arena and work with each other and governments to achieve mutually beneficial goals."

BM&FBOVESPA Presents Results of Report or Explain at Rio 20

RIA Oreanda-News, 18 June 2012

Companies. Sao Paulo. OREANDA-NEWS . June 18, 2012. At the Rio + 20 United Nations Conference on Sustainable Development, BM&FBOVESPA will present data related to sustainability reports or similar published by Brazilian publicly traded companies. The initiative is named Report or Explain and seeks to encourage listed companies to report to all stakeholders (especially investors and analysts) information and results related to social, environmental and corporate governance aspects.

The companies had until the end of May to inform in item 7.8 of the Reference Form (Description of the company's relevant long-term relationships not elsewhere described) whether they published a sustainability report or included socio-environmental information in their annual report, indicating where these data are available. If they do not they have to explain why.

The mapped-out results of Report or Explain will be presented to the public from 11:00 a.m. on Saturday, June 16, during the A Green Economy through Sustainability Reporting: On Report or Explain and G4 event organized by the Global Reporting Initiative (GRI), during the **Corporate Sustainability Forum** at the Hotel Windsor Barra. The Exchange's Sustainability Director Sonia Favaretto will take part.

Braskem Strengthens Coordination with Business Leaders at Rio 20

RIA Oreanda-News, 14 June 2012

Companies. Sao Paulo. OREANDA-NEWS . June 14, 2012. Braskem, a Brazilian-based company that is the world's largest producer of polymers made from renewable resources, is making effective and concrete contributions to Rio +20. The largest petrochemical producer in the Americas , Braskem is supporting some of the most important events at the conference and is also demonstrating technologies that foster innovation and sustainable development. Braskem is also an official supplier of support materials to the UN conference, all of which are made from its Green Plastic.

Braskem's participation in this UN global conference on sustainable development is aligned with its 2020 Vision, through which the company aspires to become the world leader in sustainable chemicals. Braskem works to advance this leadership through regular investments in technology and innovation to ensure that it better serves society.

According to Jorge Soto, sustainable development director at Braskem, the theme of the green economy that will be at the center of discussions at Rio+20 shows that companies are no longer seen as merely the cause of environmental degradation, but are now recognized as part of the solution to these issues. This inclusion of economic and social aspects in the concept of sustainability also shows how thinking on this issue has matured.

"Achieving a green economy is impossible if the business community is not involved. At Braskem, we are constantly evolving on this front and believe that participation in business forums where these practices are discussed and shared is an excellent way to continue moving forward," he said.

Soto, who is a member of the Brazilian Committee of the Global Compact, the Brazilian Business Council for Sustainable Development and Business Action for Sustainable Development (a coalition of leading international business groups created specifically for Rio+20), said that all companies should ask how they can help advance sustainable development through their own business. "The answer to this question encourages reflection and actions that can create new business opportunities, whether in the form of lower costs, an expanded product portfolio or a larger relationship network, while also improving economic, environmental and social performance," noted Soto.



Dev indicators improving, poverty incidence still high: Atiur

By United News of Bangladesh Limited, 17 June 2012

Dhaka, June 17 (UNB) - Bangladesh Bank governor Dr Atiur Rahman has said the developing low-income economies should demand separate mechanisms of transfer of resources and know-how from developed economies in pursuit of the sustainability goals.

"New 'carbon tax' and other levies on 'polluter pays' principle will have disproportionately high negative economic growth impact on low-income economies. They'll need to be protected by deferral of paying such taxes/levies, perhaps by a couple of decades or so," he said.

Atiur was addressing the plenary session of Rio+20 Corporate Sustainability Forum titled 'A Changing World: Business as Unusual' Windsor Barra Hotel, Rio de Janeiro, Brazil.

Atiur said the socioeconomic development goals for low-income developing countries will be the minimums to attain or exceed; but because of their severe constraints in resources and know-how, the sustainability goals will be benchmarks to make progress towards, but not necessarily to fully attain or surpass.

The central bank governor said although socioeconomic development indicators of Bangladesh are improving steadily, poverty incidence is still high and the country is some way behind her regional neighbors and the broader world in human development index.

"We cannot, therefore, afford to compromise the imperative of faster economic growth and inclusive social development with attempt at overambitious elitist environmental goals," he added.

In the RIO+20 global dialogue for a post-2015 framework, Atiur said, Bangladesh may consider advocating some variant of the so called 'hybrid approach'.

"We may suggest adoption of two separate sets of (a) Socio-economic development goals, and (b) 'Green Growth' Environmental Sustainability goals; with the Socio-economic goals taking priority over sustainability goals in low-income developing economies like Bangladesh."

He mentioned that there are vast potential gains to be reaped in global stability and environmentally benign equitable inclusive growth from mainstreaming of social responsibility in corporate ethos and objectives of businesses.

Modalities of engagement of corporate business sector in attainment of socio-economic development and environmental sustainability goals remain to be worked out; proactive promotion and support in innovating environmentally sustainable,

climate change adaptive production technologies in agriculture and manufacturing can figure importantly among those, he added.



<http://www.istockanalyst.com/business/news/5899105/fashioning-rio-20-changing-the-world-through-fashion>

Fashioning Rio+20 - changing the world through fashion?

Gucci, H&M, Katharine Hamnett, Novozymes and the Danish Minister for Climate and Energy are among the speakers at the Rio+20 Fashion Summit organised by Danish Fashion Institute. The Danish-led event showcases innovative solutions for sustainable development put forward by the global fashion industry.

iStockAnalyst, June 15, 2012

/PRNewswire/ The fashion industry, one of the world's most polluting and resource-intensive industries, uses vast amounts of water and energy. Both the production of clothes and the way we use clothes have a huge impact on our climate. Washing clothes, for example, at 30° instead of 40° would, simply on a European scale, mean annual savings equivalent to Ireland's entire energy consumption. Both the industry and consumers, in other words, exert a heavy influence. According to Danish Minister of Climate, Energy and Building Martin Lidegaard, one of the things that makes the fashion industry's initiative so interesting is the opportunity it provides to articulate the options consumers have to act proactively on climate change:

"Fashion is a highly visible industry that people can relate to and understand. The climate debate has a tendency to only deal with technical interventions such as turbines and heat pumps, but fashion can make everything more tangible for the individual. The fashion industry also affects social currents and thus other industries, which is why the fashion industry is unique when it comes to spreading sustainable change to the rest of society. Meanwhile, fashion is also great in terms of focusing on our consumption and its effect on the climate".

Next stop Rio

As a follow-up to the world's largest summit on sustainable fashion, Copenhagen Fashion Summit, which was held in Copenhagen last month, the Danish Fashion Institute will be running an official event during the upcoming United Nations Conference on Sustainable Development, Rio+20, in cooperation with the Danish Ministry of Climate, Energy and Building. Conference speakers include international fashion houses such as Gucci, Katharine Hamnett and H&M, as well as other members of the industry ready with specific solutions to the challenges the industry faces, for example Novozymes. The director of the Danish Fashion Institute, Eva Kruse, who will be opening the event in Rio, would like to see the green profile Denmark has been known for for many years spread to the fashion industry. She explains:

"We are proud that Denmark is leading the way in developing a more sustainable and socially responsible global fashion industry. We will bring, among others, two major initiatives with us to Rio: one is the fashion industry's recommendations

on how consumers can become involved in driving change in the fashion industry and the other is the first-ever industry-specific code of conduct initiative under the UN Global Compact programme. Both initiatives are products of a Danish-led international process that has significant global perspectives and may become a landmark for how governments, industries and communities take action in the future".

The Danish Fashion Institute event at the Rio+20 summit will take place on 18th June 2012 in Rio from 9:00 am to 12:30 pm at Windsor Barra Hotel. The full programme is available at: <http://www.nordicfashionassociation.com>

LOCAL COVERAGE

Norwegian

DagensNæringsliv

Regnskapsførerne redder verden

Dagens Næringsliv, 21 June 2012

Grønn økonomi: Et næringsliv med større langsiktighet og bærekraftige miljøstrategier trekkes frem som lyspunktet fra den store FN-konferansen Rio+20.

Etter noen dager på FN-konferansen for bærekraftig utvikling, Rio+20, serverte EUs miljøkommissær Connie Hedegaard følgende konklusjon på Twitter om dokumentene som var utarbeidet: «For mye ‘merker seg’ og ‘bekrefter’, og for lite ‘bestemmer’ og ‘forplikter’.»

Den britiske mangemilliardæren og eventyreren Richard Branson er blant dem som ikke vil sitte og vente på politikerne.

– Det er så utrolig mye som må gjøres at man kan ikke bare overlate det til én sektor alene. Enten det er myndigheter, sosiale bevegelser eller næringslivet, sier Branson til DN.

Han deltok i paneldebatten «Screw business as usual», arrangert i forbindelse med FN-konferansen.

Virgin-eieren har investert store beløp i forskning på miljøteknologi, og har gjort et stort poeng ut av å oppfordre andre velbemidlede forretningsmenn til å gjøre det samme.

Regnskapsføreren

– Deltagelsen til det private næringsliv her i Rio markerer begynnelsen på en æra der bærekraft vil være et nytt paradigme for hvordan man driver forretninger, sier lederen for UN Global Compact, FNs initiativ for ansvarlig næringsliv, Georg Kell, mens han haster mellom paneldebatter og pressekonferanser.

Tirsdag fant Rio+20s næringslivsdag sted, og over 1300 selskaper deltok i idéutvekslingen.

– Business er blitt en global affære, mens regjeringer har forblitt lokale. Jeg ser en farlig trend der regjeringene får stadig smalere og mer nasjonalistiske interesser. Selskaper med en global verdikjede er utsatt for en rekke utfordringer, og de vet veldig godt at de ikke kan vokse i en verden som kollapser, sier Kell, som under et foredrag denne uken uttalte at «regnskapsførerne vil redde verden.»

Under den originale Rio-konferansen for 20 år siden var historien en helt annen. Bare en håndfull næringslivsaktører var representert, og disse hadde ingen påvirkning på den offisielle agendaen.

– I dagens verden har næringslivet mer implementeringskraft enn regjeringene, sier lederen for World Business Council for Sustainable Development (WBCSD), Peter Bakker. Han mener utviklingen de siste årene har vært formidabel, og peker på at over 7000 selskaper så langt har kastet seg på UN **Global Compact**-bevegelsen.

Puma-visjoner

Puma er blant selskapene som har fått aller mest oppmerksomhet og skryt for sitt kritiske syn på egen drift. Under ledelse av Jochen Zeitz var den tyske produsenten av fritidsklær ifjor det første store selskapet i verden som satt en pengeverdi på de miljømessige konsekvensene av næringskjeden deres, en såkalt Environmental Profit and Loss Statement.

– Dette er en vinn/vinn-situasjon. Du kan se på bærekraft som et ansvar, en måte å redusere risiko eller som en forretningsmulighet. Men uansett hvordan du vrir og vender på det er bærekraft noe næringslivet uunngåelig må ta hensyn til dersom det ønsker å leve opp til mulighetene til å være en positiv kraft snarere enn å bare generere økonomisk vekst, sier Zeitz.

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RIO+20- FNs konferanse om bærekraftig utvikling. Arrangeres i år i Rio de Janeiro i Brasil. Samler politikere og ledere fra hele verden.

- Målet er å få verdens toppledere til å bli enige om hvordan sosial og økonomisk utvikling best forenes med miljøhensyn.

- To temaer står sentralt: Det første er grønn økonomi innenfor rammen av bærekraftig utvikling og fattigdomsbekjempelse. For det andre skal Rio+20 ta opp organiseringen av FNs arbeid for bærekraftig utvikling under overskriften «det institusjonelle rammeverket for bærekraftig utvikling».

Norges Handels og Sjøfartstidende (NHST)

German



<http://csr-news.net/main/2012/06/22/studie-der-bertelsmann-stiftung-uber-potenzial-der-un-global-compact-netzwerke/>

Studie der Bertelsmann Stiftung über Potenzial der UN Global Compact Netzwerke

CSRnews.net, Friday, June 22nd, 2012

Die Bertelsmann Stiftung und der Global Compact der Vereinten Nationen legen zur Weltnachhaltigkeitskonferenz Rio+20 die gemeinsame Studie „A Strategy for the Commons“ vor.

Die Studie „A Strategy for the Commons. Business-driven Networks for Collective Action and Policy Dialogue – the Example of the Global Compact Local Networks“ stellt anhand von 36 Fallstudien vor, wie lokale Global Compact Netzwerke durch kollektives Handeln und Politikdialoge zu einer nachhaltigen Entwicklung beitragen können.

Darüber hinaus werden die Erfolgsfaktoren benannt, wie Nachhaltigkeitsinitiativen in Unternehmensnetzwerken erfolgreich aufgesetzt und implementiert werden können. Die Studie wird anlässlich der Rio+20 Konferenz als Teil des Corporate Sustainability Forums vorgestellt und steht hier zum kostenlosen download bereit.

Global Compact Vereinte Harmlosigkeit

DOMINIC BENZ und JEAN FRANÇOIS TANDA, Handelszeitung, 21 June 2012

Global Compact Mit dem Pakt will die UNO die Wirtschaft zu Nachhaltigkeit verpflichten. Doch Kontrollen gibt es keine - und immer mehr Schweizer Unternehmen verlieren das Interesse an einer Teilnahme.

Mit ausgestreckten Armen und Blick auf den Zuckerhut thront sie hoch über der brasilianischen Millionenmetropole. Die knapp 40 Meter hohe Christus-Statue auf dem Corovado-Berg in Rio de Janeiro ist eines der sieben neuen Weltwunder. Dieser Tage ist sie in grünes Licht gehüllt. Verantwortlich dafür ist Siemens. Der deutsche Industriekonzern brachte rund um die Statue 300 Led-Lampen an. Das Beleuchtungssystem verbraucht über 75 Prozent weniger Energie als herkömmliche Leuchten.

Damit möchte Siemens ein Zeichen für Nachhaltigkeit setzen. Der Konzern befindet sich in bester Gesellschaft. Zwischen dem 20. und 22. Juli findet am Zuckerhut der UNO-Gipfel Rio+20 statt, an dem die Nachhaltigkeit im Zentrum steht. Im Rahmenprogramm ist auch das UNO-Netzwerk Global Compact vertreten. Ihm schlossen sich seit der Gründung 1999 über 8000 Unternehmen, Nichtregierungsorganisationen und Stiftungen aus über 130 Ländern an. Neben Siemens sind auch Schweizer Grosskonzerne wie Nestlé, ABB oder Novartis mit dabei. Sie alle haben mit der UNO einen Pakt geschlossen und verpflichten sich damit freiwillig zu mehr Nachhaltigkeit.

Keine Kontrollinstanzen

Die Teilnehmerzahl des Globalen Paktes ist stattlich und macht die Vereinigung zur weltweit grössten ihrer Art. Doch ihre Leistungsbilanz ist nicht lupenrein. Immer mehr Unternehmen verlieren das Interesse. "Der Pakt ist weder Fisch noch Vogel", meint etwa FDP-Generalsekretär Stefan Brupbacher. Er gebe keine konkreten Richtlinien vor und besitze ein zu hohes Abstraktionsniveau.

Einzige Verpflichtung für teilnehmende Firmen ist die Einreichung eines Fortschrittsberichtes. Sie müssen darin einmal im Jahr auf wenigen Seiten schildern, welchen Fortschritt sie bei der Umsetzung der zehn Nachhaltigkeitsprinzipien des Global Compact erreichten. Der Wahrheitsgehalt der Berichte wird von der UNO nicht überprüft. Kritiker bezeichnen den Global Compact wegen der fehlenden Kontrollinstanzen denn auch als Farce.

Die UNO macht zwar auf hart. In den letzten Jahren schloss sie mehr als 3100 Unternehmen aus. Darunter befinden sich rund zwanzig Schweizer Firmen wie etwa der Technologiekonzern OC Oerlikon, der Unterwäschehersteller Triumph oder der Pharma- und Chemiekonzern Merck Serono. Sie alle hatten ihre Fortschrittsberichte nicht eingereicht.

Solche Ausschlüsse werden sich in Zukunft häufen. Mehrere 100 Firmen stehen bei der UNO auf der Abschlusssliste. Dazu gehören auch fünf weitere aus der Schweiz wie der Systemhersteller Newave Energy. Derzeit sind rund 90 Schweizer Firmen beim Global Compact mit dabei. Doch die Anzahl könnte sich schon bald deutlich verkleinern.

Kritiker stellt das nicht ruhig. Für sie kommen Unternehmen viel zu einfach zur Mitgliedschaft. Dann dürfen sie auch das blaue Global-Compact-Logo verwenden, das dem UNO-Emblem sehr ähnlich sieht.

Firmen könnten also aus blossen Marketing-Gründen dem Pakt beitreten. Denn ein Logo der UNO auf der Firmen-Homepage zeugt von Seriosität und Engagement. Dies selbst dann, wenn im Falle des Global Compact die vorgeschriebenen Prinzipien gar nicht eingehalten werden. "Mit dem Logo kann sich eine Firma schmücken", sagt denn auch der deutsche Nachhaltigkeitsexperte Wolfgang Scheunemann. Dem kann die Zürcher Nationalrätin Tiana Moser von den Grünliberalen nur beipflichten. "Es besteht die Gefahr, dass sich Akteure mit dem Logo reinwaschen." Dennoch glaubt FDP-Mann Brupbacher nicht, dass der Pakt seine Wirkung verfehlt. "Da der Bericht meist öffentlich einsehbar ist, würde eine Falschdarstellung einen extremen Imageschaden bei der Firma verursachen."

Mittlerweile scheint aber oftmals selbst das Logo der UNO keine Anreize mehr zu stiften. Immer mehr Unternehmen verlieren das Interesse an einer dauerhaften Teilnahme. Die hohe Anzahl der gestrichenen Mitglieder bestätigt dies - denn einigen Unternehmen ist es mittlerweile völlig egal, gestrichen zu werden.

Dazu beigetragen haben nicht zuletzt die strenger gewordenen Teilnahmebedingungen. Erst vor ein paar Jahren begann die UNO damit, die Unternehmen auszuschliessen, die keinen Fortschrittsbericht einreichen. Zudem wurden verbindliche Beiträge eingeführt. Je nach Umsatz muss eine Firma 500 bis 10000 Dollar bezahlen. Viele Unternehmen wollen deshalb die Arbeit für das Verfassen eines Berichtes nicht mehr auf sich nehmen. Eher verzichten sie auf den Global Compact. "Die Kosten und der administrative Aufwand haben uns gestört", sagt Thomas Baselgia. Er ist Chef der Firma Hermann, die Kunststoffverschlüsse herstellt und 2011 von der Teilnehmerliste gestrichen wurde. Die UNO sei aus irgendwelchen Gründen mit ihrem Bericht nicht zufrieden gewesen. "Als Kleinfirma muss man erst einmal die Kapazität haben, um sich mit den administrativen Verpflichtungen des Global Compact zu beschäftigen." Das könnten sich viele nicht leisten.

Die Spreu vom Weizen trennen

Gerade in Krisenzeiten müssen sich Firmen auf die Fortführung ihrer Geschäftstätigkeiten konzentrieren. Zeit für wenig ertragreiche Administrationsarbeiten bleibt kaum. "Im ganzen Bestreben, das Unternehmen voranzubringen und auf die neuen Bedürfnisse des Marktes auszurichten, ist der jährliche Bericht an den Global Compact schlichtweg untergegangen", sagt Marco Lässig von der Firma Forming. Die Folge: Der Industriekonzern wurde ebenfalls von der UNO-Liste gestrichen.

Mit OC Oerlikon ist auch ein Grosskonzern nicht mehr beim Pakt dabei. Aufgrund von Restrukturierungen sah sich das Schweizer Technologieunternehmen nicht mehr

dazu in der Lage, die Auflagen der UNO zu erfüllen. "Der Wegfall von der Liste war keine bewusste Entscheidung gegen den UN Global Compact, sondern allein der Ressourcenknappheit während der Krisenjahre von Oerlikon geschuldet", sagt Mediensprecher Burkhard Böndel.

Die gleichen Argumente bringt der Wäschehersteller Triumph vor, der seit ein paar Jahren nicht mehr Teilnehmer ist. "Wir mussten feststellen, dass das Unternehmen zum damaligen Zeitpunkt personell und strukturell noch nicht ausreichend gut aufgestellt war, um die hohen Forderungen, die der Global Compact an seine Berichtspflichtigen stellt, zu erfüllen", so Mediensprecher Olav Kratz.

Trotz ihres Rauswurfs wollten alle befragten Unternehmen in aller Dringlichkeit festhalten, dass sie die Prinzipien des Paktes sehr wohl einhalten würden. Ohnehin seien die meisten in der hiesigen Gesetzgebung enthalten und deshalb selbstverständlich. Eine Wiederaufnahme werde je nach Vorhandensein von Ressourcen zu einem späteren Zeitpunkt geprüft. Zumindest in der Schweiz verkommt damit der Pakt erst recht zur blossen bürokratischen Angelegenheit.

Nachhaltigkeitsexperte Scheunemann ist der Meinung, dass mit dem Ausrangieren von nicht pflichtbewussten Teilnehmern eine "natürliche Auslese" stattfindet. Firmen, die es mit dem Global Compact nicht so ernst genommen hätten, würden ausgeschlossen. "Nun trennt sich die Spreu vom Weizen."

Entgegen dem ursprünglichen Sinn

Laut Scheunemann lässt sich der Pakt heute nicht mehr aus der Wirtschaft wegdenken. "Eine Mitgliedschaft hilft bei der Steigerung der Wettbewerbsfähigkeit." Unternehmen könnten es sich heute kaum leisten, auf eine Mitgliedschaft zu verzichten. Kunden würden darauf achten, ob eine Firma Mitglied ist oder nicht. Allerdings werde die UNO in Zukunft Kontrollinstanzen einführen, um die Einhaltung der Prinzipien zu prüfen, zeigt sich Scheunemann überzeugt.

Doch gerade dies würde dem Sinn des Pakts widersprechen. "Er ist weder eine Kontrollinstanz noch ein Qualitätssiegel", sagt Andrea Ries, Verantwortliche des Global Compact in der Schweiz. Das Ziel sei der Dialog rund um soziale Verantwortung. "Wir wollen Partnerschaften, die eine konkrete Umsetzung anstreben."

Der Aufwand lohnt sich für die meisten Firmen ganz einfach nicht.

Unterwäsche-Werbung von Triumph: Die Firma ist beim UNO-Pakt nicht mehr dabei.

Axel Springer AG

Handeln statt warten; Paul Polman lebt den Konzernen Nachhaltigkeit vor

Neue Zürcher Zeitung, 19 June 2012

Richard Bauer, Genf · Bei Paul Polman, dem Chef des Konsumgüterkonzerns Unilever, passen Hobby und Berufung perfekt zusammen; beide erfordern einen langen Atem. Als Marathonläufer braucht er Ausdauer, und mit seinem Unternehmen will er dafür sorgen, dass auch kommende Generationen gesund und gut ernährt das Leben geniessen können. Doch damit nicht genug. Polman ist ein umtriebiger Förderer globaler Netzwerke und Koalitionen und engagiert sich über Unilever hinaus für nachhaltige Geschäftsmodelle.

In seinem Denken schliessen sich unternehmerisches Wirken und nachhaltiges Wirtschaften nicht aus. Wirtschaftswachstum müsse allen zugutekommen, sagt Polman; es sei in Europa dringend nötig, aber auch in der Dritten Welt, um die Armut zu bekämpfen. Sich in den Fussstapfen von Stephan Schmidheiny bewegend, gehört er zu den einflussreichen Vordenkern im World Business Council for Sustainable Development.

Zu langsame Politiker

Polman rechnet damit, dass an der «Rio+20»-Konferenz, die diese Woche in Rio de Janeiro beginnt, mehr Unternehmen als Regierungen teilnehmen werden. Er selber wird als Vorstandsmitglied des Global Compact auftreten, einer Initiative des früheren Uno-Generalsekretärs Kofi Annan für sozial- und umweltverträgliches Handeln. Angesichts der dramatischen Zukunftsperspektiven, vorab der schwindenden Ressourcen, seien es viele verantwortlich denkende Geschäftsleute leid, auf die Entscheide der Politiker zu warten. Sie müssten das Vakuum selber füllen, meint Polman.

Auch ohne Klima- und Dauha-Abkommen könne sich im Rahmen des Global Compact jedes Unternehmen freiwillig auf Nachhaltigkeitsziele verpflichten. Unilever tut dies seit 2010 mit einem Sustainable Living Plan. «Während Politiker versuchen, den Ozean zum Sieden zu bringen, wollen Geschäftsleute praktische Resultate erzielen», erklärt der Konzernchef. Er redet internationalen Initiativen das Wort, die klare Ziele setzen, um die sich Konzerne scharen können.

Es sei offensichtlich, dass immer mehr Konsumenten, aber auch Aktionäre von ihren Unternehmen nachhaltiges Geschäften verlangten, sagt Polman. Dabei müssten die Unternehmen Teil der Lösung der weltweiten Probleme werden, nicht nur Zuschauer. Zukunftsweisend sei das Consumer Goods Forum. Dort sitzen die Grossen der Konsumgüterbranche an einem Tisch; auf der einen Seite Produzenten wie Coca-Cola, Kraft und Unilever, auf der anderen Verteilernetzen wie Wal-Mart und Carrefour.

Das Forum fällt wichtige Entscheide, ohne dass Regierungen intervenieren. Dazu gehörten etwa die Abmachungen, keine Produkte aus illegalen Abholzungen mehr zu beziehen oder nur natürliche Kühlmittel für Kälteanlagen einzusetzen.

Konsumgüter sind die Heimat des Niederländers Polman. Ein Vierteljahrhundert arbeitete er für Procter & Gamble, zuletzt als Europachef. Dann kam es zu einem kurzen Zwischenspiel als Finanzchef an der Seite von Peter Brabeck bei Nestlé. Für viele galt er damals als natürlicher Erbe Brabecks. Doch an die Konzernspitze schaffte es 2007 der seit langem bei Nestlé tätige Paul Bulcke. Polman spricht von einem glücklichen Zufall, dass zugleich der Posten des Unilever-CEO zu besetzen war.

Von seiner Zeit bei Nestlé schwärmt Polman, der heute noch seinen Wohnsitz am Lac Léman beibehalten hat. Ohne diese Erfahrung könnte er seinen Job bei Unilever nicht erfolgreich ausüben, meint er. Diesen Konzern habe er 2008 in höchst unsicheren Zeiten übernommen.

Um erfolgreich zu navigieren, brauche es im Vergleich zu früher agilere Organisationsstrukturen, mehr Transparenz gegenüber den Konsumenten und einen höheren Grad an Zusammenarbeit über den Betrieb hinaus. Plakativ gesagt, müsse der Konzern alles vermeiden, um negative «Fussabdrücke» zu hinterlassen, und stattdessen für positive «Handabdrücke» in der Gesellschaft sorgen. Für ihn ist klar, dass seine Nachhaltigkeitsvision nur umgesetzt werden kann, wenn andere Unternehmen und Organisationen der Zivilgesellschaft mit ins Boot steigen.

Nahrungsgengpass umschiffen

Richtig in Fahrt kommt der sonst eher besonnene Polman, wenn er über die Ernährung der Weltbevölkerung spricht. Der Druck auf die Produktion von Lebensmitteln sei enorm; die Welt müsse in den nächsten 40 Jahren 70% mehr Nahrungsmittel produzieren. In Rio werde eine Arbeitsgruppe unter seiner Leitung Vorschläge vorstellen, wie dies zu erreichen wäre. Auf konkreter Ebene werde man versuchen, mehr Firmen und damit eine kritische Masse zu erreichen, um eine nachhaltige Landwirtschaft zu fördern und mehr Ernteerträge zu erwirken. Viel Potenzial dafür sieht er nicht zuletzt in Afrika.

Beim Abschied überreicht Polman dem Besucher eine Visitenkarte der besonderen Art. In Blindenschrift ist seine Funktion als Vorsitzender des internationalen Beirats der Perkins-Blindenschulen eingeprägt, für die er einen grossen Teil seiner Freizeit opfert. Über eine eigene Stiftung, die er und seine Frau, eine Cellospielerin, betreuen, engagieren sie sich beide besonders für blinde Menschen in Afrika. Ihr Ziel ist einfach und messbar: Alle Blinden in Ostafrika sollen Zugang zu einer Braille-Maschine haben.

Danish



<http://www.metroxpress.dk/nyheder/den-gronne-vision-er-kommet-for-at-blive/KOblfv!PYTvRxh6u09Zg/>

Den grønne vision er kommet for at blive

Ny-fattige USA og EU bliver distanceret af privat industri, der vil ind i grøn business. Det svirrer i luften med løfter fra stor og lille.

By Dan Larsen, Metroxpress, June 22nd 2012

Lande, organisationer og virksomheder er ivrige for at tage skridt imod en bæredygtig fremtid for planeten. Historiens største FN-konference er landet på en lav og olieafhængig fællesnævner, men fokus for mange er grønt.

Forhandlerne i Rio de Janeiro nåede ikke imponerende langt med at definere de nødvendige skridt imod en bæredygtig fremtid for alle mennesker. Det forhindrer dog ikke enkelte lande eller grupper i at gøre noget effektivt.

Fredag eftermiddag, som konferencen glider imod en uinspirerende afslutning, er der alligevel lidt håb at skimte ude i fremtiden. Regeringer, firmaer, institutioner og organisationer står i kø med små og store grønne løfter.

Mange slags løfter

Konferencens sekretariat, erhvervslivets Global Compact og FNs generalsekretærs energiinitiativ har forsøgt at indsamle alle løfterne.

Der er afgivet løfter om investeringer eller ressourcer til aktiviteter til en samlet værdi af flere hundrede milliarder dollars.

Generalsekretær Ban Ki-moon har taget et initiativ om bæredygtig energi til alle i verden. Han vil have fordoblet mængden af grøn energi og mere effektiv brug af samme inden 2030. Målet er universel adgang til ren energi.

Ban Ki-moon er landet på samarbejde med 50 nationer og løfter om investeringer på 50 milliarder dollars. Momentum kommer i høj grad fra private virksomheder. Offentlige kilder til finansiering er udtørrede på grund af finanskriser i de rige lande.

Flere af slagsen

Værtslandet Brasilien investerer 4,3 milliarder dollars for at skaffe alle borgere i landet adgang til elektricitet i 2014. USA vil tilbyde 2 milliarder dollars i forskellige kreditter og donationer.

Energiindustrien har i høj grad fået øje på mulighederne med grøn elektricitet. Franske GDF Suez vil investere i 50 nye energianlæg i fattige lande inden 2020 og vil

sikre sig, at halvdelen af firmaets egne leverancer er rene inden 2015.

Den britiske storbank HSBC offentliggjorde torsdag en analyse, der viste, at erhvervslivet er fokuseret på investeringer til billioner dollars om året i grøn og tilgængelig energi.

Der er herudover lovet plantning af 100 millioner træer, der skal genbruges 800.000 ton PVC-plastik om året og 5.000 afrikanske kvinder skal uddannes til iværksættere indenfor grøn økonomi.

Danske initiativer

Danmark har medbragt ekstra 100 millioner kroner, som statsminister Helle Thorning-Schmidt slap ud af posen fredag. Nogle af pengene går til etablering af en ny international organisation kaldet Global Green Growth Institute. Der står 16 lande bag initiativet.

Klima- og energiminister Martin Lidegaard er gået sammen i en vennegruppe med ledere fra de andre nordiske lande og en stribe fjernere steder som Etiopien, Costa Rica og New Zealand. De vil kæmpe for at afskaffe subsidier til olieselskaber.

Udviklingsminister Christian Friis Bach har etableret en klub af lande, der giver 0,7 procent af deres nationalprodukt i bistand. Selv om det er 42 år siden, alle blev enige om at give så meget, er klubben ganske lille. Der er kun 5 medlemmer i g0,7 Formålet er at få flere lande til at holde de gyldne løfter.

Naturen skal tælles

Uden statistiske systemer kan man dårligt se på nationalt plan, om noget går fremad eller tilbage. Derfor er 57 lande og EU Kommissionen gået sammen om et system til opgørelse af nationale ressourcer.

Fremover vil lande kunne vurdere deres beholdning af ren luft, skove, rent vand og andre økosystemer på en sådan måde, at virksomheder og myndigheder kan medtage disse faktorer.

Der vil gå adskillige år, før et rimeligt system og målingerne er parate til at dokumentere udviklingen.

Dutch



‘Multinationals als Shell nemen VN over’

By Rene Geervliet, AD – Algemeen Dagblad, 19 June 2012

RIO DE JANEIRO

Multinationals als het Brits-Nederlandse Shell zijn druk bezig de VN over te nemen. Die klacht uiten milieugroepen, waaronder Milieudefensie, die momenteel in Brazilië de duurzaamheidstop Rio +20 bijwonen.

Prominente Shell-mensen hebben onopgemerkt sleutelposities verworven in vrijwel alle belangrijke bedrijfs-, lobby- en VN-organisaties die straks de uitkomsten van de top bepalen, aldus Milieudefensie in een rapport, dat nauw aansluit bij eerdere bevindingen van koepelorganisatie Friends of the Earth International. Die klaagde ook al dat multinationals de VN steeds meer in hun greep krijgen en de duurzaamheidsdiscussie onevenredig beïnvloeden. Ban Ki-moon als ‘loopjongen van de grote bedrijven’ dus. „Vergeleken met de eerste duurzaamheidstop twintig jaar geleden lijkt het debat over de toekomst van de wereld gekaapt door het internationale bedrijfsleven en lijkt de rol van ontwikkelingslanden en milieuorganisaties gemarginaliseerd,” stelt Geert Ritsema van Milieudefensie.

Zeker in het geval van Shell bevalt hem dat allerminst. „Shell heeft een geschiedenis van milieuvervuiling en schending van mensenrechten.” En, verwijzend naar directe betalingen van Shell aan VN Global Compact (door Milieudefensie abusievelijk Global Impact genoemd): „Het is onaanvaardbaar dat multinationals invloed kunnen kopen in het grootste huis van de democratie.”

Shell erkent onmiddellijk dat het met zo’n 6000 bedrijven uit 135 landen actief is in Global Compact, dat het zelf mee heeft opgericht en dat wereldwijd milieu- en andere normen hanteert. Maar lidmaatschap en betalingen zijn transparant, want op de website terug te vinden. Volgens Shell kunnen ook milieugroepen zich aansluiten en op die manier invloed uitoefenen. De VN zelf waren gisteravond niet in staat te reageren op de aanklachten.

http://www.mymarketing.net/index.php?art_id=2006&sez_id=5

Fashion survivors?

By Roberta Masella, mymarketing.net, 26 June 2012

Si è concluso il summit di **Rio+20** sullo sviluppo sostenibile, ma purtroppo, nonostante l'impegno delle **Nazioni Unite**, una cooperazione internazionali intensissima e i 150 milioni di dollari spesi per assemblare la macchina organizzativa, non ha dato i risultati sperati. Il documento siglato dai 191 capi di stato, dal titolo *'Il futuro che vogliamo'*, contiene infatti numerose dichiarazioni di principio, ma nessun obiettivo tangibile e vincolante. Non manca, nella dichiarazione conclusiva, l'impegno a difendere la necessità di un'economia verde, ma sembra mancare qualsiasi regola coercitiva.

Tra i governi, il settore privato, le ONG ed altri gruppi, che si sono riuniti per discutere di come ridurre la povertà, promuovere una maggior equità sociale e una più incisiva tutela dell'ambiente, figurava, in rappresentanza del Bel paese, anche **Gucci**. **Rossella Ravagli, Gucci CSR & Sustainability Manager**, è intervenuta all'incontro *'Changing the world through fashion'*, promosso dalla **Nordic Fashion Association** all'interno del **RIO+20 Corporate Sustainability Forum**, convegno che ha l'obiettivo di esplorare l'apporto che il comparto moda e abbigliamento può fornire allo sviluppo sostenibile.

Il contributo di Gucci consisteva nell'indicare la strategia del brand sul tema CSR e sostenibilità e l'impegno continuo del marchio per la promozione di un 'Valore Sostenibile' come elemento chiave del suo DNA e della sua mission aziendale. Questo percorso implica la valorizzazione di aspetti chiave, quali il rispetto dei diritti umani e dei lavoratori, la promozione delle diversità e delle capacità professionali, il rispetto dell'ambiente e della biodiversità, il rispetto degli stakeholders ed il coinvolgimento dei fornitori. Questo ambizioso progetto è iniziato nel 2004 e ogni anno segna una nuova tappa. L'ultima nel 2012, quando Gucci presenta un nuovo packaging riciclabile per gli occhiali (realizzato con carta certificata 100% FSC) che ha un ingombro limitato, con ricadute positive in termini di costi di trasporto ed emissioni di CO2. A ciò si aggiunge il lancio dei primi prodotti eco-friendly, tra i quali una linea di occhiali eco-sostenibili, realizzati con un innovativo materiale acetato che contiene elementi naturali, un sandalo biodegradabile ed un nuovissimo modello di occhiali da sole realizzati in liquid wood, materiale innovativo sinora mai utilizzato nella produzione dell'eyewear.

Così commenta **Rossella Ravagli**, Gucci CSR & Sustainability Manager: "I valori che da sempre fanno parte del DNA di Gucci, quali l'impegno a mantenere la promessa del Made in Italy, la qualità assoluta delle materie prime e dei prodotti

finiti, si accompagnano ad un atteggiamento responsabile verso le persone, l'ambiente e il territorio. Gucci intende in questo modo consolidare il proprio impegno, contribuendo alla diffusione di buone pratiche, integrandole con esperienze di partecipazione allo sviluppo economico, culturale, sociale ed ambientale. La sfida futura va nella direzione di un maggior impegno nella tracciabilità e nell'ulteriore ricerca di materiali innovativi”.

LA NAZIONE

SODIFEL; Lazzareschi al «Global Compact» di Rio de Janeiro

La Nazione, 20 June 2012

L'AMMINISTRATORE delegato del Gruppo Sofidel, Luigi Lazzareschi, è stato invitato dal Global Compact delle Nazioni Unite a Rio + 20, il grande vertice dell'Onu dedicato allo sviluppo sostenibile che avrà il suo momento clou fra il 20 e il 22 di giugno prossimi. Lazzareschi ha in particolare preso parte sabato scorso ad uno degli eventi del Rio +20 **Corporate Sustainability Forum**, quello intitolato «Collaborare per l'innovazione a favore dello sviluppo sostenibile», dedicato all'esigenza di un rapporto sempre più stretto e cooperativo fra business community, istituzioni e organizzazioni non profit.

Nell'ambito dell'evento, Lazzareschi ha illustrato l'esperienza Sofidel, soffermandosi sulle partnership sviluppate e sui risultati raggiunti nell'abbattimento volontario delle proprie emissioni di CO₂, all'interno del programma Wwf Climate Savers (con una riduzione della carbon intensity attualmente del 10,9% rispetto al 2007) e nell'approvvigionamento responsabile di materia prima (con il 99,3% della cellulosa utilizzata proveniente da fonti certificate o controllate secondo i principali schemi internazionali). Insieme a lui erano presenti alla tavola rotonda Roberto Potì, di Edison, Stefano Gardi, di Italcementi e Mauricio Bacellar, di Tim Brasile.

Verso la Conferenza di Rio tra speranze e concretezza

Dal 20 al 22 giugno l'appuntamento delle Nazioni Unite sullo sviluppo sostenibile

Metro News, 18 June 2012

Brasile. Sono poche le speranze per un accordo vincolante. Le distanze tra le economie tradizionali, come Europa, Stati Uniti e Canada, e quelle emergenti, come Cina, India, Brasile, Sud Africa, sono, infatti, ancora difficili da colmare. Ciò non toglie che una condivisione di obiettivi sarebbe già un primo passo importante. Il ministro dell'Ambiente italiano, Corrado Clini, anticipa gli scenari di Rio+20, la conferenza delle Nazioni Unite sullo sviluppo sostenibile che si terrà a Rio de Janeiro dal 20 al 22 giugno. Il negoziato, spiega il ministro che ha già raggiunto la sede del meeting, «è in una fase interlocutoria e i due terzi del documento sono ancora in discussione». Secondo Clini, «c'è uno stallo dal punto di vista del negoziato tra due grandi gruppi di paesi, tra quelli che hanno un'economia che cresce e che tira e di cui abbiamo bisogno, e le nostre economie che sostanzialmente non riescono a reggere la competitività sulle produzioni tradizionali e cercano di muovere il mercato su strategie e prodotti nuovi».

Un accordo almeno sugli obiettivi comuni

Probabilmente «riusciremo a raggiungere un accordo sugli obiettivi comuni verso i quali orientare la crescita senza però che questi diventino un vincolo. Questo pone un problema molto importante soprattutto all'economia Europea che di fatto è quella meglio strutturata per muoversi verso sistemi di gestione nuovi». In questo contesto, dunque, «l'Europa deve scegliere se rimanere intrappolata in questo confronto che non riesce a trovare una soluzione in un accordo o in un trattato o se invece intraprendere un'altra strada». Ossia, "investire sul futuro proponendo a Cina, Brasile o India di mettere insieme le risorse finanziarie e tecnologiche e fare in modo che, il salto di qualità che noi auspichiamo verso l'economia verde, avvenga trascinando le economie emergenti su progetti comuni».

Protagonisti nei mercati nuovi

Secondo Clini «è l'unico modo per diventare protagonisti nei mercati nuovi». Ma si tratta di un cambiamento che necessita di coraggio: «Bisogna liberare risorse per gli investimenti nelle nuove tecnologie. Bisogna perseguire quella che l'Europa ha scelto come via politica di tendenza, ossia la road map verso un'economia competitiva a basso contenuto di carbonio». Una strategia che ad oggi, purtroppo, risente della congiuntura economica negativa: «siamo bloccati in questo momento nella nostra politica di bilancio e austerità e non siamo in grado di cogliere la domanda che arriva dall'economia emergente». Eppure le opportunità sono tante. Basti pensare, sottolinea il ministro, che «l'India in un anno ha aumentato gli investimenti per le energie pulite nel mercato interno indiano del 58% e la Cina l'anno scorso ha investito 50 miliardi di dollari».

Un'occasione da non perdere

Questi paesi, dunque, «stanno investendo perché hanno bisogno di soluzioni nuove» e sarebbe un peccato non cogliere questa occasione. Ma, aggiunge Clini, «quello che non si riesce a fare negli accordi tra paesi in qualche modo accade direttamente nel mercato». In contemporanea ai governi, infatti, «c'è un'iniziativa che si chiama Global compact alla quale aderiscono tutte le più grandi imprese del mondo. La discussione fra queste imprese è molto più avanzata rispetto a quella dei governi perché già praticano iniziative industriali in collaborazione con questi paesi con grandi risultati». Tanto che «spesso i conti di queste grandi imprese europee dipendono proprio dalle loro iniziative nei mercati emergenti»

Iniziativa globale sulle nuove tecnologie

Ma quali sono i punti principali su cui Rio+20 non può permettersi di fallire? Prima di tutto, sottolinea il ministro, «concordare una base comune che valga per tutti i paesi». Il secondo punto, invece, «riguarda i mercati. Fare in modo che la convergenza di fatto che oggi c'è nelle più importanti produzioni industriali, diventi una piattaforma per poter sviluppare progetti comuni avanzati». Da Rio+20, dunque, «potrebbe nascere un'iniziativa globale promossa dai governi che facilitano partnership tra le diverse imprese per lo sviluppo di tecnologie nuove». Come ad esempio: «introdurre regole incentivanti, dare vita a marchi di qualità che vengono riconosciuti contemporaneamente nei diversi paesi». Ma che questo si concretizzi in un accordo scritto, conclude il ministro, «è ancora difficile».

Rio+20: anche Gucci alla conferenza per presentare strategia sostenibile

Adnkronos, 18 June 2012

Milano, 18 giu. - (Adnkronos) - Ci sara' anche Gucci a 'Rio+20', la conferenza internazionale sullo sviluppo sostenibile organizzata dalle Nazioni Unite in Brasile dal 20 al 22 giugno. Rossella Ravagli, Gucci Csr & Sustainability manager, interverra' all'incontro 'Changing the world through fashion', promosso dalla Nordic Fashion Association all'interno del **'Rio+20 Corporate Sustainability Forum'**, convegno che ha l'obiettivo di esplorare l'apporto che il comparto moda e abbigliamento puo' fornire allo sviluppo sostenibile.

"I valori che da sempre fanno parte del dna di Gucci, quali l'impegno a mantenere la promessa del made in Italy, la qualita' assoluta delle materie prime e dei prodotti finiti, si accompagnano a un atteggiamento responsabile verso le persone, l'ambiente e il territorio" osserva Ravagli.

"Gucci intende in questo modo consolidare il proprio impegno, contribuendo alla diffusione di buone pratiche, integrandole con esperienze di partecipazione allo sviluppo economico, culturale, sociale ed ambientale. La sfida futura - conclude - va nella direzione di un maggior impegno nella tracciabilita' e nell'ulteriore ricerca di materiali innovativi".



Rio+20, probabile un accordo su obiettivi comuni ma senza vincoli

Adnkronos – Prometeo, 15 June 2012

Roma, 15 giu. - (Adnkronos) - Sono poche le speranze per un accordo vincolante. Le distanze tra le economie tradizionali, come Europa, Stati Uniti e Canada, e quelle emergenti, come Cina, India, Brasile, Sud Africa, sono, infatti, ancora difficili da colmare. Ciò non toglie che una condivisione di obiettivi sarebbe già un primo passo importante. A fare un quadro all'Adnkronos sulle potenzialità di **Rio+20**, la conferenza delle Nazioni Unite sullo sviluppo sostenibile che si terrà a **Rio de Janeiro** dal 20 al 22 giugno, è il ministro dell'Ambiente, Corrado Clini, già a **Rio de Janeiro**.

Il negoziato, spiega il ministro, "è in una fase interlocutoria e i due terzi del documento sono ancora in discussione". Secondo Clini, "c'è uno stallo dal punto di vista del negoziato tra due grandi gruppi di paesi, tra quelli che hanno un'economia che cresce e che tira e di cui abbiamo bisogno, e le nostre economie che sostanzialmente non riescono a reggere la competitività sulle produzioni tradizionali e cercano di muovere il mercato su strategie e prodotti nuovi".

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Eppure le opportunità sono tante. Basti pensare, sottolinea il ministro, che "l'India in un anno ha aumentato gli investimenti per le energie pulite nel mercato interno indiano del 58% e la Cina l'anno scorso ha investito 50 miliardi di dollari". Questi paesi, dunque, "stanno investendo perché hanno bisogno di soluzioni nuove" e sarebbe un peccato non cogliere questa occasione.

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Anche il caffè punta alla sostenibilità, Illy al vertice mondiale "Rio +20"

Adnkronos – Prometeo, 15 June 2012

Trieste, 15 giu. -(Adnkronos) - Approvvigionamento sostenibile di materie prime, rapporti con i coltivatori, riduzione dell'impatto ambientale. Questi alcuni dei temi che saranno affrontati a Rio +20, il Vertice Mondiale dello Sviluppo Sostenibile, da Andrea Illy, presidente e amministratore delegato illycaffè che parteciperà alla Conferenza per parlare dell'impegno dell'azienda verso la sostenibilità. Impegno descritto nel Sustainable Value Report che verrà pubblicato online il 18 giugno (<http://www.illy.com/wps/wcm/connect/it/azienda/qualita-sostenibilita-illycaffe>).

Il primo incontro, "Better linking smallholder farmers to markets", previsto per domani, 16 giugno, e organizzato da United Nations Global Compact all'interno della sezione Sustainable sourcing del **Corporate Sustainability Forum**, analizzerà la capacità del settore privato di approvvigionarsi di materie prime agricole in maniera sostenibile e come società civile, governi e aziende stiano formando i piccoli produttori a rispondere alle richieste del mercato. Illy descriverà il rapporto tra l'azienda e i coltivatori da cui acquista il caffè verde, senza intermediazioni, e parlerà della supply chain.

Il secondo, "The carbon footprinting public-private projects" (18 giugno), è organizzato dal ministero dell'Ambiente e della Tutela del Territorio e del Mare. Andrea Illy e il ministro Corrado Clini presenteranno l'accordo volontario finalizzato all'analisi, riduzione e neutralizzazione dell'impatto sul clima del settore caffè, che ha l'obiettivo di definire un sistema di gestione delle emissioni di carbonio che possa fungere da modello per tutte le industrie del settore.

Illy presenterà anche uno studio sul calcolo delle emissioni di gas ad effetto serra associate alla produzione di caffè, realizzato in Brasile grazie alla collaborazione con Carlos Clemente Cerri dell'Università di San Paolo. Il lavoro, iniziato nel 2010, terminerà entro il 2012 e porterà all'individuazione delle aree di inefficienza energetica su cui intervenire.

L'iniziativa rientra in un programma articolato messo a punto dall'azienda, basato sugli obiettivi del pacchetto clima-energia fissati dall'Ue per il 2020: ridurre del 20% le emissioni di gas a effetto serra, portare al 20% il risparmio energetico e aumentare al 20% il consumo di fonti rinnovabili.

RIO +20: ANCHE CAFFE' PUNTA SU SOSTENIBILITA', ILLY AL VERTICE (2)

Agenzia Giornalistica Italia, 15 June 2012

(AGI) - Trieste, 15 giu. - Il primo incontro - 'Better linking smallholder farmers to markets' - previsto per domani e organizzato da United Nations Global Compact all'interno della sezione Sustainable sourcing del **Corporate Sustainability Forum**, analizzera' la capacita' del settore privato di approvvigionarsi di materie prime agricole in maniera sostenibile e come societa' civile, governi e aziende stiano formando i piccoli produttori a rispondere alle richieste del mercato. Illy descrivera' il rapporto tra l'azienda e i coltivatori da cui acquista il caffe' verde, senza intermediazioni, e parlera' della supply chain. Il secondo, "The carbon footprinting public-private projects" (18 giugno), e' organizzato dal ministero dell'Ambiente e della Tutela del Territorio e del Mare.

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Le sommet de la Terre, vingt ans après celui de Rio de Janeiro en 1992, a concentré les impasses du monde présent et a abouti à un texte final qui, a

L'Humanité, 29 June 2012

Le sommet de la Terre, vingt ans après celui de Rio de Janeiro en 1992, a concentré les impasses du monde présent et a abouti à un texte final qui, au-delà de quelques ouvertures potentielles, est une véritable régression.

Vingt ans après, Rio 1992 apparaît comme une enclave dans un monde qui se vouait aux politiques néolibérales. Avec le développement durable et la mise en place de trois conventions internationales, il signifiait une volonté d'engagement multilatéral pour traiter les dérèglements globaux de la planète. La déclaration de président des États-Unis à l'ouverture du sommet, George Bush père, selon laquelle le mode de vie américain n'était pas négociable, n'avait pas empêché la signature d'un texte qui signifiait un compromis social-démocrate.

Le développement durable devait engager les sociétés et les États à poursuivre des politiques pour la réduction de la pauvreté, le développement et la sauvegarde de la planète. Ce compromis s'inspirait, à l'échelle du monde, de celui des Trente Glorieuses dans les pays industriels. Il restait fondé sur l'idée que la croissance économique, désormais activée par la mondialisation, pourrait permettre la poursuite et l'extension du modèle de société occidental et du capitalisme.

Les politiques néolibérales ont rapidement emporté avec elles ces illusions social-démocrates: la globalisation économique et financière, la concurrence internationale ont placé les lois de l'économie aux postes de commande. Le développement durable s'est trouvé réduit à la promotion d'une économie verte, censée par elle-même résoudre les problèmes de l'emploi, de la pauvreté, de la crise écologique.

Cette économie verte se voudrait le nouvel horizon du capitalisme: le vert de l'économie exprime en effet la tentative de conquête d'un nouveau continent, celui des richesses naturelles et des services écosystémiques, qu'il s'agit d'inclure dans le cycle du capital.

La crise systémique que vivent les pays industriels anciens jointe aux choix des pays émergents, qui reproduisent à une échelle immense ce modèle productiviste, ont fait taire toute velléité multilatérale et toute possibilité d'une réglementation internationale fondée sur les limites de la planète, la redistribution des richesses, et la reconnaissance des droits humains fondamentaux. Le texte final renvoie au contraire la gestion des crises globales aux bons soins des politiques nationales.

Le droit humain à l'eau et à l'assainissement, reconnu par la résolution de l'assemblée générale des Nations unies en 2010, n'est pas repris. L'eau doit relever de la gestion nationale! Mais comme le nuage de Tchernobyl, l'eau coule et ne connaît pas les frontières: quid du partage équitable des eaux transfrontalières et de la gestion de la ressource en eau par bassin versant, sachant que les 276 bassins transfrontaliers dans le monde hébergent 40% de la population mondiale et représentent environ 60% du débit d'eau douce mondiale?

Ce retour affirmé aux politiques nationales ne signifie en rien une relocalisation ou une «déglobalisation». La place donnée aux transnationales regroupées dans le **Global Compact**, cité explicitement dans le texte comme partenaire essentiel, l'ode au libre-échange, la nécessaire inclusion dans les marchés mondiaux pour les millions de paysans qui meurent de faim, ne laisse aucune illusion: la souveraineté nationale exprime seulement la latitude laissée aux États de se soumettre aux exigences des marchés, sans limites.

Enfin, le texte final fait de la croissance économique mondiale, citée près de trente fois, l'alfa et l'oméga de la sortie des crises. Pas un mot des limites des ressources et des nécessaires bifurcations et ruptures du modèle productiviste. Pas un mot des rapports scientifiques qui se succèdent pour sonner l'alerte.

L'ouverture du sommet par une mise en communication avec une navette spatiale et la célébration des exploits techniques était bien loin de 2001, l'Odyssée de l'espace, film culte de Stanley Kubrick qui montre comment la Terre est menacée par les machines «intelligentes» fabriquées par les humains.

L'économie verte, couplant richesses naturelles et marché, est le nouvel horizon du capitalisme

Par geneviève Azam, membre du conseil scientifique d'Attac France.

Société Nouvelle du Journal l'Humanité

Rio: l'ONU en voie d'OMCisation

Le texte du Rio+20 minimise les droits fondamentaux et fait la promotion du business.

By Marie-Noëlle Bertrand, L'Humanité, 19 June 2012

Le dernier texte devant servir de base aux négociations internationales, qui s'ouvrent demain avec le Rio+20, attise la colère de plusieurs organisations. Beaucoup, déjà, étaient remontées contre l'économie verte, pilier principal de la résolution, visant, en substance, à inciter autorités publiques et privées à investir dans la préservation des écosystèmes en fixant une valeur à ces derniers. L'ultime version n'a pas lieu de les calmer. Elle minimise un certain nombre de droits fondamentaux. Le texte «est un recul concernant l'articulation des questions sociales et environnementales», analyse ainsi Attac France.

L'eau ne dispose plus de chapitre spécifique. En outre, les pays ne sont plus amenés à en reconnaître le droit à l'accès, mais à reconnaître «leurs engagements pour le droit à l'accès». La formule n'est pas seulement alambiquée. Elle est aussi très hypocrite, note Attac, quand les dits engagements n'existent pas.

La partie énergie a été considérablement allégée. La souveraineté alimentaire n'est plus traitée que par le biais du rôle des marchés. Enfin, les pays sont appelés à encourager «les pratiques responsables du business comme celles promues par le **Global Compact**», soit le regroupement des principales multinationales... Si l'ONU s'y colle, que reste-t-il à attendre de l'OMC?



le web de l'économie

A Rio, les entreprises se préparent à rendre des comptes à Dame Nature

By Joel Cossardaux, Les Echos.fr, 22 June 2012

La déclaration finale qui va être adoptée ce vendredi par les chefs d'Etat et leurs représentants, fait plus que mentionner le reporting environnemental des entreprises. Elle les invite à développer les meilleures pratiques. Au sommet Rio+20, les dirigeants de grands groupes ont fait assaut d'engagements.

Le monde de l'entreprise échappera de moins en moins à ses responsabilités en matière de développement durable. La notion de reporting environnemental va ressortir clairement affirmée du sommet Rio+20. Elle figure dans la déclaration finale qui doit être adoptée ce vendredi par les chefs d'Etat ou dirigeants des 193 pays membres de l'ONU.

Très précisément, son article 47 indique reconnaître l'importance du reporting environnemental et encourage les sociétés cotées, ainsi que les grandes entreprises à intégrer dans leur bilan des informations situées dans le champ du développement durable. « Nous encourageons l'industrie, les gouvernements intéressés tout comme les parties prenantes concernées (...) à développer les meilleures pratiques et à faciliter toute action permettant de prendre en compte le reporting environnemental », indique le texte de cette déclaration. Tous ces acteurs y sont invités à s'inspirer des expériences existantes, encore pas si nombreuses.

Premier compte de résultat environnemental

« Pour la première fois, cette démarche est reconnue comme une composante du développement durable », se félicite Jochen Zeitz, le président de Puma. Dans ce domaine, le dirigeant de la filiale du groupe PPR considère avoir de l'expérience à revendre. En mai dernier, son entreprise a publié son premier compte de résultat environnemental. Tout ce que Puma consomme, elle et ses fournisseurs aussi faiblement impliqués soient-ils dans la fabrication des produits portant sa marque, est minutieusement converti en unités monétaires. De la même manière tout ce que les uns et les autres rejettent dans l'environnement (gaz à effets de serre, déchets) est comptabilisé.

Pour l'année 2010, premier exercice pris en compte, l'impact environnemental de Puma et de sa chaîne d'approvisionnement s'est élevé à 140 millions d'euros. « Le tout premier compte de résultat environnemental de Puma nous a vraiment permis de prendre conscience de la valeur immense de tout ce que nous apporte la nature, que nous considérons comme allant de soi, mais sans quoi les entreprises ne pourraient pas perdurer », estime Jochen Zeitz. PPR, la maison mère de Puma, ambitionne de soumettre au même régime l'ensemble de ses marques de luxe et de sport & lifestyle.

Lutte contre la précarité énergétique

C'est dans un esprit assez proche que les dirigeants de 37 banques, fonds d'investissement et compagnies d'assurance se sont engagés à Rio à « intégrer des considérations sur le capital naturel dans leurs produits et services ». Ils invitent les entreprises à « comprendre leurs impacts et leur dépendance par rapport au capital naturel, et à fournir des informations et être transparents sur ce thème dans leur reporting ». Reste à savoir si cet appel dépassera le stade déclaratif.

Sur un registre différent, celui de la lutte contre la précarité énergétique dans les pays en développement, Schneider Electric a annoncé à Rio un partenariat entre sa fondation et la Grameen Bank, l'établissement de micro-crédit créé au Bangladesh par Muhammad Yunus, prix Nobel de la paix en 2006. Au terme de ce partenariat, l'électricien français s'est engagé à respecter les valeurs de Muhammad Yunus, à savoir consacrer l'intégralité des profits réalisés sur la vente de systèmes solaires domestiques au développement même de cette formule d'accès à l'énergie.

La Grameen Schneider Electric vise, dès 2013, l'équipement de près de 200.000 foyers par ce système déjà mis en place au Sénégal, au Nigeria, en Inde ou encore à Madagascar. Les deux partenaires sont accompagnés par le fonds d'investissement durable Schneider Electric Energy Access (SEEA), lui-même soutenu financièrement par Schneider Electric, ses collaborateurs, ainsi que par des investisseurs institutionnels dont la Caisse des Dépôts et Consignations (CDC) et PhiTrust Active Investors.

150 engagements

Enfin, toujours à l'occasion de Rio+20, quelque 1.200 dirigeants d'entreprises ont pris 150 engagements en faveur d'une plus grande efficacité énergétique, de la reforestation ou d'une plus faible empreinte carbone. Il s'agit « d'engagements mesurables, avec un calendrier » dont les entreprises devront rendre compte annuellement, assure-t-on du côté du Pacte mondial de l'ONU, la structure qui a parrainé un forum de quatre jours sur ces questions.

Microsoft a annoncé un plan pour parvenir à des émissions zéro de CO₂. H&M a déclaré qu'elle allait porter à 100% la part de coton produit de manière durable dans ses vêtements. Nike vise le « zéro rejet » de produits chimiques dangereux d'ici à 2020. ArcelorMittal a promis de réduire de 8% son CO₂ par tonne produite d'ici à 2020 par rapport à 2007. Quarante-cinq PDG de multinationales, dont ceux de Coca Cola, Nestlé, Saint-Gobain, Shell, Bayer ou Pernod Ricard, se sont engagés à faire de l'eau une priorité stratégique.

Même cri de guerre : lancer la « révolution industrielle verte ». Une formule qui n'a pas le même sens pour tout le monde. Ils « essayent de présenter un bon visage ici à Rio, mais ils sont parmi les pires pollueurs et s'opposent activement au développement durable », considère Daniel Mittler, le directeur politique de Greenpeace International, en montrant du doigt Eskom et Duke Energy.

Joël Cossardeaux, envoyé spécial à Rio



A Rio, l'OPA des entreprises sur le développement durable

Reportage Les multinationales, bien infiltrées dans les agences des Nations unies, ont occupé le terrain sans convaincre les pays émergents.

By Eliane Patriarca, Libération, 20 June 2012

Pourquoi l'économie verte est-elle au cœur des négociations du Sommet de la Terre de Rio ? Pourquoi inventer un concept, alors qu'existe déjà celui de développement durable ? Les tensions se cristallisent depuis des mois autour de cette notion floue et ambiguë. Dès le début de la conférence préparatoire, vendredi à Rio, les négociateurs se sont écharpés sur ce point, l'Union européenne et la France le défendant, le G77 et la Chine le balayant. Pour ces derniers, «c'est un néolibéralisme, un capitalisme repeint en vert», résume Maria Fernanda Espinosa, ministre du Patrimoine de l'Equateur. Comme un écran de fumée, l'économie verte évite, à Rio + 20, de parler de nature, d'environnement, et de se confronter au bilan de vingt années de développement durable.

Secteur financier. Dans la prolifération d'événements organisés au Riocentro depuis mercredi dernier, pas même une demi-journée n'est dédiée à l'évaluation de la mise en œuvre du développement durable tel qu'il avait été imaginé au Sommet de la Terre de 1992. Seul Jeffrey Sachs, directeur de l'Institut de la Terre à l'université Columbia à New York, expéditif et lucide, a résumé le désastre : «On a perdu vingt ans.» Aucune des trois conventions signées alors, sur le changement climatique, la biodiversité et la désertification, «n'a atteint son but» et, dans ces trois domaines, «la situation a empiré». «Même si Rio + 20 n'a pas vocation à être une session de rattrapage des conférences sur le climat de Durban ou sur la biodiversité de Nagoya, je ne serais pas surprise que les lobbies économiques et financiers aient poussé l'économie verte au menu de la conférence, dans un contexte de crise et d'aspiration, toujours, à la croissance», observe à Rio Sandrine Bélier, eurodéputée Europe Ecologie-les Verts.

Pour les Amis de la Terre international, c'est l'influence croissante des multinationales et du secteur financier au sein des instances onusiennes qui explique l'émergence du concept d'économie verte. Précis et factuel, le rapport de 32 pages qu'ils présentent à Rio est étayé par la solide expérience de ce réseau de plus de 2 millions de personnes, bénéficiant du statut d'observateur aux négociations des Nations unies.

A l'Aterro Flamengo, où se tient le Sommet des peuples organisé par les ONG, Lucia Ortiz, la responsable brésilienne des Amis de la Terre, explique comment le monde du business a infiltré les instances onusiennes. «Dès 1992, les entreprises ont été reconnues par les Nations unies comme un groupe représentatif de la société civile, au même titre que les femmes, les jeunes, les peuples indigènes, les collectivités

territoriales, les ONG, rappelle-t-elle. A partir de là, elles ont commencé à influencer l'agenda international.»

«Partenariats». C'est évident depuis l'an 2000. Cette année-là, l'ONU lance le **Global Compact («Pacte mondial»)** avec les entreprises. L'initiative regroupe les firmes qui s'engagent à respecter les principes du développement durable. Elles obtiennent en échange un label de respectabilité sociale et environnementale onusien. «Mais ce ne sont que des engagements volontaires, dénonce Lucia Ortiz, il n'y a aucune évaluation des pratiques de ces quelque 2 000 firmes.» Dès lors, les multinationales comme Shell, ExxonMobil, Coca-Cola ou Dow Chemical sponsorisent les rendez-vous onusiens. C'est en 2002, au Sommet de la Terre de Johannesburg, que se matérialise l'«appropriation de l'ONU» par le business, selon les Amis de la Terre. «Le Pnue [Programme des Nations unies pour l'environnement, ndlr] y présente les entreprises comme une partie de la solution à la crise écologique et les partenariats public-privé explosent. Au niveau des Etats qui, par exemple, délèguent la gestion de l'eau au secteur privé, comme Veolia ou Suez, particulièrement implantés en Amérique du Sud. Mais aussi entre sociétés et agences onusiennes qui deviennent de plus en plus dépendantes financièrement.»

Depuis, le rapprochement n'a fait que s'accroître. «Maintenant avec la crise, on voit les leaders de la finance infiltrer les agences de l'ONU et diffuser une nouvelle idéologie, comme l'économie verte.» Lucia Ortiz cite l'exemple de Pavan Sukhdev, économiste à la Deutsche Bank, entré au Pnue pour coordonner l'étude sur la valeur économique des écosystèmes, le fameux rapport Teeb, qui a ouvert la voie à la financiarisation de la nature. Il est aujourd'hui conseiller de la Convention sur la biodiversité pour l'ONU. «Il est de plus en plus difficile de faire la différence entre les positions des gouvernements et celles des entreprises, car tout est imbriqué, tandis que, déplore Lucia Ortiz, la vocation de l'ONU à être le forum des peuples se réduit comme peau de chagrin.»



http://www.novethic.fr/novethic/ecologie.rio_.les_entreprises_trop_presentes_rio_20,137743.jsp?ref=rss

Quel rôle pour les entreprises à Rio+20 ?

Comment est-on passé du concept de «développement durable» à celui d'«économie verte» entre Rio 1992 et Rio+20 ? Sans doute en partie du fait de «l'influence grandissante des multinationales dans le système onusien», estiment de nombreuses ONG, dont les Amis de la terre international qui viennent de publier un rapport sur le sujet. A l'inverse, pour les entreprises, leur implication dans les négociations de Rio+20 est essentielle pour la mise en œuvre des orientations qui y seront prises.

By Béatrice Héraud, Novethic, 19 June, 2012

« Les positions gouvernementales sont de plus en plus prises en otage par les intérêts privés des multinationales liées aux industries polluantes et autres milieux d'affaires qui cherchent à tirer profit de l'environnement, du climat et des crises financières », estime Nnimmo Bassey, le président des Amis de la Terre International (FoEI) à l'occasion de la sortie du dernier rapport de l'ONG « Reclaim the UN from corporate capture » (Délivrer l'ONU de l'influence des multinationales).

Au centre des critiques pour ce qui est du sommet Rio+20, la question de l'économie verte, encore et toujours. Car le concept se base notamment sur un rapport de 700 pages du PNUE paru en février 2011, le « Green economy report » dans lequel a largement participé un responsable de Deutsche bank, Pavan Sukdhev, également l'auteur du rapport TEEB sur la biodiversité (The Economics of Ecosystems & Biodiversity). Les ONG lui reprochent notamment d'avoir défendu une approche de « marchandisation de la nature », qui s'oppose à une éthique des « biens communs ». FoEI dénonce également des réunions à huis-clos de l'industrie avec les gouvernements et la société civile sur le thème de l'économie verte en amont de Rio+20 et soutenues par l'ONU ou encore le soutien du PNUD au prix « World Business and development awards » qui sera remis juste avant la Conférence de Rio+20 et qui n'est autre que du greenwashing selon FoEI. « Cette présence se manifeste également à travers la sponsorisation du sommet officiel ainsi que des activités organisées par le gouvernement brésilien : par exemple celles de l'Arena ambiental sont notamment sponsorisées par Michelin », constate, sur place, Juliette Renaud, chargée de campagne pour les Amis de la Terre.

Les entreprises présentes dans toutes les sphères onusiennes

Mais au-delà de Rio, c'est l'ensemble du système onusien qui fait de plus en plus la part aux multinationales, et notamment aux plus controversées comme Monsanto ou Shell, selon les Amis de la Terre, qui pointent ainsi du doigt 6 cas jugés emblématiques. Outre la question de l'économie verte mise en exergue à l'occasion de Rio+20, l'ONG dénonce l'initiative de Ban Ki Moon « Sustainable energy for all » (SE4ALL) où sont représentées des compagnies pétrolières et de charbon tandis que les consommateurs, les populations privés d'énergie, ou encore les coopératives d'énergie ne le sont pas. Sont également passés au crible: les liens entre la fondation

de Bill Gates –trop liée à l’agrobusiness selon l’ONG- qui finance le Fonds international pour le développement de l’agriculture, l’implication de l’industrie des biotechnologies (OGM) dans la convention sur la diversité biologique ou celle des multinationales de l’eau dans l’élaboration des politiques d’accès à l’eau et à l’assainissement. FoEI souligne également le manque de sanctions pour les entreprises qui ne respectent les engagements qu’elles prennent dans le cadre du Global Compact_(ou Pacte mondial). Aussi, si l’ONU est toujours « *l’espace démocratique le plus multilatéral* » des institutions internationales, « *il existe cependant de réelles préoccupations concernant l’influence grandissante des entreprises et des groupes de lobbying économiques au sein des Nations Unies* », souligne le rapport.

Une tendance qui serait particulièrement visible depuis 10 ans, soit l’époque de la mise en place du **Global Compact**. En effet, selon FoEI, l’influence du monde économique se ressent de plus en plus dans les positions gouvernementales lors des négociations multilatérales, des représentants des entreprises dominant certains espaces de discussions et organes onusiens, d’autres représentants de l’ONU font des allers et retours dans la sphère privée, comme Yvo de Boer, ancien négociateur en chef de l’UNFCCC pour la Cop 15 devenu ambassadeur climat chez KPMG... Sans parler du fait que les agences onusiennes dépendent de plus en plus des financements du privé. On se souvient notamment d’une étude controversée du PNUE sur la marée noire au Nigeria financée par Shell (dans le cadre du principe du pollueur-payeur selon l’agence onusienne) même si celle-ci avait finalement pointé la responsabilité de la firme dans cette catastrophe écologique.

Mobilisation des ONG

Les Amis de la Terre ne sont pas les seuls à dénoncer ce phénomène. Déjà en novembre dernier, l’Institut Polaris avait publié un rapport sur le sujet « Corporations, climate and the United Nations » et l’association Corporate europe observatory qui travaille sur les lobbys économiques en Europe s’est aussi exprimé sur le sujet. A l’initiative des Amis de la Terre et de 10 autres organisations, plus de 400 ONG à travers le monde ont d’ailleurs signé une déclaration commune_. Et plus globalement, le sommet des peuples qui se déroule en parallèle de la conférence officielle, se veut le contre poids de ce lobbying.

A Rio, le 19 juin est d’ailleurs une journée de mobilisation contre les entreprises pour dénoncer les impacts de certaines d’entre elles, en réponse au business day, organisée par le « Business Action for sustainable development ». Sur place, les entreprises qui intervenaient dans le cadre de la conférence « RIO +20 Corporate Sustainability Forum » organisée du 15 au 18 juin par le Global Compact ont aussi été regardées de près par les ONG. Le WWF a ainsi profité de l’intervention du Pdg du groupe Total, Christophe de Margerie, pour interpellé les salariés sur les dangers de l’exploitation pétrolière dans le parc naturel Virunga en RDC où Total dispose d’un permis d’exploration. « *On ne peut pas d’un côté adhérer au Global Compact et ainsi prendre l’engagement de respecter ses principes 7, 8 et 9 sur la responsabilité environnementale, et de l’autre, refuser de s’engager publiquement à ne jamais pénétrer dans aucun site du patrimoine de l’UNESCO – autre entité des Nations Unies* », dénonce ainsi le WWF. De leur côté, Amnesty International et Human Rights Watch ont signé une déclaration commune adressée aux ministres de l’Environnement et des Affaires étrangères réunis à Rio pour demander à ce que le développement durable soit basé sur le respect des droits humains. Les deux ONG les prient notamment de réaffirmer le rôle des entreprises en la matière en leur rappelant

les violations des droits humains commises dans des projets d'infrastructure entrepris au nom du développement. Ils soulignent aussi le comportement d'industries minières qui ont chassé des peuples autochtones de leurs territoires ancestraux, ainsi que les politiques de développement qui ont abouti à l'expropriation forcée de certaines populations figurant parmi les plus pauvres.

Un engagement « essentiel » selon les entreprises

Pour autant, *« il ne faut pas céder à un discours un peu trop manichéen contre les « méchantes entreprises ». Evidemment, il y a des prédateurs et il faut lutter contre les dérives du système mais les entreprises ont également leur rôle à jouer »*, estime Gilles Bérhault, président du Comité d'orientation du Club France Rio+20 où sont réunis ONG (Green Cross France et territoires, la Fondation Nicolas Hulot, France Nature environnement...), entreprises et associations d'entreprises (GDF Suez, Veolia environnement, Suez environnement, CGPME, Medef, Orée etc.) ainsi que des collectivités locales. *« Le Club est justement né de cette idée qu'il est important d'apprendre à se connaître et à collaborer pour permettre l'émergence d'une gouvernance mondiale capable de gérer le bien commun. Si l'on veut réussir, tous les niveaux doivent être impliqués, par le biais des gouvernements, des collectivités locales, des entreprises, comme des citoyens. Au niveau du Club France, la cohabitation a plutôt bien fonctionné. D'ailleurs nous participons aussi au Sommet des peuples. »*

Quant aux entreprises, elles défendent leur présence à Rio. *« Il est absolument essentiel que les dirigeants d'entreprises soient impliqués dans le dialogue sur le développement durable, a ainsi déclaré Timothy Wall, le porte-parole du forum "Corporate Sustainability Forum" qui vise à susciter des partenariats public-privé et à encourager les contributions des entreprises en vue d'un avenir durable. Cette dernière n'est pas contre une régulation. Les entreprises aiment connaître les règles du jeu. Celles qui sont responsables ne craignent pas les sanctions prises contre les comportements dommageables pour l'environnement mais souhaitent des incitations qui les poussent à adopter un comportement respectueux de l'environnement et à combattre la pauvreté. »*

De même, selon Bruno Lafont, le Pdg de Lafarge, *« les gouvernements ont un rôle à jouer pour élaborer les politiques de développement durable mais les entreprises sont les courroies de transmission. C'est elles qui mettent en œuvre les politiques telles que la réduction des gaz à effet de serre. Lafarge est une entreprise responsable donc il est normal que l'on s'intéresse à Rio+20 »*, explique-t-il. Le groupe déjà présent au sommet de la Terre en 1992 a ainsi soumis 12 engagements au titre de la contribution des entreprises à Rio+20. Mais Lafarge entend bien aussi profiter de Rio pour *« transformer la contrainte en opportunité »*, précise le Pdg, qui a annoncé le 15 juin vouloir générer un chiffre d'affaires de 3 milliards d'euros (20% du CA actuel du groupe) en produits et services « durables ».



Dernière étape des négociations avant RIO+20, la plus grande conférence jamais organisée par l'ONU [press release]

All Africa, 20 June 2012

Jun 20, 2012 (United Nations/AllAfrica Global Media via COMTEX) --
Gouvernements et société civile tiendront du 13 au 15 juin les troisième et dernière négociations sur le projet de document politique de Rio+20, la Conférence des Nations Unies sur le développement durable, prévue dans la ville brésilienne du 20 au 22 juin 2012. Avec plus de 50 000 participants attendus, Rio+20 est la plus grande conférence que les Nations Unies aient jamais organisée.

En 1992 au Sommet de la Terre qui s'est tenu dans la même ville, le développement durable avait été défini comme un développement assis sur les trois piliers d'importance égale que sont la croissance économique, le bien-être social et la protection de l'environnement.

Deux décennies plus tard, Rio+20, dont les deux thèmes principaux sont l'économie verte et le cadre institutionnel du développement durable, devrait produire trois types de résultats: le document politique, les recommandations de la société civile et l'annonce d'initiatives et d'engagements concrets.

« Au sein des délégations, on sent un réel esprit de compromis et une vraie détermination à parvenir à un document acceptable pour les chefs d'État et de gouvernement », a affirmé M. Sha Zukang, Secrétaire général de la Conférence Rio+20 et Secrétaire général adjoint aux affaires économiques et sociales.

Les délégations buttent encore sur les éléments constitutifs de l'économie verte et les moyens d'en faire l'instrument du développement durable. Quant au cadre institutionnel de ce développement, les discussions portent sur la manière de renforcer le Programme des Nations Unies pour l'environnement (PNUE) et de rendre la Commission du développement durable plus apte à répondre aux questions urgentes et émergentes.

« Les négociations n'ont pas toujours été faciles. Nous avons passé des jours et des nuits à peaufiner les propositions mais le monde est tellement connecté que seule la coopération internationale peut nous emmener là où nous devons aller », a prévenu le Secrétaire général de la Conférence Rio+20.

Après les négociations finales auxquelles elle participe sans droit de « signer », la société civile s'est donnée rendez-vous aux « Journées du dialogue », du 16 et 19 juin, pour finaliser ses recommandations sur les sept domaines prioritaires*. Rio de

Janeiro attend quelque 19 000 acteurs des neuf « grands groupes »** identifiés en 1992 lors du Sommet de la Terre. Pour la première fois dans une conférence de l'ONU, les représentants des pays en développement seront plus nombreux que ceux des pays développés.

Parmi ces « grands groupes », les affiliés au Pacte mondial* ont prévu de tenir du 15 au 18 juin, le « Forum de l'entreprise durable ». Quelque 2 000 patrons devraient ainsi annoncer des initiatives et engagements concrets en matière d'énergie, de transport, d'accès à l'eau, de protection des océans ou de sécurité alimentaire.**

Pour plus d'information sur Rio+20, visitez www.uncsd2012.org.

Pour participer à « La conversation mondiale sur Rio+20: L'avenir que nous voulons », consultez www.un.org/futurewewant.

Les médias peuvent contacter Dan Shepard, Tel.: 55 21 8921-8472, email: shepard@un.org; Wynne Boelt, Tel.: 55 21 8921-8475, email: boelt@un.org; ou Gustavo Barreto, Tel.: 55 21 8185-0582, email: gustavo.barreto@unic.org du Département de l'information des Nations Unies.

* Eau, énergie, océans, préparation aux catastrophes naturelles, sécurité alimentaire, travail décent et villes.

** Agriculteurs, autochtones, autorités locales, communauté scientifique et technique, femmes, jeunes, monde de l'entreprise et de l'industrie, ONG, travailleurs et syndicats.

*** Pacte s'attachant à promouvoir la responsabilité civique des entreprises autour de 10 principes liés aux droits de l'homme, au droit du travail, à l'environnement et à la lutte contre la corruption



RDC - Rio+20, total contre les gorilles - 20minutes

All Africa, 18 June 2012

Jun 18, 2012 (Radio Okapi/AllAfrica Global Media via COMTEX) -- Le WWF mènera une action ce lundi pour rappeler au groupe pétrolier que ses activités menacent la survie d'espèces protégées en République démocratique du Congo...

Christophe de Margerie, le PDG de Total, risque d'avoir une mauvaise surprise à son arrivée à **Rio**. Dans le cadre du sommet des Nations unies sur le développement durable, le dirigeant du groupe pétrolier prend la parole ce lundi devant les membres du **Global compact**, un réseau d'entreprises censées répondre aux critères de responsabilité sociale et environnementale fixés par les Nations unies. Mais le WWF ne le voit pas tout à fait du même oeil: le projet de forage dans le parc de Virunga, en République démocratique du Congo, est une entorse majeure aux principes du **Global compact**, selon l'ONG.

Des gorilles dansent à La Défense

«On ne peut pas d'un côté adhérer au **Global Compact** et de l'autre, refuser de s'engager publiquement à ne jamais pénétrer dans aucun site du patrimoine de l'UNESCO, une autre entité des Nations Unies», rappelle le WWF. Dans le Virunga, classé au patrimoine mondial de l'Unesco et listé dans les zones humides Ramsar, les puits de pétrole pourraient bientôt remplacer les lacs et la forêt tropicale. Des concessions pétrolières ont été attribuées en juin 2010 par le gouvernement congolais sur 85% de la surface du parc. Total et le Britannique Soco se préparent déjà à exploiter l'or noir du parc, au détriment des éléphants, lions, okapis et gorilles qui y vivent.

Le WWF appelle donc Christophe de Margerie à déclarer, à l'occasion du sommet Rio+20, que son groupe ne pénétrera jamais dans un site classé au patrimoine mondial. «Total montrera ainsi que ses engagements pris dans le cadre du **Global Compact** ne sont pas que de l'incantation», espère Jean-Baptiste Roelens, chargé de programme forêts tropicales et climat au WWF France.

<http://www.temoignages.re/le-bresil-ancre-dans-le-developpement-durable,56841.html>

Coup de projecteur sur le pays organisateur de la conference-

Le Brésil ancré dans le développement durable

By Céline Tabou, Temoignages, 16 June 2012

Pays organisateur du Sommet de la Terre de 1992, qui a abouti à deux textes fondateurs, Rio de Janeiro est de nouveau cette année, au cœur des débats autour de l'environnement. Vingt ans après le 1er sommet, la société civile et les acteurs économiques s'insurgent contre un « capitalisme vert ».

Deux dossiers importants sont en discussion l'économie verte et la réforme de la gouvernance mondiale du développement durable. (photo d'archives Toniox)

La Chambre des industriels du Brésil (CNI) a souhaité, jeudi 14 juin, que les règlements et accords internationaux ne créent pas de mécanismes de protectionnisme vert, a déclaré le président de la CNI, Robson Braga de Andrade lors d'une réunion organisée en marge de la conférence de l'ONU sur le développement durable, Rio+20.

Encourager le changement de modèle

Robson Braga de Andrade a indiqué qu'il fallait « encourager la transition vers des modèles plus durables de croissance, mais sans que cela se traduise par des barrières tarifaires dans le commerce international ». Ce dernier a également critiqué le modèle fiscal et financier du Brésil, qui fait perdre, selon lui, de la compétitivité au secteur, a cité l'Agence France Presse.

À l'instar de nombreuses organisations non gouvernementales, associations, et la société civile, la CNI a remis un document de travail au gouvernement brésilien, visant ce dernier à s'engager et prendre position dans le secteur industriel, affirmant avoir considérablement réduit ses impacts sur l'environnement au cours des 20 dernières années. Le président du CNI propose des politiques fiscales, monétaires et de crédits plus engagées afin de stimuler les investissements productifs. Pour ce dernier, « l'infrastructure est défaillante, la bureaucratie étouffante et le change surévalué ».

Plus de 2.000 chefs d'entreprise du monde entier se réunissent de vendredi 15 juin à lundi 18, au grand forum, intitulé **Pacte mondial**. De ce forum doit aboutir un texte final mettant en avant les engagements des entreprises, qui sera par la suite remis aux chefs d'État et de gouvernement réunis du 20 au 22 juin à Rio.

La présence de ces chefs d'entreprises met en exergue la volonté de certains industriels de s'engager dans une nouvelle voie de développement, car « pour eux c'est une question de gestion des risques à long terme comme le manque d'eau qui menace la planète », a déclaré Yolande Cerqueira Leite, secrétaire exécutive pour le Brésil du Pacte mondial, à l'AFP.

La responsabilité nationale

Parmi les dossiers phares, l'économie verte et la réforme de la gouvernance mondiale du développement durable sont déterminantes pour les États, mais ce sera la position brésilienne qui sera la plus déterminante. En effet, les diplomates devront s'arranger pour trouver des points de convergence, entre les positions aujourd'hui éloignées des pays en développement et des pays industrialisés.

La réforme de la gouvernance fait polémique, car plusieurs pays, dont la France souhaite la création d'une Organisation mondiale de l'environnement (OME). Celui-ci prendrait la place du Programme des Nations Unies pour l'environnement, qui manque de moyens financiers et ne parvient pas à imposer des normes ou des sanctions. Le Brésil a annoncé son opposition à cette réforme, mais reste ouvert à tout changement, si une majorité se forme en faveur d'une OME.

La réforme de la gouvernance mondiale du développement durable pourrait alors pointer du doigt les responsabilités des États. Ce nouveau mode d'organisation devrait être structuré, selon le Portail Rio+20, d'une gouvernance « répondant aux besoins et attentes de tous les acteurs de la société », reposant sur « une interface entre science et politique solide et qui s'appuie sur les nouvelles technologies pour moderniser son fonctionnement » et bâtissant « sur un modèle d'association démocratique des acteurs de la société ». Cependant pour l'instant peu de pays sont décidés à s'engager sur cette voie, car au-delà de la question de l'économie verte et d'une nouvelle gouvernance mondiale, des points de désaccord persistent. Notamment, l'idée d'une "responsabilité commune, mais différenciée" ou "proportionnelle" mise en avant en 1992, qui est encore en débat, a indiqué "Le Monde". Mais également, le dossier des énergies renouvelables et le transfert de technologies sont bloqués par les pays développés, soucieux des conséquences de la crise économique et peu décidés à contribuer financièrement.

Spanish



RSC.-La Red Española del Pacto Mundial de la ONU, reconocida en el Foro de Sostenibilidad Corporativa Rio+20

Europa Press, 25 June 2012

MADRID, 25 (EUROPA PRESS)

La Red Española del Pacto Mundial de Naciones Unidas ha sido reconocida como la Red Local más innovadora, de entre las más de 130 que conforman el Pacto Mundial, en el marco del Foro de Sostenibilidad Corporativa Rio+20 que se ha celebrado en Río de Janeiro (Brasil).

Este Foro de Sostenibilidad Corporativa Rio+20, organizado por **Global Compact**, ha acogido más de 100 sesiones centradas en temas relacionados con la agenda de Rio+20 como Energía y Clima, Agua y Ecosistemas, Agricultura y Alimentación, Desarrollo Social, Urbanismo y Ciudades, y Economía y Finanzas.

Casi 3.000 personas, entre representantes de empresas, sociedad civil, redes locales del Pacto Mundial y agencias de la ONU han asistido a estas sesiones, según informa la Red Española.

Arias Cañete propone a las empresas que adapten su actividad a los principios que marcan el desarrollo sostenible

Europa Press, 21 June 2012

MADRID, 21 (EUROPA PRESS)

El Ministro de Agricultura, Alimentación y Medio Ambiente, Miguel Arias Cañete, ha propuesto este jueves a las empresas que adapten su actividad a los principios y objetivos del desarrollo sostenible, ya que "además de ser unos pilares éticos fundamentales, constituyen herramientas de dirección que favorecerán una gestión eficiente y responsable".

Durante su intervención en un foro del **Pacto Mundial** en el marco de la Conferencia de Naciones Unidas sobre Desarrollo Sostenible Rio+20, al que también ha asistido el secretario general de la ONU, Ban Ki-Moon, el Ministro ha destacado que "muchas empresas españolas ya han apostado por estos principios" e insiste en que "merece la pena afrontar esta oportunidad".

En este sentido, Arias Cañete ha indicado que el Ejecutivo trabaja para reforzar las capacidades de las empresas en el contexto de la sostenibilidad y ha garantizado, además, el apoyo político de España a los esfuerzos de la ONU para que las compañías de todo el mundo se ajusten a estos principios.

Asimismo, ha asegurado que el Gobierno español trabaja en este ámbito "desde hace más de doce años" y que "ha desarrollado un marco regulatorio adecuado en apoyo de este modelo de empresas sostenibles, en línea con las recomendaciones efectuadas por la Unión Europea".

El Ministro ha concluido su intervención haciendo un llamamiento "al trabajo conjunto para que las empresas se unan a la agenda de la sostenibilidad y hagan realidad el esfuerzo común en el que el Gobierno está comprometido para cambiar el modelo".

RSC.-Empresas españolas presentan en Rio+20 sus propuestas en materia de ciudades sostenibles y energías renovables

Europa Press, 18 June 2012

MADRID, 18 (EUROPA PRESS)

La Red Española del **Pacto Mundial** ha convocado a algunas de las más importantes empresas españolas a que presenten sus propuestas en ciudades sostenibles y energías renovables en el marco del Foro de Sostenibilidad Empresarial Rio+20, que se celebra en Río de Janeiro (Brasil).

En concreto, Endesa, BBVA, Agbar, Acciona y Telefónica han presentado sus proyectos en áreas de redes inteligentes, el uso innovador de la información y la incorporación de nuevas tecnologías para resolver los retos urbanos de agua, en el marco de la jornada 'Mirando hacia el futuro de la sostenibilidad: una aproximación al concepto de ciudades sostenibles y energías renovables'.

Además, se ha desarrollado un debate entre el director de RSE y sostenibilidad de Endesa, Hernán Cortes; el responsable de la iniciativa de ciudades sostenibles en BBVA, Marcelo Soria; el manager de Agbar en Brasil, Jonás de Miguel; el director ejecutivo de sostenibilidad de Acciona, Juan Ramón Silva; y Sergio Yamada, de la oficina de cambio climático y eficiencia energética de Telefónica.

En el encuentro, moderado por la directora general del Pacto Mundial, Isabel Garro, se han tratado cuestiones como si las energías renovables son una solución real para el desarrollo sostenible, cómo impulsar la colaboración público-privada en el sector de las energías renovables, cómo serán las ciudades del futuro y cómo se están gestionando las energías renovables en Latinoamérica.

En la clausura del acto, el secretario general de cooperación del Ministerio de Asuntos Exteriores y de Cooperación, Gonzalo Robles, ha hecho especial hincapié en la importancia de Rio+20 tanto para el sector privado como para el sector público, y cómo ambos deben colaborar para obtener sinergias.

<http://bit.ly/NtnzJ6>

Arias Cañete propone a las empresas que adapten su actividad a los principios que marcan el desarrollo sostenible

El Ministro interviene en una jornada del Pacto Mundial junto al secretario general de la ONU, Ban Ki-Moon.

Agroterra.com, 22 junio 2012

El Ministro de Agricultura, Alimentación y Medio Ambiente, Miguel Arias Cañete, ha propuesto a las empresas que adapten su actividad a los **principios y objetivos del desarrollo sostenible**, ya que además de ser unos pilares éticos fundamentales, constituyen *“herramientas de dirección que favorecerán una gestión eficiente y responsable”*.

Durante su intervención en un foro del Pacto Mundial en el marco de la Conferencia de Naciones Unidas sobre Desarrollo Sostenible *“Rio+20”* y al que ha asistido el secretario general de la ONU, Ban Ki-Moon, el Ministro ha destacado su apoyo a este modelo responsable, tras insistir a las empresas en que **merece la pena afrontar esta oportunidad**.

El Pacto Mundial (Global Compact) es una iniciativa internacional propuesta por las Naciones Unidas con el objetivo de fomentar la ciudadanía corporativa e involucrar a las empresas en la gestión de alguno de los principales retos sociales y medioambientales, consecuencia de la globalización.

El Ministro ha explicado que el Gobierno español trabaja en este ámbito desde hace más de doce años y que ha desarrollado un **marco regulatorio** adecuado en apoyo de este modelo de empresas sostenibles, en línea con las recomendaciones efectuadas por la Unión Europea.

Ha valorado que muchas empresas españolas ya han apostado por estos principios y por vincular sus negocios a la **defensa de los derechos humanos y la protección del medio ambiente**, entre otros.

En este sentido, Arias Cañete ha indicado que el Ejecutivo trabaja para reforzar las capacidades de las empresas en el contexto de la sostenibilidad y ha garantizado, además, el apoyo político de España a los esfuerzos de la ONU para que las compañías de todo el mundo se ajusten a estos principios.

“No hay desarrollo sin empresas”, ha subrayado Arias Cañete, quien ha añadido que en la actualidad no *“existe ninguna otra vía para avanzar más allá de la que marcan los principios del desarrollo sostenible”*.

El Ministro ha concluido su intervención haciendo un llamamiento *“al trabajo conjunto para que las empresas se unan a la agenda de la sostenibilidad y hagan realidad el esfuerzo común en el que estamos comprometidos para cambiar el modelo”*.

Fuente: Magrama

Las empresas apuestan por la sostenibilidad en Río +20

El Economista, 20 June 2012

Alba Brualla madrid.

Empieza hoy Río +20, la Conferencia de la ONU sobre Desarrollo Sostenible que durará tres días y en la que participarán más de 130 jefes de Estado y Gobierno y que recibirá alrededor de 50.000 asistentes.

El inicio de esta cumbre supone el final de un largo proceso de reuniones en las que se ha estado preparando un borrador de conclusiones que en un principio empezó teniendo 200 páginas y que finalmente el Gobierno brasileño cerró el domingo con 56, debido a las dificultades para llegar a un consenso entre los 180 países que participan.

La mayoría de sus representantes se reunirán estos días para abordar el tema de la 'economía verde' y para lograr dar impulso a un acuerdo internacional que permita avanzar en la lucha contra el cambio climático y establecer normas que obliguen a ir más allá de las meras intenciones. Este encuentro llega en un momento económico muy complicado, en el que las inversiones de muchos Gobiernos en esta materia se han visto seriamente mermadas.

Sin embargo, la empresa privada continúa apostando fuertemente por la sostenibilidad. De hecho nueve de cada 10 compañías encuestadas aseguran que mantendrán o incrementarán sus inversiones en este ámbito y más de la mitad lo ven como una oportunidad de negocio, según el último estudio de Ernst & Young, "Six growing trends in corporate sustainability".

Empresas españolas en Río

En este sentido, la Red Española del Pacto Mundial ha convocado a algunas de las más importantes empresas españolas a que presenten sus propuestas en ciudades sostenibles y energías renovables en el marco del Foro de Sostenibilidad Empresarial Río+20, según Ep.

En concreto, Endesa, BBVA, Agbar, Acciona y Telefónica han presentado sus proyectos en áreas de redes inteligentes, el uso innovador de la información y la incorporación de nuevas tecnologías para resolver los retos urbanos de agua, en el marco de la jornada 'Mirando hacia el futuro de la sostenibilidad: una aproximación al concepto de ciudades sostenibles y energías renovables' en **Río** de Janeiro.

<http://www.ecoticias.com/sostenibilidad/67174/2012/06/19/Rio+20-mediatizada-grandes-lobbys-empresariales>

Rio+20 ‘mediatizada’ por los grandes lobbys empresariales

El informe, ‘Liberemos a la ONU de la cooptación empresarial’, expone varios casos que evidencian la influencia excesiva del sector privado en las políticas y organismos de la ONU.

ECoticias.com, 19 June 2012

Amigos de la Tierra Internacional documenta casos concretos del lobby corporativo en Naciones Unidas

En la víspera de la Cumbre de Naciones Unidas sobre Desarrollo Sostenible que tendrá lugar del 20 al 22 de junio en Río de Janeiro [1], Amigos de la Tierra Internacional presenta un nuevo informe donde denuncia la creciente influencia de las grandes empresas y del lobby corporativo dentro de la ONU [2].

El informe, ‘Liberemos a la ONU de la cooptación empresarial’, expone varios casos que evidencian la influencia excesiva del sector privado en las políticas y organismos de la ONU. Asimismo, demuestra cómo los intereses empresariales **están afectando a la capacidad de la ONU para encontrar y poner en marcha soluciones** a muchos de los problemas a los que nos enfrentamos, problemas ambientales, sociales, alimentarios y económicos, causados en muchos casos por las grandes empresas.

"Las posiciones de los gobiernos están siendo controladas en mayor medida por los intereses empresariales de la industria y los sectores comerciales más contaminantes, que tienen como objetivo lucrarse con la crisis ambiental, climática y financiera", afirmó Nnimmo Bassey, presidente de Amigos de la Tierra Internacional.

Según el nuevo estudio, las posiciones de los gobiernos estatales en las negociaciones multilaterales, y en particular las de Río+20, están cada vez más condicionadas por empresas privadas; los representantes de las **agrupaciones corporativas dominan ciertos espacios de discusión e incluso algunos organismos** de la ONU; los grupos empresariales **desempeñan un papel privilegiado de asesoramiento**; los **funcionarios de la ONU van y vienen del sector privado**, y, por último, la financiación de sus organismos depende cada vez más del sector empresarial.

A su vez, la Federación **denuncia que la ONU y las grandes empresas han trabajado muy de cerca para desarrollar y promover el concepto de “economía verde”**, otro de los puntos principales del informe. En este sentido, la “propuesta verde”, **en lugar de buscar e implantar medidas eficaces que favorezcan comportamientos sostenibles, es un mero tinte, que sigue perpetuando una economía injusta**, donde las personas y el medio ambiente no tienen cabida. Shell, ExxonMobil, Monsanto o Basf, conocidas por malas prácticas ambientales y sociales,

son algunas de las empresas que participaron en la elaboración del informe sobre economía verde.

Más de 372 organizaciones de la sociedad civil que representan a millones de personas en todo el mundo **han firmado una declaración** - promovida por Amigos de la Tierra Internacional y otras nueve organizaciones- **para denunciar el control de las multinacionales en Naciones Unidas** [3].

“Los intereses empresariales están bloqueando la toma de decisiones de la ONU para solucionar las principales causas de los problemas ambientales, sociales y económicos. **La ONU y la Cumbre Río+20 deberían escuchar las demandas de la Cumbre de los Pueblos en Río** y aplicar medidas que responsabilicen a las empresas de sus impactos dañinos”, declaró Lucia Ortiz, Coordinadora del Programa de Justicia Económica de Amigos de la Tierra Internacional.

“El gran número de ejemplos del control que ejercen las grandes empresas en la ONU demuestran el perjuicio al buen trabajo de muchos organismos y funcionarios para proteger y devolver el poder a la gente. Permitir que esto suceda es poner en riesgo la credibilidad y la integridad de la ONU y de sus Estados miembros. De hecho, **se trata de una amenaza que podría socavar la misión de todo el sistema de Naciones Unidas, por lo que debe detenerse**”, afirmó Paul de Clerck, coordinador de la campaña sobre Corporaciones de Amigos de la Tierra Internacional.

¿QUÉ MUESTRAN LOS ESTUDIOS DE CASOS?

La iniciativa Energía Sostenible para Todos (SE4ALL) está siendo decidida por un grupo elegido a dedo, que no rinde cuentas a nadie. El grupo está bajo el control de representantes de multinacionales y bajo intereses vinculados a los combustibles fósiles, prácticamente sin participación ni consulta a la sociedad civil. Amigos de la Tierra Internacional considera que SE4ALL no logrará su objetivo declarado de duplicar la cantidad de energía renovable.

El apoyo a las políticas agrarias y alimentarias parece estar condicionado por los vínculos empresariales en el Fondo Internacional de Desarrollo Agrícola de la ONU (IFAD). De esta forma, promueven tecnologías que ponen en peligro los derechos de los pueblos y el acceso a la alimentación.

El Convenio sobre Diversidad Biológica (CDB) está siendo promovido, cada vez más, por actores empresariales interesados en mercantilizar la naturaleza, en lugar de conservar la biodiversidad.

El sector privado busca nuevas formas para tratar el agua como una mercancía, mientras privan a la gente de su derecho universal al agua y ponen en peligro el acceso a la misma y al saneamiento para millones de personas en toda La Tierra.

El Pacto Mundial de la ONU permite a las empresas mejorar su imagen mediante la utilización de la bandera de Naciones Unidas, sin lograr comportamientos sostenibles en las empresas.

La ONU ha trabajado junto a las grandes empresas en el desarrollo y la promoción del concepto de **"economía verde"** que vende a la naturaleza y a la gente, y que lava

la imagen de un sistema económico deteriorado e injusto a expensas de un modelo viable social y medioambientalmente.

* Also appeared in Energías Renovables

<http://bit.ly/MJTsSQ>

Empresas españolas presentan en Rio+20 sus propuestas en materia de ciudades sostenibles y energías renovables

En concreto, Endesa, BBVA, Agbar, Acciona y Telefónica han presentado sus proyectos en áreas de redes inteligentes, el uso innovador de la información y la incorporación de nuevas tecnologías

ECoticias.com, 19 June 2012

La Red Española del Pacto Mundial ha convocado a algunas de las más importantes empresas españolas a que presenten sus propuestas en ciudades sostenibles y energías renovables en el marco del Foro de Sostenibilidad Empresarial Rio+20, que se celebra en Río de Janeiro (Brasil).

En concreto, Endesa, BBVA, Agbar, Acciona y Telefónica han presentado sus proyectos en áreas de redes inteligentes, el uso innovador de la información y la incorporación de nuevas tecnologías para resolver los retos urbanos de agua, en el marco de la jornada 'Mirando hacia el futuro de la sostenibilidad: una aproximación al concepto de ciudades sostenibles y energías renovables'.

Además, se ha desarrollado un debate entre el director de RSE y sostenibilidad de Endesa, Hernán Cortes; el responsable de la iniciativa de ciudades sostenibles en BBVA, Marcelo Soria; el manager de Agbar en Brasil, Jonás de Miguel; el director ejecutivo de sostenibilidad de Acciona, Juan Ramón Silva; y Sergio Yamada, de la oficina de cambio climático y eficiencia energética de Telefónica.

En el encuentro, moderado por la directora general del Pacto Mundial, Isabel Garro, se han tratado cuestiones como si las energías renovables son una solución real para el desarrollo sostenible, cómo impulsar la colaboración público-privada en el sector de las energías renovables, cómo serán las ciudades del futuro y cómo se están gestionando las energías renovables en Latinoamérica.

En la clausura del acto, el secretario general de cooperación del Ministerio de Asuntos Exteriores y de Cooperación, Gonzalo Robles, ha hecho especial hincapié en la importancia de Rio+20 tanto para el sector privado como para el sector público, y cómo ambos deben colaborar para obtener sinergias.



*Also appeared in LaRed21

<http://noticias.terra.com.mx/rio20/los-criticos-escepticos-ante-promesas-de-empresas-en-rio20,b437332a48ff7310VgnVCM3000009acceb0aRCRD.html>

Los críticos, escépticos ante promesas de empresas en Rio+20

Terra Mexico, 18 June 2012

Microsoft y otras empresas que participan en el foro empresarial Rio+20 no escatiman esfuerzos para mostrar cómo respetan el medio ambiente, pero los críticos permanecen sumamente escépticos sobre sus compromisos.

Unos mil jefes de empresas de todo el mundo participan en el Foro de Sostenibilidad Corporativa, organizado por el grupo "Global Compact", una iniciativa de la ONU para alentar a las compañías a respetar los derechos humanos, las leyes laborales, el medio ambiente y a adoptar principios contra la corrupción, que tiene 7.000 participantes empresariales en 135 países.

Muchos han respondido al llamado a hacer lo correcto y se han comprometido a adoptar acciones que representen progresos en seis temas centrales: energía y clima, agua y ecosistemas, agricultura y alimentos, desarrollo social, ciudades y urbanización, economía y financiamiento.

El domingo, el titán estadounidense de la tecnología Microsoft anunció planes para tener cero emisiones de gases de efecto invernadero en sus centros de datos, laboratorios de desarrollo de programas informáticos, oficinas y viajes aéreos de sus funcionarios al impulsar la eficiencia energética y la compra de energía renovable.

"Dijimos que seríamos neutros en la emisión de gases contaminantes desde el 1 de julio", dijo Rob Bernard, el jefe de estrategia ambiental de Microsoft, en conferencia de prensa.

La meta será lograda en parte a través de compensaciones, es decir, equilibrando el monto de CO2 emitido con un mismo monto capturado, o comprando suficientes créditos de carbono como para compensar la diferencia.

ArcelorMittal, el mayor fabricante de acero del mundo con sede en Luxemburgo, dijo que para 2020 reducirá sus emisiones en 8% por cada tonelada de acero producido.

En Brasil, Netafim, un líder mundial en irrigación inteligente, indicó que trabaja con el gobierno para instalar mil sistemas de irrigación por goteo en pequeñas granjas en el estado de Piauí (noreste) para 2014.

La irrigación por gotas ayuda a ahorrar agua y fertilizante al permitir que el líquido llegue lentamente a las raíces de las plantas.

El gigante estadounidense químico Dupont prometió 10.000 millones de dólares para 2020 para investigar y desarrollar planes para lanzar 4.000 nuevos productos para fines de 2020 a fin de producir más alimentos, mejorar la nutrición y la sostenibilidad agrícola y alimentaria en el mundo.

La estatal sudafricana Eskom y la estadounidense Duke Energy prometieron colaborar con el desarrollo de un mapa de electrificación para garantizar que 500 millones de personas en África y países en desarrollo tengan acceso a la energía para 2025.

Estos son algunos de los más de 100 compromisos que los organizadores aseguran que serán anunciados al concluir este lunes el foro empresarial, junto a recomendaciones para los líderes mundiales de la Rio+20 que se reunirán aquí del miércoles al viernes.

Pero los críticos acusan a "**Global Compact**" de actuar como una herramienta de marketing de las grandes empresas.

El grupo rechaza la acusación, y dice que su esquema incorpora estrictos mecanismos de responsabilidad que obliga a los firmantes a informar cada año sobre su implementación, so pena de ser expulsados.

"Están tratando de quedar bien aquí en Rio, pero están entre los peores contaminadores y están retrasando de manera activa el desarrollo sostenible", dijo Daniel Mittler, director de políticas de Greenpeace Internacional, al comentar los compromisos de Eskom y Duke Energy.

Greenpeace también acusa a Microsoft, uno de los tres mayores propietarios de centros de datos del mundo junto a Amazon y Apple, de emitir demasiados gases nocivos para el planeta.

"Centros de datos gigantes que almacenan y envían miles de miles de bytes de fotos, emails, canciones y videos que disfrutamos cada día son ahora una de las fuentes de demanda de nueva electricidad de mayor crecimiento en el mundo", dijo.

"Cada día, toneladas de polución de CO2 inductora de asma y destructora del clima es lanzada al aire para mantener internet en marcha", dijo Mittler.

ABC- PARAGUAY

Caso seleccionado en Río+20

ABC – Paraguay, 18 June 2012

La Financiera El Comercio SAECA, miembro del **Pacto Global** en la categoría de negocios inclusivos, es un “caso seleccionado” de Río+20 que se realiza esta semana en el Brasil. “Con un proyecto muy exitoso desarrollado en Financiera El Comercio, denominado inclusión financiera a través de la tecnología de banca comunal, fuimos uno de los casos seleccionados de un total de 114 casos a nivel mundial que se presentaron, dijo el presidente de la financiera paraguaya, Carlos Heisecke. Expresó, además: “Nuestro caso estará escrito en una publicación (libro), como uno de la región de inversión social”. Al referirse al proyecto de inclusión financiera, dijo que se ha basado en plantear las soluciones a la problemática de satisfacer la demanda en más de 800.000 microempresas que requieren de servicios de crédito y financieros para sus operaciones, especialmente en el sector rural del país, y atendiendo a personas de bajos ingresos.

El objetivo ha sido demostrar que sobre la problemática presentada se ha obtenido un impacto significativo, a nivel social. El plan ya otorgó muchos beneficios a los clientes como acceso a créditos a personas que no tenían forma de entrar al sistema formal, educación en cuanto al ahorro individual y colectivo, educación financiera y cómo invertir el dinero recibido con los créditos, a través de talleres.

Por otro lado, les permite una sensibilización y empoderamiento de la mujer paraguaya, a través de talleres de liderazgo, empoderamiento y autoestima.

El Comercio trabaja mediante la innovación y eficiencia para que todas las personas y empresas, especialmente las de menores ingresos, accedan a más y mejores servicios financieros, finalizó.

En Brasil, Bogotá firmó el pacto global por el cambio climático

By Maria Fernanda Ponce Lopez, El Tiempo, 18 June 2012

En el foro mundial Río+20, en Brasil, Bogotá se unió ayer oficialmente al **Pacto Global**, una propuesta de Naciones Unidas para enfrentar los desafíos del cambio climático.

El anuncio fue hecho en el evento por la presidenta de la Empresa de Energía Eléctrica de Bogotá (EEEB), Mónica de Greiff, quien asistió al encuentro en representación del alcalde de la ciudad, Gustavo Petro, quien tuvo que cancelar la visita a última hora por problemas de salud.

Según un comunicado, la funcionaria señaló, a nombre del mandatario, que "Bogotá se convirtió en una de las primeras ciudades del mundo en acoger la propuesta del Pacto Global, sobre negocios, paz y desarrollo sostenible".

"Estamos anunciando la unión de la ciudad de Bogotá al Pacto Global. Será una de las cinco primeras ciudades que se unen a la propuesta de Naciones Unidas y donde vamos a compartir visiones comunes tanto el sector privado como el público", señaló De Greiff.

La presidenta de la EEEB explicó que, entre esas visiones, están temas como la sostenibilidad, el cambio climático, los derechos humanos, las buenas prácticas en lo laboral, un no rotundo al trabajo infantil, la libertad de asociación y la igualdad en el trabajo para las mujeres y la cero tolerancia con la corrupción.

De Greiff subrayó que la ciudad va a la vanguardia en estos temas, pues recordó que el compromiso por el cambio climático fue incluido en el Plan de Desarrollo.

Impulsar buenas prácticas

"Se busca que esas buenas prácticas que tenemos y vamos a tener se compartan con diferentes ciudades y empresas para que sean adoptadas dentro del quehacer diario en las compañías y las ciudades", anotó De Greiff.

Agregó que de esa manera Bogotá se convierte en líder y espera que varias ciudades de Colombia y América se vinculen, y ojalá con las propuestas y trabajos comunes que ya el alcalde Petro tiene con otras capitales como Lima y Quito.

La directiva también habló de energía, y señaló que, en lo sostenible, Colombia y Bogotá han sido afortunadas, pues usan la hidroeléctrica y la de gas.

"Cuando hablamos de energías nuevas no es estar buscando energía solar o eólica, sino saber usar en mejor forma lo que ya tenemos", aseguró De Greiff.

***also appeared in NoticiasFinancieras**

Empresarios debaten desarrollo sostenible en conferencia Rio + 20

La Voz del Interior, 17 June 2012

El vocero de la ONU, Tim Wall, dijo que las conclusiones del encuentro serán entregados al secretario general de dicha entidad, Ban Ki-moon.

RÍO DE JANEIRO.- Cientos de líderes empresariales participan desde este sábado por primera vez en una conferencia mundial sobre desarrollo sostenible en el marco de Rio+20, con debates sobre negocios que protejan el medio ambiente y estimulen el crecimiento.

Las conclusiones de este encuentro, celebrado en Rio de Janeiro hasta el lunes, "serán entregadas al secretario general (de la ONU, Ban Ki-moon) el 21 de junio" durante la cumbre de la ONU Rio+20, que reunirá a más de un centenar de jefes de Estado y de Gobierno, dijo Tim Wall, vocero del Pacto Mundial de la ONU.

El foro reúne, además de presidentes y gerentes de las mayores corporaciones del mundo, a representantes de organizaciones ambientalistas, autoridades gubernamentales y miembros de distintos programas de las Naciones Unidas.

La intensa agenda, que involucra a más de 2.000 personas, está dividida en abordar temas como energía y clima, agua y ecosistemas, agricultura y alimentos, desarrollo social, urbanismo y ciudades, así como economía y desarrollo sostenible.

"¿Si la sostenibilidad fuera un negocio, cómo hacer para manejarlo?", planteaba una de las palestras del sábado, que debatía formas de incentivar a las empresas a ser "más verdes" y ganar consumidores que exijan ese tipo de productos, aunque tengan que pagar un poco más.

"Está comprobado en encuestas que los consumidores dicen que estarían dispuestos a pagar más por productos orgánicos, pero a la hora de llegar al anaquel, no ocurre", reflexionó Daniel Giovannucci, CEO y fundador de COSA, una organización que evalúa indicadores sobre sostenibilidad.

El sábado, 39 instituciones financieras de todo el mundo, entre las que destacan el banco español BBVA y el estatal brasileño Caixa Econômica Federal, anunciaron un

compromiso para integrar el "capital natural" (el valor de los recursos naturales) a sus decisiones financieras.

La 'Declaración del Capital Natural' exhorta además a las autoridades reunidas en Rio+20 a modificar legislaciones y regulaciones para que incentive el desarrollo de productos y servicios financieros que tengan en cuenta la conservación de los recursos naturales del planeta.

"Los bienes del ecosistema y servicios del capital natural valen billones de dólares al año (...) El inventario de capital natural que provee servicios están adecuadamente valorados si se compara con el capital financiero y social", indica la declaración.

La iniciativa "traerá una riqueza real para el planeta desde un espectro invisible a uno visible de forma de ir de la degradación (del medio ambiente) a la gerencia sostenible de comunidades, negocios y países", indicó Achim Steiner, director ejecutivo del Programa de la ONU para el Medio Ambiente (PNUMA).

"El sector privado debe crear un impulso posterior a Rio de Janeiro para asegurarse de que la valoración del capital natural se incruste en las decisiones de inversión pública y privada del sector. Para lograr esto, se necesitan nuevos indicadores y cambios en las políticas de gobierno", comentó el director general de la ONG Fondo Mundial de la Naturaleza (WWF), Jim Leape.

Durante el foro, el gigante estadounidense de internet Google informó que colocó en su servicio de mapas a la etnia indígena suruí, que habita en el corazón de la Amazonía brasileña, y que lanzó una plataforma que muestra los rasgos culturales de esta comunidad amenazada por la deforestación.

Brasil asume el mando de las negociaciones de Rio+20

Infolatam, 17 Jun 2012

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Brasil asume el mando de las negociaciones de la conferencia de la ONU Rio+20, en un esfuerzo por evitar un fracaso de la cumbre que reunirá a 130 líderes la próxima semana en Rio para sellar un acuerdo mundial por el medio ambiente y la lucha contra la pobreza.

“Necesitamos entrar en una dinámica nueva, buscar la convergencia, concentrarnos en las cuestiones realmente cruciales para que podamos concluir el texto en el tiempo previsto”, urgió el canciller brasileño, Antonio Patriota.

Tras cinco meses de discusiones, los negociadores de más de 190 países agotaron el viernes el plazo final para sellar el acuerdo que busca encaminar al mundo hacia una economía verde y social.

Como país anfitrión de la conferencia, la cuarta de su tipo convocada por la ONU desde 1972, Brasil lidera un último esfuerzo negociador a contrarreloj, ya que pretende alcanzar un acuerdo este lunes, antes de la llegada de los jefes de Estado y de Gobierno que cerrarán la conferencia con una cumbre entre el miércoles y el viernes.

Brasil presentó una nueva propuesta de texto reducido el sábado, que consolida el anterior. El documento de 81 páginas acabó reducido a 56. “Los negociadores tienen que comenzar a aceptar grandes partes del texto”, urgió el sábado Nikhil Seth, director de Desarrollo Sostenible de la ONU.

Mientras los técnicos discuten cada uno de los puntos de la declaración, desde la transición del mundo a una economía verde a la preservación de los océanos o la adopción de objetivos de desarrollo sostenible para todos los países, los presidentes de las grandes naciones desarrolladas y emergentes debatirán un tema más inmediato: la crisis, en la cumbre del G20 en Los Cabos, México.

El gobierno brasileño descartó que la presidenta Dilma Rousseff aproveche esa ocasión para sumar consensos. “La presidenta no discutirá Rio+20 en Los Cabos, México”, aseguró el negociador brasileño, Luiz Alberto Figueiredo.

“A 40 km del lujoso barrio de Rio que acoge las conferencias se celebra la Cumbre de los Pueblos, una contracumbre de indígenas y activistas de todo el planeta intenta empujar a los gobernantes a un acuerdo.

“Me sumo a la opinión generalizada aquí de que los gobernantes no decidirán mucho. En la Cumbre de los Pueblos sí elaboramos soluciones para el futuro del planeta”, dijo Eric Lavillunière, del Instituto Europeo de Economía Solidaria. La conferencia de la ONU es la mayor de la historia, con 50.000 participantes entre líderes mundiales, activistas, indígenas y grandes empresarios.

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http://www.portalangop.co.ao/motix/pt_pt/noticias/internacional/2012/5/24/Forum-Empresarial-quer-estimular-investimentos-verdes-durante-Rio,41a972a3-dd2c-4b6c-8828-2cca667278d2.html

Fórum Empresarial quer estimular investimentos 'verdes' durante Rio+20

Angola Press, 14 June 2012

Rio de Janeiro - Mais de 2.000 líderes de empresas do mundo inteiro são esperados entre os dias 15 e 18 de Julho para participarem do **Fórum de Sustentabilidade Empresarial**, evento à margem da Rio+20, que discutirá práticas de sustentabilidade neste sector.

A Conferência das Nações Unidas Rio+20 quer definir uma economia mais verde, e é neste sentido que os debates deste Fórum devem caminhar e culminar no lançamento de um pacto conjunto de acções sustentáveis.

O objectivo é dar visibilidade às práticas corporativas que contribuam para o desenvolvimento económico sustentável, aliadas à inovação e à criação de empregos.

Um dos organizadores do fórum, a **United Nations Global Compact**, acredita "que o sector privado está pronto para fazer a sua parte para promover este desenvolvimento com o apoio, principalmente, dos governos", e espera que esta oportunidade de contacto e troca de experiências entre empresas de diferentes ramos encoraje investimentos "verdes", segundo o seu porta-voz, Matthias Stausberg.

O papel do Governo é, segundo ele, fundamental por meio de regulamentações inteligentes e incentivos para a produção verde, que devem fazer parte de um esforço colectivo para promover o desenvolvimento por meio de estratégias distintas e interdependentes.

Serão mais de 120 sessões focadas em seis temas centrais integrados à agenda da Rio+20: Energia e Clima, Água e Ecossistemas, Agricultura e Alimentação, Desenvolvimento Social, Urbanização e Cidades, Economia e Financiamento.

No último dia do evento será realizada uma plenária, que reunirá executivos e outras partes interessadas, para definir as práticas, inovações e compromissos apresentados pelas empresas.

Russian



http://advis.ru/php/view_news.php?id=133DC407-6F60-2A49-9703-C0F46D0F22D7

Компания "Витмарк-Украина" попала в ежегодный отчет ООН о лучших европейских практиках по корпоративной социальной ответственности.

Advis.ru, 14 June 2012

Практика по корпоративной социальной ответственности компании "Витмарк-Украина" была признана одной из лучших европейских практик КСО. Отчет о был подготовлен и опубликован европейским офисом Global Compact Network в начале этой недели.

Отчет ООН о лучших европейских практиках КСО будет представлен мировой общественности 17 июня этого года в бразильской столице Рио-де-Жанейро, в рамках международной конференции ООН по устойчивому развитию "RIO +20".

Отчет включает 222 кейса о КСО, представленные не только европейскими компаниями, но и международными бизнес-группами. Практика КСО "Витмарк-Украина" была удостоена внимания ООН, так как, по мнению экспертов европейского офиса **Global Compact Network**, модель бизнеса компании построена таким образом, что решает целый ряд актуальных социальных проблем региона, включая официальное трудоустройство жителей сельской местности, стабильную и высокую по рыночным меркам заработную плату, а также обеспечивает местных сельхозпроизводителей постоянным и стабильным рынком сбыта.

Как сообщалось в прошлом году, инклюзивная бизнес-модель "Витмарк-Украина" уже была отмечена экспертами ООН в Глобальном отчете о борьбе с бедностью, и была презентована на сессии Генеральной Ассамблеи ООН в Стамбуле в марте 2011 года.

Chinese



China Southern Power Group representatives attending Rio+20 CSF

http://www.csg.cn/nwgsxw/2012/gsyw/201206/t20120630_41352.html

公司应邀参加里约+20企业可持续论坛

南方电网报发布时间, 30 June 2012

本报讯

6月15日，主题为“为我们期望的未来创新与合作”的里约+20企业可持续发展论坛在巴西里约热内卢开幕，南方电网公司代表团应邀参加了开幕式。

本次论坛目的是扩大全球企业可持续发展实践的规模与质量，展示节水、减排降碳等领域的创新与合作范例，推动可持续发展更广泛地付诸于实际行动。来自联合国机构和各国企业界、投资界、政府、地方机构和民间组织的约2000名代表参与了为期三天的论坛，其中包括逾百名中国代表。

会后，公司代表团顺访了巴西国家电力调度中心（ONS）和伊泰普水电站。ONS与南方电网公司同为国际特大电网运营商组织（VLPGO）成员，双方在特高压直流输电、水电优化调度等领域存在合作空间。经过此次深入交流，ONS提出在VLPGO平台基础上与公司加强双边合作，开展技术互访和交流。（李杨）

SINOPEC is leading the way on Global Compact

<http://finance.jrj.com.cn/industry/2012/06/26071713585854.shtml>

中国石化成为全球契约的领跑者

2012年06月26日 07:17 来源：中国企业报【字体：大中小】网友评论

刚刚闭幕的联合国可持续发展大会（“里约+20”峰会）再一次将全球公众的目光聚集到绿色低碳及人类社会可持续发展的问题上。

峰会将“可持续发展和消除贫困背景下的绿色经济”和“促进可持续发展的机制框架”作为两大主题，引发企业、政府和非政府等机构热烈的探讨和交流。

在6月22日“里约+20”召开的新闻发布会上，联合国副秘书长、里约+20可持续发展大会秘书长沙祖康，中国石化（600028）董事长傅成玉以及来自政府、联合国组织代表等共同提出企业是全球可持续发展的主力军，同时，中国石化携手全球680多家企业、非政府组织及高校做出了自愿性承诺。傅成玉代表联合国全球契约组织倡议商业界、政府、社会各界以及各利益相关方共同努力，实现可持续发展。

此前，傅成玉还出席了当地时间6月15日至18日召开的企业可持续发展论坛、6月17日召开的2012行动中国·绿色与发展高峰论坛、6月20日至21日召开的联合国全球契约理事会，并获得联合国环境署颁发的“环境与发展优秀践行者”奖。在这些会议上，傅成玉重点阐述了中国石化绿色低碳发展战略以及节能减排、环境保护等情况，并作为签署关注气候变化倡议书的企业代表做了主旨发言，倡导共同关注全球气候变化，获得了与会者的一致赞扬。

在全球应对气候变化、探索经济与环境可持续发展方面，中国企业从来都是积极的践行者和重要的促进力量。而作为最早加入联合国全球契约的中国企业之一，中国石化始终致力于实现经济发展和环境保护之间的平衡，努力做环境责任的承担者、新型工业化道路的实践者和生态文明建设者。如今，这一绿色理念已经成为中国石化的企业基因和核心竞争力，使得中国石化公司在国际化大舞台上长袖善舞，备受瞩目。

在保护环境、应对气候变化问题上，中国石化的理念是：企业既是社会物质财富的直接创造者，也是公共资源的消耗者，同时还是工业废气的排放者，对于保护环境、应对气候变化负有不可推卸的责任。而作为负责任的能源化工企业，不仅要提供社会所需的能源，更要把握绿色低碳发展潮流，采取绿色低碳的生产方式，实现企业经济责任与社会责任的有机统一。

在行动中，中国石化把实现绿色低碳发展作为提升企业核心竞争能力的重要措施，纳入公司发展战略和年度规划，与公司的经营、投资活动紧密结合。经过多年努力，中国石化在为社会提供优质能源服务、推行节能减排、推广节能技术、推行清洁生产、开发清洁燃料和可再生能源等方面都取得了一定成绩。2005年以来，累计节约能源消耗1580万吨标煤，可减排二氧化碳3887万吨，相当于1100万辆经济型轿车停开1年的减排量。同时，作为全球契约LEAD成员，中国石化一贯支持全球契约十项原则，多年来坚持发布可持续发展报告，今年还将发布《中国石化环境保护政策白皮书》，向社会宣示中国石化的环境保护理念，并主动接受社会的监督。

此外，在推动本企业可持续发展进程的同时，中国石化还积极带动更多的企业在可持续发展领域取得进展，受到了社会各界的广泛赞誉。

成绩与赞誉丝毫没有让中国石化放慢绿色的脚步。傅成玉说，中国石化作为全球契约领跑者，将继续坚持走科技含量高、资源消耗低、环境污染少的新型工业化道路，加快转变发展方式，大力实施绿色低碳战略，坚持大型化、一体化、集约化、清洁化、低碳化的发展模式，促进产业结构优化升级；加快发展天然气、生物质等清洁能源，优化调整能源资源结构；加大环境保护力度，积极

推进资源高效利用和循环利用；加大技术创新力度，为节能提效、绿色低碳发展提供技术保障。

CHINA ENTERPRISE NEWS

Rio+20 CSF and UN Global Compact Board meeting convened

http://gjil.cenn.cn/info/nid_60543.html

里约+20企业可持续论坛和联合国全球契约理事会会议召开

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李德成、傅成玉参加里约+20企业可持续论坛和联合国全球契约理事会会议

中国企业报——中国企业新闻网（特约记者韩斌）

中国企业联合会、中国企业家协会常务副会长兼理事长，联合国全球契约理事李德成；中国石化集团董事长、联合国全球契约理事傅成玉出席了6月15日至21日在巴西里约热内卢召开的里约+20企业可持续论坛和联合国全球契约理事会会议。

里约+20企业可持续论坛由联合国全球契约组织主办，合作机构包括联合国可持续发展大会秘书处、联合国系统和全球契约巴西网络。论坛代表约2000人，其中1000人来自工商界和投资界，其余代表来自民间社团、学术界、政府、城市和联合国机构。联合国秘书长潘基文参加了开幕式并致辞。在持续4天的会议中，各方代表围绕能源与气候、社会发展、水资源、城市化与城市、农业与食品、可持续发展的经济与金融等六大主题参与60多个主题会议的活动。论坛期间，李德成和傅成玉还参加了全球契约中日韩网络早餐会，就企业可持续论坛和联合国可持续发展大会的各项观点交换了意见，双方还就青年企业社会责任会议学生计划、第四届中日韩全球契约圆桌会议以及三方网络今后的合作进行了卓有成效的讨论。

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金企业中国黄金集团公司、最大的铁路装备制造商中国南车股份有限公司、最大的旅游集团港中旅集团公司。全球契约的人权、劳动、环保和反腐败原则在中国网络成员企业的社会责任与可持续发展活动中得以真正的践行，如中国石化的绿色发展战略、宝钢的节能环保战略、中远的全球社会责任战略、华为与联想的低碳实践、雀巢的水资源保护、巴斯夫的产业链社会责任合作等等。通过全球契约中国网络的积极宣传和联络，加入全球契约的中国企业进一步加深了对全球契约各项原则的理解和认同。为增强企业社会责任工作的透明性，维护联合国全球契约完整性，全球契约中国网络把推动企业积极发布进展情况通报（COP）等各类企业社会责任报告作为一项坚持不懈的重点工作，取得了积极的成果。

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Fu Chengyu, Li Decheng attends CSF and GC board meeting

http://www.zgqyb.com.cn/shownews.php?doc_id=8604&paper_id=2369&release_id=106

李德成、傅成玉参加里约+20企业可持续论坛和联合国全球契约理事会会议

作者：特约记者韩斌

2012年6月19日

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**People's Daily/China Network TV/China Daily
Rio+20 CSF officially opened**

<http://world.people.com.cn/GB/18205773.html>

里约+20企业可持续发展论坛正式开幕

2012年06月16日21:16 来源：人民网 手机看新闻

人民网巴西里约热内卢6月15日讯(记者骆青)里约+20企业可持续发展论坛当地时间6月15日晚6点在里约热内卢正式开幕。联合国秘书长潘基文发来视频贺辞。

论坛由联合国全球契约办公室与里约+20大会秘书处、联合国系统、全球契约办公室巴西地方网络共同举办，主题为“为我们期望的未来创新与合作”，目标是扩大全球企业可持续发展实践的规模与质量，展示节水、减排降碳等领域的创新与合作范例，推动可持续发展更广泛地付诸于实际行动。联合国全球契约办公室主任科尔告诉记者，论坛成果将于21日提交给可持续发展峰会(里约+20峰会)的政府代表。

来自联合国机构和世界各国企业界、投资界、政府、地方机构和民间组织的约2000名代表将出席为期三天的论坛近百场与里约+20大会关注领域对应的近百场活动。来自中国企业家联合会、中国石油化工总公司、中国国家开发银行、万科集团、皇明太阳能、华旗等企业的百名代表参加论坛活动，显示出中国企业界有志于积极参与并贡献于可持续发展。

<http://bit.ly/Nf0HlF>

愛地球談永續企業領袖聚里約

【大紀元6月16日報導】（中央社里約熱內盧15日法新電）全世界各地企業領袖今天出席2012聯合國永續發展大會（Rio+20）會外會。他們為了保護環境及刺激經濟成長，尋求就永續政策達成共識。

世界領袖再過幾天就將召開峰會，討論如何讓地球邁向永續未來。企業領袖則研討可能的民間部門政策，協助達成這些目標。

聯合國全球契約（United Nations Global Compact）負責人凱爾（Georg Kell）為企業永續論壇（Corporate Sustainability Forum）揭開序幕，他強調「創新及合作」在過程中扮演關鍵角色。

全球契約設立宗旨是為了鼓勵全世界各地企業，採行對社會負責的永續政策，全世界135個國家7000名企業人士參與此計畫。

全世界各地約1000名企業領袖出席為期4天的企業永續論壇，另外尚有1000名勞工運動人士、投資人及政府官員與會。（譯者：中央社林亭儀）

Korean

헤럴드경제

라정찬알앤엘바이오줄기세포기술원장, 유엔서줄기세포치료사례발표

By The Herald Business, 18 June 2012

[헤럴드경제=조문술기자]알앤엘바이오산하알앤엘줄기세포기술원의라정찬원장(49·사진)이최근유엔에서줄기세포치료지원사례를발표해주목을받았다.

라원장은지난 17일(현지시간)

브라질리우데자네이루에서열린유엔글로벌콤팩트(UNGC)의리우+20

기업지속가능성포럼(RIO+20 Corporate Sustainability Forum)에서

‘혁신적기술을통한기회의분배’란주제로연설했다.

라원장의연설은유엔최초로줄기세포와관련된발표로주목받았다.

이포럼은우리나라이명박대통령이참석하는 ‘리우+20

지속가능한발전을위한유엔정상회의’의부대행사로열렸다.

라원장은알앤엘바이오의성체지방줄기세포를통한희귀난치성질환정복의기업목표와소외계층의줄기세포무상치료지원을위해사재를출연해설립된베데스다생명재단의뇌성마비아동의료지원프로젝트를발표했다.

특히라온질병으로인한사회의정신적, 경제적손실,

불평등을언급하며기업이가지고있는고유의혁신적기술이소외계층을위해쓰여졌을때사회의지속가능한발전과기회공유에얼마나큰역할을할수있는지를강조했다.

유엔글로벌콤팩트는인권, 노동, 환경,

반부패등기업의사회적책임에대한지지와이행을촉구하기위해만든유엔산하전문기구다.

알앤엘바이오유엔글로벌콤팩트의회원사로유엔의새천년개발목표(Millennium Development Goals)와같은유엔의주요아젠다를이행하고있다.

*Also appeared in The Herald Business

라정찬회장, 유엔행사에서줄기세포치료지원사례발표

By Maeil Business Newspaper, 18 June 2012

브라질포럼에서기업의사회적책임강조

알앤엘바이오라정찬회장이

17일브라질리우데자네이루에서진행되고있는유엔글로벌콤팩트(UNGC)의리우+20 기업지속가능성포럼(RIO+20 Corporate Sustainability Forum)에서 '혁신적기술을통한기회의분배'란주제로연설했다.

18일알앤엘바이오에따르면이포럼은우리나라이명박대통령이참석하는

'리우+20

지속가능한발전을위한유엔정상회의'의부대행사로라정찬회장의연설은유엔최초로줄기세포와관련된발표로주목받았다.

전날라정찬회장은알앤엘바이오의성체지방줄기세포를통한희귀난치성질환정복의기업목표와소외계층의줄기세포무상치료지원을위해사재를출연하여설립된베데스다생명재단의뇌성마비아동의료지원프로젝트를발표하여각국참석자들에게기업의사회적책임과사회공헌의방향을제시했다.

특히라회장은질병으로인한사회의정신적,경제적손실,

불평등을언급하며기업이가지고있는고유의혁신적기술이소외계층을위해쓰여졌을때사회의지속가능한발전과기회공유에얼마나큰역할을할수있는지를강조했다.

녹색경제를주제로 13~22일개최되는리우+20 회의는

1992년지속가능한발전을위한리우선언

20주년을기념하는초대형국제행사로중국의원자바오총리,

러시아의푸틴대통령, 프랑스의올랑드대통령등

143개국정상과정부대표그리고국제기구의수장이대거참석한다.

한국은이명박대통령, 유영숙환경부장관, 김성환외교통상부장관,

박재완 기획경제부장관등이참석한다. 기업인으로는 SK
최태원회장과홈플러스의이승한회장이연설한다.

유엔글로벌콤팩트는인권, 노동, 환경,
반부패등기업의사회적책임에대한지지와이행을촉구하기위해만든유엔산하전
문기구로알앤엘바이오는유엔글로벌콤팩트의회원사로유엔의새천년개발목표(
Millennium Development
Goals)와같은유엔의주요아젠다를성실히이행하고있는기업중하나로인정받고
있다.



*Also appeared in News Prime

http://www.thinkpool.com/nnews/?mcd=I1AKA&tc=98&viewDate=20120617&viewDate_type=MON&page=1&sn=5888598

이승환회장 "지속가능경영은기업운영체계와통합돼야"

프라임경제 | 2012-06-17 17:31:27

[프라임경제] 이승환 UNGC

한국협회장(홈플러스그룹회장)이현지시간으로지난 16일,
브라질리우데자네이루에서열리는리우+20 기업지속가능성포럼에참석해
‘자본주의 4.0의패러다임변화에대응하는새로운
CSR모델’을주제로강연을했다.

이승환회장은,
이날포럼에서기업의시장가치와함께사회가치가경영체계안에서조화를이루는
‘홈플러스의 4랑운동’ 모델을사례발표했다.

이회장은지난 2009년 ‘홈플러스 e파란재단’을설립해사회공헌활동을환경사랑,
나눔사랑, 지역사랑, 가족사랑이라는
4대사회적가치로발전시켜추진해오고있다. 또한 2011년말 ‘홈플러스
e파란재단부설사회공헌연구소’를개설, 사회공헌연구개발(R&D)
개념을도입해협력사를비롯한기업들에게전문적인사회공헌컨설팅,
맞춤형사회공헌프로그램을제공해사회공헌참여를활성화하고있다.

전세계약 2000여명이참석한리우+20 기업지속가능성포럼(Rio +20 Corporate
Sustainability Forum)은오는 20~22일리우+20 정상회의에앞서
15~18일까지개최되는행사로△에너지와기후(Energy & Climate)
△물과생태계(Water & Ecosystem) △농업과식량(Agriculture & Food)
△사회개발(Social Development) △도시화(Urbanization & Cities)

△지속가능한개발경제와금융(Economics & finance of Sustainable Development) 등 6개주제와관련해 100여개의테마세션으로구성됐다.

이중 16일 UNGC

한국협회가주최하는세션에서이승한회장은지속가능한비즈니스생태계를구축하기위한한국기업들의주도적인역할을강조했으며 The Climate Group과 Carbon Discloser Project에서주관하는환경세션에도초청받아패널리스트로참가했다.

이승한회장은 “기업이지속가능한경영을하기위해서는사회, 환경적이슈를다루기위한기업의핵심사업활용과기업, 정부, 시민단체등다자기관간협력체계구축노력이절실하다”며 “새로운 CSR 모델로홈플러스의 4랑운동이가이드역할을해, 더나은세상을만들기위한불씨가되길바란다”고강조했다.

전지현기자

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무단전재-재배포금지>

DAILIAN

*Also appeared in EBN

http://www.dailian.co.kr/news/news_view.htm?page=&code=2&gubun=menu_code&id=292699

이승한홈플러스회장, 브라질서 CSR 모델사례발표
리우+20기업지속가능성포럼참석...홈플러스 4랑운동소개
송창범기자 (2012.06.17 14:38:22)

이승한 UNGC 한국협회장(홈플러스그룹회장)이 ‘자본주의 4.0의패러다임변화에대응하는새로운 CSR모델’을주제로강연했다.

17일홈플러스에따르면이승한회장은지난 16일(현지시각) 브라질리우데자네이루에서열리고있는리우+20 기업지속가능성포럼에 40여명의한국대표단을이끌고참석했다.

이날포럼에서이회장은기업의시장가치와함께사회가치가경영체계안에서조화를이루는 ‘홈플러스의 4랑운동’ 모델을사례를발표했다.

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또지난해말 ‘홈플러스 e파란재단부설사회공헌연구소’를개설해사회공헌연구개발(R&D) 개념을도입, 협력사를비롯한기업들에게전문적인사회공헌컨설팅, 맞춤형사회공헌프로그램을제공한바있다.

이승한회장은 “기업이지속가능한경영을하기위해서는사회, 환경적이슈를다루기위한기업의핵심사업활용과기업, 정부, 시민단체등다자기관간협력체계구축노력이절실하다”며 “새로운 CSR 모델로홈플러스의 4랑운동이가이드역할을해더 나은세상을만들기위한불씨가되길바란다”고말했다.

한편전세계약 2000여명이참석한리우+20 기업지속가능성포럼(Rio +20

Corporate Sustainability Forum)은, 6월 20~22일 리우+20 정상회의에 앞서 15~18일까지 개최되는 행사로 에너지와 기후(Energy & Climate), 물과 생태계(Water & Ecosystem), 농업과 식량(Agriculture & Food), 사회개발(Social Development), 도시화(Urbanization & Cities), 지속가능한 개발의 경제와 금융(Economics & finance of Sustainable Development)의 6개 주제와 관련해 100여개의 테마 세션으로 구성됐다.
[데일리안=송창범기자]

Turkish

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<http://www.haberler.com/icdas-in-cevreci-faaliyetleri-dunyaya-ornek-3729822-haberi/>

İçdaş'ın Çevreci Faaliyetleri Dünyaya Örnek Gösterildi

Birleşmiş Milletler tarafından Brezilya'da gerçekleştirilen "Rio+20 Sürdürülebilir Kalkınma Konferansı"nda çevreci yaklaşımları nedeniyle Türk firmaları damga vurdu Birleşmiş Milletler tarafından Brezilya'da gerçekleştirilen "Rio+20"...

By Haberler.com, 22 June 2012

Birleşmiş Milletler tarafından Brezilya'da gerçekleştirilen "Rio+20 Sürdürülebilir Kalkınma Konferansı"nda çevreci yaklaşımları nedeniyle Türk firmaları damga vurdu Birleşmiş Milletler tarafından Brezilya'da gerçekleştirilen "Rio+20 Sürdürülebilir Kalkınma Konferansı"nda çevreci yaklaşımları nedeniyle Türk firmaları damga vurdu. Konferansa katılan İçdaş Çelik Enerji Tersane ve Ulaşım Sanayi AŞ'nin sürdürülebilir kalkınma çalışmaları Kalkınma Bakanlığı tarafından tüm ülkelere ve firmalara örnek olarak gösterildi.

İçdaş'tan yapılan açıklamaya göre Brezilya'nın Rio de Jenerio kentinde düzenlenen Birleşmiş Milletler "Rio+20 Sürdürülebilir Kalkınma Konferansı"nda Türk firmalar dikkat çekti. Kalkınma Bakanlığı'nın önderliğinde Türkiye'yi çevreci projeleriyle temsil eden Türk firmaları arasında yer alan İçdaş, Çanakkale Biga'daki tesisinde uygulamaya koyduğu "Sürdürülebilir Su Yönetimi Projesi" ile de dünyaya örnek oldu.

Birleşmiş Milletler Küresel İlkeler Sözleşmesi (BM Global Compact) tarafından düzenlenen Kurumsal Sürdürülebilirlik Konferansı, "Tarım ve Beslenme", "Sürdürülebilir Büyümenin Ekonomik ve Finansal Yönleri", "Enerji ve İklim", "Sosyal Sorumluluk ve Büyüme", "Yerel Yönetimler ve Kentler", "Su ve Ekosistem" olmak üzere 6 başlık altında toplantılara sahne olurken, Türkiye'yi bu alanlarda İçdaş'ın yanı sıra Ford Otosan, Coca Cola İçecek, AnadoluEfes, ve TUSİAD temsil etti.

-BORA: "ENTEGRE TESİSLERDE DENİZDEN GÜNDE 24 BİN TON TATLI SU ELDE EDİLDİ"-

Kalkınma Bakanlığı tarafından tüm katılımcı ülkelere örnek olarak gösterilen İçdaş'ın "Sürdürülebilir Su Yönetimi Projesi"ni tanıtan kurumun çevre müdürü Barış Bora, bölgenin ekosistemi ve bioçeşitliliğinin korunması üzerine faaliyetlerini anlattı. Çevreye zarar vermemek için İçdaş'ın Çanakkale Biga'daki Değirmencik entegre tesislerinde denizden günde 24 bin ton tatlı su elde ederek, bu suyla önce çeliğin soğutulduğunu, ardından enerji elde edildiğini, yine aynı suyun kanallar vasıtasıyla havuzlara aktararak burada levrek ve çupra yetiştirildiğini aktaran Bora, ağır sanayinin de doğaya zarar vermeden üretim yapılabileceğini gösterdi.

-ENGİN: "ÇEVRE VAZGEÇİLMEZ"-

Çevre ile ilgili duyarlılıklarını dile getiren İçdaş Genel Müdürü Bülend Engin de sanayi üretimini ekmek, su gibi kutsal bildiklerinin altını çizerek, 5 yıl önce başladıkları ve aşamalı olarak hayata geçirdikleri sürdürülebilirlik faaliyetlerinin dünyada örnek gösterilmesinden gurur duyduklarını vurguladı. Engin, çevreye karşı

duyarlılıklarının artarak devam edeceğinin de altını çizerek, "Doğadan aldığımızı doğaya vermeye çalışıyoruz" şeklinde ifade etti.

-İÇDAŞ, ÖDÜL KOLEKSİYONERİ-

İSO'nun her yıl açıkladığı 500 büyük sanayi kuruluşu ile Türkiye İhracatçılar Meclisi'nin (TİM) açıkladığı en fazla ihracat yapan şirketleri arasında sürekli ilk 10 içerisinde bulunan İçdaş, daha önce de "Rekabet Gücü" ödülünü alarak Türkiye'nin en rekabetçi firması olduğunu göstermişti. İçdaş, geçtiğimiz yıllarda başta Avrupa Birliği Çevre Ödülleri Türkiye Programı büyük ödülü olmak üzere, İSO, Kocaeli Sanayi Odası Şahabettin Bilgisu ve Akdeniz Üniversitesi çevre ödülleri sahibisi oldu. Bunların dışında Milli Prodüktivite Merkezi'nden verimlilik ödülleri de alan İçdaş, yakaladığı kalite ile Biga'da üretim yapmasından dolayı dünya literatüründe "Big-A-Steel" adı ile anılmaya başladı. - Ankara

FOLHA DE S. PAULO

<http://www1.folha.uol.com.br/ambiente/1105124-empresarios-discutem-meios-de-conciliar-producao-e-ambiente.shtml>

Empresários discutem meios de conciliar produção e ambiente

Por Lucas Vettorazzo, Folha de Sao Paulo, 15 Junho 2012

A redução do consumo pelas pessoas, assim como a redução da produção por parte das empresas, não é o caminho para a transição para a economia verde, afirmou ontem (14) Tim Wall, representante do **Fórum de Sustentabilidade Corporativa**, evento da Rio+20 organizado pela ONU.

A busca por um novo modelo de negócios, que alie rentabilidade das empresas com desenvolvimento sustentável, será o objetivo fórum que começa nesta sexta-feira (15) e vai até o dia 18, no hotel Windsor Barra, zona oeste do Rio de Janeiro.

Wall, contudo, não deu uma receita de como alcançar o equilíbrio entre as necessidades básicas do capitalismo e os anseios ambientais.

No fórum, disse ele, serão discutidos o uso de materiais menos poluentes, reutilização de água e fontes mais limpas de geração de energia.

Também será debatido o papel dos governos no incentivo e promoção de práticas mais sustentáveis das empresas.

Ao final da conferência, que reunirá mais de mil empresas ao redor do mundo em cerca de cem palestras, um documento será apresentado aos chefes de Estado, que irão se reunir de 20 a 22, no Rio Centro.

"A crise financeira mostrou que a busca por lucros no curto prazo é insustentável. Não acho que a redução do consumo é o caminho para um novo modelo, mas isso não significa que tenhamos que discutir novas formas de fazer negócios", disse, durante coletiva de imprensa no Palácio do Itamaraty, no Rio.

O evento é uma iniciativa do **Pacto Global das Nações Unidas**, que reúne cerca de 7.000 empresas signatárias. O objetivo é criar tendências de modelos de negócios menos impactantes. O Brasil possui 280 empresas signatárias.

Companhias brasileiras como Petrobras, Eletrobras e Vale farão palestras. A presidente da Petrobras, Maria das Graças Foster e o secretário-geral da presidência da República, Gilberto Carvalho, são dois dos convidados a falar.

A programação completa pode ser acessada pela [internet](#).

Empresas privadas discutem iniciativas

Por Antonio Pita, O Estado de São Paulo, 15 Junho 2012

No centro da polêmica em torno do conceito de economia verde, representantes das maiores empresas do mundo reúnem-se a partir de hoje no Rio para discutir as soluções da iniciativa privada para o meio ambiente. O **Fórum de Sustentabilidade Corporativa**, que acontece até o dia 18, é organizado pela ONU em paralelo à conferência oficial da Rio+20 e terá cerca de 1.600 participantes, entre presidentes de grandes empresas multinacionais, governos e pesquisadores. O encontro vai debater temas que são alvo das principais críticas de ambientalistas em relação à conferência: o estímulo ao consumo e a economia verde. Segundo o porta-voz da ONU para o evento, Tim Wall, as críticas são bem-vindas e os empresários estão com a mente aberta. "Tivemos um progresso único nos últimos anos, mas ainda existem muitas pessoas passando fome. Não acredito que reduzir o consumo seja o melhor caminho para salvar o planeta", afirmou. Discussões.

Entre os debates previstos, estão temas relacionados a água, urbanismo e cidades, energia e agricultura, entre outros. Os líderes também devem divulgar metas e compromissos sustentáveis assinados pelas empresas e divulgar iniciativas de sucesso de corporações como Nike, Eletrobrás e Microsoft. Cerca de 400 empresas brasileiras assinam o **Pacto Global** das Nações Unidas, que prevê a adoção de medidas sustentáveis em seus processos produtivos. Em todo o mundo, são 7 mil corporações. A meta da ONU é atingir a marca de 20 mil empresas até 2020. Segundo Wall, a crise econômica dificulta que empresas e governos assumam compromissos em relação à sustentabilidade.



Empresários discutem desenvolvimento sustentável na Rio+20

Agence France Presse, 16 Junho 2012

Centenas de líderes empresariais participaram pela primeira vez de uma conferência mundial sobre desenvolvimento sustentável no âmbito da conferência Rio+20, com debates sobre negócios que protegem o meio ambiente e incentivam o crescimento.

As conclusões deste evento, celebrado no Rio deste sábado até a segunda-feira, "serão entregues ao secretário-geral (da ONU Ban Ki-moon) em 21 de junho" durante a cúpula, que reunirá mais de uma centena de chefes de Estado e de governo na semana que vem no Riocentro, disse à AFP Tim Wall, porta-voz do Pacto Mundial da ONU.

O fórum reúne, além de presidentes e gerentes das maiores corporações do mundo, representantes de organizações ambientalistas, autoridades governamentais e membros de diferentes programas das Nações Unidas.

A intensa agenda, que envolve mais de duas mil pessoas, está dividida em abordar temas como energia e clima, água e ecossistemas, agricultura e alimentos, desenvolvimento social, urbanismo e cidades, bem como economia e desenvolvimento sustentável.

"Se a sustentabilidade fosse um negócio, como fazer para administrá-lo?", propunha uma das palestras deste sábado, que debatia formas de incentivar as empresas a ser "mais verdes" e conquistar consumidores que exijam este tipo de produtos, embora tenham que pagar um pouco mais por isso.

"Está comprovado em pesquisas de opinião que os consumidores se dizem dispostos a pagar mais por produtos orgânicos, mas na hora de chegar à prateleira, não é o que acontece", afirmou Daniel Giovannucci, diretor e fundador da COSA, organização que avalia indicadores sobre sustentabilidade.

No sábado, 39 instituições financeiras de todo o mundo, entre as quais se destacam o banco espanhol BBVA e a estatal brasileira Caixa Econômica Federal, anunciaram um compromisso para integrar o "capital natural" (o valor dos recursos naturais) em suas decisões financeiras.

A 'Declaração do Capital Natural' insta, ainda, às autoridades reunidas na Rio+20 a modificar legislações e regulamentações para que incentivem o desenvolvimento de produtos e serviços financeiros que levem em conta a preservação dos recursos naturais do planeta.

"Os bens do ecossistema e serviços do capital natural valem trilhões de dólares ao ano", diz a declaração.

A iniciativa "trará uma riqueza real para o planeta de um espectro invisível para outro visível, de forma a ir da degradação (do meio ambiente) à gerência sustentável de

comunidades, negócios e países", afirmou Achim Steiner, diretor executivo do Programa das Nações Unidas para o Meio Ambiente (Pnuma).

"O setor privado deve criar um impulso posterior ao Rio de Janeiro para se assegurar de que a valorização do capital natural se incorpore às decisões de investimento público e privado do setor. Para conseguir isso, são necessários novos indicadores e mudanças nas políticas de governo", comentou o diretor geral da ONG Fundo Mundial para a Natureza (WWF), Jim Leape.

Durante o fórum, o gigante americano de buscas na internet Google anunciou a inclusão, em seu serviço de mapas, da etnia indígena suruí, que habita o coração da Amazônia brasileira, e lançou uma plataforma que mostra os traços culturais desta comunidade ameaçada pelo desmatamento.

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<http://veja.abril.com.br/noticia/economia/forum-empresarial-quer-estimular-investimentos-verdes-durante-a-rio-20>

Fórum Empresarial quer estimular investimentos 'verdes' durante a Rio+20

Evento paralelo à conferência da ONU vai reunir 2.000 líderes de empresas para discutir práticas de sustentabilidade

Agence France Presse, 14 June 2012

Mais de 2.000 líderes de empresas do mundo inteiro são esperados entre os dias 15 e 18 de julho para participarem do **Fórum de Sustentabilidade Empresarial**, evento paralelo à **Rio+20**, que discutirá práticas de sustentabilidade neste setor. A Conferência das Nações Unidas Rio+20 quer definir uma economia mais verde, e é neste sentido que os debates deste Fórum devem caminhar e culminar no lançamento de um pacto conjunto de ações sustentáveis.

O objetivo é dar visibilidade às práticas corporativas que contribuam para o desenvolvimento econômico sustentável, aliadas à inovação e à criação de empregos.

Um dos organizadores do fórum, a United Nations **Global Compact**, acredita "que o setor privado está pronto para fazer a sua parte para promover este desenvolvimento com o apoio, principalmente, dos governos", e espera que esta oportunidade de contato e troca de experiências entre empresas de diferentes ramos encoraje investimentos "verdes", segundo o seu porta-voz, Matthias Stausberg.

O papel do Governo é, segundo ele, fundamental por meio de regulamentações inteligentes e incentivos para a produção verde, que devem fazer parte de um esforço coletivo para promover o desenvolvimento por meio de estratégias distintas e interdependentes.

Serão mais de 120 sessões focadas em seis temas centrais integrados à agenda da Rio+20: Energia e Clima, Água e Ecossistemas, Agricultura e Alimentação, Desenvolvimento Social, Urbanização e Cidades, Economia e Financiamento.

No último dia do evento será realizada uma plenária, que reunirá executivos e outras partes interessadas, para definir as práticas, inovações e compromissos apresentados pelas empresas.



<http://oglobo.globo.com/rio20/criacao-de-industrias-verdes-integra-proposta-da-unido-5230375#ixzz20RBixyG0>

Criação de indústrias verdes integra proposta da Unido

Projeto apresentado durante Fórum de Sustentabilidade Empresarial reúne governos, setor privado e sociedade civil

Por Maatheus Carrera, O Globo, 16 Junho 2012

RIO — A Unido — órgão da ONU para o desenvolvimento industrial — lançou neste sábado um conjunto de objetivos e ações concretas para tornar a economia mundial mais sustentável, durante o **Fórum de Sustentabilidade Empresarial**, realizado no Hotel Windsor, na Barra da Tijuca. A plataforma vai funcionar como um fórum global para catalisar, mobilizar e integrar as ações da indústria à economia verde. Entre as medidas, estão previstas mudanças nos processos industriais em andamento e a criação de indústrias verdes para a produção de bens e serviços para uso doméstico ou de exportação.

Para o diretor de gestão ambiental da Unido, Heinz Leuenberger, mentor da iniciativa, as medidas anunciadas são diferentes de outras lançadas anteriormente.

— Neste caso, temos uma plataforma com governos, setor privado e sociedade civil sentados juntos, trabalhando com um único e claro objetivo, sem obrigações ou negociações. São ações concretas que serão postas em prática em diferentes países — disse. Segundo Heinz, o grande desafio é alinhar o crescimento econômico, em meio à crise financeira, à preservação do meio ambiente. — Ao incentivar o uso mais eficiente da energia e matérias-primas nos processos de manufatura e serviços, a plataforma irá contribuir para um desenvolvimento industrial mais limpo e mais competitivo — afirmou.

O ministro do Comércio e Indústria de Sierra Leone, Richard Konteh, comemorou o engajamento do país na iniciativa. Ele ressaltou que a plataforma verde é uma oportunidade de participar do movimento pela sustentabilidade. — Somos um país com uma indústria ainda em desenvolvimento. Logo, é uma chance de crescer da forma correta — afirmou.

Yolanda Cerqueira Leite, secretária-executiva do Pacto Global no Brasil, explica que a intenção do fórum é fornecer material para a discussão das autoridades, assim como conscientizar as empresas para a importância do tema.

— Os investidores mais engajados estão cobrando das empresas maior transparência em relação às ações sustentáveis adotadas e eles querem resultados. Nosso objetivo, além de chamar a atenção das organizações que ainda não se adaptaram a essa nova realidade, é melhorar a qualidade dessas práticas, que devem ser reportadas para a sociedade — concluiu Yolanda.

O evento é promovido pelo **Pacto Global**, uma iniciativa da ONU criada com o objetivo de engajar as empresas e organizações nos desafios da sustentabilidade, e termina na segunda-feira, dois dias antes da reunião dos chefes de estado.



<http://globotv.globo.com/rede-globo/bom-dia-brasil/v/sociedade-civil-usa-cupula-dos-povos-para-tranformar-ideias-em-aco-es-publicas/2006464/>

Sociedade civil usa Cúpula dos Povos para tranformar ideias em ações públicas

TV Globo -RJ, 22 Junho 2012 (Video)



<http://globo.tv/globo.com/globo-news/jornal-das-dez/v/forum-de-sustentabilidade-corporativa-visa-tornar-o-processo-produtivo-mais-sustentavel/1996102/>

Forum de sustentabilidade Corporativa visa tornar o processo produtivo mais sustentável

Globo News, 15 Junho 2012 (Video)

<http://agenciabrasil.ebc.com.br/noticia/2012-06-17/rio20-reforca-importancia-de-pactos-globais-para-desenvolvimento-sustentavel>

Rio+20 reforça importância de pactos globais para desenvolvimento sustentável

Por Carolina Gonçalves e Renata Giraldi, Agência Brasil, 17 Junho 2012

Rio de Janeiro – Os pontos acordados até agora pelos negociadores internacionais na Conferência das Nações Unidas sobre Desenvolvimento Sustentável (Rio+20) ampliam a responsabilidade sobre a implementação do desenvolvimento sustentável no mundo. No documento preliminar consolidado na noite de ontem (16), as delegações reconheceram que as metas esperadas da conferência dependem de uma parceria ampla.

A proposta é assegurar que setor privado e a sociedade civil tenham maior participação nas decisões globais, ressaltando os papéis dos trabalhadores, das mulheres, das empresas e de organizações não governamentais. Especialistas lembram que, há vinte anos, na Rio92, os governos eram apontados como os grandes responsáveis pela indução de uma mudança de padrões de desenvolvimento.

Os negociadores defenderam, com clareza, modelos que integram setores públicos e privados, por exemplo. “A implementação do desenvolvimento sustentável dependerá do envolvimento ativo de ambos os setores”, destaca o documento. Além de apontar as parcerias público-privadas como ferramentas para essa integração, os negociadores defendem a criação de mecanismos para alavancar o novo padrão no comércio e indústria. **“Nós encorajamos práticas empresariais responsáveis, tais como as promovidas pelo Pacto Global da ONU”.**

No aspecto ambiental, o documento preliminar reconhece, por exemplo, que os agricultores “podem trazer importantes contribuições para o desenvolvimento sustentável por meio de atividades de produção que sejam ambientalmente corretas”. A aposta é que a atividade, conduzida de forma sustentável, aumente a segurança alimentar, garanta o crescimento econômico e a subsistência das populações mais pobres em todas as partes do mundo.

O texto também revela a disposição dos mais de 190 países que participam da Rio+20 em estimular a participação específica de mulheres, dos jovens e das comunidades indígenas nesse debate. Além disso, os negociadores concordam que a contribuição da comunidade científica e tecnológica é fundamental para a implementação das metas do desenvolvimento sustentável.

“Estamos empenhados em trabalhar e promover a colaboração entre a comunidade acadêmica, científica e tecnológica, em particular nos países em desenvolvimento”, ressalta a proposta preliminar. A expectativa é reduzir a diferença tecnológica que separa países desenvolvidos das nações em desenvolvimento, recorrendo, inclusive às cooperações internacionais, com transferência de conhecimentos.



*Also appeared in Diário Comércio Indústria & Serviços

<http://www.dci.com.br/secretaria-acredita-que-empresarios-podem-liderar-compromissos-para-sustentabilidade-id298448.html>

Secretária acredita que empresários podem liderar compromissos para sustentabilidade

Por Isabela Vieira, Agencia Brasil, 14 Junho 2012

RIO DE JANEIRO – Empresas brasileiras podem liderar compromissos voluntários para colocar em prática o desenvolvimento sustentável. A opinião é da secretária executiva da Rede Brasileira do Pacto Global das Nações Unidas (ONU), Yolanda Cerqueira Leite. Ela antecipou discussões **do Fórum de Sustentabilidade Empresarial Rio+20, que começa nesta sexta-feira (15). O fórum reunirá 2 mil chefes de empresas de todo mundo até segunda-feira (18), quando será anunciado o documento final.**

Diante da crise econômica pela qual passam países desenvolvidos, Yolanda acredita que o Brasil, em situação um pouco mais favorável, pode se destacar no estabelecimento de metas mais ousadas. Principalmente, ao incentivar a adoção de práticas sustentáveis por médias e pequenas empresas, que são fornecedoras das companhias maiores. Para Yolanda, outro efeito seria a influência que poderiam exercer subsidiárias em suas matrizes, que estão localizadas fora do país.

"O Brasil está em um momento privilegiado. Não quer dizer que será imune a tudo o que acontece lá fora, mas, nesse momento, tem mostrado liderança. A rede de energia, por exemplo, é a mais limpa do planeta, tem a questão do etanol. Então, acredito na liderança Brasil nesse papel de ser exemplo para países desenvolvidos e em desenvolvimento", declarou a secretária.

Empresas brasileiras e estrangeiras, dentre as quais, Petrobras, a Vale, a Microsoft, a SK e a Siemens, além de diversos bancos vão se reunir no fórum empresarial. A ideia é mostrar experiências bem sucedidas, lançar bases para criação de indicadores e traçar 100 compromissos para assegurar o desenvolvimento sustentável. O encontro termina na próxima segunda-feira (18), quando o documento final será apresentado aos governos, na Conferência da ONU sobre Desenvolvimento Sustentável, a Rio+20.

Segundo Yolanda, uma das recomendações do texto será direcionada aos governos. De acordo com a secretária, corporações que investem na sustentabilidade querem incentivos. "As empresas que têm práticas mais sustentáveis assumem riscos de ter um custo maior e, conseqüentemente, uma perda de competitividade. Como o governo tratará isso, está entre os temas", disse.

No evento paralelo à Rio+20, os executivos vão se debruçar sobre temas como eficiência energética, consumo de água, agricultura e desenvolvimento social, por

exemplo. Eles convidarão a sociedade civil para discutir formas de dar transparência às ações.

O fórum empresarial é uma iniciativa do Pacto Global das Nações Unidas. Lançado em 2000, conta com cerca de 7 mil signatários no mundo. A meta é elevar as parcerias para 20 mil até 2020.



*Also appeared in Folha de Sao Paulo, Exame.com, Gazeta do Povo, O Jornal, Panorama Brasil

<http://www1.folha.uol.com.br/ambiente/1104527-reunioes-sobre-acordo-ambiental-entre-paises-comecam-hoje-na-rio20.shtml>

Reuniões sobre acordo ambiental entre países começam hoje na Rio+20

Agencia Brasil, 14 Junho 2012

No segundo dia de debates da Rio+20, a Conferência da ONU sobre Desenvolvimento Sustentável, reúne nesta quinta-feira (14) uma série de atividades paralelas e definições no texto preliminar sobre os temas-chave que serão discutidos pelos chefes de Estado e de governo do dia 20 ao dia 22.

A seis dias da cúpula, com a participação de pelo menos 115 chefes de Estado e de governo, os ministros e especialistas de cada país vão tentar buscar acordos sobre o conteúdo do documento preliminar que será definido pelos líderes políticos.

O texto inclui temas como inclusão social, erradicação da fome e da pobreza, alternativas para a economia verde e sustentabilidade. Porém, as divergências persistem.

ONG

Ao longo desta quinta-feira, haverá também discussões sobre clima, desmatamento e tecnologias para garantir a sustentabilidade em negócios e melhorias para as populações nos próximos anos.

A organização não governamental WWF apresenta as propostas Água Brasil e Família de Pegadas. O objetivo é alertar sobre a necessidade de agir e não deixar que as propostas fiquem apenas nas palavras.

A Fundo Vale (da Vale) e a Fundação Roberto Marinho, com o apoio do Serviço Florestal Brasileiro, lançam o projeto Florestabilidade. A ideia é mostrar a importância econômica, ambiental e social do manejo florestal no país, que tem a maior área de floresta contínua do mundo --a Amazônia.

O manejo florestal consiste em englobar técnicas que dão prioridade à sustentabilidade sem prejuízo aos ecossistemas. Na prática, as medidas permitem determinado uso dos recursos disponíveis com o mínimo de impacto ambiental. **No setor empresarial, a questão da sustentabilidade é tema de uma discussão da secretária executiva da Rede Brasileira do Pacto Global, Yolanda Cerqueira Leite, e dos secretários do fórum (de mesmo nome) Tim Wall e Kristen Coco.**

VISITAÇÃO PÚBLICA

Paralelamente, no Parque dos Atletas, um pavilhão ao lado do Riocentro --onde serão concentrados os debates das autoridades--, ficarão em exposição projetos que destacam o desenvolvimento de propostas de tecnologia associada aos negócios.

No Cais do Porto, uma apresentação artística fará lembrar a Europa dos anos 20 ao satirizar o consumo e os excessos.

No Parque do Flamengo, a defesa pela inclusão social como meta a ser ratificada por todos ganhará apresentação especial com a dança dos bailarinos em cadeiras de roda. O espetáculo mostra que não há limites para a expressão nem para a arte.



<http://ultimosegundo.ig.com.br/ciencia/meioambiente/2012-06-23/rio+20-mostra-que-caminho-passa-pelo-empresariado-diz-ambientalista.html>

Rio+20 mostra que caminho passa pelo empresariado, diz ambientalista

Marcio Astrini, do Greenpeace, afirma que Rio+20 deixou evidente que falta de líderes fortes deixa transformação para a economia verde na mão de empresários

Por Maria Fernanda Ziegler, iG, 23 Junho 2012

O documento “O futuro que queremos” aprovado nesta sexta-feira (22) na Conferência das Nações Unidas para o Desenvolvimento Sustentável, a Rio+20, foi taxado de fraco e de acordo com organizações da sociedade civil, não indica soluções para os problemas do mundo, apenas posterga.

De acordo com Marcio Astrini, coordenador da Campanha Amazônia do Greenpeace, a falta de comprometimento dos líderes globais mostra que o caminho para uma economia verde vai depender das pessoas e das empresas e não dos líderes. “Faltou comprometimento. A negociação do texto consistiu em cortar dificuldades e postergar soluções. Fazendo isso, conseguiram reduzir rapidamente o documento de cerca de 200 páginas para menos de 50”, disse ao iG.

Para ele, a boa notícia da Rio+20 está nos inúmeros acordos firmados entre empresários, no Fórum de Sustentabilidade Empresarial, evento paralelo à Rio+20. “Foi lá, entre os empresários, que realmente vimos mais resultados.

Enquanto que na reunião com os chefes de Estado, nada foi discutido ou questionado”, disse. Astrini comentou que o mundo tem um problema grande demais para líderes tão pequenos.

Rubens Born, do Instituto Vitae Civilis, concorda que há falta de liderança para um mundo que precisa mudar urgentemente, seja na forma de consumir, produzir ou pensar. “O texto não traz metas nem financiamento para o desenvolvimento sustentável, ele apenas chuta tudo pra frente. Se dependermos dos chefes de estados, as coisas vão continuar sendo postergadas como foram na Rio+20”, disse.

Born acredita, no entanto, que a Rio+20 reacende a mobilização na sociedade civil para o tema da sustentabilidade, que andava fazendo um tempo apagada. “Mesmo assim, acho que há um descompasso muito grande, enquanto destinam 3 trilhões de dólares para salvar a crise econômica, não conseguem instituir um fundo de 30 bilhões de dólares para salvar todo o mundo”, disse.



(Also filed under BASD/WBDA)

<http://g1.globo.com/natureza/rio20/noticia/2012/06/mundo-corporativo-nao-sabia-o-que-era-sustentabilidade-diz-executivo.html>

'Mundo corporativo não sabia o que era sustentabilidade', diz executivo

Segundo empresário, hoje empresas têm departamentos sobre o tema.

Executivos de todo o mundo se reuniram na Barra para o Dia de Negócios.

Por Lilian Quaino, G1, 19 Junho 2012



Empresários brasileiros e estrangeiros falam sobre sustentabilidade em reunião do Dia de Negócios (Foto: Lilian Quaino/G1)

“Há 20 anos o mundo corporativo não tinha a menor ideia do que era sustentabilidade. Hoje, todos os empresários aqui reunidos têm departamentos e estratégias de sustentabilidade em suas empresas e fazemos coisas fabulosas. Todos esses líderes estão integrados de verdade em sustentabilidade em todos os seus processos”, disse na tarde desta terça-feira (19) Peter Bakker, presidente do Conselho Empresarial Mundial para o Desenvolvimento Sustentável, no Dia de Negócios, reunião de empresários num hotel na Barra da Tijuca, na Zona Oeste do Rio

Ele disse que os eventos no Rio em torno do tema são um momento importante em que “governos têm que concordar com um documento e o mundo corporativo tem que mostrar seu comprometimento”, mas, para ele, não se trata apenas de um momento pois “práticas de sustentabilidade têm que se integrar na maneira como conduzimos nossos negócios atualmente”.

Georg Kell, diretor-executivo Pacto Global das Nações Unidas, que realizou no mesmo hotel da Barra um evento que congregou 1.400 executivos e empresários, disse que é a primeira vez que o mundo dos negócios está presente de forma maciça num evento em torno da sustentabilidade.

“A Rio- 92 já teve a presença de alguns representantes do setor privado, e outras conferências também, mas nada se compara como que está acontecendo aqui”, disse ele.

Peter Bakker ressaltou que **na reunião do Pacto Global, os empresários firmaram 200 compromissos sobre temas relacionados à sustentabilidade.**

“Agora não se trata de discutir esses compromissos, mas debater como desenvolvê-los. Temos que discutir o que podemos melhorar em nossas áreas e como trabalhar de forma coordenada com diferentes setores para desenvolver melhores formas de uso de recursos naturais, como a água, ou como melhorar o diálogo com os governos”, disse.

Kris Gopalakrishnan, presidente da Infosys, assegurou que o progresso em sustentabilidade nos negócios serão os maiores possíveis.

“Alguns setores da iniciativa privada estão impacientes pelos avanços dos governos. Em nenhuma circunstância devemos esperar pelos governos para fazer a coisa certa. Sustentabilidade corporativa é um compromisso sério e vai ser desenvolvida. E o mundo dos negócios quer que os governos façam progresso”, disse.

Já Vania Somavilla, diretora-executiva de Recursos Humanos, Saúde & Segurança, Sustentabilidade e Energia da Vale, disse que o importante é aumentar ainda mais a conscientização sobre os conceitos de sustentabilidade.

“No setor privado, temos o consumidor como principal elemento; em relação aos governos, são os eleitores. Temos que educar a população em relação à sustentabilidade para que ela peça mais”, disse ela.

Vania contou que a Vale opera em áreas remotas, que não têm serviços essenciais, mas a empresa mantém seu padrão.

“Isso educa as pessoas a agirem da mesma forma. Temos a licença formal para operar e temos a licença social, para nós tão importante quanto a formal. E aprendemos a fazer isso, mesmo cometendo erros. Trabalhamos em áreas pobres e remotas usando o conceito de dividir valores. Começando minimizando impactos, depois, compensando impactos e evoluímos para o modo de agir de dividir valores. É o único modo de trabalhar”, disse.



<http://g1.globo.com/natureza/rio20/noticia/2012/06/ter-boa-vontade-ja-e-um-grande-passo-diz-rainha-silvia-da-suecia.html>

Ter boa vontade já é um grande passo, diz rainha Silvia, da Suécia

*‘Juntos, todos vão fazer uma grande diferença’, disse sobre a Rio+20.
Mulher do Rei Carlos XVI Gustavo participou de fórum de sustentabilidade.*

Por Darlan Alvarenga, G1, 16 Junho 2012



Rainha Silvia, após participação em fórum de sustentabilidade (Foto: Darlan Alvarenga/G1)

A rainha Silvia, da Suécia, afirmou neste sábado (16) estar otimista em relação aos resultados da Rio+20 e que “a boa vontade” de governos, companhias e sociedade já representará “um grande passo” rumo a um futuro sustentável para as próximas gerações.

“Tendo a boa vontade, já é um grande passo. Unindo, dando as mãos, juntos, todos vão fazer uma grande diferença”, afirmou em entrevista ao **G1**, após participar de uma sessão de debate sobre respeito e suporte aos direitos humanos, durante do **Fórum de Sustentabilidade Empresarial Rio+20, organizado pelo Pacto Global das Nações Unidas**, que vai até o dia 18 no Windsor Barra Hotel.

Em um português fluente, quase sem nenhum sotaque, a mulher do Rei Carlos XVI Gustavo, afirmou que a mobilização promovida pela conferência demonstra que os governos e a sociedade em geral estão mais comprometidos com a sustentabilidade.

“São tantos governos que estão aqui. São mais de 120 governos e muitas pessoas que estão seriamente interessadas”, disse. Segundo a embaixada da Suécia, a rainha e o rei permanecerão no Brasil até o final da Rio+20.

A rainha é fundadora e presidenta da Childhood Foundation, organização que se destina à proteção de crianças. A instituição foi fundada há 12 anos e está presente em 16 países, inclusive no Brasil.

Em sua fala para os participantes do fórum, a rainha defendeu o respeito aos direitos humanos e da dignidade de todos como uma das responsabilidades a serem assumidas em prol do desenvolvimento sustentável.

“O importante é que não é só o governo. Todas as pessoas devem ajudar e, naturalmente, as companhias, indústrias têm também que pensar no direito das pessoas: direitos humanos e direito das crianças”, comentou.

Sílvia Renate Sommerlath nasceu na Alemanha, em 1943, e é filha do empresário alemão Walther Sommerlath e da brasileira Alice Soares de Toledo. Após o final da Segunda Guerra Mundial, em 1947, sua família se mudou para o Brasil pela segunda vez e viveu em São Paulo até 1957, retornando depois à Alemanha.

Silvia Somerlath conheceu seu marido, o então futuro rei da Suécia, durante os Jogos Olímpicos de Munique, em 1972, quando ela estava trabalhando como intérprete..



<http://g1.globo.com/natureza/rio20/noticia/2012/06/investir-em-sustentabilidade-da-lucro-diz-executivo-da-natura.html>

Investir em sustentabilidade dá lucro, diz executivo da Natura

*Empresa quer reunir 10 mil famílias em 10 anos em projeto na Amazônia.
Práticas sustentáveis não podem ser só atributo de marca, diz executivo.*

Por Darlan Alvarenga, G1, 16 Junho 2012

Colocar a sustentabilidade no centro da estratégia do negócio não só ‘pega bem’ diante dos consumidores, como também gera lucro, segundo Marcelo Cardoso, vice-presidente de desenvolvimento organizacional e sustentabilidade da Natura Cosméticos, que participa **do Fórum de Sustentabilidade Empresarial** da Rio+20, organizado pelo **Pacto Global** das nações Unidas e que vai até o dia 18 no Windsor Barra Hotel.

“A experiência da Natura mostra isso. A Natura está entre as empresas mais rentáveis do mundo no setor”, afirmou Cardoso, em entrevista ao **G1**. “Todo mundo pergunta: ‘Quanto custa mais para fazer isso?’. A nossa mentalidade vai no sentido contrário: o que podemos fazer para criar uma porposta de valor que seja percebida pelo consumidor e gere mais lucro, gere mais valor e não menos”, acrescentou.

O executivo apresentou aos participantes do fórum o projeto desenvolvido pela empresa na Amazônia para a extração de matérias-primas e ativos utilizados na produção de cosméticos de forma sustentável e em parceria com as comunidades locais.

O projeto já reúne mais de 3 mil pessoas de 32 comunidades da Amazônia. “Na comunidade de Itarapuru, as pessoas colhem a castanha durante 3 meses por ano, sobem o rio de barco durante três 3 dias e meio e ficam acampadas no meio da floresta coma família, colhetando a castanha”, explica o executivo.

Investimentos de R\$ 1 bilhão na Amazônia

Segundo Cardoso, desde que o projeto começou, há pouco mais de um ano, a empresa já investiu R\$ 150 milhões. “A nossa ambição é estar, em 10 anos, com 10 mil famílias e um investimento de mais de R\$ 1 bilhão na região”, disse.

O desafio agora, de acordo com ele, é replicar a experiência num número maior de comunidades da Amazônia, até mesmo de países vizinhos, para aumentar a escala de produção e levar mais empresas da cadeia produtiva para a região.

“Estamos verticalizando a nossa produção de sabonetes em Belém e compramos uma área para fazer um condomínio, para levar mais empresas que tenham a ver com o negócio da Natura ou com biodiversidade”, explicou.

Apesar do prestígio da empresa junto aos consumidores e ao mercado, Cardoso reconhece que esse modelo de produção representa só uma parcela dos negócios da Natura. “Usamos biodiversidade em boa parte dos nossos produtos. Hoje, 80% das fórmulas da Natura são vegetalizadas. Mas o volume de negócios que geramos para a Amazônia e na Amazônia é muito menor do que o negócio da Natura”, disse.

“Mas queremos colocar esses ativos na base de todos os nossos produtos, sem que isso seja apenas um atributo de marca. Essa é a sacada. Se você pega só um pouquinho de castanha para adicionar no produto é uma coisa, agora se esse ativo vai para a base do produto e ganha volume, você consegue transformar cada vez isso em vetor de crescimento e de transformação”, acrescentou.



<http://g1.globo.com/economia/noticia/2012/06/reajuste-em-preco-de-combustivel-e-necessario-diz-graca-foster.html>

Reajuste em preço de combustível 'é necessário', diz Graça Foster

*Presidente da Petrobras, no entanto, não deu data para aumento.
Ela abriu na noite desta sexta o Fórum de Sustentabilidade Empresarial.*

Por Lilian Quaino, G1, 15 Junho 2012



*Graça Foster e Georg Kell, diretor-executivo do
Fórum de Sustentabilidade Empresarial
(Foto: Lilian Quaino/G1)*

A presidente da Petrobras, Graça Foster, afirmou na noite desta sexta-feira (15) que será necessário reajuste nos preços dos combustíveis, mas não declarou quando isso seria feito, nem de quanto seria o reajuste.

“O Brent está subindo, o dólar, que vinha estável, está em torno de R\$ 2. É necessário que haja reajuste de combustível. Mas não tenho data ainda”, afirmou a executiva. “Este ano tivemos uma suave queda do Brent e uma relevante subida do dólar aos patamares de R\$ 2, uma depreciação do real. Nós continuamos com uma defasagem de preços”.

A Petrobras anunciou na quinta-feira (14) seu plano de negócios, em que prevê aumento dos investimentos, mas redução nas metas de produção de petróleo e gás.

Fórum de Sustentabilidade

Graça Foster falou na abertura do **Fórum de Sustentabilidade Empresarial**, que acontece em um hotel na Barra da Tijuca. No mesmo evento, ela defendeu os investimentos em fontes alternativas e renováveis, mas destacou que custo ambiental da produção energética não pode ser fator de exclusão social ou de perda de competitividade dos países.

“O custo energético não pode ser fator de exclusão social e econômico, levando à perda de competitividade de países e regiões do planeta. Há a necessidade de se criar arranjos tecnológicos que favoreçam o amplo acesso às fontes energéticas a custos

competitivos”, disse, **em discurso durante a abertura oficial do Fórum de Sustentabilidade Empresarial Rio+20, que vai até o dia 18 no Windsor Barra Hotel.**

Segundo ela, a inclusão energética é um dos desafios mais nobres a ser considerado em qualquer debate sobre futuro da sociedade e bem-estar. “É inaceitável a atual condição de 1,3 bilhão de pessoas sem acesso à eletricidade e de 2,7 bilhões que dependem de biomassa tradicional para cozinhar e se aquecer”, disse.

A presidente da Petrobras destacou que a estatal tem investido em fontes alternativas como biocombustíveis. “Investimos de forma contínua no processo de desenvolvimento tecnológico de nossos processos e produtos. Em 2011, US\$ 1,5 bilhão foi investido em parcerias com mais de 100 universidades e instituições de pesquisa”, disse.

Ela destacou também, que a empresa investiu no ano passado US\$ 2,6 bilhões em atividades de segurança, meio ambiente e saúde, o correspondente a 6% do total de investimentos da Petrobras em 2011 (US\$ 43,2 bilhões).



<http://g1.globo.com/natureza/rio20/noticia/2012/06/custo-energetico-nao-pode-ser-fator-de-exclusao-diz-graca-foster.html>

'Custo energético não pode ser fator de exclusão social', diz Graça Foster

Presidente da Petrobras defende energia produzida de fontes fósseis. Ela destacou durante a Rio+20 que empresa investe em novas tecnologias.

Por Darlan Alvarenga, G1, 15 Junho 2012



Graça Foster participou de abertura de fórum empresarial (Foto: Darlan Alvarenga/G1)

A presidente da Petrobras, Graça Foster, defendeu nesta sexta-feira (15) os investimentos em fontes alternativas e renováveis, mas destacou que custo ambiental da produção energética não pode ser fator de exclusão social ou de perda de competitividade dos países.

“O custo energético não pode ser fator de exclusão social e econômico, levando à perda de competitividade de países e regiões do planeta. Há a necessidade de se criar arranjos tecnológicos que favoreçam o amplo acesso às fontes energéticas a custos competitivos”, disse, em discurso durante a abertura oficial do **Fórum de Sustentabilidade Empresarial Rio+20, organizado pelo Pacto Global da ONU**, que vai até o dia 18 no Windsor Barra Hotel.

Para Graça Foster, as discussões em torno de soluções energéticas mais criativas e condizentes com os princípios da sustentabilidade precisam reconhecer “os direitos potenciais de cada país” em função das condições econômicas bem como dos recursos naturais de cada região. Saiba mais

“Nós da Petrobras temos imenso orgulho de sermos uma empresa de energia. Energia produzida por fontes majoritariamente fósseis. Entendemos que nossa contribuição para o desenvolvimento sustentável é prover a energia que contribui para o desenvolvimento dos países e para o bem estar de milhares de pessoas que vivem nos 27 países em que atuamos”, afirmou a executiva.

Segundo ela, a inclusão energética é um dos desafios mais nobres a ser considerado

em qualquer debate sobre futuro da sociedade e bem-estar. “É inaceitável a atual condição de 1,3 bilhão de pessoas sem acesso à eletricidade e de 2,7 bilhões que dependem de biomassa tradicional para cozinhar e se aquecer”, disse.

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<http://g1.globo.com/natureza/rio20/noticia/2012/06/pacto-global-da-onu-quer-triplicar-numero-de-empresas-associadas.html>

Pacto Global da ONU quer triplicar número de empresas associadas

Iniciativa reúne empresas no mundo comprometidas com sustentabilidade. Empresários divulgarão documento a ser entregue aos chefes de Estado.

Por Lilian Quaino, G1, 15 Junho 2012



*Secretária-executiva do Pacto Global das Nações Unidas no Brasil, Yolanda Leite
(Foto: Lilian Quaino/G1)*

Reunindo 7 mil associados em 135 países, entre eles 300 empresas brasileiras, o Pacto Global da ONU pretende, a partir da Rio+20, triplicar o número de membros. É o que afirma a secretária-executiva do Pacto Global das Nações Unidas no Brasil, Yolanda Leite, explicando que, para alcançar essa meta no Brasil, é preciso engajar nos compromissos com a sustentabilidade as pequenas e médias empresas.

“Em termos de Brasil, é preciso ainda ter certeza de que, num país de área continental, estejamos em áreas que ainda não estão engajadas no desenvolvimento sustentável”, disse Yolanda, que espera aumentar de 300 para 1.200 empresas brasileiras associadas ao Pacto Global.

No primeiro dia o Fórum de Sustentabilidade Empresarial Rio+20, que acontece num hotel da Barra da Tijuca, na Zona Oeste do Rio, Yolanda explicou que o Pacto Global da ONU “é a maior iniciativa de responsabilidade social do mundo, com mais

de sete mil associados no mundo que assinam um compromisso . A iniciativa é para engajar o setor privado e as empresas nos desafios atuais em relação às questões socioambientais”.

Segundo Yolanda, as empresas se engajam de forma voluntária e têm que cumprir metas em quesitos que vão de respeito aos direitos humanos até o meio ambiente, e têm que mostrar progresso, divulgando sua evolução nesses quesitos.

“Se a empresa não faz a divulgação, tem prazo para se ajustar, ou então é destituída. A empresa tem que se engajar só porque a ideia é bonita, mas porque quer contribuir com o desenvolvimento sustentável”, disse, ressaltando que já foram destituídas três mil empresas por falta de seus resultados.

O Pacto Global, segundo Yolanda, é a única iniciativa que envolve o setor privado na ONU e foi criada em 2000 pelo então secretário-geral por Kofi Annan.

“Hoje as empresas associadas, em alguns aspectos, são mais avançadas que governos em seus resultados ambientais, econômicos e sociais”, disse Yolanda.

Segundo a secretária -executiva, desde que foi criado três mil empresas já foram cadastradas do Pacto Global, por falta de divulgação de suas práticas de sustentabilidade e iniciativas para o cumprimento de suas metas.

“A ONU gosta de compromissos quantificados, com prazos e que possam ter ampla publicidade. O fato de tornar público as atividades da empresa permite o monitoramento das por parte da sociedade em relação ao cumprimento de suas metas, uma vez que a ONU não cumpre o papel de governos nem tem papel de polícia”, explicou.

Ao fim do Fórum de Sustentabilidade Empresarial, na segunda-feira (18) será divulgado um documento por parte dos empresários para ser apresentado aos chefes de Estado na Rio+20, como colaboração para o documento final da conferência.

Uma proposta que tem consenso entre os associados do Pacto Global, segundo Yolanda, é a colaboração maior entre governo, sociedade civil e empresas.

“Parceria público-privadas têm que ser incentivada e a visão do governo, quando outorgar benefícios e incentivos, deve ter um viés de sustentabilidade”, explicou.

Segundo Yolanda, o tema da sustentabilidade no Brasil veio para ficar. “Não há retorno nesse caminho e significa também uma administração de longo prazo, uma vez que os empresários hoje veem na água, na energia e em alguns recursos finitos, que pensávamos infinitos, um risco para seus próprios negócios”, concluiu.

O fórum tem mais de cem sessões de discussões entre empresários em seis temas, energia e clima, desenvolvimento social, economia e finanças, agricultura e alimentação, e urbanização e cidades.

Empresas devem investir em criatividade e capital responsável para alcançar a sustentabilidade, diz representante da ONU

Por Marianna Rios, Correio Braziliense, 15 Junho 2012

“Para trazer a esse movimento a escala necessária para os desafios da sustentabilidade, o poder de criatividade corporativa e de capital responsável é essencial”, disse o diretor-executivo do **Pacto Global das Nações Unidas, George Kell, nesta sexta-feira (15), durante a abertura do Fórum de Sustentabilidade Corporativa.**

O evento ocorrerá até o dia 18, paralelo à Conferência das Nações Unidas sobre Desenvolvimento Sustentável (Rio+20), no Hotel Windsor Barra, no Rio de Janeiro. Kell citou áreas importantes para receberem mais atenção das corporações, como a erradicação da pobreza, o investimento social, as soluções de baixo carbono, a energia renovável, a produção de alimento sustentável e o gerenciamento de recursos hídricos.

O evento receberá 2 mil participantes, entre eles, empresas signatárias do Pacto Global da ONU — organizador do evento —, ativistas, educadores, investidores, governos e representantes das Nações Unidas.

O objetivo é criar um cronograma de acordos e parcerias público-privadas, com o anúncio de, pelo menos, 100 compromissos corporativos e uma declaração de resultados será enviada aos chefes de Estado e de Governo presentes na Rio+20.

Estão previstas 100 sessões sobre cinco temas: energia e clima, água e ecossistemas, agricultura e alimentação, desenvolvimento social, urbanização e cidades, e economia e finanças.

Ecologicamente correto

O Fórum de Sustentabilidade Corporativa receberá exclusivamente abastecido por energia eólica e não usará material impresso.

Programação

15 de junho: Plenária de abertura, às 18h

16 a 18 de junho: Workshops temáticos, a partir das 12h

18 de junho: Plenária de Alto Nível de Encerramento, às 16h, com anúncio da declaração de resultados

Com informações do Fórum de Sustentabilidade Corporativa

*Also appeared in TV Meio Ambiente

<http://tvmeioambiente.com.br/noticias/para-empresarios-economia-verde-nao-pode-diminuir-o-consumo/>

Para empresários, economia verde não pode diminuir o consumo

Maior evento do setor empresarial na programação da Rio+20, o Fórum de Sustentabilidade Corporativa dará voz ao empresariado durante a conferência das Nações Unidas sobre Desenvolvimento Sustentável. A mensagem é clara, na perspectiva do empresariado “a questão não é reduzir o consumo, mas transformar os modelos de produção e consumo”, define o porta-voz da iniciativa, Tim Wall.

Valor Economico, 15 Junho 2012

As adesões à iniciativa são significativas. Hoje, a abertura do evento terá a presença da presidente da Petrobras, Graça Foster. Até o dia 18, o evento reunirá mais de mil líderes empresariais no debate centrado em produção sustentável. Além da Petrobras, estarão presentes Eletrobras, Vale e Sinopec entre outras empresas.

Para os organizadores, a preocupação com o desenvolvimento sustentável é uma realidade. “Não ter preocupação com o desenvolvimento sustentável não é só ruim para a reputação, é ruim para os negócios”, diz Wall. Nesse contexto, a transição para a economia verde é uma necessidade.

O compromisso do setor com economia verde será apresentado nos próximos quatro dias em casos de eficiência energética e manejo de recursos.

Mas a definição sobre como desenvolver negócios sustentáveis sem redução na produção não está fechada. “Deixar de consumir não é a solução”, afirma Wall. “Temos que trabalhar a maneira como se produz e se consome”, reafirma.

Seja qual for o caminho a ser traçado, dinheiro não parece ser o problema. Para os organizadores, com mais de US\$ 200 trilhões em ativos financeiros no mundo, “não há falta de capital”.

Para a transição para a economia verde os empresários demandam o envolvimento dos governos. “A empresa que usa práticas sustentáveis também corre o risco de perder competitividade”, diz Yolanda Cerqueira Leite, secretária-executiva do Pacto Global, que coordena o fórum.

Duas sessões de debates serão destinadas à atuação dos governos na promoção da transição para a economia verde. Como representante do governo brasileiro estará o ministro-chefe da Secretaria-Geral da Presidência da República, Gilberto Carvalho.

Um dos objetivos é a elaboração de um documento final a ser enviado à reunião de chefes de Estado na Rio+20. “Vai ser um sumário do evento, com recomendações aos chefes de Estado”, diz Yolanda.

Grandes eventos mobilizam líderes de todo o mundo

Por Paulo Vasconcellos, Valor Economico, 15 Junho 2012

Pelo menos seis mil empresários e executivos estrangeiros devem circular pelo Brasil em torno da Rio+20 até o fim do evento. Quase todos trazem nas malas a intenção de participar da construção do futuro, de tentar formular propostas concretas de crescimento econômico com inclusão social e respeito ao meio ambiente e a necessidade de uma sinalização política comprometida com metas de sustentabilidade.

A revoada internacional confirma a postura mais efetiva do setor privado nas discussões vinte anos depois de uma participação tímida na Rio-92 ao mesmo tempo em que mobiliza um aparato invejável e exige detalhes meticulosos de organização para não fazer feio exatamente no tema da cúpula das Nações Unidas: a sustentabilidade.

O evento mais ambicioso reúne 1.200 empresários e executivos no luxuoso Hotel Windsor da Barra da Tijuca, na zona oeste do Rio. A expectativa era chegar a mais de dois mil participantes com o envolvimento de investidores, representantes de governos e ambientalistas. **O "Fórum de Sustentabilidade Corporativa da Rio+20: Inovação e Colaboração para o Futuro que Queremos", que começa hoje e vai até o dia 18, prevê mais de 120 sessões sobre desafios-chave de sustentabilidade em seis temas.**

O encontro é promovido pelo Pacto Global das Nações Unidas. Vai servir também de vitrine das principais inovações tecnológicas e sociais adotadas pelas empresas para chamar a atenção para a necessidade de apoio de governos e investidores nas soluções tecnológicas que preservam o meio ambiente.

"O Rio será uma demonstração de que as empresas, mais do que nunca, estão dispostas a fazer sua parte e ajudar a moldar a agenda global", diz George Kell, diretor-executivo do pacto Global das Nações Unidas. "Muito do sucesso da Rio+20 será medido pela mudança e as ações que conseguir inspirar, embora existam expectativas para resultados políticos."

O "Fórum de Sustentabilidade Corporativa" será o primeiro evento da ONU com o selo de windmade - o que significa que será abastecido integralmente por energia eólica.

Cada participante contribuiu com US\$ 45 para compensar as emissões de carbono causadas por sua viagem à cidade. Nenhum livro, documento ou folheto foi impresso. Publicações e materiais de apoio têm de ser baixados pela internet. Até os copos de café são sustentáveis e reciclados. A Sublime Eventos cuidou dos detalhes do encontro orçado em US\$ 4,5 milhões desde março do ano passado. Tanto cuidado se justifica pela expectativa em torno dos resultados.

"A intenção é sair dos compromissos que não definem metas concretas", diz Yolanda Cerqueira Leite, secretária executiva do Pacto Global no Brasil. "Temos carta compromisso, assinada por quase 200 empresas brasileiras, que propõe dez compromissos para os próximos dez anos: do crescimento econômico sustentável à inovação tecnológica com metas concretas. A carta prevê o apoio ao governo brasileiro na adoção de medidas de apoio ao consumo sustentável e de tecnologias sustentáveis."

O Hotel Windsor da Barra também será o palco do Business Day. O evento é organizado pela Business Action for Sustainable Development (Basd), coalizão de três grandes redes empresariais internacionais que reúnem indústrias e varejistas de todo o mundo. Vai ser no dia 19 e deve juntar presidentes de grandes corporações, políticos e representantes de governos. São esperadas 800 pessoas.

O objetivo é promover uma aproximação entre as lideranças empresariais e quem formula políticas públicas, identificar ações e soluções de negócios e estabelecer compromissos em setores como agricultura, química, produtos de consumo, energia, óleo & gás e transporte. Também serão debatidos temas transversais como acesso à energia, segurança alimentar, economia verde, governança internacional e tecnologia em desenvolvimento sustentável.

O Conselho Empresarial da América Latina (Ceal), que reúne mais de 500 empresários de dezenove países, trouxe três propostas concretas para encaminhar na Rio+20: retomada em cinco anos do crescimento econômico aos níveis de 2007, de 5,7% ao ano, redução em 20% da extrema pobreza no mundo e inserção de 200 milhões de pessoas no mercado em dez anos e imposto zero sobre a cadeia de energia renovável.

"Nossos objetivos são totalmente quantificáveis e possíveis de ser atingidos. Por isso, acreditamos em uma boa aceitação e em iniciativas concretas com base nessas metas", afirma o presidente do conselho empresarial no Brasil, Ingo Plöger.

O debate em torno da sustentabilidade não se restringe aos limites do Rio de Janeiro. O assunto trouxe a São Paulo ontem o diretor de pesquisa do Centro de Construções Sustentáveis da Building and Construction Authority (BCA) de Cingapura, Kian Seng Ang. Ele foi a atração principal do simpósio "Eficiência no Uso de Recursos e Economia Verde: Oportunidades para Edifícios e Cidades Sustentáveis", do Programa das Nações Unidas para o Meio Ambiente (Pnuma) e da Sustainable Buildings and Climate Initiative (SBCI).

No encontro, que reuniu empresários do setor da construção civil, Kian Seng Ang pode explicar como funciona a estatal BCA, que entre outras coisas opera um edifício para testar tecnologias de energia zero.

Agenda de negócios

Valor Economico, 15 Junho 2012

Enquanto os holofotes da Rio+20 se voltam para os chefes de Estado, o setor privado vive a expectativa da Conferência das Nações Unidas para o Desenvolvimento Sustentável como parte do problema e - ao mesmo tempo - das possíveis soluções para o desafio do crescimento sustentável e da preservação ambiental, com diferentes propostas de contribuição e também com demandas.

No Brasil, segundo levantamento da consultoria Deloitte com 108 gestores de empresas de todos os portes e setores e faturamento correspondente a 17% do PIB do país, o setor privado está dividido em relação aos resultados da conferência: 45% dos empresários acreditam que a Rio+20 servirá para acelerar as discussões ambientais, outros 45% apostam que não haverá mudanças significativas. São expectativas semelhantes às de 141 CEOs de todo o mundo ouvidos pela PricewaterhouseCoopers: 50% deles esperam algum progresso nas questões que estão em pauta na Rio+20 e os outros 50% acham que haverá apenas pequeno ou nenhum avanço.

Um dos desafios da Rio+20, portanto, é ajudar a romper o ceticismo de parte da comunidade empresarial e engajá-la na causa ambiental. Para a coordenadora-executiva da Rio+20, Henrietta Elisabeth Thompson, a presença de mais de 6 mil empresários e líderes de associações de empresas privadas no evento é significativa. Segundo ela, parte da tarefa da conferência é provar aos líderes empresariais que sustentabilidade não significa ineficiência ou perda de competitividade.

Como fazer isso? "Apresentando casos de sucesso na economia verde, enquanto os governantes trabalham na criação de um marco institucional favorável à sustentabilidade. Ao mesmo tempo, a consciência do consumidor em relação aos temas ambientais aumenta e ele passa a cobrar das empresas uma atuação mais responsável do ponto de vista sócio-ambiental", enumera Thompson.

Segundo Heloísa Monte, diretora de marketing da Deloitte, tudo indica que o empresariado brasileiro está cada vez mais inclinado a adotar práticas sustentáveis. "Ao todo, 85% das empresas pesquisadas afirmaram adotar alguma prática de sustentabilidade e 27% já incorporaram fatores de sustentabilidade em sua política de remuneração de executivos."

Carlos Rossin, diretor da consultoria PWC Brasil e especialista em sustentabilidade, chama a atenção para a importância da mídia no engajamento da sociedade em relação à causa verde. Em uma pesquisa realizada com CEOs pela PWC, 97% dos líderes empresariais brasileiros apontaram que os meios de comunicação terão influência significativa ou relativa no resultado da Rio+20. "A mídia terá um papel importante como catalisadora dessa mudança."

Empresas mobilizam-se para apresentar suas ideias de como fazer a transição para a economia verde. Por Carlos Vasconcellos, para o Valor, do Rio

Iniciativas como o Global Compact, da ONU, que tenta estabelecer metas de autorregulação para o setor privado são vistas como positivas, ainda que nem sempre tenham resultados práticos imediatos. No entanto, é preciso criar os estímulos certos para que o processo de transição para a economia verde avance. Keisha Garcia, presidente da Cropper Foundation, de Trinidad & Tobago, e uma das autoras do capítulo sobre a América Latina e o Caribe do relatório ambiental global da ONU Geo 5, destaca a necessidade de se criar metas ambientais mais tangíveis e mensuráveis. Sem isso, fica mais difícil aumentar o engajamento do setor privado, que ela considera fundamental para uma economia sustentável.

Para Clarissa Lins, diretora da Fundação Brasileira para o Desenvolvimento Sustentável (FBDS), que reúne empresas brasileiras envolvidas na construção da economia verde, a agenda da integração ambiental não pode ser apartada da agenda da eficiência. "Precisamos desmistificar o conceito de sustentabilidade. Estamos falando em conciliar boa gestão de negócios com gestão responsável dos recursos naturais. Quem fizer isso vai ter retorno mais rápido do fluxo de caixa."

No entanto, observa Clarissa, é necessário lembrar o óbvio: o setor privado não é uniforme e não se move sempre na mesma direção ou velocidade. "O importante é que todos avancem, mas para isso precisamos de regras ambientais que não criem desigualdade ou distorções competitivas entre empresas, setores ou países", diz.

Sérgio Margulis, assessor especial do Ministério do Meio Ambiente, acredita que o papel regulador do Estado será decisivo. "O mercado não vai se regular sozinho, infelizmente o processo de adaptação do setor privado à economia verde é mais lento do que se poderia esperar", diz. Para ele, apesar das iniciativas isoladas de algumas empresas e setores, a grande transformação virá da tomada de decisões de políticas públicas nos grandes países.

Empresários querem transformar modelos de produção e consumo

Por Guilherme Serodio, Valor Economico, 14 Junho 2012

RIO -Maior evento do setor empresarial na programação da Rio+20, o Fórum de Sustentabilidade Corporativa dará voz ao empresariado na conferência que discute os rumos do desenvolvimento sustentável. A mensagem é clara, na perspectiva do empresariado “a questão não é reduzir o consumo, mas transformar os modelos de produção e consumo”, define o porta-voz da iniciativa, Tim Wall.

O fórum global vai reunir mais de mil líderes empresariais no debate acerca da sustentabilidade entre os dias 15 e 18 de junho, no Rio. Entre as empresas presentes estarão a Petrobras, Sinopec, Eletrobras e Vale. Para os organizadores, a preocupação com o desenvolvimento sustentável é uma realidade para as empresas e a transição para a economia verde uma necessidade. “Não ter preocupação com o desenvolvimento sustentável hoje não é só ruim para a reputação [de uma empresa], é ruim para os negócios, pura e simplesmente”, diz Wall.

Um dos objetivos do evento é a elaboração de um documento final a ser enviado à reunião de chefes de Estado na Rio+20. “Vai ser um sumário do evento, com recomendações aos chefes de Estado”, diz Yolanda Cerqueira Leite, secretária executiva da rede brasileira do Pacto Global.

Para mostrar o compromisso do setor com o desenvolvimento sustentável, durante o evento serão firmados cerca de 150 pactos individuais que miram a transição para a economia verde. Casos de sucesso de aplicação dos conceitos de desenvolvimento sustentável também serão apresentados.

As empresas envolvidas fazem parte do Pacto Global, uma iniciativa em conjunto com as Nações Unidas que já reúne 7 mil empresas no mundo. Mas um dos objetivos da iniciativa é aumentar esse número para 20 mil até 2020. “Muitos negócios estão mudando seus modelos, mas esperamos ver essas mudanças acelerando nos próximos anos”, diz Wall.

Para acelerar a transição para a economia verde os empresários também demandam a participação dos governos. “Uma empresa que usa práticas sustentáveis também corre o risco de perder competitividade”, lembra Yolanda. Durante os quatro dias do fórum duas sessões de debates serão destinadas a debates acerca da atuação dos governos na promoção da transição para a economia verde. Do lado do governo brasileiro estará presente o secretário geral da Presidência da República, ministro Gilberto Carvalho.

http://economico.sapo.pt/noticias/empresas-usam-cimeira-rio20-para-marketing-ambiental_146755.html

Empresas usam cimeira 'Rio+20' para marketing ambiental

Mil gestores aterraram no Rio de Janeiro com agendas 'verdes'. Mas ecologistas dizem que são só estratégias de marketing.

Por Pedro Duarte, Brasil Económico, 19 Junho 2012

As grandes empresas marcaram uma forte presença nas iniciativas à volta da cimeira do Rio+20, que começa amanhã com 94 líderes políticos, entre os quais o primeiro-ministro Pedro Passos Coelho. Entre os mil gestores (CEO) que participaram ontem no **Fórum de Sustentabilidade Empresarial**, várias anunciaram projectos 'verdes' em defesa do meio ambiente e da sustentabilidade.

A gigante norte-americana Microsoft, por exemplo, revelou que irá eliminar as emissões de carbono a partir de Julho. E outros 45 gestores, entre os quais da Pepsi, Coca-Cola, Nestlé, Shell ou Bayer, prometeram fazer uma utilização mais eficiente dos recursos hídricos no futuro. "Problemas relacionados escassez, qualidade e saneamento de água mina o desenvolvimento de muitas regiões do mundo", refere o comunicado dos gestores, recomendando que os líderes políticos adoptem medidas relacionadas com os recursos hídricos.

A portuguesa Portucel-Soporcel ganha amanhã o palco do fórum, no Rio de Janeiro, para apresentar o tema "Gestão e Certificação Florestal na Indústria Portuguesa do Papel". Paula Guimarães, responsável de Certificação Florestal do grupo, tenciona mostrar como a floresta portuguesa, que ocupa 38% do território, tem um elevado valor acrescentado nacional de 71,4%. Também a Sonae Sierra, segundo a Lusa, anunciou que irá aumentar em 3,5% o investimento em centros comerciais para garantir que são ambientalmente sustentáveis.

Governos devem estimular a economia verde

Esta será uma das posições defendidas durante o Fórum de Sustentabilidade Empresarial

Gabriela Murno, do Rio
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Governos devem participar mais ativamente para que as empresas possam acelerar a transição para a economia verde. Esta será uma das posições defendidas durante o Fórum de Sustentabilidade Empresarial, que começa hoje e será o maior evento do setor na Rio+20, Con-

ferência das Nações Unidas sobre Desenvolvimento Sustentável. "Uma empresa que usa práticas sustentáveis também corre o risco de perder competitividade e o governo deve apoiá-las", explicou Yolanda Cerqueira Leite, secretária-executiva da rede brasileira do Pacto Global, iniciativa das Nações Unidas que conta com mais de 7 mil empresas em todo mundo e promoverá o evento.

Segundo ela, as empresas podem crescer adotando medidas sustentáveis. "Deixar de consu-

Sem apoio, empresas que têm práticas sustentáveis também correm o risco de perder competitividade

mir não é a solução. Temos que trabalhar como se produz e como se consome. É à forma que as empresas e as pessoas devem se dedicar", completou.

Petrobras, Eletrobras e Vale estão entre as companhias que

participarão do Fórum, que vai até dia 18. Para os organizadores, a preocupação com o desenvolvimento sustentável já é uma realidade dentro das empresas. "Não se preocupar com a sustentabilidade hoje não é só ruim para a reputação da empresa, é ruim para os negócios. Muitos negócios já estão mudando seus modelos, e esperamos ver essas mudanças acelerando nos próximos anos", declarou Tim Wall, porta-voz da iniciativa.

Para a organização do evento, o Brasil pode assumir papel

de destaque, pois possui bons exemplos de iniciativas sustentáveis. "Apesar da crise, o Brasil está em um momento privilegiado. O país mostra liderança em vários aspectos, como em energia, pois nossa matriz é a mais limpa do planeta. Há muitas áreas que o Brasil pode não só se tornar liderança, mas servir de exemplo para outros países em desenvolvimento", afirmou Yolanda.

O Fórum contará com a presença de mais de mil empresas de cerca de cem países. ■

*Also appeared in Revista Fator

<http://www.ideiasustentavel.com.br/2012/06/para-sha-zukang-compromisso-voluntario-e-o-maior-legado-da-rio20/>

Balanco | Rio+20

Ideia Sustentavel, 21 Junho 2012

Em seu pronunciamento sobre o balanço das ações e compromissos assumidos durante a Conferência das Nações Unidas para o Desenvolvimento Sustentável, o secretário geral da Rio+20, Sha Zukang, resumiu em poucas palavras o legado da cúpula: o compromisso voluntário. Para Zukang, o Governo não pode fazer tudo sozinho, e a força do trabalho voluntário será fundamental para que as decisões tomadas durante os últimos dias sejam verdadeiramente implementadas. O balanço contou com a participação de autoridades, representantes de empresas privadas, bancos de desenvolvimento, instituições de ensino, Nações Unidas, voluntariado, que falaram das conquistas e expectativas para além da Rio+20.

O secretário Zukang ressaltou ainda o número de compromissos assinados durante a conferência por diversos setores da sociedade, como Estados-membros, agentes financeiros, Major Groups, ajudando a "construir a solução".

.Na Cúpula de 2010, em Copenhague, 20 compromissos foram assinados. Na Rio+20, foram registrados 692 compromissos, e US\$ 513 bilhões serão destinados a projetos de desenvolvimento sustentável - afirmou.

Sha Zukang lembrou ainda que é importante ter um entendimento básico não só nas conversas, mas na implementação das ações. Sobre o acordo, disse que o trabalho árduo começa agora.

O moderador da reunião, Brice Lalonde, coordenador executivo da Rio+20, também lembrou a importância de a cúpula ter chegado ao fim com um acordo fechado.

O representante do Ministério do Meio Ambiente, Fernando Coimbra, destacou a importância da participação da sociedade civil para a construção do futuro.

.Essa mobilização também foi vista nos Diálogos para o Desenvolvimento Sustentável e através desses encontros que buscam um mundo mais sustentável, inclusivo, democrático. É através da participação de todos os setores e, principalmente, das pessoas que poderemos construir o futuro que queremos - disse Coimbra.

José Maria Figueres, presidente da Carbon War Room, reafirmou a importância do compromisso voluntário ao dizer que 50% das emissões de carbono podem ser reduzidas sem a necessidade de acordos intergovernamentais. Citou como exemplo dois compromissos assumidos pelo Governo de Aruba: acabar com o uso de combustível fóssil até 2020 e investir US\$ 1 bilhão em construções com eficiência energética nos próximos 15 anos.

.Essas ações voluntárias podem ainda gerar empregos, movimentar capitais e ser uma forma de combater a pobreza e escapar da crise econômica atual. Temos que ficar atentos porque a janela de oportunidade está se fechando - acrescentou Figueres.

Fu Chengyu, membro do Global Compact das Nações Unidas e presidente do Sinopec Group, destacou que esta foi a maior conferência já realizada pelas Nações Unidas, com representantes do setor financeiro e do empresariado.

.Participaram dos fóruns 1.500 líderes empresariais de pequeno, médio e grande porte, por exemplo, dos mais diferentes setores e com um objetivo comum: trabalhar com responsabilidade para trazer benefícios para a empresa e o mundo. Eles compreendem que a sustentabilidade corporativa contribui para a sustentabilidade global e anunciaram 200 compromissos empresariais - disse Fu Chengyu.

Bindu N. Lohani, vice-presidente de Knowledge Management & Sustainable Development do Banco Asiático de Desenvolvimento, revelou que oito bancos de desenvolvimento se comprometeram a estimular o transporte sustentável e 16 bancos vão incentivar projetos de baixa emissão de carbono, num total de US\$ 165 milhões para os países em desenvolvimento. "Os incentivos proporcionarão ainda redução dos acidentes de trânsito, de emissão de gás de efeito estufa, entre outros benefícios", acrescentou.

O prefeito da Cidade do México, Marcelo Ebrard, recordou o encontro realizado entre cidades e governos locais em 2010, no qual foi assinado um acordo sobre metas mensuráveis, com o compromisso de revelar à comunidade internacional, por meio de relatórios anuais, o valor dos investimentos feitos e as ações implementadas com financiamentos locais.

Antonio Freitas, representante da Fundação Getúlio Vargas e presidente do Consejo Latinoamericano de Escuela de Administración, ressaltou a importância da educação para o desenvolvimento sustentável e a manutenção de todos os compromissos da Rio+20.

.A educação para o desenvolvimento sustentável tem que se tornar uma realidade, da escola básica ao ensino superior. Mas são necessárias mudanças de currículos. É preciso ensinar finanças com ética, finanças com meio ambiente, por exemplo. No Brasil, todas as escolas serão obrigadas a ensinar sustentabilidade, e este documento foi assinado na Rio+20. E teremos como comprovar que este compromisso será assumido por todas as escolas porque o ENEM terá questões sobre o tema. Além disso, 10% do PIB brasileiro será investido em educação - afirmou Freitas.

Helen Clark, administradora do Programa de Desenvolvimento das Nações Unidas, destacou a importância do trabalho voluntário e lembrou que o PNUD tem escritórios em 130 capitais e programas desenvolvidos em 175 países. "Quanto mais integrados e inovadores, formos melhores resultados teremos", disse.

Michelle Curling-Ludford, da National UN Volunteer da Jamaica, falou do trabalho com 500 voluntários, que reduziu a erosão e provocou o aumento da produção de alimentos em seu país, e destacou a importância da união para o sucesso desse tipo de ação. "Por favor, unam-se para transformar suas ações", disse. [www.rio20.gov.br].

<http://www.ideiasustentavel.com.br/2012/06/as-empresas-na-rio20/>

As empresas na Rio+20

Por Claudia Piche, Ideia Sustentavel, 20 Junho 2012

Enquanto os negociadores internacionais se mostraram exímios em extrair compromissos do texto oficial a ser aprovado pelos chefes de Estado na Rio+20, o setor empresarial parece cada vez mais disposto a assumi-los. **Durante quatro dias, cerca de 1.500 empresários e representantes do setor privado de todo o planeta estiveram reunidos em hotel na Barra da Tijuca para o Fórum de Sustentabilidade Corporativa do Pacto Global: Inovação e Colaboração para o Futuro que Queremos**, que entra para a história como o de maior nível de participação da comunidade empresarial entre todas as conferências já realizadas pela ONU. Somando-se a participação de representantes de governos, da academia e organizações da sociedade civil, o número de inscritos no evento ultrapassou os 2.700.

De concreto, essas empresas firmaram mais de 200 compromissos sobre temas relacionados à sustentabilidade – muitos deles com o estabelecimento de metas e prazos, ao contrário do que se vislumbra ocorrer com as Nações. Entre eles, estão, por exemplo, os planos da Microsoft para neutralizar sua pegada de carbono em 1º de julho, os projetos da Unilever para reduzir à metade as emissões de gases gerados por seus produtos até 2020, e o programa da Nike para eliminar poluentes químicos de toda a sua cadeia produtiva, também até 2020.

As corporações participantes do encontro aprovaram, ainda, potenciais colaborações *multistakeholder* para mudanças transformadoras nos setores de energia, água, alimentos e empoderamento das mulheres (*veja, abaixo, alguns desses compromissos*), além de destacar o poder do setor privado na inovação e no incremento do desenvolvimento sustentável. Promessas de negócios e muitas recomendações políticas serão entregues amanhã ao Secretário-Geral da ONU, Ban Ki-moon, e aos chefes de Estado presentes na Conferência das Nações Unidas sobre Desenvolvimento Sustentável (Rio +20), como parte de uma contribuição bastante considerável do setor privado em todo o processo.

A **Rede Brasileira do Pacto Global** também não ficou de fora: entregou ao governo brasileiro uma carta, subscrita por 220 empresas de atuação nacional, contendo dez compromissos – sem, no entanto, apontar metas – e cinco recomendações ao governo para que, atuando em parceria, seja possível construir um novo cenário para os próximos 20 anos, na pavimentação realmente efetiva de caminhos para o desenvolvimento sustentável.

Quantidade e qualidade

Para além dos resultados numéricos, no entanto, o evento organizado pelas empresas mostrou-se de uma riqueza qualitativa incomum. Durante os quatro dias de discussões, realizaram-se 91 painéis sobre todos os temas possíveis – contemplando desde as oportunidades da economia verde à importância dos catadores de lixo para a nova economia até as de títulos tão improváveis quanto “Construindo Padrões de Sustentabilidade para os Mais Necessitados”, evidenciando-se, portanto, uma visão de inclusão social, associada à preservação ambiental, talvez jamais vista entre instituições do setor privado.

A dinâmica do encontro também se revelou inovadora. Em vez dos tradicionais palcos com a grande mesa de debatedores e cadeiras enfileiradas na plateia, a maior parte das seções privilegiou as mesas-redondas, em que os participantes, depois de ouvir e questionar os palestrantes, formavam grupos de trabalho para discutir questões pertinentes ao cotidiano das empresas, como bem-estar no trabalho, valores corporativos ou adoção de princípios anticorrupção.

Os moderadores – representantes de todos os setores – também se mostraram bastante hábeis em não apenas realizar uma amarração das exposições de palestrantes, questionamento das plateias e discussões em grupo como também estabelecer compromissos aqui e agora entre todas as partes envolvidas.

Um exemplo foi a seção intitulada “Bons Modelos de Negócios para um Futuro Sustentável”. A mesa, mediada por Simone Cipriani (Ethical Fashion Initiative), foi composta por Aminata Traoré, Aurret van Heerden e Willa Shailt (que trabalham com artesãos em diferentes organizações na África), Ilaria Fendi (sim, a ex-estilista da famosa marca italiana construída por sua família, hoje responsável por uma confecção promotora de comércio justo) e os brasileiros Leonardo Boff (Teologia da Libertação), Oskar Metsavaht (estilista da Osklen), o ministro Gilberto Carvalho (secretário-geral da presidência da República) e Roberto Rocha, presidente do Movimento Nacional dos Catadores de Resíduos. Ao final de quatro horas de conversas, a seção – que literalmente uniu o lixo, na melhor acepção da palavra, ao luxo – terminou com o lançamento de um Comitê Consultivo Internacional para promover parcerias de negócios sustentáveis que sejam justos, verdes e beneficiem os mais pobres. De quebra, selou-se o compromisso dos representantes internacionais em expor seus produtos na próxima Expocatadores, que acontece em novembro.

Se há uma palavra que resuma e defina o Fórum Corporativo do Pacto Global na Rio+20 trata-se de PARCERIA. “Entrando no processo da Rio+20, preocupava-nos que as ações das empresas em um cenário de deterioração dos recursos naturais e das pressões cada vez maiores da sociedade global precisavam ser drasticamente ampliadas para se chegar a um ponto de inflexão”, disse Georg Kell, diretor do Pacto Global, no encerramento do evento. “Sabemos agora que o momento é aqui e que não há mais volta para os negócios”, sentenciou. Faz todo o sentido, portanto, citar aqui uma das frases mais emblemáticas desse grande encontro, proferida pelo teólogo Leonardo Boff: “O contrário de pobreza não é riqueza. O contrário de pobreza é justiça.” Sustentabilidade, afinal, significa justiça, na sua mais completa tradução.

Conheça alguns dos compromissos assumidos pelas empresas no Fórum de Sustentabilidade Corporativa da Rio+20:

- Cerca de 200 compromissos corporativos em áreas que vão desde a neutralidade de carbono e infraestrutura para reabastecer ambientes naturais até quadros de multi-

interessados em ação sobre a biodiversidade, água e investimentos em empreendimentos sociais;

- Um comunicado de 45 CEOs de empresas para os governos, detalhando as áreas onde apoio, regulamentação e incentivos podem promover o progresso na entrega de água potável e acesso a instalações sanitárias, além de apontamentos para os setores de infraestrutura que exigirão maior investimento nas próximas décadas;
- O lançamento de um novo quadro de política corporativa para ajudar as empresas no desenvolvimento, implementação e divulgação de políticas e práticas relacionadas aos ecossistemas e à biodiversidade;
- Lançamento de um estudo sobre o panorama do investimento social privado projetado para grandes corporações, investidores institucionais e governos interessados em incubar, iniciar e ampliação empresas de pequeno porte com missões sociais e ambientais;
- O Pacto Global da ONU e um grupo de 16 empresas-líderes e suas partes interessadas do setor alimentar e da agricultura comprometeram-se em defender o desenvolvimento de princípios globais empresariais voluntários sobre boas práticas e políticas para a agricultura sustentável. Esta iniciativa tem por objetivo desenvolver um entendimento comum e um acordo sobre quais recursos são necessários e os impactos da comunidade global para transformar mercados e sistemas de suprimentos agrícolas;
- Um compromisso por cinco Bolsas de Valores, coletivamente, listando mais de 4.600 empresas, em promover o investimento sustentável. Um primeiro passo foi dado para a chamada global foi dado a partir do “Sustainable Stock Exchange”, iniciativa para melhorar a divulgação da governança ambiental, social e corporativa e desempenho das empresas cotadas;
- Compromissos de 60 instituições de Ensino Superior com Princípios Para a Iniciativa Responsável de Gestão da Educação, para integrar melhor o desenvolvimento sustentável nos currículos de escolas de negócios em todo o mundo.
- Uma plataforma online de Princípios de Fortalecimento da Mulher para fazer avançar a transparência e divulgação sobre as questões da igualdade de gênero no mundo dos negócios;
- Mais de 70 empresas, governos e organizações internacionais endossaram a Plataforma da Indústria Verde, uma iniciativa para integrar considerações ambientais e sociais em operações empresariais por meio do uso eficiente de energia e matérias-primas, práticas inovadoras e aplicações de novas tecnologias verdes;
- Os executivos-chefes de 37 bancos, fundos de investimento e companhias de seguros apresentaram uma abrangente Declaração de Capital Natural, voltada para a integração de considerações de capital natural em seus produtos e serviços.

Cláudia Piche é diretora de Conteúdos da consultoria Ideia Sustentável: Estratégia e Inteligência em Sustentabilidade e editora da revista Ideia Sustentável.



<http://revistaapolice.com.br/2012/06/sustentabilidade-ganha-espaco-nos-negocios/>

Sustentabilidade ganha espaço nos negócios

Por Gabriela Ferigato, Revista Apólice, 28 Junho 2012

“Sustentabilidade, entendida no ambiente corporativo como fator estratégico para a sobrevivência dos negócios, é bem mais que um princípio de gestão ou uma nova onda de conceitos abstratos. Representa um conjunto de valores e práticas que deve ser incorporado ao posicionamento estratégico das empresas para definir posturas, permear relações e orientar escolhas. Só depois se espera que esteja presente nos discursos proferidos pelos porta-vozes”. Resumindo esse conceito, elaborado pelo Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável (CEBDS), para que a sustentabilidade empresarial realmente exista, e seja eficiente, a palavra de ordem é ação. São essas ações, devidamente incorporadas à gestão da empresa, que diferem uma companhia, de fato, sustentável de uma “*greenwashing*” (“maquiagem verde”, na tradução literal) — que são as instituições que se preocupam apenas em passar a imagem de uma organização ecologicamente correta, ou seja, a postura sustentável está apenas em sua fachada, não em seu cerne. De acordo com uma pesquisa realizada pelo Ibope Ambiental, 52% das empresas brasileiras e multinacionais presentes no Brasil já possuem departamentos dedicados exclusivamente à sustentabilidade. E quais devem ser as principais iniciativas desses departamentos?

Segundo Cláudio Andrade, consultor da Rellato e coordenador de pós-graduação em Indicadores para Sustentabilidade no Senac, se há a clara intenção da empresa em criar um departamento de sustentabilidade, o líder precisa ter em mente que ela demandará investimentos. O segundo ponto é formar um comitê com outras áreas da empresa (a exemplo do RH, operação, vendas, financeiro, contabilidade, compras etc.) e contratar um especialista para desenvolver uma cultura sustentável. “Logo após devem ser feitas operações comuns voltadas ao tema. Como, por exemplo, mapear os seus públicos, identificar os impactos que a organização causa no mundo (tanto positivos, como negativos), entender quais são os temas mais relevantes da empresa e os pontos que desafiam o seu setor. Desse modo a empresa vai mostrar sua capacidade de liderança e cidadania”, pontua Andrade.

Desde 2010, a Amil mantém uma diretoria exclusiva para tratar dos assuntos voltados à esse tema e em abril deste ano ela passou a integrar o Comitê Técnico de Sustentabilidade, ligado diretamente ao Conselho de Administração da Amilpar.

Segundo Odete de Freitas, diretora de sustentabilidade da companhia, o primeiro desafio para a adoção de práticas sustentáveis é o desconhecimento. “Temos investido bastante tempo em comunicação e educação. A visão predominante ainda é a de que a sustentabilidade veio tratar somente das questões ambientais. Temos sempre que possibilitar uma nova visão aos departamentos que, de fato, conhecem e comandam a função dentro da empresa”, afirma Odete.

O projeto Olimpíadas Amil Gerações, que foi criado em maio de 2011, é uma das principais ações da diretoria. Ele foi idealizado a partir de seis temas: Coleta Seletiva, Amil Gerando Arte, Voluntariado, Doação de Sangue, Feira de Troca e Colaborador A+. Em maio deste ano, a iniciativa recebeu o Prêmio LIF 2012 (categoria Público Interno), da Câmara de Comércio França-Brasil. A iniciativa destaca e estimula empresas que promovam ações em prol das pessoas, da sociedade, da sustentabilidade do planeta e dos negócios.

De acordo com Mirian Mesquita, responsável pela área de Responsabilidade Social e Ambiental da Porto Seguro, é muito importante que o departamento seja multidisciplinar. “Contamos com a participação de psicólogo, assistente social, engenheiro ambiental, pedagogo e advogado. Assim conseguimos enxergar nossas ações e projetos com um olhar mais especializado”, ressalta Mirian. Entre as ações da Porto estão coleta seletiva, que inclui pilhas, baterias, cartões e óleo de cozinha, gerenciamento de resíduos automotivos, controle de gases de efeito estufa e de emissões de carbono, capacitação profissional para moradores de diversos bairros da cidade de São Paulo, por meio da Casa Campos Elísios, entre outras. Segundo Mirian, para este ano a companhia irá focar ainda mais no desenvolvimento de produtos sustentáveis. “Vamos mirar na cadeia de negócios, por exemplo, como deixar o ramo de automóvel mais atrativo na questão socioambiental, olhar mais para a área de ramos elementares e oportunidades nos agronegócios”, expõe.

A equipe de responsabilidade social da Central Nacional Unimed foi criada há 13 anos e desenvolve mecanismos para indução de temas ligados à responsabilidade social empresarial e sustentabilidade na organização, entre eles gestão de compromissos institucionais (**como o Pacto Global, Objetivos de Desenvolvimento do Milênio e o *Global Reporting Initiative***); gestão de recursos de Leis de Incentivo Fiscal (a exemplo da Lei Rouanet e do Fundo Municipal dos Direitos da Criança e do Adolescente); desenvolvimento de campanhas de consumo consciente tanto para o público interno, como externo; elaboração do Relatório de Sustentabilidade, entre outros. De acordo com Mohamad Akl, presidente da Central Nacional Unimed, a companhia realiza, anualmente, o Seminário Nacional Unimed de RS (Responsabilidade Social), onde os integrantes da equipe participam de reuniões, comitês e eventos voltados à atualização do tema, como a Conferência Internacional do Instituto Ethos, Congresso GIFE (*Grupo de Institutos Fundações e Empresas*) e o Congresso CEBDS.

Relatórios

O inglês John Elkington, cofundador da organização não governamental internacional SustainAbility, criou, em 1994, o conceito “*Triple Bottom Line*”, ou “tripé da sustentabilidade”, que na perspectiva empresarial deve estar baseada de forma equilibrada em três dimensões: econômica, humana e ambiental. Segundo a superintendente de sustentabilidade da SulAmérica, Adriana Boscov, esse conceito começou a ser trabalhado nas empresas com mais ênfase somente a partir de 2000/2005. “No Brasil o movimento veio tarde (depois de 2005) com algumas exceções como a Natura – que hoje é benchmark, inclusive fora do Brasil. Muitas empresas ainda não entendem sustentabilidade como a sobrevivência do negócio em um mundo globalizado e como uma nova forma de produzir e atender os clientes. Se as empresas não olharem esses dois aspectos, poucas se sustentarão a longo prazo”, opina Adriana.

Para comunicar e transparecer as iniciativas realizadas com base nesse tripé, as companhias divulgam os Relatórios de Sustentabilidade. Uma pesquisa realizada pela consultoria KPMG, das 100 maiores empresas brasileiras, 88 reportam informações socioambientais, colocando o Brasil na 6ª posição entre os 34 países estudados – vale ressaltar que ainda não há uma exigência legal para a publicação de relatórios no Brasil. A importância do Relatório de Sustentabilidade também foi destacada pela ONU que, em maio deste ano, lançou a versão em português de um relatório com 56 recomendações para que o mundo avance em direção ao desenvolvimento sustentável. Entre elas está o indicador “Prestação de contas”, que propõe a obrigatoriedade da elaboração desses relatórios para empresas com valor de mercado acima de US\$ 100 milhões.

Segundo o consultor da Rellato, consultoria que atua nos processos de gestão institucional e mercadológica integrada às práticas da sustentabilidade ambiental e responsabilidade social, o relatório é uma maneira de a empresa colocar à disposição de seu público interessado (os chamados *stakeholders*) o desempenho da companhia para transformar seus impactos em soluções positivas para o desenvolvimento do País. “Essa é uma peça de comunicação que serve para publicar o que a empresa faz de positivo e prestar contas e ter transparência dos pontos negativos, o impacto que causa na sociedade e como está caminhando para a solução disso. Mostrar a capacidade de resolver problemas gerados pela própria operação passa credibilidade à empresa”, explica Andrade. De acordo com o consultor, todas as áreas envolvidas na gestão estratégica da empresa devem participar de sua elaboração — desde o prestador de serviços à alta administração. Andrade destaca que a elaboração do relatório implica em um processo complexo e caso seja feito como uma ação pontual ele se transforma em uma peça publicitária. “O resultado é uma peça publicitária e de marketing, todavia ele é um mecanismo e uma ferramenta de gestão”, completa.

Atualmente o modelo de relatório da *Global Reporting Initiative* (GRI) é o que possui maior credibilidade no cenário internacional. A GRI é uma organização não governamental internacional, com sede em Amsterdã (Holanda), que tem como missão desenvolver e disseminar globalmente diretrizes para a elaboração de relatórios de sustentabilidade. Seguir esse modelo, composto de diversos indicadores,

força as empresas a pensar sobre atitudes que até então não possuíam. “Geralmente as companhias contratam agências de comunicação para elaborar o conteúdo do relatório. Porém, alguns redatores não possuem vivência na área de sustentabilidade, o que pode deixar a linguagem com um tom promocional”, destaca o consultor.

Confira a reportagem completa na edição de junho (163)

<http://bit.ly/Nckj8b>

Rio+20 gera quase 700 acordos que movimentarão US\$ 500 bi

“Acordamos 692 compromissos durante a Conferência que, estima-se, mobilizarão US\$ 513 bilhões em prol da causa do desenvolvimento sustentável”, disse Sha Zukang

Por Débora Spitzcovsky, Planeta Sustentável, 25 Junho 2012



Sha Zukang, Ban Ki-Moon e Dilma Rousseff na Reunião Plenária da Conferência da ONU da Rio 20
Roberto Stuckert Filho/PR

São Paulo - O documento oficial *O Futuro que Queremos* é o principal assunto na boca daqueles que comentam – na maioria das vezes, de forma insatisfeita – a respeito do desfecho da **Rio+20**. Na tentativa de chamar a atenção para outros resultados da Conferência, o chinês Sha Zukang, secretário-geral da Rio+20, convocou na sexta-feira coletiva de imprensa para informar a respeito dos compromissos que foram assinados por empresas, instituições financeiras, universidades e governos locais durante o evento da ONU.

“Acordamos 692 compromissos durante a Conferência que, estima-se, mobilizarão US\$ 513 bilhões em prol da causa do desenvolvimento sustentável. Este é um legado importantíssimo da Rio+20. Há grandes expectativas sobre as ações dos governos, mas eles não podem fazer o trabalho sozinhos. É preciso apoio e envolvimento do setor privado e da sociedade civil”, disse Zukang, que falou com a imprensa ao lado de Brice Lalonde, coordenador executivo da Rio+20.

Entre os compromissos enaltecidos pelos participantes da coletiva, estão:

- os 200 acordos resultantes do **Fórum de Sustentabilidade Corporativa** da Rio+20, que foram entregues em um documento para Ban Ki-Moon (saiba mais em: Ban Ki-moon recebe documento de líderes empresariais com compromissos ao

Desenvolvimento Sustentável) e

- um acordo que prevê que todas as instituições de nível superior do Brasil terão que incluir o tema da sustentabilidade em seus currículos.

“A mudança dos currículos escolares, desde a educação básica, é uma das ferramentas mais simples, baratas e imediatas que podemos usar em prol do desenvolvimento sustentável. Será um enorme avanço se os demais países se inspirarem no compromisso assumido pelas instituições de ensino brasileiras”, afirmou Antonio Freitas, da Fundação Getúlio Vargas.

Documento Final

A intenção da coletiva era tirar o foco do documento final resultante da Rio+20, mas o esforço da ONU foi em vão. O assunto foi abordado durante o evento – e por um dos painelistas, o presidente da Costa Rica, José María Figueres. “As ONGs, empresas e demais setores da sociedade civil desempenharam um bonito papel na Rio+20, mas os governos falharam. ‘O Futuro que Queremos’ é o título adequado para o documento resultante da Conferência, mas seu conteúdo não está adequado. O futuro que queremos é construtivo”, disse Figueres, que lamentou: “Não temos um planeta B para desdenhar do que vivemos hoje, como estamos fazendo”.

O secretário-geral da Conferência, Sha Zukang, se defendeu: “Sei que muitos países não estão felizes com o resultado, mas meu trabalho é fazer com que todos sejam iguais e não felizes”, disse. Lalonde fez coro: “O resultado da Rio+20 pode não parecer tão espetacular quanto o da Rio92, mas é com certeza mais sério e realista. Afinal, muito do que foi acordado em 92 não foi implementado até hoje”.

Antes de se retirar da coletiva, Zukang se despediu pedindo comprometimento daqueles que assinaram os compromissos. “Não podemos esquecer que o trabalho árduo começa agora. Prometer é fácil, mas manter a promessa exige esforço. O que diferencia um compromisso de uma boa intenção é a responsabilidade. Espero que estes acordos virem histórias de sucesso nos próximos anos”.



<http://diariodonordeste.globo.com/materia.asp?codigo=1150776>

Documento é considerado 'fraco' e 'pouco ambicioso'

O Brasil foi o único a comemorar o resultado classificando-o como "estupendo", "robusto" e "maravilhoso"

Diário do Nordeste, 20 Junho 2012

Rio de Janeiro. Três dias antes da conclusão oficial da Rio+20, o Brasil apresentou ontem o documento que deverá ser aprovado pelos chefes de Estado na plenária final de sexta-feira. O texto foi avaliado como extremamente fraco e pouco ambicioso por organizações não-governamentais e até por algumas das delegações de países que concordaram com ele. O único país que comemorou abertamente o resultado foi o Brasil, classificando o resultado como "estupendo", "robusto", "maravilhoso".

A presidente Dilma Rousseff (PT) disse que a aprovação do documento base da conferência, antes da chegada dos chefes de Estado ao Rio, é uma "vitória do Brasil". Segundo Dilma, o Brasil conseguiu chegar ao texto que era possível. "Um acordo entre 191 países e delegações é um acordo complexo. É sempre bom olhar que há a necessidade de um balanço entre os países. A questão do documento não é uma questão que diga respeito a um só país. Estamos fazendo um documento que é o documento possível entre diferentes países e diferentes visões do processo relativo à questão ambiental", disse, no México, onde participou da Cúpula do G20, grupo das 20 maiores economias do mundo.

"Foi uma vitória do multilateralismo", disse o ministro das Relações Exteriores, Antonio Patriota. "Estou particularmente muito satisfeita", disse a ministra do Meio Ambiente, Izabella Teixeira, que agiu para tentar evitar um possível fiasco.

O texto final, com 283 parágrafos, foi redigido na madrugada de terça-feira, após uma conturbada rodada de negociações, em que o Brasil foi criticado por forçar o fechamento do texto de forma supostamente "prematura" - considerando que, a princípio, ele poderia continuar a ser negociado até o último dia da conferência, na sexta-feira.

"O acordo é muito forte em suas ambições, mas não forte o suficiente no sentido de fornecer os instrumentos necessários para suprir essas ambições", disse o ministro do Meio Ambiente da Alemanha, Peter Altmaier. "O pior cenário seria o fracasso da conferência. O melhor seria sair daqui com compromissos claros e prazos bem definidos, mas isso não foi possível. Então optamos por uma abordagem passo a passo", explicou.

O diretor de Assuntos Internacionais da Direção Geral para o Meio Ambiente da

Comissão Europeia, Timo Makela, disse que o comunicado final tem "forças e fraquezas". "Agora há consenso em torno da economia verde, de que o crescimento econômico tem de respeitar os limites da terra", disse. "É a primeira vez que isso é endossado globalmente". Ele lamentou o fato de o texto ser "descompromissado".

Na busca de um consenso entre os países representados na negociação, o Brasil retirou ou amenizou significativamente vários pontos de conflito que dificultavam as negociações. Foram removidas, principalmente, questões relacionadas a ajuda financeira dos países ricos para apoiar o desenvolvimento sustentável nos países pobres.

O embaixador Luiz Alberto Figueiredo Machado, negociador-chefe do Brasil na conferência, disse que a crise econômica internacional teve influência direta nas negociações sobre financiamento. "O nível de ambição certamente foi afetado", disse.

"Era prioridade instaurar um verdadeiro processo multilateral, em que todos foram ouvidos e não houve recursos a métodos pouco claros de negociação", ponderou Figueiredo.

Fundo para sustentabilidade

Contra o G-77 (grupo países em desenvolvimento), que propôs um fundo de US\$ 30 bilhões para a sustentabilidade, os países ricos encontraram na crise uma justificativa para não se comprometerem com dinheiro "novo e adicional".

Em 2015, deverão ser implementados os Objetivos de Desenvolvimento Sustentável (ODS), principal inovação. Trata-se de um conjunto de metas que visa substituir os objetivos do Milênio, incorporando critérios socioambientais. A proposta será feita em 2013, após sua definição por um comitê da ONU.

Futuro

O documento, intitulado O Futuro que Queremos, só poderá ser oficialmente aprovado na plenária final da conferência, sexta-feira, por consenso absoluto. Nada impede que, até lá, alguma delegação tente reabrir o documento. Pelas "regras" da diplomacia, porém, é extremamente improvável que isso aconteça.

"Eu acredito que este documento está encerrado", disse o negociador-chefe dos Estados Unidos, Todd Stern. "Se a gente começar a mexer, vai sair de controle muito rápido".

ONGs apontam 'fracasso colossal'

Rio de Janeiro. Ambientalistas presentes ao Riocentro chamaram de "fracasso colossal" o rascunho final do texto da Rio +20, apresentado ontem pelo Brasil aos delegados, e afirmaram que a conferência "pode acabar antes de começar".

Uma diferença de poucas palavras no parágrafo 162 do texto aprovado na terça-feira na Rio+20 poderá fazer uma grande diferença no futuro dos oceanos. Organizações ambientalistas e científicas consideraram o novo texto um retrocesso em relação à versão apresentada pelo Brasil no sábado, no que diz respeito à criação de um tratado

para regulamentar a conservação e a exploração sustentável da biodiversidade em águas internacionais - uma lacuna da Convenção da ONU sobre a Lei dos Mares (Unclos, em inglês), de 1982, que envolve interesses geopolíticos e econômicos.

"Achávamos que esse seria o único resultado significativo da Rio+20, mas até isso foi comprometido", disse a conselheira de Políticas Oceânicas do Greenpeace, Nathalie Rey.

"Dois anos e uma madrugada de negociações depois, os diplomatas no Rio decepcionam o mundo", afirmou Jim Leape, diretor-geral do WWF. Segundo ele, faltou visão e liderança aos diplomatas.

O texto sobre oceanos, que o Brasil esperava ver como um dos principais resultados da conferência do Rio, foi piorado em relação à versão anterior do documento, afirma Matthew Gianni, da ONG High Seas Alliance.

"De duas uma: ou o Brasil está dando aos EUA o que eles querem ou mudou de propósito (para forçar uma mudança por outros países)", disse Gianni, em alusão à oposição americana ao acordo.

Defesa

O negociador chefe do Brasil, Luiz Alberto Figueiredo Machado, defendeu o documento. Para ele, o parágrafo "diz claramente que temos que nos debruçar com urgência sobre esse tema". "Conseguimos um texto que nos atende perfeitamente". Esse foi um dos temas mais polêmicos da negociação.

Registros da Rio+20

Arte na praia

Peixes gigantes feitos com garrafas de plástico estão em exposição na Praia de Botafogo, no Rio de Janeiro, durante a Conferência sobre Desenvolvimento Sustentável. À noite, o monumento feito de garrafas de plástico recicladas, fica iluminado foto: agência globo

Megacidades

As maiores cidades do mundo prometeram reduzir em até 248 milhões de toneladas as emissões de gases até 2020. O prefeito de Nova York, Michael Bloomberg, fez o anúncio foto: Reuters

Fome

Voluntários da ONG Rio de Paz realizaram protesto na praia ao lado de uma mesa que exibe pratos vazios e bandeiras representando a fome nos países foto: Reuters

Diretor da ONU observa impaciência empresarial

Rio de Janeiro.O setor privado global terá assumido cerca de 300 compromissos (entre individuais e coletivos) ao fim da Rio+20. A conferência foi a primeira em que a indústria e o setor financeiro tiveram participação relevante, avalia Georg Kell, diretor executivo do Pacto Global da ONU.

"A indústria quer ver o maior progresso possível (nas negociações da Rio+20).

Alguns líderes empresariais estão impacientes com o que os governos conseguiram até agora", admitiu Kell.

Mais de 800 líderes de companhias multinacionais se reuniram ontem no Business Day, no Rio, para discutir como avançar em termos de boas práticas sociais, ambientais e de governança. Segundo Kell, os empresários entendem que o mundo corporativo não deve esperar os governos agirem para avançar em temas de sustentabilidade.

Para o presidente do World Business Council for Sustainable Development (WBCSD), Peter Bakker, será fundamental estreitar os diálogos entre setor público e privado no que tange aos chamados Objetivos de Desenvolvimento Sustentável (ODS). "A implementação disso (dos ODS) em grande parte dependerá do setor privado", disse.

Liderada pela senadora Kátia Abreu (PSD-TO), a Confederação da Agricultura e da Pecuária do Brasil (CNA) apresentou ontem propostas para discussão na Rio+20, ressaltando o papel do setor rural no desenvolvimento.

A confederação recriou o modelo de desenvolvimento dos países ricos e exigiu uma contrapartida.

<http://www.panoramabrasil.com.br/pontos-polemicos-dificultam-acordo-para-documento-final-id89179.html>

Pontos polêmicos dificultam acordo para documento final

Questão dos oceanos nos Estados Unidos já está quase resolvida, mas fontes de recursos para projetos de meio ambiente ainda são temas de discussão

Por Ney Flávio Meirelles, Diário Comercio Industria & Servicos, 19 Junho 2012

RIO DE JANEIRO

Mais uma vez a delegação brasileira na Rio+20 frustrou as expectativas pelo texto final que será apresentado aos chefes de Estado a partir do dia 20, quando terá início a Cúpula da Conferência das Nações Unidas sobre o Desenvolvimento Sustentável. O porta-voz do grupo, o embaixador Luiz Alberto Figueiredo, disse que – fazendo uma analogia com o futebol – estamos na prorrogação do jogo final, mas que não consegue precisar quando terminará a negociação que já se arrasta há quase uma semana.

Luiz Figueiredo disse que as arestas em relação à questão dos oceanos com os Estados Unidos da América já estão quase aparadas, o que ainda emperra uma conclusão do texto é a questão dos meios de implementação. “Ainda não sabemos quem vai pagar a conta, se teremos financiamentos de instituições internacionais, se haverá fundos de organizações privados ou se serão mesmo os governos que ficarão responsáveis por isso”, disse.

Luiz Figueiredo disse ainda que há ainda uma dúvida quanto a duas alterações no Programa das Nações Unidas para o Meio Ambiente (PNUMA) em relação ao texto apresentado pelo Brasil, mas não quis adiantar quais alterações seriam essas. “Sei da aflição de vocês”, disse referindo-se aos jornalistas presentes à conferência de imprensa. “Ninguém mais do que eu sabe que este texto tem de estar pronto até dia 20. Prometo que ele ficará pronto antes dessa data”, afirmou secamente e saiu apressado da sala de entrevistas. A espera continua.

Ao mesmo tempo em que autoridades e público esperam a divulgação do documento, as negociações continuam. **As 35 empresas e organizações que compõem o Comitê Brasileiro do Pacto Global entregaram ao Ministério do Meio Ambiente ontem um documento no qual constam dez compromissos e cinco aspectos de políticas públicas que podem alavancar a escala da contribuição empresarial para uma economia sustentável.**

Liderados por Braskem, CPFL, Itaipu Binacional, Nutrimental e Petrobras — que compõem o board do Comitê Brasileiro do **Pacto Global** — a entidade tornou público o documento durante a Rio+20 e acredita que a implementação dessas medidas pode ser parte da solução para a promoção da economia verde e inclusiva no Brasil.

O Comitê reconhece, ainda, que o Brasil desponta como uma possível potência dessa economia, devido aos seus recursos naturais e condições climáticas. A partir dessas constatações, o compromisso foi firmado com o objetivo de ampliar a contribuição empresarial para a promoção do desenvolvimento sustentável, com integração sucessiva da sustentabilidade nos processos cotidianos e nas estratégias de negócios de cada signatário.

O Pacto Global quer que o governo brasileiro adote a busca de um resultado econômico sustentável. No documento, também propõem uma atuação mais eficiente nos processos produtivos e nas cadeias de valor, leia-se clientes e fornecedores e uma contínua melhoria na eficiência do uso de recursos ambientais. Reivindicam que haja uma ampliação do uso de fontes de energia e de matérias-primas renováveis, além de investimentos em inovação tecnológica possibilitem a redução dos impactos decorrentes da produção, do uso e eventuais descartes associados aos produtos e serviços.

O papel do consumidor também é ressaltado e a importância das suas escolhas de consumo considerando todo o ciclo de vida dos produtos e serviços. Querem também contribuir nas discussões sobre desenvolvimento sustentável, economia verde e inclusiva, economia de baixo carbono ou qualquer outro tema correlato nos fóruns empresariais, como sindicatos e associações, dos quais fazemos parte, especialmente no Comitê Brasileiro do Pacto Global.

“Queremos ser reconhecidos pela sociedade por trazer soluções inovadoras que representem impactos reais na eficiência no uso dos recursos naturais (como água e energia), na redução da intensidade de emissões de carbono, na promoção dos direitos humanos e na inclusão social”, diz um dos trechos do manifesto. Agora, os representantes das 200 empresas e organizações que compõem a Rede Brasileira do Pacto Global — como explicitaram no documento entregue ao Ministério do Meio Ambiente — acreditam que fizeram sua parte. Segundo eles, falta o governo brasileiro fazer a sua.

Manifestação

Ontem, centenas de pessoas saíram do Museu de Arte Moderna no Rio de Janeiro (MAM), na Cúpula dos Povos, em direção ao Banco Nacional de Desenvolvimento Econômico e Social (BNDES) — comandado por Luciano Coutinho — no centro do Rio, para protestar contra os retrocessos na política ambiental do governo. Chamada de Marcha à Ré, a manifestação tomou a Avenida Chile, onde fica a sede do BNDES, com caixões, máscaras de políticos ruralistas, apitos e uma faixa de cerca de 3 metros com os dizeres “Rio+20 Dilma, com que cara você chega?”.

Bradesco Seguros faz estudos sobre riscos

Por Fábio Teixeira, Jornal do Comércio do Rio de Janeiro, 18 Junho 2012

A Bradesco Seguros já faz estudos para analisar riscos causados por mudanças climáticas, afirmou, ontem, o diretor executivo Eugênio Velasques, durante a **Rio+20 Corporate Sustainability Forum**, evento paralelo à Conferência das Nações Unidas sobre Meio Ambiente. Segundo o executivo, conclusões ainda não foram tiradas dos trabalhos, mas a intenção é preparar melhor a empresa para mitigar eventuais perdas causadas por desastres ambientais.

“Até onde as seguradoras brasileiras estão preparadas para outro evento como o que aconteceu em Petrópolis ou em Santa Catarina?”, questionou o diretor. Ele deu como exemplo negativo o caso da Austrália, que, no ano passado, teria sofrido oito riscos não antecipados pelas seguradoras locais, resultando em um custo total para o setor de US\$ 5 bilhões.

Velasques afirmou que eventos como a Rio+20 ajudam empresas do setor de seguros a trocar experiências. “Em certos países, temos seguradoras lidando com mudanças mais drásticas que no Brasil, como na Ásia. Podemos trocar ideias com elas.”

Na análise de Velasques, o País passa por mudanças climáticas que podem impactar o setor de seguros. “As chuvas estão mais intensas.” O executivo ressalva, porém, que isto não significa necessariamente aumento no preço dos seguros. Na opinião dele, pode ser o caso de alterar a forma como funcionam as apólices para mitigar os novos riscos.

Crise internacional

Na avaliação do diretor de Relações com Investidores do Bradesco, Luiz Carlos Angelotti, a crise financeira internacional não deve impactar de forma profunda as negociações da Rio+20. “É um problema para o planeta, mas essa frente da sustentabilidade tem foco no longo prazo.” Durante palestra, o executivo detalhou ações do banco na área de meio ambiente e de inclusão social de seus correntistas. “Buscamos aprimorar nosso papel na área de educação financeira”, exemplificou Angelotti.

Velasques, por sua vez, afirma que a Bradesco Seguros tem focado na redução de emissão de papéis. “A área de seguros sempre foi intensiva no uso dos papéis.” Segundo o executivo, o esforço tem sido de simplificar ao máximo os processos para que se utilize menos papel, ao mesmo tempo tornando mais fácil compreender os documentos entregues aos clientes. “Para a baixa renda, seguros são de difícil compreensão, então nosso trabalho é tornar o trabalho mais claro, o que reflete no uso de papel”, explica.

<http://www.tnpetroleo.com.br/noticia/28663/empresas-pedem-tributao-menor-na-promoo-do-desenvolvimento-sustentvel>

Empresas pedem tributação menor na promoção do desenvolvimento sustentável

Por Maria Fernanda Romero, TN Petroleo, 18 Junho 2012

As empresas participantes da Rede Brasileira do **Pacto Global**, que lançaram um manifesto empresarial pelo desenvolvimento sustentável, cobram uma maior participação e estímulos do governo para alavancar a contribuição da indústria em prol do desenvolvimento sustentável.

Segundo as empresas representadas no evento, Petrobras, Braskem, CPFL e Itaipu Binacional cinco pontos são considerados fundamentais para alavancar a contribuição da indústria na promoção do desenvolvimento sustentável: educação, favorecimento de investimentos em inovação e pesquisa, promoção da produção e do consumo mais sustentável, apoio às empresas que assumam os riscos da introdução de novos produtos e serviços e o fortalecimento da participação empresarial na implementação de políticas nacionais e globais.

“Cabe ao governo, como representante da sociedade, fomentar a economia verde e incentivar as soluções mais sustentáveis através de tributação. Dessa forma cria-se um incentivo econômico fundamental para que as empresas possam tomar a decisão correta que é a de investir na sustentabilidade. Precisamos de um ambiente de negócios um pouco mais favoráveis”, explicou o presidente da Braskem, Carlos Fadigas.

O executivo defende os incentivos fiscais para as empresas comprometidas com práticas mais sustentáveis.

Metas e prestação de contas

Durante o primeiro dia do **Fórum de Sustentabilidade Empresarial Rio+20**, a CPFL divulgou a meta de reduzir, até o final de 2012, em 15% o consumo de gasolina da sua frota de 10 mil veículos e em 5% o consumo anual de papel.

Fonte: Redação

CADA MINUTO

<http://cadaminuto.com.br/noticia/2012/06/16/presidente-da-petrobras-participa-da-abertura-do-forum-de-sustentabilidade-da-rio20>

Presidente da Petrobras participa da abertura do Fórum de Sustentabilidade da Rio+20

Por Assessoria, Cada Minuto, 17 Junho 2012

A presidente da Petrobras, Maria das Graças Silva Foster, participou na noite desta sexta-feira (15/6) da cerimônia de abertura do **Fórum de Sustentabilidade Corporativa Rio+20**, organizado pelo Pacto Global das Nações Unidas. **O Fórum tem como objetivo reunir líderes empresariais para discutir e apresentar práticas que contribuem para a sustentabilidade.**

Antes do início da cerimônia, a presidente Maria das Graças Silva Foster se reuniu com o diretor executivo do Pacto Global, Georg Kell, que lhe deu as boas-vindas ao Conselho Internacional do Pacto. A Petrobras é signatária do Pacto Global desde 2003 e passou a integrar seu conselho em 2006. Maria das Graças Silva Foster passou a ser integrante deste conselho por indicação do Secretário-geral da ONU, Ban Ki-moon, após assumir a presidência da Companhia.

Ao discursar na abertura do Fórum, para uma plateia de 600 executivos, Maria das Graças Silva Foster afirmou que o evento marca o retorno ao Rio de Janeiro de líderes governamentais, empresariais e da sociedade civil vinte anos depois da Rio92 e reafirma a importância de estabelecer objetivos comuns que contribuam para um mundo com mais qualidade de vida. "Nós da Petrobras temos um imenso orgulho de ser uma empresa de energia. Sabemos que o nosso compromisso é prover a energia para o desenvolvimento e o bem estar de milhões de pessoas nos 27 países em que atuamos", afirmou durante seu discurso.

Segundo Graça Foster, a Petrobras, consciente de sua dimensão e relevância no contexto econômico nacional e internacional, fica orgulhosa de participar das discussões e das ações conjuntas para construção de valores e hábitos condizentes com a sustentabilidade. A executiva destacou as iniciativas adotadas pela Companhia na área de segurança, meio ambiente e saúde, que recebeu investimento de US\$ 2,6 bilhões em 2011, o que representou 6% do total de investimentos da Petrobras no ano. Citou também a atuação da Companhia em biocombustíveis, destacando o desenvolvimento de novas tecnologias como a do etanol de segunda geração, que está sendo usado em minivans para transporte de participantes da Rio+20.

"A Petrobras entende que as orientações advindas desse evento poderão fortalecer nossas empresas e que nós seremos capazes de trazer vidas hoje ainda excluídas para a sociedade economicamente ativa, cumprindo rigorosamente as agendas ambientais das regiões em que nossas empresas atuam", finalizou a presidente.

A Petrobras celebrou parceria oficial com o Comitê Nacional de Organização da Rio+20. A parceria está alinhada ao compromisso da Companhia como signatária do Pacto Global, por meio do qual participa ativamente da disseminação dos princípios

do Pacto junto à sociedade.



<http://globotv.globo.com/rede-globo/rjtv-2a-edicao/t/edicoes/v/forum-empresarial-discute-mundo-mais-sustentavel-na-rio20/1997135/>

Fórum Empresarial discute mundo mais sustentável na Rio+20

RJTV, 16 Junho 2012 (Video)

*Also appeared in Diário do Grande ABC

<http://www.dgabc.com.br/News/5963752/cias-ainda-nao-divulgam-informacoes-socio-ambientais.aspx>

Cias ainda não divulgam informações sócio-ambientais

Agencia Estado, 16 Junho 2012

A BM&FBovespa apresentou hoje, no **Fórum Corporativo de Sustentabilidade Rio+20**, os primeiros resultados do "Relate ou Explique". Seguindo uma recomendação encaminhada em dezembro, as companhias listadas tiveram até 31 de maio para informar a bolsa se publicam e onde informações sócio-ambientais. Em caso negativo, deveriam explicar o motivo. De 448 companhias, 96 (21,43%) publicaram informações e 107 (23,88%) explicaram porque não divulgaram os dados. A fatia das que não publicaram ou comentaram essa ausência foi significativa: 245 (54,69%). "Achamos que é um bom resultado. Boa parte das que não publicaram disseram considerar relevante fazê-lo e que estão se preparando para isso", diz a diretora de sustentabilidade da BM&FBovespa, Sonia Favaretto.

Entre as empresas que compõem o IBrX (com as 100 ações mais líquidas da bolsa) a situação muda um pouco: 52,13% publicaram informações, 23,4% comentaram e 23% não reportaram ou deram explicações.

A intenção da bolsa é facilitar o acesso do investidor às informações sobre a atuação social e ambiental das companhias abertas, agora reunidas no site da BM&FBovespa. A ação foi inspirada em iniciativas como a da bolsa de Johannesburg, na África do Sul, que tem o Relate ou Explique como critério de listagem. A BM&FBovespa preferiu não tornar obrigatória a divulgação.

"Se você cria uma obrigatoriedade antes do mercado estar preparado alguns podem fazer apenas para cumprir tabela", diz Sonia. Ela acredita que em cerca de dois anos a recomendação estará incorporada à cultura dessas empresas, assim como aconteceu quando o Novo Mercado mostrou seu valor para o negócio das companhias.

Mas o fato de haver uma carta do próprio CEO da bolsa, Edemir Pinto, convocando as empresas, porém, acabou atraindo um público que até então ficava distante das discussões sobre sustentabilidade: os diretores de Relações com Investidores. Para Sonia foi um avanço: "Enquanto a sustentabilidade não se plugar com a questão financeira continuará sendo poesia", diz a executiva.

Outro ponto que deve incentivar a adesão das companhias a se adequarem à nova agenda é a convicção da bolsa sobre o efeito positivo de relatórios consistentes de sustentabilidade em seus papéis. "O feedback (retorno) que temos de investidores internacionais, em especial europeus, é que isso aumenta a competitividade das empresas brasileiras", afirma Sonia.

Ela destaca que hoje muitos grupos já seguem os padrões do Global Reporting Initiative (GRI) para reportar dados sócio-ambientais. O descasamento entre a publicação dos balanços financeiros e de sustentabilidade, entretanto, impedem que

esses últimos dados sejam levados em conta por analistas na hora de precificar as ações. "É importante integrar o timing dessas informações", acredita.



<http://planetasustentavel.abril.com.br/blog/riomais20/2012/06/15/george-kell-abre-forum-sustentabilidade-corporativa-lideres-empresariais/>

Georg Kell abre Fórum de Sustentabilidade Corporativa com líderes empresariais[javascript:envAmigo\(\);](#)

Por Suzana Camargo, Planeta Sustentavel, 15 Junho 2012

Maior plataforma de sustentabilidade corporativa do mundo, o **Pacto Global das Nações** atraiu empresários, ativistas, investidores, educadores e lideranças governamentais para a Rio+20, no Rio de Janeiro. O evento que antecede as rodadas de discussões oficiais da Conferência da ONU será palco de negociações para parcerias público-privadas e a elaboração de mais de 100 compromissos corporativos. O resultado desse esforço será enviado aos chefes de Estado presentes na conferência.

“Inovação e colaboração são o motor de um processo de mudança crítica de base em muitas áreas da vida contemporânea”, disse o diretor-executivo do Pacto Global das Nações Unidas, Georg Kell, na abertura do Fórum de Sustentabilidade Corporativa. Estima-se que são necessários bilhões de dólares ao ano para sanar problemas de infraestrutura em setores cruciais da economia, como energia, agricultura e água. Todavia, os organizadores do fórum acreditam que não há falta de capital, mas é preciso usar de forma inteligente os recursos e tecnologias existentes nos setores público e privado. “As companhias têm um longo entendimento que o meio ambiente e as questões sociais são parte das preocupações de risco gerencial”, acrescentou. “No Rio de Janeiro estamos defendendo o investimento em bens públicos globais e defendendo os valores universalmente reconhecidos das Nações Unidas”.

O evento contará com a participação de anfitriões internacionais como o ex-primeiro ministro da Noruega Gro Brundtland, a comissária do Clima da União Europeia, Connie Hedegaard e o ex-governador da Califórnia Arnold Schwarzenegger. **O Fórum de Sustentabilidade Corporativa será realizado de 15 a 18 de junho no Hotel Windsor Barra, no Rio de Janeiro.**

Foto: djevents / Creative Commons



<http://noticias.r7.com/rio-de-janeiro/noticias/empresas-podem-crescer-de-maneira-sustentavel-sem-frear-consumo-diz-onu-20120614.html>

Empresas podem crescer de maneira sustentável sem frear consumo, diz ONU

Fórum de Sustentabilidade reúne mais de mil empresários a partir de sexta

Por Evelyn Moraes, R7, 14 Junho 2012

O Fórum de Sustentabilidade Empresarial, evento paralelo à Rio+20 (Conferência das Nações Unidas sobre Desenvolvimento Sustentável) que começa na próxima sexta-feira (15) quer levar para as cerca de mil empresas participantes o conceito de que o crescimento com medidas sustentáveis, sem frear o consumo, é possível. A reunião com os empresários acontecerá no Hotel Windsor Barra, na Barra da Tijuca, na zona oeste do Rio.

Segundo Yolanda Cerqueira Leite, secretária-executiva da Rede Brasileira do **Pacto Global**, organismo da ONU (Organização das Nações Unidas) que funciona como plataforma de orientações e práticas para impulsionar a sustentabilidade no meio empresarial, o mais importante no evento será mostrar como as empresas podem crescer adotando medidas sustentáveis e de que maneira o governo pode ser incentivador da economia verde. O discurso dela se aproxima com o que a presidente Dilma Rousseff fez no Rio na última quarta (13), quando disse que vai continuar a estimular o consumo.

— Deixar de consumir não é a solução. Não é o ‘o que’, mas o ‘como’. Nós temos de trabalhar o ‘como’ se produz e o ‘como’ se consome. Este ‘como’ é o que as empresas e as pessoas devem se dedicar.

Para Yolanda, o Brasil é um exemplo a ser seguidos por outros países em desenvolvimento na utilização em larga escala de energia limpa e de projetos sustentáveis.

— O Brasil está em um momento privilegiado, não quer dizer que será imune a tudo o que está acontecendo lá fora [crise econômica mundial]. Mas, neste momento, o Brasil está mostrando liderança em vários aspectos: a nossa rede de energia é a mais limpa do planeta, usamos etanol, há muita criatividade. Tem muitas áreas que o Brasil pode não só tomar liderança, mas pode servir de exemplo para os outros países em desenvolvimento também.

Segundo Tim Wall, porta-voz do Fórum, as empresas já estão mudando seus meios de produção em busca do desenvolvimento sustentável.

— Queremos ver estas mudanças avançando nos próximos anos. Não acho que a redução do consumo não é o caminho para a transição.

O Fórum, que será realizado até o dia 18 de junho, anunciará parcerias público-

privadas e mais de cem compromissos corporativos. A declaração dos resultados dos debates será levada para os chefes de Estado como recomendações do setor empresarial.



<http://culturafm.cmais.com.br/comecando/porta-voz-do-pacto-global-das-nacoes-unidas-no-brasil-yolanda-leite-analisa-a-rio-20>

Porta-voz do Pacto Global das Nações Unidas no Brasil Yolanda Leite analisa a Rio+20

Começando o Dia – Rádio Cultura FM, 14 Junho 2012 (Radio)

Para dar continuidade às entrevistas sobre a Rio+20, o “Começando o Dia” conversou nesta quinta-feira (14) com a secretária-executiva do Pacto Global das Nações Unidas no Brasil, Yolanda Leite.

Para a porta-voz, temos que nos preocupar com o momento econômico mundial, porém, é preciso dar prioridade à questão da sustentabilidade. “É uma visão de longo prazo, saindo de uma visão imediatista. As questões climáticas e desafios que temos na área de sustentabilidade não param para esperar que a parte econômica seja resolvida”.

Segundo Yolanda, já existe uma análise por grupo de investidores que olham os aspectos econômico, social e ambiental para fechar negócios. “Frente aos países, o mundo empresarial está mais avançado”, avalia. “O que esperamos na Rio+20 é trazer um número maior de empresas às práticas de sustentabilidade”.

A secretária-executiva acredita que o Brasil tem que avançar com relação às práticas sustentáveis. “Precisamos reforçar investimentos em tecnologia, trabalhar com o consumidor para um consumo inteligente e o investimento social. A questão agora não é como envolver as empresas, mas como avançar”, afirma.



<http://bit.ly/QYNbEq>

Fórum de Sustentabilidade Empresarial começa nesta quinta-feira

Estado de Minas, 14 Junho 2012

A Secretária-Executiva da Rede Brasileira do Pacto Global, Yolanda Cerqueira Leite, e os porta-vozes do Fórum, Tim Wall e Kristen Coco participam nesta quinta-feira do Fórum de Sustentabilidade Empresarial Rio+20. O evento é organizado pelo Pacto Global da ONU. O Fórum vai até dia 18 junho, no Windsor Barra e pretende dar amplitude e maior qualidade às práticas empresariais de sustentabilidade, como uma contribuição crítica para o desenvolvimento sustentável.

Como uma vitrine para inovação e colaboração, o Fórum foi concebido para ser o terreno do lançamento de diversas ações. Com mais de 2.500 participantes de cerca de 100 países, o Fórum dispõe de mais de 120 sessões focadas em seis temas centrais para a agenda da Rio+20: Energia e Clima, Água e Ecossistemas, Agricultura e Alimentação, Desenvolvimento Social, Urbanização e Cidades, Economia e financiamento. Saiba detalhes em www.compact4rio.org



Commitments



*Also appeared in LaPresseAffaires.com (French)

<http://www.google.com/hostednews/afp/article/ALeqM5iF0Jx8cD6-XdWbvGGS9gY4eNLcbA?docId=CNG.6e8cb246738bfc1e0c48f4ac564e68fa.801>

CEOs pledge sustainability, urge 'green revolution'

By Gerard Aziakou, Agence France Presse (AFP), 18 June 2012

RIO DE JANEIRO — Business leaders gathered at a Rio+20 conference Monday pledged sustainable policies and joined a call for world leaders to usher in "a green industrial revolution" to save the planet.

Two days before a UN summit on sustainable development opens here, 1,200 CEOs wrapped up a four-day meeting with more than 150 voluntary commitments to greater energy efficiency, reforestation and a lower carbon footprint and other green policies.

Forty-five chief executives vowed to make water security a strategic priority and called for decisive action by governments.

"Problems related to water availability, quality and sanitation are undermining development in many regions of the world -- exacting an enormous human cost while also undermining critical life-giving ecosystems," they said.

Signatories include chiefs of global companies such as Pepsico, Coca Cola, Nestle, Saint-Gobain, Royal Dutch Shell, Akzo Nobel, Bayer, Heineken and Pernod Ricard.

Roughly 800 million people around the world lack access to safe drinking water, and 2.5 billion lack basic sanitation, according to the United Nations.

The UN Global Compact, the sponsor of the business forum, said it tallied more than 150 "time-bound, measurable commitments" on which companies are required to report annually.

The commitments centered on the forum's six core themes: energy and climate, water and ecosystems, agriculture and food, social development, urbanization and cities, economy and financing.

US chemicals giant Dupont pledged \$10 billion to research and development and announced plans to launch 4,000 new products by late 2020 to produce more food, enhance nutrition and curb food waste.

US technology titan Microsoft vowed to achieve net zero emissions for its data centers, software development centers, software development labs, offices and employee air travel by boosting energy efficiency and buying renewable energy.

Global clothing retailer H&M said it would upgrade to 100 percent sustainable cotton -- organic or recycled -- in its cotton garments while US sportswear giant Nike set a target of zero discharge of hazardous chemicals across its entire supply chain by 2020.

And South Africa's state-owned utility Eskom and US Duke Energy pledged to assist the development of an electrification roadmap to ensure 500 million people across Africa and developing countries have access to energy by 2025.

The Global Compact, which rejects charges by critics that it is a mere marketing tool for big business, said the commitments will serve as a testing ground.

Meanwhile, former British premier Tony Blair, in a speech screened at the Rio+20 conference, joined other statesmen and corporate chiefs in appealing to world leaders to usher in a "green industrial revolution".

"By the end of the decade, the low carbon market could triple in value to over US\$2 trillion," said the signatories of an open letter published on the eve of the G20 and Rio+20 summits.

The letter called for a coordinated policy shift to save the world economy and the climate.

"At a time when government and business leaders everywhere are calling for strategies that deliver growth, we have an historic opportunity before us to lead the world out of recession and into a more stable, sustainable future," the signatories said.

They backed the launch in Rio of a Clean Revolution campaign, a major initiative by the Climate Group and other public and private sector partners for a "green growth" push out of global recession.

The Climate Group works with business and governments around the world to promote clean technologies and policies, with the aim of expanding clean technology markets and reducing global greenhouse gas emissions.

The three-day Rio+20 summit, coming 20 years after the first Earth Summit is expected to bring together 130 world leaders for a fresh appraisal of the health of the planet. But US President Barack Obama, British Prime Minister David Cameron and German Chancellor Angela Merkel will be absent.



*Also appeared in Yahoo! Canada, PhysOrg.com, Sowetan Live

<http://www.google.com/hostednews/afp/article/ALeqM5gsAxHchqQGKr4yDHttj7voN5EFHQ?docId=CNG.58c14f67f250993f74e6b415fb20e657.7e1>

Corporations pledge sustainability at Rio+20

By Gerard Aziakou, Agence France Presse (AFP), 17 June 2012

Microsoft and other firms attending the Rio+20 business forum are falling over each other to prove their corporate responsibility credentials, but critics remain highly skeptical about their commitments.

About 1,000 business chiefs from around the world are attending a four-day Corporate Sustainability Forum, organized by the Global Compact.

The Compact, a UN initiative to encourage businesses worldwide to respect human rights, labor, environment and anti-corruption principles, has 7,000 corporate participants in 135 countries.

Scores have already responded to a call to do the right thing and commit to actions and partnerships that advance progress along the forum's six core themes.

These are energy and climate, water and ecosystems, agriculture and food, social development, urbanization and cities, economy and financing.

Sunday, US technology titan Microsoft announced plans to achieve net zero emissions for its data centers, software development centers, software development labs, offices and employee air travel by boosting energy efficiency and buying renewable energy.

"We said we would be carbon neutral starting July 1," Rob Bernard, Microsoft's chief environmentalist strategist, told a press conference.

This would be achieved in part through offset, meaning balancing a measured amount of carbon released with an equivalent amount sequestered, or buying enough carbon credits to make up the difference.

Luxembourg-based ArcelorMittal, the world's largest steelmaker, says it will reduce its CO2 emissions by 8 percent for every ton of steel produced by 2020, based on a 2007 baseline.

In Brazil, Netafim, a global leader in smart drip and micro-irrigation solutions says it is working with the ministry of integration to install 1000 family drip systems on small-scale farms in the northeastern state of Piaui by 2014.

Drip irrigation helps save water and fertilizer by allowing water to drip slowly to the roots of plants, either onto the soil surface or directly onto the root zone.

US chemicals giant Dupont is committing \$10 billion by 2020 to research and development and plans to launch 4,000 new products by the end of 2020 to produce more food, enhance nutrition and food and farming sustainability worldwide.

South Africa's state-owned utility Eskom and US Duke Energy have pledged to assist the development of an electrification roadmap to ensure 500 million people across Africa and developing countries have access to energy by 2025.

These are some of the more than 100 corporate commitments which organizers say will be announced at the close of the forum Monday along with recommendations for Rio+20 summit leaders due to meet here from Wednesday to Friday.

But critics have accused the Global Compact of acting as a marketing tool for big business.

The Compact rejects the charge, saying its scheme incorporates a strict accountability mechanism under which signatories must report annually on their implementation or risk expulsion.

On the commitments made by Eskom and Duke Energy, Daniel Mittler, political director of Greenpeace International, told AFP: "(They) are trying to look good here at Rio, but they are amongst the worst polluters and are actively holding back sustainable development."

Greenpeace is also taking Microsoft, one of three largest owners of data centers in the world along with Amazon and Apple, to task for not quitting the coal habit.

"Giant data centers which store and send the terabytes of pictures, emails, songs and streaming videos we enjoy every day are now one of the fastest growing sources of new electricity demand in the world," the group said. "Every day, tons of asthma-inducing, climate destroying coal pollution is thrown in the air to keep the Internet humming."

"Rio+20 will be known as Greenwash+20 because governments are failing to hold corporations to account and are serving the interest of polluters not their people," said Mittler.

<http://www.independent.co.uk/news/world/americas/rio-de-janeiro-corporate-giants-pledge-to-go-green-7856604.html>

Rio de Janeiro: Corporate giants pledge to go green

UN's biggest ever global-business event – the Rio+20 forum – sees 1,200 executives make commitments on more ethical, greener ways to work

By Irene Hell, The Independent, 17 June 2012

More than 150 commitments to conduct more ethical and greener business will be announced by large corporations at the Rio+20 Corporate Sustainability Forum over the next couple of days. Around 1,200 business executives have joined government and NGO representatives at the three-day conference, which started in Rio on Friday. The Forum, organised by the UN Global Compact, is the biggest event the UN has ever hosted for global business.

The UN Global Compact promotes ethical, fair and sustainable business practices, and some participating firms have already implemented changes.

Unilever, the Anglo-Dutch soap giant, will soon grow all its palm oil in a sustainable way. Paul Polman, its chief executive, told The Independent on Sunday in New York: "Two billion consumers use our products every day. More and more consumers want green products, and only companies who fulfil this desire will stay in business in the long run."

His decision to stop filing quarterly reports for investors – which are often an obstacle to long-term sustainability goals – created uproar in the business community. "With a company of our size we can move the world. We can make a significant impact," Mr Polman said. "We have to consume differently. We cannot steal from our children."

Bank of America has pledged \$50bn towards efficient renewable energy and low-carbon economies. The Swiss food and water giant Nestlé, which has faced international criticism and boycotts in past decades for its business in the developing world, now provides clean drinking water and education in Punjab villages; has created farming co-operatives in El Salvador that produce the Fair Trade certified Nescafé; and has helped Brazilian women start a more independent life by packing wagons with consumer goods they can sell.

Ban Ki-moon, the UN Secretary-General, said: "More than a billion people lack access to basic needs such as food, electricity and safe drinking water. Business can help us to change the cause. Solutions exist that have profound impact. We need many more companies to awaken to this agenda."

Georg Kell, architect of the UN Global Compact, hopes Rio+20 will start a global movement. He has already managed to get more than 7,000 firms to commit to its principles. Norway's Telenor gives mobile phones to farmers in Bangladesh so they can check the price of corn and not be cheated by traders. Chemicals giant BASF provides vitamins to African countries. Global Compact participant Siemens announced last year that it would stop its billion-dollar nuclear-plants business in order to invest more in renewable energy. And during Rio+20, the

Siemens Foundation will launch a global competition to identify and sponsor technical solutions that will contribute towards sustainable development.

The Corporate Sustainability Forum will be followed by the UN Conference on Sustainable Development on 20-22 June, which Ban Ki-Moon has described as "too big to fail". A parallel "People's Summit" on 15-23 June will present a critical approach to the official conference's principles, debates and solutions.

Elsewhere, Sir David Attenborough, Jonathon Porritt and former Chief Scientist Lord May warned Rio+20 that no progress would be made if the problem of population growth was ignored. Population Matters chair Roger Martin said: "Rio's plans for sustainable development will be little more than a wishlist if they ignore the urgent need to stabilise our numbers."

Additional reporting: Azar Zaidi

<http://www.environmentalleader.com/2012/06/20/rio20-principles-for-sustainable-insurance-arcelormittal-dupont-airbus-and-boeing/>

Rio+20: Principles for Sustainable Insurance, ArcelorMittal, DuPont, Airbus and Boeing

By Environmental Leader, June 20, 2012

The UN Global Compact's Rio+20 Corporate Sustainability Forum wrapped up with several more commitments including pledges from about 30 global insurance companies, worth more than \$5 trillion in total assets, to join a UN-backed process to promote a set of Principles for Sustainable Insurance.

Supporters, which include ING, Munich Re and the International Insurance Society, say they'll consider environmental, social and governance issues in decision-making, work with clients to raise awareness of ESG issues, and work with governments and regulators to promote action on these topics. Signatory companies will also publicly disclose their progress in implementing the Principles for Sustainable Insurance, on an annual basis.

Signatory companies and supporting institutions include: Achmea (Netherlands), AEGON (Netherlands), Aviva (United Kingdom), AXA (France), Bradesco Seguros (Brazil), Delta Lloyd (Netherlands), ING (Netherlands), Insurance Australia Group (Australia), Interamerican Hellenic Insurance Group (Greece), Itaú Seguros (Brazil), La Banque Postale (France), MAPFRE (Spain), Mitsui Sumitomo Insurance (Japan), Mongeral AEGON (Brazil), Munich Re (Germany), RSA Insurance Group (United Kingdom), Sanlam (South Africa), Santam (South Africa), SCOR (France, Somp Japan Insurance (Japan), Sovereign (New Zealand), Storebrand (Norway), SulAmérica (Brazil), Swiss Re (Switzerland), The Co-operators Group (Canada), Tokio Marine and Nichido Fire Insurance (Japan), Zwitserleven (Netherlands), Brazilian Insurance Confederation (Brazil), Insurance Association of the Caribbean (Barbados), Insurance Council of Australia (Australia), Insurance Council of New Zealand (New Zealand), International Cooperative and Mutual Insurance Federation (United Kingdom), International Insurance Society (United States) and South African Insurance Association (South Africa).

Also by the close of the forum, the world's largest steelmaker, ArcelorMittal, pledged to reduce its CO2 emissions by eight percent for every ton of steel produced by 2020, based on a 2007 baseline, Industry Week reports. The magazine says DuPont committed \$10 billion by 2020 to research and development, and plans to launch 4,000 new products by the end of 2020 to produce more food, enhance nutrition and improve farming sustainability worldwide.

And finally, the International Civil Aviation Organization launched Flightpath to a Sustainable Future, a global initiative consisting of the first-ever series of connecting

flights powered by sustainable alternative fuels, on which ICAO Secretary General Raymond Benjamin will travel from Montréal to Rio de Janeiro. Benjamin will fly Porter Airlines, Air Canada, Aeroméxico and GOL, which will operate aircraft from Bombardier, Airbus and Boeing using various blends of sustainable aviation biofuel. His trip will also include the first Azul Airlines and Embraer biofuel test flight using a sugar cane blend, and a biofuel flight from Europe. The flights will also carry a message from the aviation industry, delivering ATAG Aviation & Environment Summit's Declaration to leaders at Rio+20. Signed by the Airports Council International, Canso, IATA, ICCAIA, Airbus, Boeing, ATR, Bombardier, CFM, Embraer, GE, Honeywell, Pratt & Whitney, Rolls-Royce and Air Transport Action Group, the declaration reiterates the air transport sector's commitment to environmental responsibility, including its goal to cap net aircraft carbon emissions from 2020 and reduce net carbon emissions 50 percent by 2050, compared to 2005 levels.

<http://www.ips.org/TV/rio20/rio-ends-with-raft-of-voluntary-pledges/>

Rio Ends With Raft of Voluntary Pledges

By Claudia Ciobanu, IPS, 22 June 2012

RIO DE JANEIRO, Jun 22 (TerraViva) “With volunteers, we will drive sustainable development forward.” These were the words of Helen Clark, administrator of the United Nations Development Programme, at the close of Rio+20 on Jun 22.

Clark was speaking at an event where municipalities, businesses and development banks announced voluntary commitments made in Rio.

While critics accuse the Rio final declaration of being merely empty words, some of the main actors involved in the negotiations organised a press conference on the last day of the summit to showcase “actions for the road ahead” that were agreed upon here.

The actions are to be included in a “registry of commitments” attached to the final Rio declaration, whose implementation the U.N. will follow up on.

According to Sha Zukang, secretary-general of the Rio conference, “from the very beginning, Rio+20 was supposed to be about implementation, about action” and “voluntary commitments are a major part of this conference, complementing the outcomes of the official negotiations.”

He said that 692 registered commitments are included in the final Rio agreement, amounting to 513 billion dollars.

What do these commitments look like? Jose Maria Figueres, a former Costa Rican president and current chair of the non-profit Carbon War Room, explained that his organisation signed a memorandum of understanding with Aruba to help the country take action to phase out fossil fuels by 2020.

Additionally, Figueres’s organisation will work to mobilise one billion dollars to be invested in energy efficiency in buildings. Figueres gave no details on how the money would be raised or spent.

Addressing Zukang and referring to the outcome document of the Rio+20 conference, Figueres said, “Those who have failed you, Mr. Sha, are the governments, not the CEOs (chief executive officers), not the NGOs.”

(During this statement, two activists stepped in front of the panel screaming that the speakers “do not represent them”. They were immediately removed from the room by security forces.)

Another example of a voluntary commitment made in Rio was given by Bindu Lohani, president of the Asian Development Bank, who reminded media that eight development banks have committed to investing 175 billion dollars for sustainable transport in developing countries.

Clearly proud of this amount, Lohani added, “If you want to know more about this commitment, just Google 175 billion, it will show up.”

Other commitments included 45 chief financial officers announcing their companies will adhere to sustainable water management principles, 200 businesses committing to sustainable practices, more than 250 academic institutions from 50 countries announcing they would reshape their curricula to include sustainable development education, and over 200 cities promising to make plans for and invest in climate action.

Possibly in an effort to convince the audience that voluntary commitments do matter, Clark invited a Jamaican volunteer worker to speak about her achievements on the ground in social and environmental improvements.

Clark concluded, “Someone said that without volunteers, the world will stop. Here, with volunteers, we will drive sustainable development forward.”

The voluntary commitments by businesses, municipalities, development banks, governments and international organisations are one of the outcomes of Rio that has been praised by commentators. In the absence of a final document that is strong and detailed, some place hope in individual initiatives.

But considering that negotiators at Rio could not agree on a proposed annual 30-billion-dollar fund for sustainable development, the amount of 513 billion dollars in voluntary commitments appears optimistic, particularly given the lack of details around the various amounts of money put forward.

And the strong praise for voluntary action during this event rang a little hollow considering that none of the speakers made any reference to the Cupula dos Povos, where civil society, the home of volunteering, gathered during Rio+20 to exchange experiences, share practices and also plan for a better world.

<http://allafrica.com/stories/201206220054.html>

Uganda: Companies Pledge to Go Green At Rio+20

By Simon Musasizi, The Observer (Kampala), 21 June 2012

Leading international companies have kicked off the Rio+20 drive towards a green economy with huge pledges.

At a four-day Rio+20 Corporate Sustainability Forum organized by United Nations Global Compact (June 15-18), Microsoft committed to reduce its carbon emissions. Unilever revealed how it is launching a drive to halve the greenhouse emissions, while Nike's target is to ensure zero discharge of hazardous chemicals along its entire supply chain, both by 2020.

Launched in 2000, United Nations Global Compact is both a policy platform and a practical framework for companies that are committed to sustainability and responsible business practices. Addressing a group of CEOs in February, UN Secretary General Ban Ki-Moon, challenged the business community to act now on the issue of fostering a green economy.

The World Business Council for Sustainable Development (WBCSD) and the UN Global Compact jointly set criteria for time-bound, measureable commitments on which corporations are required to report annually. According to Ole Hansen, the director, UN Global Compact, 1,400 business executives and over 2,700 people participated in the Rio+20 forum.

Hansen said that beyond their immediate impact, the new commitments will serve as a testing ground. "The only way to know if an innovative approach will work is to try it," Hansen said. "The difficulties will teach us lessons, and the successes will snowball."

With the world facing a need to double food production by 2050, DuPont, a world leader in market-driven innovations and science, pledged \$10 billion in R&D (research and development) to increase productivity, scale up nutrition and cut back on food waste.

DuPont will develop 4,000 new products along these lines by 2020.

Also looking to product development, Proctor & Gamble promises \$50 billion in sales of "sustainable innovation products" by the end of this year, and the clothing house, H&M, will upgrade to 100 percent sustainable cotton, either organic, recycled, or certified in its cotton garments.

At least 45 companies, including Levi's, Pepsi and Coca-cola are extending their commitments to water management and 23 companies pledged to transparency and disclosure on their impact on climate change. **Joint campaigns are also being launched by businesses participating in Global Compact Networks in Brazil, Uruguay and Japan, among others.**

And numerous companies are taking action on the UN Secretary General's campaign for Sustainable Energy for All. Their contributions, alongside commitments from governments and civil society, were supposed to be announced yesterday at RioCentro, Pavilion 3.

This comes days after leading global financial institutions under their umbrella body Long-Term Investors' Club confirmed their shared commitment to contributing to financing the transition to a green economy. The Long-Term Investors' Club is made up of 14 major long-term investors among which is the European Investment Bank (EIB) and KfW -with a combined balance sheet of \$3.2 trillion.



<http://bit.ly/QnDIjA>

Pledging Sustainable Corporations

UN Conference: Firms commit to specific actions in advance of world meeting on sustainable development

By Cheryl Hogue, Chemical & Engineering News, June 19, 2012

Global companies, including chemical manufacturers and users, consumer product producers, and pharmaceutical firms, are pledging to take concrete actions to shift the world to a more sustainable path. More than 200 businesses from many sectors made commitments in Rio de Janeiro in recent days as a prelude to the United Nations Conference on Sustainable Development, which begins on June 20.

For example, GlaxoSmithKline pledged to reduce use of water in its operations by 20% by 2015. The company will also calculate the “footprint” of water use in its value chain and will reduce it by 20% by 2020.

Henkel AG set a goal of increasing its efficiency by 30% by the end of 2015. DuPont, meanwhile, said it will invest \$10 billion in R&D to increase crop production, boost nutrition, and cut back on food waste. Unilever plans to cut in half the water associated with consumer use of and the waste from disposal of its products by 2020. And footwear maker Nike set a goal of eliminating the discharge of hazardous chemicals along its supply chain by 2020.

The companies announced their plans during a June 15–18 Corporate Sustainability Forum sponsored by the UN Global Compact, a voluntary corporate sustainability initiative. Some 7,000 corporations in 135 countries are signatories to the compact, which seeks to align business operations and strategies with sustainability principles that support human rights, workers, the environment, and anticorruption efforts.

The new corporate sustainability pledges will be formally presented to heads of state and UN Secretary-General Ban Ki-moon later this week at the conference, which is nicknamed Rio+20 to commemorate the Earth Summit held in Rio in 1992. In addition, the forum is forwarding a recommendation that the international business community be given a role in identifying and promoting new global sustainability goals.

Ole Hansen, director of the UN Global Compact, said the companies’ sustainability commitments will have an immediate impact on the world and will serve as test cases.

“The only way to know if an innovative approach will work is to try it,” Hansen said. “The difficulties will teach us lessons, and the successes will snowball.”



<http://www.4-traders.com/news/Action-Pledges-by-Business-Kick-Off-Rio-Drive-for-Sustainability-Solutions--14374892/>

Action Pledges by Business Kick Off Rio Drive for Sustainability Solutions

By 4-Traders, 18 June 2012

(Rio de Janeiro, 18 June 2012) - **The final compilation of voluntary private sector commitments to the Rio+20 process, announced today at the Rio+20 Corporate Sustainability Forum, surged to 200 and covers areas ranging from low- or no-carbon footprints to re-forestation, business plans for subsistence farmers and renewal of clean, fresh water sources.**

The plans will be annexed to policy recommendations that business leaders forward to UN Secretary-General Ban Ki-moon and Heads of State at the UN Conference on Sustainable Development (Rio+20) later this week. **They constitute the first wave of innovation and action to emerge from the Rio+20 process, according to Georg Kell, executive director of the UN Global Compact. The Compact is organizing and hosting the 15 -18 June Rio+20 Corporate Sustainability Forum, with 1,400 business executives and over 2,700 total participants.**

Addressing a group of CEOs in February, Secretary-General Ban challenged the business community to act. **The World Business Council for Sustainable Development (WBCSD) and the Global Compact jointly set criteria for time-bound, measureable commitments on which corporations are required to report annually.**

Seeking a snowball effect

As data centres eat up an increasing share of energy output, Microsoft says it will achieve carbon neutrality through offsetting actions. Unilever is launching a drive to halve the greenhouse gas impact of their products, and Nike's target is zero discharge of hazardous chemicals along its entire supply chain, both by 2020.

Ole Hansen, Director, Global Compact said that beyond their immediate impact, the commitments will serve as a testing ground.

"The only way to know if an innovative approach will work is to try it," Mr. Hansen said. "The difficulties will teach us lessons, and the successes will snowball."

With the world facing a need to double food production by 2050, DuPont pledged \$10 billion in R&D for increasing productivity, scaling up nutrition and cutting back on food waste. DuPont will develop 4,000 new products along these lines by 2020. Also looking to product development, Proctor & Gamble promises \$50 billion in sales of "sustainable innovation products" by the end of this year, and H&M will upgrade to 100 per cent sustainable cotton - either organic, recycled, or certified -- in its cotton garments.

Groups of companies are engaging in shared efforts. Forty-five companies, including Levi's, Pepsi and Coke are extending their commitments to water management and 23

companies pledged to transparency and disclosure on their impact on climate change. **Joint campaigns are also being launched by businesses participating in Global Compact Networks in Brazil, Uruguay and Japan, among others. And numerous companies are taking action on the UN Secretary-General's campaign for Sustainable Energy for All. Their contributions, alongside commitments from governments and civil society, will be announced on 21 June at RioCentro, Pavilion 3.**

(Also filed under Water Communique)

<http://www.businessday.co.za/articles/Content.aspx?id=175444>

ANDRE FOURIE: Water flows through heart of sustainability challenges

It is in the interests of big business to work with government to ensure the best use of water in an increasingly water-stressed country

By Andre Fourie, Business Day (South Africa), 3 July 2012

TEN years ago, SA was the focal point of the world media as the host country of the World Summit on Sustainable Development (WSSD). Held a decade after the iconic Rio Earth Summit, the WSSD produced a conceptual leap in understanding that sustainable development is about more than environmental activism and the balance of nature. It is essential to integrate ecological considerations and economic realities with the poverty challenge as the basis for a global sustainability agenda. Sustainable development is as much about food, energy and water security as it is about climate change and the protection of biodiversity.

As decision makers and presidents from around the world convened for the latest United Nations (UN) Conference on Sustainable Development (Rio+20) last week, it was clear we were looking for a new breakthrough in thinking. The triple bottom line framework of sustainable development is now broadly accepted but the world is still trying to work out whether sustainable development is a continuing trade-off between economic, social and environmental considerations or whether it is possible to produce a virtuous cycle in which these elements reinforce each other.

The South African delegation had a strong mandate to push for a global "green economy". This approach acknowledged that economic growth is essential to deal with the poverty and development agendas. But it needs to be based on social inclusion and the sustainable use of natural resources.

The Rio+20 green economy debates included a number of important themes such as renewable energy, food, health, infrastructure, water and biodiversity. But the issue of water scarcity is increasingly being recognised as the fulcrum of the world's various sustainability challenges. Latin America is a striking demonstration that abundant water availability does not ensure ordinary citizens have clean drinking water.

The quality of fresh water and the management of sanitation and waste water affect the health and welfare of billions of people. Water also flows through the heart of local economies and ecosystems.

This insight was the motivation for the CEOs of nearly 100 major global companies, including SABMiller, Coca-Cola, De Beers and Nestlé, representing hundreds of billions of dollars in revenue, to write to UN secretary-general Ban Ki-moon during Rio+20 to stress the importance of global and local action on water security. The

CEOs are clear that poor water management and governance constitute a substantial threat to their business operations and to the communities where they are located.

But the CEO Water Mandate also recognises the importance of corporate water stewardship. The business sector has a responsibility to demonstrate great care in how it manages water. Water leadership requires companies to be water-efficient in their own operations, understand water risks in their supply chains and local watersheds, collaborate with other companies and actors for common solutions, engage with public policy and local communities and, finally, to be transparent in how they report these water risks and actions to stakeholders. While companies are making progress, the two biggest challenges are how they can influence the water use in their supply chains and how to engage effectively with public institutions on water regulations.

As the birthplace of SABMiller, now the second-largest brewer in the world, South African Breweries (SAB) aims to live out the spirit of water stewardship in SA, a water-stressed country. In the context of the Rio+20 dialogue and the CEO Water Mandate commitments, how do we rate on the supply chain and public policy engagement challenges?

Being one of the world's first companies to undertake a detailed water footprinting study, SAB soon realised that the bulk of water used across the value chain of a beer is based in the agricultural supply chain. SAB is working closely with barley farmers in the irrigation areas to reduce water use and optimise irrigation efficiency through the measurement of soil moisture and plant water stress control at critical growth stages.

Improved irrigation scheduling for barley enhances the sustainability of producers by cutting costs for unnecessary irrigation water and electricity. The sustainability of our barley industry depends on the availability of suitable water for irrigation. The work done on reducing the water footprint of barley, and ultimately the beer water footprint, is showing major promise against the current baseline. The ultimate aim is to optimise the irrigation of barley by reducing the water while complementing the quality and yield.

A further step towards water stewardship in the supply chain is identifying the possible risks facing the hops industry, which is concentrated in George. SAB brought together key stakeholders in the water-risk landscape within which its hops farms operate. Attention is paid to understanding the implications of the hydrology, climate change patterns, socioeconomic development and agronomic realities for the future of growing world-class hops at the southern tip of Africa.

On the issue of engaging public institutions, we are fortunate that there is a history of effective collaboration between the public and private sectors. A relevant initiative is the Strategic Water Partnership Network, launched by Water Affairs Minister Edna Molewa and a group of leading companies. The aim is to identify priority and joint actions to close the projected water volume gap of about 30% by 2030.

The network is co-chaired by SAB and the Department of Water Affairs, and early partners include Anglo American, Coca-Cola, the Development Bank of Southern Africa, Eskom, the National Planning Commission, Nestlé, Sasol and the Water Research Commission. The network is based on three water priorities facing SA: water-use efficiency and leakage reduction; supply chain and agriculture water savings; and the importance of effluent partnerships.

For SAB, this is about more than being a responsible corporate citizen. We are convinced that our success as a business depends largely on our ability to deliver

superior value over the long term. We also know that achieving our sustainability objectives will be possible only by working more closely with our farmers, distributors, retailers and customers. We are deeply aware of the looming threats of food and water security, and we need to take proactive steps to secure the resources we require to brew top-quality beers over the coming decades. This strategic approach to water stewardship will make SAB more competitive and will reduce our costs and risks in the long run.

Compared with many countries at Rio+20, South Africa can demonstrate substantial progress towards acknowledging the reality of the future water situation and the importance of cross-sector co-operation to address water stress over the coming decades. But none of this should be taken to mean South Africa has taken the required steps to deal with the potential water crisis in a decisive way. It is worrying to note that the scale of the good deeds and relationships described above are not at the same level as the magnitude of the potential crisis.

It is time to step up our efforts in government and business and in collaboration between the sectors. A good place to start is mutual acknowledgment that we need to change the culture of water abundance among most private and corporate citizens in an increasingly water-stressed country.

Fourie is sustainable development head at South African Breweries.

SK Group committed to sustainable growth

(Also filed under Impact Investing)

By Park Si-soo, Korea Times, 28 June 2012

Sustainability is a buzzword frequently used by business leaders and CEOs of global companies since the 2008-09 global financial crisis changed the world's economic landscape.

Firms that are sustainable have something in common. They are more innovative and adaptive to change. In addition, they maintain resiliency over time, creating economic value and contributing to environmental systems and society.

When it comes to business sustainability in Korea, SK Group is ahead of other conglomerates. Group Chairman Chey Tae-won has shifted the focus of his group's strategy to sustainability from rapid expansion and it is busy looking for new sustainable growth engines.

The 52-year-old tycoon has traveled the country as well as the globe to preach the importance of corporate social responsibility (CSR) and, for his part, established or sponsored dozens of social enterprises to help resolve various social problems such as poverty, income disparity, and youth unemployment.

He recently initiated a project to establish an online platform that will create an "ecosystem for autonomous development" for social enterprise around the world. SK is now working with an elite Korean university to launch an MBA program specializing in CSR. Chey has pledged that his dedication to CSR activities, particularly the establishment of social enterprise, will continue.

"Donation and other conventional CRS activities create social and economic values that are on average three times the material imputed, while the same amount of input into social enterprise creates more than ten times that in additional value," he said. "In that sense, I believe the establishment of social enterprise is one of the most cost-efficient measures to solve social problems."

SK Group has engaged in CSR activities since 2005, establishing or sponsoring nearly 70 social enterprises and creating 6,000 new jobs by the end of last year. It plans to establish more social companies to create 4,000 more jobs by next year for which the conglomerate has launched a fund totaling 50 billion won (\$43.3 million).

In a speech at the Rio+20 Corporate Sustainability Forum in Brazil last week, Chey said his company will join forces with United Nations Global Compact (UNGC) to establish the Global Action Hub, an online platform that will help create an ecosystem for the autonomous development of social enterprise around the world.

The platform will make its debut by 2014, through which investors, experts, and social entrepreneurs exchange information and make investments in each other, SK said. The conglomerate will also run an MBA program introduced by the Korean Advanced Institute of Science and Technology in tandem with the U.N. Principles for Responsible Investment.

“We need to bring innovation to traditional CSR activities,” Chey said. “Considering the increasing influence of the private sector, developing and supporting social entrepreneurship will be an effective alternative for social participation activities.”

He emphasized that the Global Action Hub is “not just a simple IT platform but a comprehensive one” for networking and information exchanges to further enhance the positive effects of social enterprise.

He said the establishment of the CSR MBA program would promote the values of the United Nations that are naturally permeated through activities of social entrepreneurs.

SK has launched a 100 billion won private equity fund in cooperation with the state-run Korea Finance Cooperation to invest in small subcontractors that show proven growth potential. It said the fund was created by affiliates SK Securities, SK Telecom, and SK Global Chemical along with the Korea Finance Corporation and KDB Capital.

SK said Chey suggested the idea in a meeting with heads of subcontractors in October last year.

The fund will operate under SK Securities and KDB Capital until 2018, during which time they will select beneficiaries through thorough, multi-level assessment and purchase up to 5 billion won in shares of each firm as a direct investment. The group plans to offer non-financial education programs for executives of its subcontractors. SK Group is operating another 321 billion won fund, providing cash-strapped subcontractors with up to 500 million won with lower-than-market interest rates. SK Telecom, the country’s largest mobile network operator, offers various training and research programs for information technology startups.

Business

SK Group chief seeks to create network of social enterprises

By Chung Joo-won, The Korea Herald, 20 June 2012

SK Group chairman Chey Tae-won said he will establish “Global Action Hub,” a private, international network of social enterprises, as part of his efforts to reinvigorate those companies.

The business tycoon revealed the plan during his speech at the Rio Plus 20 Corporate Sustainability Forum in Brazil on Monday.

The establishment is aimed at enabling social enterprises to become self-sustainable.

SK Group chairman Chey Tae-won (second from left) answers a question at a closing session of the Rio Plus 20 Corporate Sustainability Forum in Brazil on Monday. (SK Group)

“Social enterprise is the most efficient model for conglomerates like SK to support social values,” Chey said.

SK Group said on Tuesday that it has already sealed a co-investment partnership with the United Nations Global Compact, the United Nations’ strategic policy initiative for businesses.

Chey also met with president Judith Rodin of the Rockefeller Foundation, the world’s largest charity organization, to discuss a partnership regarding investment in social enterprise on Sunday.

The chairman also had separate meetings with Otavio Azevedo, the CEO of Brazilian conglomerate Andrade Gutierrez Group, and with Fu Chengyu, the chairman of China Petrochemical Corp. on Monday.

SK, UN to create global platform for social enterprises

By Seung-hwan Jeong, Maeil Business Newspaper, 19 June 2012

Chey Tae-won, Chairman of SK Group, the chairman of South Korea's third-largest industrial group, proposed plans to invigorate global social enterprise at the Rio+20 Forum held in Brazil Monday.

He suggested 'creating the Global Action Hub, the IT platform where the building blocks of social enterprise can be exchanged' to solve the social ills, striking a chord with about 2,500 experts at the forum.

Chey emphasized that the Global Action Hub is not just a simple IT platform but a comprehensive one where investors, experts and social entrepreneurs would join forces for networking, information exchange to further enhance positive effects by social enterprise.

Global Action Hub is a global social enterprise portal to link resources from global organizations and social enterprise investors and social entrepreneurs.

SK and the UNGC (United Nations Global Compact) under the UN will be jointly driving the hub project to open it at the end of 2014.

[Written by Seung-hwan Jeong / edited by Soyoung Chung]



Eni invests in sustainability, relies on renewables in long term

Il Sole 24 Ore, 25 June 2012

Eni is massively investing in the sustainability of its operations worldwide and stakes on the research of new renewable technologies in the long term, Giuseppe Recchi, the president of the Italian oil and gas group, said.

Recchi signed on behalf of Eni a series of voluntary accords with the United Nations Global Compact during events of the UN organised in Rio de Janeiro. One of the commitments Eni made with the UN Global Impact is to avoid the so called flaring -- the combustion of natural gas coming out of oil wells. In Congo Eni is able to channel all the gas and use it to generate power for 300,000 people, Recchi said.

Nowadays sustainability is an excellent way to make business, the manager said adding that a product characterised as "green" could bring an added value with a higher price and sales capacity.

Abstracted from an original article in Il Sole 24 Ore (La svolta «sostenibile» dell'Eni) by Marco Magrini.

CAPANNORI PIANA

SODIFEL; Lazzareschi al «Global Compact» di Rio de Janeiro

La Nazione, 20 June 2012

L'AMMINISTRATORE delegato del Gruppo Sofidel, Luigi Lazzareschi, è stato invitato dal Global Compact delle Nazioni Unite a Rio + 20, il grande vertice dell'Onu dedicato allo sviluppo sostenibile che avrà il suo momento clou fra il 20 e il 22 di giugno prossimi. **Lazzareschi ha in particolare preso parte sabato scorso ad uno degli eventi del Rio +20 Corporate Sustainability Forum, quello intitolato «Collaborare per l'innovazione a favore dello sviluppo sostenibile», dedicato all'esigenza di un rapporto sempre più stretto e cooperativo fra business community, istituzioni e organizzazioni non profit.**

Nell'ambito dell'evento, Lazzareschi ha illustrato l'esperienza Sofidel, soffermandosi sulle partnership sviluppate e sui risultati raggiunti nell'abbattimento volontario delle proprie emissioni di CO₂, all'interno del programma Wwf Climate Savers (con una riduzione della carbon intensity attualmente del 10,9% rispetto al 2007) e nell'approvvigionamento responsabile di materia prima (con il 99,3% della cellulosa utilizzata proveniente da fonti certificate o controllate secondo i principali schemi internazionali). Insieme a lui erano presenti alla tavola rotonda Roberto Potì, di Edison, Stefano Gardi, di Italcementi e Mauricio Bacellar, di Tim Brasile.



*Also appeared in ENP Newswire

http://www.scandoil.com/moxie-bm2/by_province/north_sea_rim/dnv-calls-for-more-research-innovation.shtml

DNV calls for more Research & Innovation

Scandinavian Oil-Gas Magazine, June 22, 2012

DNV COO Elisabeth Tørstad calls for more research & innovation to better serve the transition to a low-carbon economy.

“We must invest more in research and innovation in order to continuously improve the key renewable technologies. This will drive down life cycle costs and make renewable energy more competitive,” said Elisabeth Tørstad, Chief Operating Officer for DNV’s Division Americas and Sub-Saharan Africa.

Speaking during the UN Global Compact (UNGC) Corporate Sustainability Forum in Rio, Tørstad highlighted DNV’s voluntary commitment to the Rio+20 process to reinvest 6% of annual revenue into its research and innovation activities.

“Sharing technology knowledge is a key driver for success, and we will continue to be actively engaged in developing new technologies and methodologies in order to better serve the transitions to a low-carbon economy,” she pointed out.

WINDFAIR.NET

<http://www.windfair.net/press/11344.html>

Wind Energy Industry News – Managing Risk / DNV

Windfair.net, 21 June 2012

DNV COO Elisabeth Tørstad calls for more research & innovation to better serve the transition to a low-carbon economy.

“We must invest more in research and innovation in order to continuously improve the key renewable technologies.

This will drive down life cycle costs and make renewable energy more competitive,” said Elisabeth Tørstad, Chief Operating Officer for DNV’s Division Americas and Sub-Saharan Africa.

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“Sharing technology knowledge is a key driver for success, and we will continue to be actively engaged in developing new technologies and methodologies in order to better serve the transitions to a low-carbon economy,” she pointed out.

“DNV’s commitment to Energy for All is deeply anchored in our vision to have a global impact for a safe and sustainable future,” added Bjørn K. Haugland, DNV Group Chief Technology and Sustainability Officer. “Our research & innovation efforts include the development of international standards and guidelines that will ensure that growth in energy access in developing countries is achieved with optimum solutions for environmental sustainability and low carbon development.”

Transformational change

Addressing high level business executives and government representatives at the Energy+ side event, Tørstad said “transformational change” is required in order to increase access to modern energy and reduce greenhouse gas emissions. “We’ve already heard, but it doesn’t hurt to repeat: to provide universal modern energy access to all by 2030, annual investment needs to average more than 5 times the current level of USD 9billion. Official development assistance is insufficient to meet this need. The good news however is that 80% of the world’s energy supply could be met by renewables by 2050 provided it is backed by the right enabling policies.” (reference made here to IPCC’s special report on renewable energy sources and climate change mitigation)

Tørstad acknowledged that public policy initiative and public and private investments are key to meet the opportunities that open up in the renewable sector in the future. She considers the Energy+ initiative as “one important step in the right direction” and applauded the Norwegian Government and its partners for “making this bold and decisive move.”

Transparent investment regimes

“When leveraging private sector investments we must consider, among other things, market based mechanisms because we all know the private sector will go where they can make money. At the same time, we must compliment these market based approaches with other mechanisms in order to reduce risk...and we must keep in mind that the private sector is looking for stable, predictable and transparent investment regimes,” said Tørstad. She also urged: a sector-based approach as this will make it easier to get private sector involvement; to be more specific on actions that mitigate risk and ensure access to markets for the private parties; make it easier to engage sector-specific knowledge and utilize this in new markets ... mechanisms typically are more suited to provide a level playing field for competition.

“The Energy+ initiative is important and promising, not because of its sheer size and comprehensiveness, but because it is a testing platform for new mechanisms – global negotiations are slow and we need initiatives like this to accelerate the process,” commented Bente Pretlove, Senior Principal Adviser DNV KEMA Energy & Sustainability, who also made reference to DNV’s joint statement made together with 14 other Nordic UN Global Compact members urging Governments to “create the right policy frameworks to unlock innovation and investment.”

Scaling up the business contribution

In his remarks at the Access to Energy session at the BASD (Business Action for Sustainable Development) Business Day, DNV’s Senior Vice President and Head for Corporate Social Responsibility Sven Mollekleiv also referred to the critical role of business if universal access is to be achieved. “Scaling up the business contribution will not only require more action and innovation from business, but it will require effective enabling policy frameworks and supporting finance mechanisms. Increasing levels of investment can be a complex challenge and the perceived quality of policy and regulation will determine the level of risk associated with the investment. As such, it’s vitally important that governments establish trustworthy systems as this will help enable scaling of best practice projects and ensure that it becomes viable to invest in sustainable business ventures.”

Mollekleiv also stressed that strong public-private partnerships are essential for successful progress on sustainability and highlighted the Energy+ initiative as a leading example with the purpose to provide access to modern energy services to all by increased development of renewable energy and energy efficiency, and to mitigate energy’s impacts on climate.

Rio+20 takes place this week in Rio de Janeiro, Brazil and marks the 20th anniversary of the 1992 United Nations Conference on Environment and Development, in Rio de Janeiro.

NBBRSR

IRANI has signed a letter of commitment for Rio+20

NBBRSR, 20 June 2012

BRAZILIAN COMPANY NEWS BITES | STOCK REPORT

[Celulose Irani](#) has signed a Letter of Commitment for the Rio +20 conference. The initiative is part of the Brazilian Network of the Global Compact and seeks to provide contributions from the private sector for Sustainable Development and the Eradication of Poverty.

This text provides ten commitments that demonstrate the engagement of companies in the search for innovative solutions that represent real impacts on the efficient use of natural resources and living conditions of people.

The Commitment Letter for the Rio+20 will be given to the government authorities and widely reported in the Corporate Sustainability Forum conference, between 15th and June 18th.

RIO+20: Petrobras signs Global Pact for sustainability

Investimentos e Notícias (Real Time), 19 June 2012

SÃO PAULO, 6/19/12 - On Monday the Brazilian signatories of the United Nations Global Pact handed over to Brazil's Environment Minister Izabella Teixeira a document with ten corporate commitments towards promoting a green and inclusive economy.

The document was handed over during the Rio+20 Corporate Sustainability Forum by Armando Tripodi, the Social Responsibility Manager of Brazilian mixed capital oil giant Petrobras - one of the document's signatories - and president of the Global Pact's Brazilian Network; and by the United Nations Coordinator in Brazil, ambassador Jorge Chediak.

The document addresses issues such as the improved use of environmental resources, an increase in the use of renewable energy sources, the promotion of employment and human rights, investments in innovation for operations and the development of sustainable products, social inclusion; and the adoption of sustainable development targets, among other proposals.

So far 226 companies have signed the document, but the expectations are for all 400 members of the Global Pact's Brazilian Network to join in.

<http://www.cankaohome.com/other2/2012/6-19/65054.html>

A number of renown companies committed to sustainability

多家知名企业承诺可持续发展

2012-6-19来源:《参考消息》 阅读:

【法新社巴西里约热内卢6月17日电】题：企业保证可持续发展

出席“里约+20”企业论坛的微软公司和其他企业争先恐后地证明自己的企业是负责任的，但一些批评人士则对他们信誓旦旦的言论持高度怀疑态度。

来自世界各国的大约1000名企业高管正在此间出席由“全球契约”组织的、为期四天的企业可持续发展论坛。

“全球契约”是联合国发起的一项计划，旨在鼓励全球企业尊重人权、劳工、环境、打击腐败等原则，全世界共有来自135个国家的7000家企业参与了这项计划。

几十家企业已经对下述要求作出了回应：做该做的事情，根据论坛六项主题致力于采取促进进步的行动并建立伙伴关系。

这六项主题分别是能源与气候、水与生态系统、农业与食品、社会发展、城市化与城镇、经济与金融。

美国技术业巨头微软公司今天宣布，计划通过提高能源使用效率和采购可再生能源来实现其数据中心、软件开发中心、软件开发实验室、办公室和雇员空中旅行零排放的目标。

微软首席环保战略家罗布·伯纳德在记者招待会上说：“我们曾表示，我们将从7月1日开始碳的零排放。”

世界最大钢铁企业、总部设在卢森堡的阿赛洛米塔尔钢铁公司表示，到2020年，它将在2007年的基础上将生产每吨钢的二氧化碳排放量减少8%。

美国化工业巨头杜邦公司则表示，它将在2020年之前斥资100亿美元用于研发，

并计划在2020年底前推出4000种新产品，以生产出更多食品，并提高全球范围的保健品、食品和农业的可持久性。

南非国有企业国家电力公司和美国杜克能源公司则保证帮助开发电力路线图，以确保非洲和发展中国家的5亿人能够在2050年之前获得能源。

这仅仅是100多家企业业已作出的部分承诺。组织者说，周一论坛闭幕时还将宣布一些企业的承诺，同时论坛还将为出席此间在周三至周五举行的“里约+20”峰会的领导人提出一些建议。

但是，一些持批评意见的人则谴责“全球契约”充当了一些大企业的推销工具。“全球契约”反驳这种指责说，它的计划包括严格的问责机制。根据这一机制，每家签约企业必须每年提交有关它们履行承诺和排除风险的报告。

绿色和平组织政治负责人丹尼尔·米特勒就南非国家电力公司和美国杜克能源公司作出的承诺对本社记者说：“它们试图在里约表现得很好，但它们其实是世界上最大的排污企业，它们实际上是在阻碍可持久发展。”

绿色和平组织还质问微软公司为何不放弃使用煤炭的习惯。

<http://www.guardian.co.uk/sustainable-business/call-for-comitments-future-we-want?newsfeed=true>

Call for commitments for Rio+20

Commitments to the Future We Want is a worldwide call for action from business to create a more sustainable world

Sponsor's feature

World Business Council for Sustainable Business, guardian.co.uk, Friday 1 June 2012



Rio+20: There is no agreement on the governance framework yet and sustainable development goals have not been formulated. Photograph: Ben Lewis/Alamy

The negotiation document which is currently under preparation by governments for Rio+20 is becoming a very large paper with little concrete actions. There is no agreement on the governance framework yet and sustainable development goals have not been formulated. While there is agreement amongst WBCSD members that there is an urgency to scale up tangible actions to build a sustainable world – the future we want. Business, as one of the key players in society, can step up to create this future.

Commitments to the Future We Want is a worldwide call for commitments and actions from business to create the sustainable world that we want. The WBCSD and United Nations Global Compact have been voices of progressive business for two decades, bringing key players together across issues. Together with WWF International, they are working to mobilise the global business community to pledge commitments for a sustainable future.

The initiative aims to collect commitments from businesses to demonstrate the lead that business is taking in advancing sustainability. Commitments can be existing or new initiatives.

Each commitment must meet established criteria for acceptance, and companies must commit to transparency and report on progress made annually towards their

commitments. Commitments to the Future We Want will be an on-going initiative beyond Rio+20 and the end of this year.

As we all work towards creating a sustainable future for all, stepping up to the challenge and making a commitment is an easy way for business to showcase its leadership in the sustainability spectrum in the run up to Rio+20.

While business has only been invited to express its voice during the negotiations process in the run up to Rio, the most innovative and impactful commitments will be compiled by the UN in an addendum to the negotiation document coming out of Rio+20.

All interested companies are invited to visit the WBCSD website for details on specific goals and issues, commitment submission instructions, and the online form for submitting commitments.

Copy on this page is provided by the World Business Council for Sustainable Development, sponsor of the Business on the Road to Rio hub

<http://www.greenbiz.com/blog/2012/05/23/why-businesses-shouldnt-ignore-rio20?page=full>

Why businesses shouldn't ignore Rio+20

By Lindsay Clinton, Greenbiz.com, May 23, 2012

It is awfully tempting to ignore the Rio+20 Earth Summit.

If you've been listening to the echo chamber of low expectations surrounding the summit, you can't be blamed for doing so. Many companies and even some environmental NGOs are keeping their heads down.

But it's not in business' best interest to ignore the summit. We're in the midst of a tipping of the scales of power, where nation states have less of it, and companies -- and some civil society groups -- have much more.

General Motors, for example, now has annual revenue larger than Bangladesh's gross domestic product (GDP). Walmart's revenue surpasses Norway's GDP. Meanwhile, the Gates Foundation has a larger annual budget than the World Health Organization.

Regardless of whether the shift in power to private sector leaders is right or fair, business must be part of the sustainable development dialogue. Even sustainability pioneers like Gro Harlem Brundtland and Achim Steiner speak of the need for the business community to see itself as part of the sustainable development dialogue.

Despite the negative press, several positive developments are emerging from summit stakeholders. Interactions (some public, others private) with a few colleagues deeply involved in the summit -- including Clarissa Lins of FBDS, Jacob Scherr of NRDC, Chantal Line Carpentier at the United Nations, and Pavan Sukhdev of GIST Advisory -- have shed light on innovative opportunities for business to be involved, demonstrate leadership and learn about issues in the pipeline.

Accelerating new leadership

Ideally, we'd like a stellar "Rio Outcome Document" that puts forth plans for a green economy and offers a new governance structure for sustainable development. But any consensus that emerges at Rio+20 -- with national interests and negotiators' egos at stake -- is bound to be weak.

Waiting for nation states to drive the development of new regulation won't get us far. As we give up the fantasy that heads of state will deliver a solution at Rio+20, we will likely see new leaders emerge.

Take for example, Aviva, which has led the charge to develop a convention that would mandate corporate sustainability reporting. Unilever's Paul Polman has also spoken of the need for more world leaders to attend the summit.

Although it's uncertain whether Barack Obama or David Cameron will attend, executives from Aviva, Bank of America, Deutsche Bank, Eskom, Puma, Novo Nordisk, Schneider Electric, Siemens, Total and Unilever, among others, are expected

to participate. We're looking forward to seeing business leaders emerge during and after the summit.

A cloud of crowdsourced commitments

Several entities, such as the United Nations Global Compact, Sustainia, and the U.N. summit organizers, have created platforms that give new leaders the opportunity to gain visibility when they make a commitment related to the sustainable development agenda.

These platforms give bold companies and civil society groups an avenue through which to share their initiatives, set an example for others and invite collaboration.

For example, the Brazilian arm of WBCSD, known as CEBDS or the Brazilian Council for Sustainable Development, has posted a commitment to offer good and sustainable living conditions to Brazil's 260 million people by 2050. Ecocity Builders and a host of collaborators aim to bring cities and human settlements into balance with nature and culture in the same time frame.

If your business is already on the path towards sustainable development, with your goals in progress, consider registering your commitment.

Issues raised by the critical mass

As we saw during the Arab Spring, the long tentacles of social media have enabled transformational engagement from far-reaching corners of society. Now several initiatives are enabling citizens from around the world to raise their voice on sustainable development challenges.

Rio+Social, hosted by Mashable, the 92nd Street Y and the U.N. Foundation, provides a digital platform for millions to share their perspectives. On June 19, on the eve of the summit, there will be a live discussion that will be streamed virtually for global participation.

The U.N. has also set up a separate and slightly cumbersome platform called RioDialogues.org where anyone can submit recommendations related to conference themes. These will be debated, voted upon and submitted to the U.N. negotiators during the summit.

Game Change Rio, launched this week, allows players to "explore the countless options to ruin our world for future generations or save the planet." Players can choose policies and manage the resulting budget. Each policy has an effect on the resources available. It's a creative engagement tool on issues often thought to be too serious for gamification.

For companies interested in understanding society's concerns related to food security, sustainable cities, employment and other themes, these sites provide new, unique sounding boards and engagement ideas.

Tapping into these platforms may help you learn more about what matters to your current and future customers in countries around the world.

Business leaders interested in learning more about Rio+20 and opportunities for leadership after the summit are encouraged to visit TheRegenerationProject.com to learn more.

(Also filed under Advance Coverage)

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(Also filed under Advance Coverage)

<http://www.triplepundit.com/2012/05/global-compact-asks-companies-make-sustainable-commitments/>

UN Global Compact Calls for Companies to Make Sustainable Commitments

By Gina-Marie Cheeseman, Triple Pundit, May 8th, 2012

Calling all companies who want to practice sustainability! Answer the call by the UN Global Compact and the World Business Council on Sustainable Development (WBCSD) for companies to commit to sustainable actions and partnerships. The Global Compact, partnering with the WBCSD, issued the call for commitments on May 3 for the Rio+20 Corporate Sustainability Forum, which will be held on June 15 to 18, 2012 in Rio de Janeiro.

“We need to put our world on a more sustainable path—economically, socially and environmentally,” the UN Secretary General Ban Ki-moon said in a video address about the call for commitments posted on the Global Compact website. The Secretary General added that businesses can be part of the solutions to the problems of our day:

“Solutions exist that can have profound impact, but we need many more companies to awaken to this agenda. The UN Global Compact already has 6,000 companies committed to sustainability. I urge you to join them. The Rio+20 Corporate Sustainability Forum is our launch pad for action, innovation and collaboration.”

The commitments must fall within the six core themes of the Forum: energy and climate, water and ecosystems, agriculture and food, social development, urbanization and cities, and economics and finance of sustainable development. The commitments must also meet the following criteria:

- Advance one or more UN goal/issue
- Include time-bound target(s) that can be measured for success
- Include an agreement to publicly disclose, on an annual basis, progress made to realize the commitment, throughout its duration

The commitments can take various forms, according to a press release by the UN Global Compact, including new projects or partnerships, existing activities that are scaled up or accelerated, adding partners to existing projects or renewing ongoing commitments. The press release cites examples of commitments that can be taken, which include:

- Energy & Climate: Reduce emissions from operations or improve the energy efficiency of products and services

- Water & Ecosystems: Eliminate waste water runoff in production or develop water-use regulations in partnership with local governments
- Agriculture & Food: Collaborate across a supply chain to build an affordable food distribution system to underserved populations or improve the efficiency of farming operations
- Social Development: Expand business relationships with women-owned enterprises, including small businesses and women entrepreneurs
- Urbanization & Cities: Create a high quality, low impact sewer system in a developing market or partner with local governments to create more reliable public transportation options
- Economics & Finance of Sustainable Development: Provide financing for an innovative development venture or build an international market for the exchange of development funds

Companies are asked to submit their commitments through the UN-business partnership gateway at www.business.un.org/commitments. Both the Global Compact Office and the WBCSD will recognize corporate commitments at that website and on a mobile device that will be available to participants of the Rio+20 Corporate Sustainability Forum.



<http://www.businessgreen.com/bg/news/2172633/un-s-ban-ki-moon-urges-firms-green-run-rio>

UN's Ban Ki-moon urges firms to go green in run-up to Rio

UN Global Compact also recommends Carbon Disclosure Project as reporting framework for signatory companies

By BusinessGreen staff, 04 May 2012

United Nations Secretary General Ban Ki-moon has urged companies to step up their commitment to sustainability in the run-up to the Rio+20 Earth summit in Brazil next month.

The UN Global Compact is hosting a Rio+20 Corporate Sustainability Forum from 15-18 June in Rio de Janeiro, just days ahead of the of main Rio+20 Summit that will be attended by world leaders.

The Global Compact currently includes around 6,000 companies that have made a commitment to becoming more sustainable. It is now urging firms to make public commitments to improving their environmental impact that will then be promoted during the Forum.

Speaking in a video address, Ban said businesses could play a key role in helping to reduce the effects of climate change and repair declining ecosystems.

"Solutions exist that can have a profound impact," he said. "We need many more companies to awaken to this agenda. A United Nations Global Compact already has 6,000 companies committed to sustainability and you can join them. The RIO+20 conference is our launchpad for action and collaboration. Together we can deliver the future we want."

The Global Compact Office and the World Business Council for Sustainable Development plan to publish a series of corporate commitments on a forum website and mobile app that will be made available to the nearly 2,000 participants of the Rio+20 Corporate Sustainability Forum.

Commitments must be submitted by 1 June in order to be considered for recognition, and must meet criteria including advancing one or more UN goals, and featuring a time-bound target and a commitment to publicly report on progress on an annual basis.

In related news, Caring for Climate, a joint initiative between the UN Global Compact and the UN Environment Programme, has recommended the Carbon Disclosure Project (CDP) as a reporting framework for all signatory companies.

Guidance issued last week outlines disclosure-related responsibilities for signatory companies. Companies that are publicly disclosing their climate change strategies and carbon emissions through CDP automatically meet the Caring for Climate reporting requirements and need only refer to their most recent CDP response to be in full compliance.

Pacto Global é firmado por 7 mil empresas de todo o mundo No Brasil, apenas 226 companhias assinaram o acordo, entre elas Vale, Petrobrás e Braskem, tradicionais poluidoras

Por Antonio Pita e Heloisa Aruth Sturm, O Estado de Sao Paulo, 23 Junho 2012

Na esfera privada, a Rio+20 também promoveu encontros e fóruns entre empresas que definiram metas e fecharam acordos para limitar o impacto ambiental em seus negócios.

As ações de transição para a chamada economia verde - na qual toda atividade econômica deve levar em conta aspectos tanto sociais quanto ambientais, com o objetivo de chegar ao desenvolvimento sustentável - foram condensadas em um compromisso pelo **Pacto Global** da Organização das Nações Unidas, que reuniu as maiores empresas do mundo.

No Brasil, apenas 226 empresas assinam o termo - entre elas, gigantes de setores tradicionalmente poluidores, como Petrobrás, Vale e Braskem.

O País tem a quarta maior adesão entre as nações participantes. Ao todo, são cerca de 7 mil empresas signatárias do acordo.

Nesse compromisso, estão definidos princípios para atuação das empresas, como redução das emissões de gases poluentes, maior eficiência energética, entre outras ações.

Desafio. "É um desafio levar essas iniciativas para outras empresas, principalmente as pequenas. O País ainda está engatinhando na transição para economia verde e as ações são limitadas às grandes empresas", avalia Walfredo Schindler, da FBDS, responsável por uma coletânea com diagnósticos sobre a economia verde no Brasil.

É o caso da petroquímica Braskem, que desde 2002 adota medidas que já reduziram em 12% as emissões de gases e em 60% a geração de resíduos.

Segundo Jorge Soto, diretor de Desenvolvimento Sustentável da empresa, "os investimentos chegaram a R\$ 250 milhões em 2011, sem contar os recursos destinados a pesquisa e inovação tecnológica".

Pequenas. Na outra ponta, as pequenas empresas também começam a se voltar para o mercado verde. A empresa de consultoria Vaporenge mudou seus programas em 2006 após perceber um aumento da demanda por soluções sustentáveis nas empresas. Segundo Krishnamurti Evaristo, os clientes procuram a consultoria para reduzir a ineficiência em seus processos. "Mas nós mostramos que a redução dos custos passa pela redução do impacto ambiental. Nenhum negócio é economicamente viável se não for ambientalmente viável."

FOLHA DE S.PAULO

Antes da Rio+40

Por Maria Cristina Frias, Folha de São Paulo, 24 Junho 2012

Enquanto os países não foram muito além de uma declaração inócua na Conferência das Nações Unidas, muitas empresas, inclusive no Brasil, têm assumido compromissos claros, com metas. Muitas iniciativas foram anunciadas na Rio+20.

A rede de 400 companhias brasileiras que integra o Pacto Global divulgou documento em que se compromete com dez práticas.

Entre elas estão ampliar e melhorar a eficiência do uso de recursos naturais, reduzir desperdício, gerar empregos dignos e apoiar políticas do governo brasileiro nessa área, direcionar investimentos para fortalecer a educação e a inclusão.

Os executivos, por sua vez, pediram incentivos governamentais para o desenvolvimento de tecnologias e produtos sustentáveis, ênfase em educação, além de outras políticas públicas.

Nesta página, compromissos assumidos por sete empresas.

Remédio na produção

A fábrica do laboratório Teuto, em Goiânia, vai receber neste ano investimentos de R\$ 40 milhões para expansão da capacidade.

O investimento, realizado com a Pfizer, sai do caixa do laboratório e é proporcional à sociedade entre as empresas. A multinacional comprou 40% da Teuto, que atua em genéricos, em 2010.

Na área voltada a pesquisa, a Pfizer mudou seu perfil de atuação nos últimos anos, segundo Victor Mezei, presidente da companhia no país.

"Antigamente, as farmacêuticas traziam mais apenas as últimas fases das pesquisas para o Brasil. Agora estamos trazendo fases anteriores", afirma.

Entre os novos produtos que a empresa tem em desenvolvimento atualmente, 50% estão em estudo no país, informa Mezei, sem especificar em que fases. "Trouxemos um profissional com linguagem científica para se aproximar de universidades e centros de pesquisa."

A empresa também está em discussões com o governo para a criação de uma parceria público-privada. "Parte disso envolve biotecnologia. Seria para atender o mercado local."



*Also appeared in Veja

<http://invertia.terra.com.br/sustentabilidade/rio20/noticias/0,,OI5842455-EI20323,00-Empresas+prometem+sustentabilidade+em+forum+na+Rio.html>

Empresas prometem sustentabilidade em fórum na Rio+20

Por Gerard Aziakou, AFP, 17 Junho 2012

A Microsoft e outras empresas que participam do fórum empresarial na Rio+20 não poupam esforços para mostrar como respeitam o meio ambiente, mas os críticos se mantêm céticos sobre seus compromissos. Cerca de mil diretores e presidentes de empresas de todo o mundo participam do **Fórum de Sustentabilidade Corporativa, organizado pelo grupo Global Compact, uma iniciativa da ONU para estimular as empresas a respeitarem os direitos humanos, as leis do trabalho, o meio ambiente e a adotar princípios contra a corrupção.**

Muitos atenderam à convocação para fazer o que for correto e se comprometeram a agir para obter progressos em seis temas centrais: energia e clima, água e ecossistemas, agricultura e alimentos, desenvolvimento social, cidades e urbanização, economia e financiamento.

Neste domingo, a titã da tecnologia Microsoft anunciou planos para manter em zero as emissões de gases do efeito estufa em seus bancos de dados, laboratórios de desenvolvimento de programas de informática e nas viagens aéreas de seus funcionários ao impulsionar a eficiência energética e a aquisição de energia renovável.

"Dissemos que seríamos neutros na emissão de gases contaminantes a partir de 1º de julho", disse Rob Bernard, chefe de estratégia ambiental da Microsoft, em uma entrevista coletiva à imprensa. A meta será obtida em parte por meio de compensações, ou seja, equilibrando a quantidade de CO2 emitida com uma mesma quantidade capturada, ou comprando créditos de carbono o suficiente para compensar a diferença. A ArcelorMittal, maior fabricante de aço do mundo, com sede em Luxemburgo, indicou que para 2020 reduzirá suas emissões em 8% para cada tonelada de aço produzida.

No Brasil, a Netafim, líder mundial em irrigação inteligente, indicou que trabalha com o governo para instalar mil sistemas de irrigação por gotejamento em pequenas propriedades no Piauí até 2014. A irrigação com gotas ajuda a economizar água e fertilizante ao permitir que o líquido chegue lentamente às raízes das plantas.

A gigante americana química Dupont prometeu investir 10 bilhões de dólares até 2020 em pesquisas e no desenvolvimento de planos para lançar 4 mil novos produtos até o final desse ano com o objetivo de produzir mais alimentos, melhorar a nutrição e a sustentabilidade agrícola e alimentar no mundo.

As estatais sul-africana Eskom e a americana Duke Energy prometeram colaborar com o desenvolvimento de um mapa de eletrificação para garantir que 500 milhões de pessoas na África e nos países em desenvolvimento tenham acesso à energia até 2025.

Esses são alguns dos mais de 100 compromissos que os organizadores asseguram que serão anunciados até segunda-feira no fórum empresarial, junto com recomendações para os líderes mundiais da Rio+20 que se reunirão de quarta a sexta-feira.

Os críticos, no entanto, acusam a "Global Compact" de atuar como uma ferramenta de marketing das grandes empresas. O grupo rejeita a acusação, e indicou que seu esquema incorpora rígidos mecanismos de responsabilidade que obrigam seus integrantes a fornecer informações anualmente sobre sua implementação. Caso não respeite as normas do grupo, um membro pode ser expulso.

"Estão tentando ficar bem aqui no Rio, mas estão entre os maiores poluidores e estão atrasando de maneira ativa o desenvolvimento sustentável", disse Daniel Mittler, diretor de políticas do Greenpeace Internacional, ao comentar os compromissos da Eskom e da Duke Energy.

O Greenpeace também acusa a Microsoft, uma das três maiores proprietários de bancos de dados do mundo junto com a Amazon e a Apple, de emitir muitos gases nocivos ao planeta. "Bancos de dados gigantes que armazenam e enviam milhões de bytes de fotos, e-mails, músicas e vídeos de que desfrutamos todos os dias são agora uma das fontes de demanda de nova eletricidade de maior crescimento no mundo", disse. "Todos os dias, toneladas de poluição de CO2 causadora de asma e destruidora do clima são lançadas no ar para manter a internet em funcionamento", disse Mittler.

Sobre a Rio+20

Vinte anos após a Eco92, o Rio de Janeiro volta a receber governantes e sociedade civil de diversos países para discutir planos e ações para o futuro do planeta. A Conferência das Nações Unidas sobre Desenvolvimento Sustentável, que ocorre até o dia 22 de junho na cidade, deverá contribuir para a definição de uma agenda comum sobre o meio ambiente nas próximas décadas, com foco principal na economia verde e na erradicação da pobreza.

Composta por três momentos, a Rio+20 vai até o dia 15 com foco principal na discussão entre representantes governamentais sobre os documentos que posteriormente serão convencionados na Conferência. A partir do dia 16 e até 19 de junho, serão programados eventos com a sociedade civil. Já de 20 a 22 ocorrerá o Segmento de Alto Nível, para o qual é esperada a presença de diversos chefes de Estado e de governo dos países-membros das Nações Unidas.

Apesar dos esforços do secretário-geral da ONU Ban Ki-moon, vários líderes mundiais não estarão presentes, como o presidente americano Barack Obama, a chanceler alemã Angela Merkel e o primeiro ministro britânico David Cameron. Ainda assim, o governo brasileiro aposta em uma agenda fortalecida após o encontro.



<http://g1.globo.com/natureza/rio20/noticia/2012/06/forum-de-empresarios-tem-200-compromissos-assinados.html>

Fórum de empresários tem 200 compromissos assinados

*Documento final ressalta união de setores e parcerias público-privadas.
Fórum reuniu 1.400 representantes do setor privado em 4 dias de debates.*

Por Lilian Quaino, G1, 18 Junho 2012

Ao fim de quatro dias de debates no **Fórum de Sustentabilidade Empresarial**, executivos, empresários e investidores firmaram cerca de 200 compromissos sobre temas como carbono neutro, biodiversidade, investimentos sociais, preservação do meio ambiente e uso racional da água e outros recursos naturais. Na noite desta segunda-feira (18), reunidos num hotel na Barra da Tijuca, Zona Oeste do Rio, representantes do setor privado assinaram um documento, com compromissos e propostas, a ser levado aos líderes mundiais que se reunirão na Rio+20.



Executivos de todo o mundo discutem o documento final do fórum (Foto: Lilian Quaino/G1)

O documento do fórum ressalta o potencial da colaboração de diferentes setores e das parcerias público-privadas nas mudanças que devem ser feitas em temas de interesse global como água, energia, alimentos e o empoderamento da mulher. Mostra ainda o poder das inovações do setor privado para promover o desenvolvimento sustentável. O documento do fórum com propostas e recomendações será entregue ao secretário-geral da ONU, Ban Ki-moon, e aos chefes de Estado na quinta-feira (21), na Rio+20.

Com 1.400 representantes do setor privado, o Fórum de Sustentabilidade Empresarial da Rio+20 reuniu o maior número de empresários e executivos numa conferência da ONU, segundo os organizadores. O total de participantes chegou a 2.700 pessoas, com a adesão de representantes de governos e de universidades. O fórum foi organizado pelo Pacto Global, órgão da ONU para o setor privado.

Entre as propostas está um documento assinado por 45 CEOs de grandes corporações, dirigido aos governos, pedindo avanço nos investimentos para

garantir acesso a água e a saneamento básico às populações. O lançamento de uma nova política corporativa para assistir empresas no desenvolvimento e na implementação de práticas relacionadas ao ecossistema e à biodiversidade é outro compromisso do setor privado.



Jovens do Afroreggae dão um show de bateria para executivos e empresários (Foto: Lilian Quaino/G1)

Cinco bolsas de valores (BM&FBovespa, Nasdaq OMX e as bolsas de Johannesburg, Istambul e Egito) firmaram um compromisso de longo prazo para promover o investimento sustentável em seus mercados. Reunindo 4.600 companhias listadas, as bolsas prometem dialogar com investidores, analistas e empresas para estimular práticas ambientais, sociais e de governança responsáveis.

Ainda no setor financeiro, executivos de 37 bancos, fundos de investimento e companhias de seguro assinaram a Declaração do Capital Natural para que seus recursos sejam aplicados somente em empresas comprometidas com práticas de sustentabilidade e desenvolvimento social.

Mais de 70 organizações empresariais e governamentais apoiaram a política de economia verde, para que as corporações adotem práticas sustentáveis como o uso eficiente de energia e outros recursos naturais, e mais de 60 institutos de educação em negócios se comprometeram a colocar o desenvolvimento sustentável no currículo.

No encerramento do fórum, executivos e empresários de todo o mundo assistiram a um show da bateria de jovens do Afroreggae e provaram típicos petiscos cariocas como caldinho de feijão e linguíça acebolada



<http://g1.globo.com/natureza/rio20/noticia/2012/06/226-empresas-brasileiras-assinam-documento-com-10-compromissos.html>

226 empresas brasileiras assinam documento com 10 compromissos

Documento para a promoção da economia verde foi entregue ao governo. Empresas assumem compromisso de definir metas concretas e comuns.

Por Darlan Alvarenga, G1, 18 Junho 2012



Documento teve adesão de empresas como CPFL, Petrobras e Braskem (Foto: Darlan Alvarenga/G1)

Mais de 200 empresas assumiram nesta segunda-feira (18) no Fórum de Sustentabilidade Empresarial da Rio+20 um compromisso público para a promoção da economia verde e inclusiva em seus processos produtivos. O documento elaborado pela Rede Brasileira do Pacto Global das Nações Unidas lista 10 compromissos com o desenvolvimento sustentável e foi assinado até o momento por 226 empresas e organizações.

O número representa menos de 60% do total de empresas brasileiras que integram o Pacto Global, mas entre os signatários estão algumas das maiores companhias do país, como Petrobras, Vale, Bradesco, Banco Do Brasil, Odebrecht, Braskem e CPFL.

“O principal objetivo deste documento é alavancar o número de adesões”, destacou Jorge Soto, diretor de sustentabilidade da Braskem, do comitê brasileiro do Pacto Global, destacando que o objetivo é triplicar de 400 para 1.200 o número de empresas associadas a rede global que reúne atualmente mais de 7 mil companhias de mais de 130 países. “Cerca de 10% das empresas que aderiram ainda não são do Pacto Global”, destacou.

Entre os compromissos listados está melhorar a eficiência do uso de recursos ambientais nos processos produtivos e nas cadeias de fornecedores e clientes, o maior investimento em inovação e tecnologia de forma a introduzir novas soluções e a definição de metas concretas para a contribuição das empresas para o desenvolvimento sustentável, com a publicação periódica da evolução dos compromissos assumidos. **[Clique aqui para conferir a íntegra do documento e as empresas que já assinaram.](#)**

De forma semelhante ao **compromisso firmado pela Confederação Nacional das Indústrias (CNI), na semana passada**, o documento não fixa metas nem prazos. “O compromisso assumido pelos presidentes das empresas é uma carta voluntária. O próximo passo é identificar as sinergias para definir, se possível, metas comuns”, disse Carlos Fadigas, presidente da Braskem.

Pelo compromisso firmado, caberá a cada uma das empresas divulgarem suas metas bem como relatórios de prestação de contas sobre a evolução dos projetos anunciados. A CPFL, por exemplo, divulgou a meta de reduzir, até o final de 2012, em 15% do consumo de gasolina da sua frota de 10 mil veículos e em 5% o consumo anual de papel.

Empresas pedem tributação menor

No documento, as empresas cobram também uma maior participação e estímulos do governo e listam cinco pontos considerados fundamentais para alavancar a contribuição da indústria na promoção do desenvolvimento sustentável: educação, favorecimento de investimentos em inovação e pesquisa, promoção da produção e do consumo mais sustentável, apoio às empresas que assumam os riscos da introdução de novos produtos e serviços e o fortalecimento da participação empresarial na implementação de políticas nacionais e globais.

“Cabe ao governo incentivar as soluções mais sustentáveis e isso é feito através de tributação”, disse Fadigas, defendendo incentivos fiscais para as empresas comprometidas com práticas mais sustentáveis.

<http://www.valor.com.br/rio20/2718398/empresas-assumem-metas-sustentaveis-e-pedem-incentivos-do-governo#ixzz20LYPR5Zk>

Empresas assumem metas sustentáveis e pedem incentivos do governo

Por Fernando Exman, Valor Econômico, 18 Junho 2012

RIO - A rede brasileira do Pacto Global, iniciativa do setor privado voltada à promoção do desenvolvimento sustentável, lançou nesta segunda-feira, durante a Rio+20, um documento por meio do qual 226 empresas instaladas no país assumiram voluntariamente dez compromissos para impulsionar a chamada economia verde inclusiva.

As empresas se comprometeram, por exemplo, a melhorar a eficiência do uso de recursos naturais, gerar empregos dignos, definir metas concretas e relatar seus avanços na busca por maior sustentabilidade, além de influenciar e apoiar as políticas do governo brasileiro nessa área.

"Qualquer setor nascente depende de estímulos. Cabe ao governo estimular os produtos mais renováveis", afirmou o presidente da Braskem, Carlos Fadigas, para quem essas medidas podem ser tributárias e de regulação.

Para ele, a adoção de uma cultura mais sustentável pode reduzir os custos das empresas, mas cabe também à sociedade decidir se paga mais caro por produtos sustentáveis a fim de remunerar iniciativas nesse sentido.

A rede brasileira do Pacto Global conta com cerca de 400 companhias, mas nem todas aderiram ainda ao documento. No mundo, o Pacto Global conta com 7 mil empresas associadas e pode excluir de seus quadros os grupos que não seguirem os princípios defendidos pela associação.



<http://www.estadao.com.br/noticias/impreso,empresas-elaboram--lista-com-200-aco-es-,888182,0.htm>

Empresas elaboram lista com 200 ações

Estadao, 19 Junho 2012

O Fórum de Sustentabilidade empresarial da Rio+20 divulgou lista com 200 iniciativas voluntárias por parte de empresas de todo o mundo para reduzir ou neutralizar as emissões de gases causadores do efeito estufa.

A iniciativa de caráter internacional se soma ao documento assinado ontem por 226 empresas no Brasil criando o compromisso de estabelecer metas de sustentabilidade individuais.

Essa é a primeira iniciativa do setor empresarial. Não há metas ou prazos gerais e a ONU vai apenas acompanhar os planos, que são estabelecidos pelas próprias companhias.



<http://planetasustentavel.abril.com.br/blog/riomais20/2012/07/03/rio20-teve-grandes-resultados/>

Rio+20 teve grandes resultados

Planeta Sustentável, 3 Julho 2012



Caco de Paula, diretor do Planeta Sustentável

Conferência mundial sobre desenvolvimento sustentável gerou articulações, acordos e compromissos muito mais eloquentes do que os esperados documentos oficiais

A vantagem de se ver um jogo de futebol em comparação a acompanhar uma Conferência das Nações Unidas é que o jogo geralmente é muito mais divertido e seu resultado pode ser conhecido em apenas 90 minutos. As possibilidades de desfecho são apenas vitória de um dos dois ou empate. Uma conferência da ONU é um pouco diferente. Seu resultado mais visível é um documento oficial, que tende a ser muito cheio de dedos, já que precisa ser fruto de consenso entre representantes de quase 200 países. Daí a dificuldade de produzir acordos ousados, inovadores, à altura dos desafios do desenvolvimento sustentável. Essa dificuldade não justifica, contudo, a análise rasa com que alguns apressados se dispõem a acusar, julgar, condenar e sepultar a Rio+20 depois de cravar-lhe no peito a estaca do “grande fracasso”.

Essa análise apressada prefere ignorar que a conferência não fracassou, já que produziu um texto assinado por todos e aponta para novas condições de inovação. Ignora ainda que o valor de encontros globais desse tipo vai muito além do documento assinado por governos nacionais. Esse valor começa na própria mobilização e consciência que o encontro criou.

Se quisermos pensar em termos de “vitória” ou “derrota”, não seria difícil identificar vitória em um movimento que, em apenas um ano, fez com que o entendimento de escolhas sustentáveis, por parte do senso comum, saltasse da simplória imagem de alguém escovando os dentes com a torneira fechada para a compreensão mais ampla

de temas e conceitos como energias renováveis, ciclos de vida de produtos, urgência de mudanças em padrões de consumo, distinção entre valor de uso e valor de troca ou de como certas práticas econômicas do passado pressionam os recursos naturais a ponto de inviabilizar o futuro.

Além – e por causa – desse avanço na compreensão dos conceitos, há ações práticas. Durante a conferência realizaram-se milhares de eventos paralelos no Rio de Janeiro. Numerosas empresas, organizações não governamentais e administrações de grandes metrópoles foram muito mais ágeis, assertivas e avançadas do que as representações nacionais reunidas no encontro oficial. Só para citar alguns exemplos, um grupo de 40 megacidades fez um ousado acordo para reduzir suas emissões de gases causadores de efeito estufa, numa quantidade comparável a toda a emissão anual do México.



O setor empresarial, que 20 anos atrás esteve praticamente ausente da Rio-92, agora, durante a Rio+20, liderou a realização de compromissos voluntários, reconhecendo o valor do capital natural e comprometendo-se a usar os recursos naturais de forma responsável. **Ao longo de quatro dias mais de 3 mil pessoas, representando cerca de 1500 empresas de 60 países, participaram de eventos do Global Compact – o braço da ONU para relação com a iniciativa privada – e produziram 220 compromissos. Um deles, proposto e difundido pela Rede Brasileira do Pacto Global, está sendo subscrito por centenas de empresas brasileiras, entre elas a Abril. Veja detalhes desse [documento](#).**

O número total de compromissos voluntários assumidos por empresas, governos e sociedade civil é de aproximadamente 700 e somam mais de 500 bilhões de dólares.

Houve ainda uma grande participação na chamada Cúpula dos Povos, no Aterro do Flamengo, por onde passaram mais de 350 mil pessoas entre os dias 15 e 22 de junho. Cerca de 14 mil ativistas brasileiros e de redes internacionais, assim como mais de 7 mil organizações não governamentais participaram de manifestações e expressaram um conjunto de opiniões, numa perspectiva geralmente crítica ao evento oficial. Existe, é claro, boa distância entre a expectativa gerada por uma conferência como essa e o seu resultado imediato. É preciso reconhecer que há críticas pertinentes ao grau de avanço obtido. E que serão argumentos da mesma natureza dessas críticas que darão rumo e velocidade às mudanças em direção a uma economia muito além do que verde, realmente inovadora e inclusiva.

Ainda que legítimas, algumas dessas críticas, quando exacerbadas, tornam-se uma das principais fontes do discurso de desqualificação da Rio+20. Há uma outra fonte, que é a trincheira do puro e simples conservadorismo. É o quartel general do “business as usual”, o negócio tal qual é hoje, que insiste em negar o reconhecimento do capital natural, na vã tentativa de eternizar as tais práticas econômicas do passado que

ameaçam inviabilizar o futuro. Essa “crítica” baseia-se em crenças anticientíficas que negam as evidências do aquecimento global. Felizmente a influência desse discurso é declinante, principalmente junto a empresas sérias, cada vez mais conscientes, compromissadas e atuantes. Mas ainda causa algum estrago, como se viu na condenação e execução sumária da Rio+20.

Num contexto de crise econômica internacional, os governos estão mais contidos do que nunca. E, mais uma vez, a sociedade saiu na frente. Sejam representantes de grandes empresas ou de organizações ligadas à defesa da natureza, várias lideranças reconhecem o avanço obtido pelo grande encontro global, para além dos acordos entre países. **A Rio+20 é um processo de mudança para um contrato social que faça mais sentido do que o contrato atual**, com cidades paralisadas por excesso de meio de transporte, como se essa situação fizesse parte de uma fórmula que não pode ser questionada ou melhorada. Como se fosse aceitável considerar glamoroso o mais belo design industrial que em algum ponto de sua cadeia incorpora trabalho escravo ou joga a conta na destruição da biodiversidade.

Não se trata, como disse Marina Silva num dos encontros, de, adotar uma atitude otimista ou pessimista. “Trata-se de ser perseverante”.

Fotos: Diego Blanco/UNIC Rio, Divulgação/Vera Sayão, Fábio Nascimento, Paulo Marcos



<http://planetasustentavel.abril.com.br/blog/riomais20/2012/06/14/mais-de-200-empresas-assinam-compromisso-por-sustentabilidade-proposto-pelo-pacto-global/>

Mais de 200 empresas assinam compromisso por sustentabilidade proposto pelo Pacto Global Planeta Na Rio+20 - 14/06/2012 às 16:34

Planeta Sustentável, 14 Junho 2012

O diagnóstico já é bem conhecido. Todos os relatórios, estudos, pesquisas, documentos, análises, alertas, enfim, de tudo o que vem se falando nos meses que antecederam a Rio+20 e, agora, durante a conferência, nada deixa margens para dúvidas quanto ao contexto em que se realiza esse grande encontro mundial. Mesmo que tenha havido alguma evolução no trato das questões sociais e ambientais desde 1992, os desafios ainda são enormes. Ainda falta muito para que se atinja um nível de desenvolvimento adequado para todos. **O Pacto Global, da ONU, destaca que, segundo relatório do PNUMA, Programa das Nações Unidas para o Meio Ambiente (Towards a Green Economy, 2011) há mais de 1,6 bilhões de pessoas sofrendo com falta de água e mais de 900 milhões desnutridos no mundo. “Há sinais claros de esgotamento de alguns recursos naturais, seja como fontes de energia ou materiais, seja como destino para nossos rejeitos. Entre eles os gases de efeito estufa, cujas conseqüências já se fazem sentir no clima do planeta”. Diante desse quadro, governos, empresas, organizações e cidadãos tem grande responsabilidade.**

Um evento como a Rio+20, essencialmente uma conferência de governos, pode dar a impressão de que cabe apenas ao poder público o dever de analisar o problema e propor soluções. Na verdade não é assim. Se não houver uma expressiva participação da sociedade – e, principalmente das empresas, sempre tão capazes de exercer influência nos governos quando precisam defender seus próprios interesses – pouco se pode esperar de soluções que, de outra maneira ficariam restritas às decisões de gabinetes.

Por isso é tão importante que empresas assumam elas próprias, diante de seus colaboradores, clientes, fornecedores, enfim, diante da sociedade, o compromisso de que buscarão práticas empresariais mais adequadas à solução dos problemas que já são bem conhecidos. O compromisso é uma proposta corajosa, na qual as empresas garantem que vão adotar medidas efetivas com relação a desenvolvimento sustentável, em áreas como uso de recursos naturais, proteção ambiental, trabalho digno, diversidade e inovação, entre outros pontos (vale a pena conhecer a íntegra da **Carta-compromisso do Pacto Global**). Um ponto importante a destacar nessa ação é que o documento foi assinado pelos presidentes de mais de 220 empresas até o dia 13 de junho, início da Rio+20 (**saiba quem assinou a carta-compromisso do Pacto Global**). Alguns desses compromissos, como “promover a difusão do conhecimento”, promoção e apoio à “discussões sobre desenvolvimento sustentável” são ações que se alinham à missão do movimento Planeta Sustentável, iniciativa multiplataforma realizada pela Abril, que é uma das signatárias do documento.

Toda essa adesão é fruto do trabalho do Pacto Global, braço da Organização das Nações Unidas para articulação das ações de sustentabilidade junto às empresas. “Em todo o mundo já conseguimos a adesão de mais de 7.000 empresas aos princípios e temos certeza de que quando um número ainda maior de empresas assumir esse compromisso, mais perto estaremos das mudanças que devem ser feitas na economia global”, comemora Georg Kell, diretor-executivo do Pacto Global das Nações Unidas. O bom resultado da adesão por parte das empresas brasileiras deve-se a um recente reaquecimento das ações do Pacto Global no país e a uma ação que, se ainda chegará a todas as empresas nacionais já signatárias do Pacto, começou muito bem também entre empresas que só agora experimentam maior contato com a iniciativa. “Estamos nos posicionando como empresas que de fato querem fazer parte da solução”, diz Jorge Soto, diretor da Braskem e membro do board do comitê brasileiro do Pacto Global, que deu a seguinte entrevista ao Planeta Sustentável.

Qual a importância de ter tantas empresas assinando esse compromisso?

Termos conseguido mais de 200 signatários é uma demonstração que cada vez mais empresas e organizações querem dar contribuições concretas para o Desenvolvimento Sustentável. É importante lembrar também que o compromisso foi assinado pelo presidente de cada uma delas. Isso é emblemático pois o espírito do documento é que as empresas irão inserir os princípios da sustentabilidade na estratégia dos seus negócios. Isso pode significar transformar seu negócio. Isto é muito importante. E finalmente, vale destacar que muitas dessas empresas e organizações, não fazem parte do Pacto Global. Isso demonstra também que o conteúdo do documento conseguiu agregar os interesses em torno do seu mérito e possibilitou explicitar a colaboração.

Essas empresas já não eram signatárias do Global Compact?

Algumas sim e outras não. O documento foi construído prevendo a possibilidade da adesão de empresas e organizações não signatários do Pacto Global.

Em que esse documento difere do compromisso que as empresas já haviam assumido?

Conceitualmente o documento é totalmente alinhado aos princípios do pacto global que foram definidos em 2000. Mas bastante coisa aconteceu de lá para cá. Principalmente o fortalecimento do papel empresarial para a promoção do Desenvolvimento Sustentável. Isso ficou evidente quando a “Economia Verde” foi um dos temas escolhidos para a definição do compromisso político na Rio+20. Dessa forma decidimos explicitar nossa leitura do momento atual e a entrar um pouco mais no detalhe do caráter do nossos compromissos coletivo. Essa é a principal diferença. Mas o texto também entra na discussão dos pontos de políticas públicas que consideramos fundamentais para alavancar a contribuição empresarial. E nos comprometemos a influenciar e apoiar políticas públicas do governo brasileiro que contribuíssem para o desenvolvimento sustentável. Ou seja, estamos nos posicionando como empresas que de fato querem ser parte da solução.

O compromisso é amplo e sem metas quantitativas. O próximo passo será estabelecer metas quantitativas para alguns ou mesmo para todos os compromissos? Como se fará isso?

O compromisso é amplo, mas não é genérico. Ele estabelece claramente 10 itens que nos comprometemos coletivamente a avançar concretamente. Um deles é justamente o estabelecimento de metas concretas. Todas as empresas que aderiram se comprometeram a definir metas para os compromissos e a relatar publicamente sua

evolução. Ainda este ano iniciaremos a coleta dessas metas e buscaremos identificar que empresas tem dado mais foco a um aspecto ou outro. Promoveremos o encontro entre essas empresas e provocaremos o estabelecimento de parcerias. Daí poderão surgir metas compartilhadas mensuráveis. Mas independentemente disso todas as empresas assumiram definir suas metas. Isso é concreto.



<http://www.tnsustentavel.com.br/noticia/6984/empresas-lancam-manifesto-empresarial-com-10-compromissos-para-o-desenvolvimento-sustentavel>

Empresas lançam manifesto empresarial com 10 compromissos para o desenvolvimento sustentável

Por Maria Fernanda Romero, TN Sustentavel, 22 Junho 2012

Empresas e organizações participantes da Rede Brasileira do **Pacto Global** lançaram na última segunda-feira (18/6) o manifesto empresarial pelo desenvolvimento sustentável no Rio de Janeiro. Com 226 empresas e organizações signatárias até o momento, o documento é um compromisso público com o desenvolvimento sustentável e será entregue ao Ministério do Meio Ambiente.

“O principal objetivo deste documento é alavancar o número de adesões. O objetivo é triplicar de 400 para 1.200 o número de empresas associadas a rede global que reúne atualmente mais de 7 mil companhias de mais de 130 países - 10% das empresas que aderiram ainda não são do Pacto Global”, pontuou Jorge Soto, diretor de sustentabilidade da Braskem, do comitê brasileiro do Pacto Global.

Composto por 35 empresas e organizações, o Comitê Brasileiro do Pacto Global, liderou a elaboração do documento, que contém dez compromissos e cinco aspectos de políticas públicas que podem alavancar a escala da contribuição empresarial. Petrobras, Braskem, CPFL e Itaipu Binacional são algumas empresas que compõem o board do Comitê Brasileiro do Pacto Global e que farão a entrega formal ao governo brasileiro.

Entre os compromissos listados está melhorar a eficiência do uso de recursos ambientais nos processos produtivos e nas cadeias de fornecedores e clientes, o maior investimento em inovação e tecnologia de forma a introduzir novas soluções e a definição de metas concretas para a contribuição das empresas para o desenvolvimento sustentável, com a publicação periódica da evolução dos compromissos assumidos.

De acordo com Soto, o documento não fixa metas nem prazos e o compromisso assumido pelos presidentes das empresas é uma carta voluntária. “Pelo compromisso firmado, caberá a cada uma das empresas divulgarem suas metas bem como relatórios de prestação de contas sobre a evolução dos projetos anunciados, posteriormente identificarem as sinergias para definir, se possível, metas comuns”, explicou o executivo.

A íntegra do documento pode ser acessada pelo endereço www.pactoglobal.org.br/carta_compromissos.aspx

<http://exame.abril.com.br/economia/meio-ambiente-e-energia/noticias/ban-recebe-documento-de-lideres-empresariais>

Ban recebe documento de líderes empresariais

Documento mostra compromissos ao Desenvolvimento Sustentável

Por Suzana Camargo, Planeta Sustentavel, 22 Junho 2012

Rio de Janeiro - Mais de 200 compromissos de negócios e os resultados concretos obtidos com a realização do Fórum de Sustentabilidade Corporativa da Rio+20 foram compilados em um documento entregue hoje ao secretário-geral das Nações Unidas Ban Ki-moon.

O fórum, organizado pelo Pacto Global da ONU, reuniu no Rio de Janeiro mais de 2.700 líderes empresariais, investidores, acadêmicos, representantes governamentais e ambientalistas no começo dessa semana. “O documento apresenta um compromisso sólido com o desenvolvimento sustentável na comunidade empresarial e também novas abordagens criativas para soluções de baixo carbono, redução da pobreza, empoderamento das mulheres e a restauração dos recursos hídricos”, afirmou Georg Kell, diretor executivo do Pacto Global.

Entre as decisões acordadas durante o fórum estão:

- oferta dos líderes empresariais em fazer parte da criação e promoção de um novo Objetivo para o Desenvolvimento Sustentável;
- declaração assinada por 45 CEOs de grandes companhias fornecendo aos governos estratégias para um melhor uso da água e definição de estruturas que podem ajudar empresas a reduzir o uso e restauração dos recursos naturais;
- comprometimento de aproximadamente 300 instituições de ensino superior a colocar o desenvolvimento sustentável no centro do currículo acadêmico.

Empresas divulgam metas próprias de sustentabilidade

<http://bit.ly/MnQBh8>

A iniciativa de caráter internacional se soma ao documento assinado por 226 empresas no Brasil

Por Sabrina Valle, Agencia Estado, 18 Junho 2012

Rio - O Fórum de Sustentabilidade empresarial da Rio+20 divulgou na segunda-feira uma lista com 200 iniciativas voluntárias por parte de empresas de todo o mundo para reduzir ou neutralizar as emissões de gases causadores do efeito estufa. A iniciativa de caráter internacional se soma ao documento assinado por 226 empresas no Brasil criando o compromisso de estabelecer metas de sustentabilidade individuais.

A lista com empresas internacionais será enviada nesta semana ao secretário-geral da ONU, Ban Ki-moon. É a primeira iniciativa do setor empresarial que será monitorada pela Organização das Nações Unidas (ONU), embora ainda tenha caráter voluntário e individual. Ou seja, não há metas ou prazos gerais e a ONU vai apenas acompanhar os planos, que são estabelecidos livremente pelas próprias companhias.

No entanto, ao contrário do documento do empresariado brasileiro, a lista oficial da ONU contém programas concretos. Estão lá, por exemplo, os planos da Microsoft para neutralizar sua pegada de carbono em 1º de julho, os projetos da Unilever para reduzir à metade as emissões de gases gerados por seus produtos até 2020 e o programa da Nike para eliminar poluentes químicos de toda a sua cadeia produtiva, também até 2020.

CONSCIENCIA AMPLA

<http://www.conscienciaampla.com.br/2012/06/20/rio20-empresas-assinam-a-carta-compromisso-do-pacto-global/>

Rio+20: empresas assinam a Carta-Compromisso do Pacto Global

Consciência Ampla, 20 Junho 2012

Criado em 2000 pelo ex secretário-geral da ONU, Kofi Annan, **o Pacto Global tem o objetivo de mobilizar empresas para a adoção de valores fundamentais em suas práticas e negócios.** Como principais temas, estão Direitos Humanos, Trabalho, Meio Ambiente e Ações contra a Corrupção.

No último dia 13 de Junho, estreia da Rio+20, mais de 220 empresas e organizações assinaram o documento “Contribuição Empresarial para a Promoção da Economia Verde e Inclusiva”. Em 135 países, já são mais de sete mil associados e o objetivo da ONU é triplicar esse número nos próximos anos. A Endesa Brasil, grupo do qual a Ampla faz parte, é uma das signatárias (a lista completa está aqui).

De acordo com Yolanda Leite, secretária-executiva do Pacto Global das Nações Unidas no Brasil, “não há retorno nesse caminho e significa também uma administração de longo prazo, uma vez que os empresários hoje veem na água, na energia e em alguns recursos finitos, que pensávamos infinitos, um risco para seus próprios negócios”.

Empresas têm compromisso verde

Jornal do Commercio do Rio de Janeiro, 19 Junho 2012

Um compromisso público, em favor do desenvolvimento sustentável, foi assumido por 226 líderes de empresas e organizações instaladas no País. promoção da economia verde.

O manifesto empresarial foi divulgado ontem, durante o Fórum de Sustentabilidade Empresarial, no Rio de Janeiro, e será apresentado aos governantes na Rio+20. Entre as signatárias estão algumas das principais empresas em atividade no Brasil, como Bradesco, Petrobras, Vale, Banco do Brasil, Braskem, Votorantim, Souza Cruz, Andrade Gutierrez, BRF Foods, CPFL Energia, Embraer e TAM.

Segundo a secretária-executiva do Pacto Global das Nações Unidas no Brasil, Yolanda Leite, o objetivo é fazer com que o documento “ganhe escala, para que mais empresas juntem-se à causa”.

No documento, as organizações se comprometem a melhorar a eficiência do uso de recursos naturais, a ampliar o uso de fontes de energia ou de matérias-primas renováveis, e a reforçar os investimentos em inovação e tecnologia. Outro compromisso assumido é a definição de metas concretas para a contribuição das organizações para o desenvolvimento sustentável.

Empresas do Pacto Global anunciam dez compromissos com a Economia Verde

Instituto Carbono Brasil, 19 Junho 2012

Dez compromissos empresariais para promoção da economia verde e inclusiva foram apresentados na segunda-feira, 18 de junho, pela Rede Brasileira de Empresas Signatárias do **pacto Global da ONU** à ministra do Meio Ambiente, Izabella Teixeira, durante o Fórum de Sustentabilidade Corporativa da Rio+20.

A carta compromisso foi entregue pelo gerente executivo de responsabilidade social da Petrobras e presidente da Rede Brasileira do Pacto Global, Armando Tripodi, e pelo coordenador da ONU no Brasil, o embaixador Jorge Chediak. O documento aborda questões como melhoria da eficiência do uso dos recursos ambientais, ampliação do uso de fontes de energia renováveis, promoção de emprego e direitos humanos, investimento em inovação para operação e produtos mais sustentáveis, promoção da inclusão social, definição de metas para desenvolvimento sustentável, entre outras medidas.

"As empresas são parte da solução para o desenvolvimento sustentável, assim como o terceiro setor e os governos", afirmou Sue Wolter, gerente de avaliação de desempenho de responsabilidade social da Petrobras, durante coletiva de imprensa que reuniu representantes das empresas que fazem parte do conselho da Rede Brasileira do Pacto Global.

De acordo com o texto do documento, as empresas afirmam que estão atuando de forma concreta para melhorar a qualidade de vida das pessoas, avançar na busca da economia verde e inclusiva e construir um cenário que propicie um desenvolvimento realmente sustentável.

Até o momento, 226 empresas aderiram ao compromisso, mas a expectativa é alcançar as 400 empresas que fazem parte da Rede Brasileira do Pacto Global.

Fonte: Redação EcoD

FOLHA DE S.PAULO

*Also appeared in Jornal Floripa

<http://www1.folha.uol.com.br/ambiente/1106421-braskem-defende-desoneracao-da-economia-verde.shtml>

Braskem defende desoneração da economia verde

By Denise Luna, Folha de Sao Paulo, 18 Junho 2012

O presidente da Braskem, Carlos Fadigas, defendeu nesta segunda-feira (18) que o governo faça sua parte e onere as fontes não renováveis de produção e, em contrapartida, desonere as fontes renováveis.

"Uma ação mais efetiva do governo de desonerar o produto verde é fundamental, depende dessa desoneração para deslanchar (a economia verde)", disse Fadigas.

"O que cabe às empresas é assumir metas. A solução virá pela inovação e tecnologia", afirmou.

A Braskem e mais 225 empresas brasileiras assinaram hoje uma carta com dez compromissos para o desenvolvimento sustentável das suas operações, documento que ficará aberto para mais adesões.

A carta foi elaborada no âmbito da rede brasileira do PactoGlobal, ligada à entidade mundial Global Compact Corporate, que reúne cerca 7.000 empresas no mundo e foi criada pela ONU para mobilizar o empresariado mundial em torno da sustentabilidade.

No Brasil, o Pacto Global conta com 400 empresas.

Entre os compromissos assumidos pelas companhias estão a busca pelo resultado econômico sustentável; a definição de metas concretas, com posterior divulgação dessas metas; inclusão social; e a difusão do conhecimento, este último destacado como o mais importante pelo diretor de sustentabilidade da Braskem, Jorge Soto.

"Vamos levar essa prática para nossos fornecedores e estender o alcance da busca pela sustentabilidade", afirmou Soto.

Presente no evento, o representante da CPFL, Augusto Rodrigues, informou como exemplo que a empresa traçou como meta para este ano reduzir em 15% o uso de combustível fóssil nas suas operações e em 5% o uso de papel.



<http://g1.globo.com/natureza/rio20/noticia/2012/06/bndes-anuncia-pacto-por-desenvolvimento-sustentavel.html>

BNDES anuncia pacto por desenvolvimento sustentável

*Banco divulgará compromisso assinado com outras 18 instituições.
‘Temos abertura para conversar’, disse Coutinho sobre invasão de índios.*

By Lilian Quaino, G1, 18 Junho 2012

O presidente do Banco Nacional de Desenvolvimento Econômico e Social (BNDES), Luciano Coutinho, anunciou na tarde desta segunda-feira (18) que o banco trabalha em conjunto com outros 18 bancos de desenvolvimento de vários países na elaboração de um pacto dessas instituições com o desenvolvimento sustentável e inclusivo.

Coutinho, que participou de um painel de discussão sobre economia verde nesta segunda, último dia **do Fórum de Sustentabilidade Empresarial**, que acontece num hotel da Barra da Tijuca, disse ainda que a carta de compromisso será divulgada na terça-feira (19).

“O International Finacial Club, um clube de instituições de financiamento ao desenvolvimento, reúne 19 bancos de desenvolvimento de vários países. Temos trabalhado em conjunto no sentido de pactuar entre nós um comprometimento das instituições com o desenvolvimento sustentável e inclusivo. Estamos finalizando os entendimentos e divulgaremos a carta de compromissos na terça-feira”, disse ele.

Sobre a invasão de índios ao prédio do BNDES, no Centro do Rio, na tarde desta segunda-feira, os acontecimentos do fim de semana, em que protestos em Belo Monte resultaram em atos de vandalismo, Coutinho disse que “vandalismo é sempre condenável”.

“Principalmente porque a ferramenta numa sociedade democrática é o diálogo e a negociação. O banco sempre esteve aberto ao diálogo com os movimentos sociais. Eu pessoalmente em várias oportunidades tive extensos diálogos com os movimentos sociais. Não estava sabendo desse evento. Mas temos toda a abertura para conversar”, disse.

Financiamento para estados

Quanto à ativação da linha de financiamento para os estados, para investimentos em infraestrutura, anunciada na sexta-feira (15) pela presidente Dilma Rousseff, o presidente do BNDES disse que reuniões técnicas estão sendo feitas no Rio e em Brasília para aperfeiçoar o projeto.

“Basicamente está sendo discutido o mais importante: o critério de alocação dos recursos, combinando redistribuição para os estados mais pobres e de maior população, que é o critério dos fundos de participação, com o outro lado, que é o da eficácia. Existem estados que têm carteiras de projetos mais maduras e, portanto, mais viáveis a curto prazo. É o que se deseja combinar”, explicou.

Perguntado se o lançamento da linha teria impacto nas projeções de desembolsos do banco para este ano, ele disse, as contratações demoram algum tempo e que, como já se passou metade de 2012, o impacto mais substancial será em 2013.

"E talvez em parte em 2014. Portanto, não antevejo um estresse sobre o funding do banco para 2012", afirmou.

<http://www.diariotaubate.com.br/display.php?id=27524>

Fibria assina Carta de Compromissos proposta pela Rede Brasileira do Pacto Global

Diário de Taubaté, 22 Junho 2012

A Fibria, empresa de produção de celulose de eucalipto, tornou-se signatária da carta de contribuição empresarial para a promoção de uma economia verde e inclusiva, articulada pela Rede Brasileira do **Pacto Global**.

O documento, que foi entregue na “Rio+20”, estabelece 10 compromissos com visão de futuro, que consistem em resultado econômico sustentável, diálogo transparente com as partes interessadas e engajamento com as comunidades, responsabilidade socioambiental na cadeia produtiva, investimento constante em novas tecnologias e apoio ao governo no estabelecimento de políticas públicas com foco em sustentabilidade.

Por meio desta carta de compromissos, a Fibria compromete-se a promover o desenvolvimento sustentável integrando cada vez mais a sustentabilidade em estratégias de negócio, ao dia a dia de suas operações e dos seus diversos relacionamentos. Compromete-se em promover também, soluções inovadoras à sociedade, que representem impactos reais na eficiência no uso dos recursos naturais, na redução da intensidade de emissões de carbono, na promoção dos direitos humanos e na inclusão social.

Os 10 compromissos estabelecidos pelas empresas e organizações signatárias, visando à economia verde e inclusiva são:

- 1) Buscar sempre o resultado econômico sustentável;
- 2) Atuar nos processos produtivos, junto com fornecedores e clientes, melhorando a eficiência do uso de recursos ambientais, ampliar o uso de fontes renováveis, promover a geração de empregos dignos e promover o comprometimento sustentável;
- 3) Investir em inovação e em tecnologia que possibilitem a redução de impactos ambientais;
- 4) Fortalecer o papel do consumidor na escolha de produtos sustentáveis;
- 5) Direcionar os investimentos sociais na inclusão social, na educação para a sustentabilidade e na promoção da diversidade humana e cultural;
- 6) Reforçar os cuidados com os relacionamentos corporativos e promover o comportamento ético;
- 7) Definir metas para o desenvolvimento sustentável e publicar sua evolução;

8) Promover a difusão do conhecimento, contribuindo para o desenvolvimento econômico, social e ambiental;

9) Contribuir nas discussões sobre o desenvolvimento sustentável;

10) Influenciar e apoiar as decisões políticas do governo brasileiro que contribuam para o desenvolvimento sustentável.

Ao assumir esses compromissos, as empresas signatárias, como a Fibria, entendem que atuam de forma concreta para melhorar a qualidade de vida das pessoas e que avançam, significativamente, para uma economia verde e inclusiva.

*Also appeared in Investimentos e Notícias- Setoriais

<http://www.monitormercantil.com.br/mostranoticia.php?id=114444>

Petrobras assina Pacto Global para sustentabilidade

Monitor Mercantil, 18 Junho 2012

Nesta segunda-feira, a Rede Brasileira de empresas signatárias do **Pacto Global da ONU**, da qual a Petrobras faz parte, apresentou à ministra do Meio Ambiente, Izabella Teixeira, documento com 10 compromissos empresariais para promoção da economia verde e inclusiva.

A carta compromisso foi entregue, durante o **Fórum de Sustentabilidade Corporativa da Rio+20**, pelo gerente executivo de Responsabilidade Social da Petrobras e presidente da Rede Brasileira do Pacto Global, Armando Tripodi, e pelo coordenador da ONU no Brasil, o embaixador Jorge Chediak.

O documento aborda questões como melhoria da eficiência do uso dos recursos ambientais, ampliação do uso de fontes de energia renováveis, promoção de emprego e direitos humanos, investimento em inovação para operação e produtos mais sustentáveis, promoção da inclusão social, definição de metas para desenvolvimento sustentável, entre outras medidas.

"As empresas são parte da solução para o desenvolvimento sustentável, assim como o terceiro setor e os governos", afirmou Sue Wolter, gerente de Avaliação de Desempenho de Responsabilidade Social da Petrobras, durante coletiva de imprensa que reuniu representantes das empresas que fazem parte do conselho da Rede Brasileira do **Pacto Global**. A gerente também ressaltou que a avaliação de novos projetos da Petrobras considera aspectos ambientais e sociais, além de econômicos. Esse compromisso se reflete na participação da companhia no índice Dow Jones de Sustentabilidade, desde 2006.

De acordo com o texto do documento, as empresas afirmam que estão atuando de forma concreta para melhorar a qualidade de vida das pessoas, avançar na busca da economia verde e inclusiva e construir um cenário que propicie um desenvolvimento realmente sustentável.

Até o momento, 226 empresas aderiram ao compromisso, mas a expectativa é alcançar as 400 empresas que fazem parte da Rede Brasileira do Pacto Global. A Petrobras é signatária do Pacto Global desde 2003 e passou a integrar seu Conselho em 2006. A Companhia também é parceira oficial do Comitê Nacional de Organização da Rio +20.

<http://www.monitormercantil.com.br/mostranoticia.php?id=113938>

Grupo BB e Mapfre assina Carta Compromisso para a Rio+20

Monitor Mercantil, 8 Junho 2012

Os debates que antecedem a Rio+20, marcada para 13 a 22 de junho, no Rio de Janeiro, estão ampliando o engajamento de diversos setores da economia. Como parte desse movimento, o Grupo Segurador Banco do Brasil e Mapfre acaba de assinar a Carta Compromisso, uma iniciativa do Pacto Global das Nações Unidas para promover a economia verde e inclusiva.

O documento foi elaborado a partir das discussões previstas para a Conferência e visando a perpetuação das ações. Na carta, as empresas assumem o compromisso de atuar em busca de resultados econômicos sustentáveis, conscientizando a sua rede, definindo metas e participando de discussões sobre o tema. De acordo com o documento, as empresas são parte da solução para a conquista de uma economia verde e inclusiva, área em que "o Brasil desponta como uma possível potência".

"A assinatura do acordo foi mais um passo do nosso pioneirismo nesse debate. O desenvolvimento sustentável já faz parte da nossa estratégia de negócios, que engloba desde a economia de recursos internos até a conscientização de toda a cadeia de valor", afirma Fátima Lima, superintendente executiva de Sustentabilidade do Grupo BB e Mapfre.

As iniciativas da área de sustentabilidade é um dos diferenciais do Grupo, que há seis anos produz o Relatório de Sustentabilidade como base nos critério do GRI. Além de ações pontuais, a companhia promove ações como a Academia de Sustentabilidade - parceria com a FGV pela qual são ministradas aulas de gestão sustentável para colaboradores, corretores e fornecedores, que formou mais de 240 pessoas em 2011 - e o Villa Ambiental, projeto social para a conscientização ambiental de alunos da rede pública do estado de São Paulo.

*Also appeared in **Pantanal News, Investimentos e Notícias- Setoriais**

<http://www.jornalbomdia.com.br/editorias/caixa-assina-pacto-global-pelo-desenvolvimento-sustentavel>

Caixa assina pacto global pelo desenvolvimento sustentável

Jornal Bom Dia, 19 June 2012

A Caixa Econômica Federal (CEF) assinou na última sexta-feira, durante a Conferência das Nações Unidas sobre Desenvolvimento Sustentável, a Rio+20, a Carta Compromisso do **Pacto Global**. O documento foi assinado pelo presidente do banco, Jorge Fontes Hereda.

A carta é uma ação do Comitê Brasileiro do Pacto Global (CBPG) e tem como objetivo apresentar as contribuições das empresas e organizações para o desenvolvimento sustentável. O texto é composto por dez compromissos a serem seguidos pelas empresas signatárias. A CEF faz parte do Pacto Global desde 2003.

Dez compromissos

Ao assinar a Carta Compromisso para a Rio+20, o banco se comprometeu a buscar sempre o resultado econômico sustentável; atuar nos processos produtivos e nas cadeias de valor; reforçar o investimento em inovação e tecnologia que permitam a redução dos impactos causados por seus produtos ou serviços; fortalecer o papel do consumidor e a importância das suas escolhas de consumo; direcionar os investimentos sociais para a inclusão social, sustentabilidade e promoção da diversidade humana e cultural; promover o comportamento ético e coibir toda e qualquer forma de corrupção; definir metas concretas para o desenvolvimento sustentável; promover a difusão de melhores práticas empresariais; contribuir nas discussões sobre desenvolvimento sustentável; influenciar e apoiar as decisões e políticas do governo brasileiro que contribuam para o desenvolvimento sustentável.

O ESTADO DE S. PAULO

Empresas Elaboram lista com 200 ações

O Estado de Sao Paulo, 30 Maio 2012

INICIATIVA PRIVADA

Empresas elaboram lista com 200 ações

O Fórum de Sustentabilidade empresarial da Rio+20 divulgou lista com 200 iniciativas voluntárias por parte de empresas de todo o mundo para reduzir ou neutralizar as emissões de gases causadores do efeito estufa.

A iniciativa de caráter internacional se soma ao documento assinado ontem por 226 empresas no Brasil criando o compromisso de estabelecer metas de sustentabilidade individuais.

Essa é a primeira iniciativa do setor empresarial. Não há metas ou prazos gerais e a ONU vai apenas acompanhar os planos, que são estabelecidos pelas próprias companhias.



Opinion and Analysis

THE KOREA TIMES

*Also appeared in Hospodářské Noviny, Bangkok Post (Rio Begins Global Movement for Change), La Stampa, The Hindu (To Rio for Planet Earth), New Europe (A Global Movement for Change). The Citizen (Giving a Worldwide Movement for Change Much-Needed Impetus), Jordan Times (A Global Movement for Change), Newsday (Global Movement for Change), New Age Bangladesh (A Global Movement for Change), Fiji Times (On the Road to a Global Movement for Change), El Cronista Comercial (Un Movimiento Global en pro del Cambio) Nacion.com (Un Movimiento Global en pro del Cambio), L'Orient-Le Jour (Un Mouvement Mondial pour le Cangement) Le Quotidien d'Oran (Un Mouvement Mondial pour le Changement)

A Global Movement for Change

By Ban Ki-moon, 15 June 2012



Next week, world leaders gather for a momentous occasion — the United Nations Conference on Sustainable Development in Rio de Janeiro. Will it be a success? In my opinion, yes. To be sure, the negotiations have been lengthy. Even now there is more disagreement than agreement on the details of the so-called “outcome document” that will emerge. Yet that will not be the defining measure. Far more important is what the Rio conference has already accomplished. And that is to build a global movement for change.

Rio+20 is a milestone on a long road. The famous 1992 Earth Summit put sustainable development on the global agenda. Today, we have come to a broader and more nuanced understanding of this age-old imperative: how to better balance the development needs of a growing world population — so that all may enjoy the fruits of prosperity and robust economic growth — with the necessity of conserving our planet’s most precious resources: land, air and water. At Rio, more than 100 heads of state and government will join an estimated 25,000 participants to map our way ahead. For too long we have sought to burn and consume our way to prosperity. That model is dead. At Rio, we must begin to create a new one — a model for a 21st century economy that rejects the myth that there must be a zero-sum trade-off between growth and the environment. Increasingly, we understand that, with smart public policies, governments can grow their economies, alleviate poverty, create decent jobs and accelerate social progress in a way that respects the earth’s finite natural resources.

In this larger sense, I believe that momentum for change is already irreversible. The evidence is all around, hiding in plain sight in countries large and small, rich and poor. Barbados, Cambodia, Indonesia, the Republic of Korea and South Africa, among many others, are already adopting “green growth” strategies that use limited natural resources more efficiently, create jobs and promote low-carbon development. Armenia, Azerbaijan, Egypt, Kenya, Jordan, Malaysia, Mexico, Nepal, Senegal and Ukraine are applying new green-growth technologies in a variety of industries, from

agriculture to tourism. China has committed to supply 16 percent of its energy needs from renewable sources by 2020 and plans to invest more than \$450 billion in waste recycling and clean technologies under its current five-year plan.

In Brazil, waste management and recycling employs more than 500,000 people, most of whom live on society's margins. Under its new National Rural Employment Guarantee Act, India has begun paying people to better manage natural resources, such as forests and fresh water. Wherever you look, national and local authorities are adopting principles and practices that, taken together, could help move us from a prospect of environmental ruin and growing social inequality toward a new era of inclusive and balanced sustainable growth.

Governments and nation-states are not alone in driving this transformation. At Rio, more than 1,000 corporate leaders from all continents will deliver a common message: business as usual no longer works. Many are members of the United Nations Global Compact — volunteers in a growing private-sector movement that understands that 21st-century corporate responsibility means corporate sustainability. Thus Nike (a champion of so-called “closed loop” manufacturing that minimizes industrial pollution) has initiated a new program called Mata no Peito — a Portuguese colloquialism for “taking on a challenge” by helping protect Brazilian forest ecosystems. Unilever has pledged to source all its raw materials from sustainable sources by 2020. Kenya's Safaricom has integrated gender equality into its internal policies to create a mother-friendly environment.

Meanwhile, Microsoft has announced it will soon go carbon-neutral. China's Broad Group produces non-electric air conditioning units that are 200 percent more energy efficient; it is now diversifying into other energy-saving products and sustainable buildings. ToughStuff from Mauritius seeks to bring affordable and reliable solar energy to 33 million people in Africa by 2016, and the Abu Dhabi Future Energy Company is working to provide rural electrification in Afghanistan and the South Pacific island nation of Tonga.

Energy will be a major focus at Rio. I call it the “golden thread” that connects the dots to a sustainable future — the key driver for development, social inclusion and environmental protection, including climate change. That is why, in 2011, I established a new initiative called Sustainable Energy for All. Our aim: to ensure universal access to modern energy services for the one in five people worldwide who lack them; to reduce energy waste by doubling energy efficiency; and to double the share of renewables in the global energy mix. In Rio, leaders from government, business and civil society will announce a galaxy of actions to advance these goals, from promoting cleaner, more efficient cook-stoves to helping governments scale up their geothermal and other renewable energy potential.

Sustainable Energy for All is the partnership model of the future. The principle is simple but powerful: the United Nations uses its unrivalled convening power to bring all relevant actors to the table so they can work in common cause for the common good. At bottom, this is what Rio+20 is all about. Yes, the negotiations themselves are very important. Agreements that can be committed to paper today will shape the debates of tomorrow. But Rio+20 goes beyond that. It is the expression of a dynamic global movement for change — and a big step forward toward the future we want.
Ban Ki-moon is secretary general of the United Nations.

*Also appeared in the Deccan Chronicle

<http://www.nytimes.com/2012/06/15/opinion/getting-down-to-business-in-rio.htm>

Getting down to business in Rio

By Nader Mousavizadeh and Georg Kell, Op-Ed Contributors, International Herald Tribune, 15 June 2012

Where's the voice of business when you need it? For governments in the West, this has been a common refrain of the financial and economic firefighting over the past four years.

Where relations between chief executives and political leaders haven't soured completely, as in the United States, there has been a distinct absence of business from the critical debates about how a new and more legitimate form of capitalism can be created out of the ashes of the credit crisis.

It is one thing for leaders of embattled financial institutions to keep their heads below the parapet as they focus on reinventing broken business models and avoiding the question of bonuses defining the entirety of their shareholder dialogue. It is quite another for corporate leaders to remain on the sidelines when their balance sheets are strong, growth markets hold still-great potential for their products, and youth unemployment and widening inequality in their home markets threaten profound social instability.

Entering the public arena is never without risks for chief executives and other business leaders. But three factors are making such a decision less a matter of choice than necessity.

First, social expectations of business are undergoing a transformation — driven on the one hand by the political economy of austerity and on the other by technological innovation. From above, through increased government scrutiny and regulation driven by fractious politics and diminished public resources. From below, by the emergence of social media narratives about corporate practices and products far more powerful than any advertising campaign can deliver. From their own employees, by the demands of creating a rewarding professional environment that goes beyond providing a paycheck.

Second, we are entering an era of competitive sovereignty, replacing two decades of consensus around the universal benefits of globalization — however uneven and unequal its path. Vertical integration of public and private interests, among Western and growth markets alike, is increasingly considered more promising for national prosperity than the benefits of interdependence. For business, this is decidedly mixed prospect: On the one hand, offering the prospect of greater state support in the struggle for new markets; on the other, the threat of greater barriers to their goods by governments looking to protect “national champions.” In this fragmenting landscape of capital and global markets, if business doesn't make the case for a rules-based

system that enables market solutions to flourish amid openness and competition, who will?

Third, the social compact that has underpinned the value creation of the market economies of the past 30 years throughout much of the world is under real, and dangerous, strain. The Arab Awakening has in large measure been about the breakdown of that compact between the rich and the rest, young and old, educated and uneducated. For China's growth miracle to endure, it is critical that the allocation of state capital continue to be decided on public interest grounds, rather than for the personal gain of strategically placed individuals. And in the crisis economies of the West, dramatically widening income inequality is combining with soaring long-term unemployment among youths to create a permanent underclass for which business is in danger of becoming seen as the enemy.

At the Rio+20 Corporate Sustainability Forum, convened by the U.N. Global Compact and set to begin on Friday, more than a thousand chief executives and investors will meet with global leaders from civil society, academia, cities and government. The four-day event will comprise over 100 sessions focused on six themes central to the Rio+20 agenda: Energy & Climate, Water & Ecosystems, Agriculture & Food, Social Development, Urbanization & Cities, and Economics & Finance.

Rather than dwell on the inevitable inefficiencies and absurdities of such conferences, business leaders should focus on Rio's convening power to re-enter the global debate, and help fill a dangerous vacuum of populism and protectionism from which they ultimately stand to lose the most.

Waiting for governments to get it right is neither a solution, nor a sufficient excuse, if business is to meet the wave of rising expectations.

Businesses don't need governments to tell them whether or where to treat their workers properly, invest in their communities, or contribute to the broader social fabric from which they source both their customers and their employees. They can — and should — do these things by themselves.

This is the true sustainability challenge for business. No shelter is strong enough to protect business from the consequences of a breakdown in the social compact required to make liberal capitalism sustainable, and wider development a boon to all. For global businesses, it's time to enter the arena — and Rio's the place to do it.

Nader Mousavizadeh is chief executive of Oxford Analytica. Georg Kell is executive director of the U.N. Global Compact.



FT REPORT - FUND MANAGEMENT

Call to governments to prepare for Rio+20

Talking head

By James Gifford, Financial Times, 18 June 2012

The world has changed dramatically since the first Rio Earth Summit in 1992. Back then investors simply did not have a seat at the table, and corporate performance on environmental, social and governance (ESG) issues was seen as either a compliance or ethical issue, and certainly not material to investors.

Twenty years on, we have come a long way. Corporate sustainability has moved well beyond compliance, and is now seen by leading chief executives and policy makers as a normal part of running a good business. Investors too are increasingly taking these issues into account as part of their assessment of risk and quality of management, and integrating ESG issues into their stewardship processes.

So what is driving this growth? There is no doubt that ESG issues can be, and have been, material. There are numerous examples of where poor management of ESG issues has harmed companies and their investors financially, destroying billions of dollars of value. Recent examples include the BP explosion in the Gulf of Mexico, safety failings at Massey Energy, scandals at News Corporation and Olympus, and mis-selling of mortgages and poor risk management at investment banks. Recent academic evidence has shown that with some sectors and issues, better ESG performance can result in lower risk and higher returns. While it cannot predict anything going forward, ESG performance can certainly add to the depth of analysis and provide a different lens through which to evaluate quality of management, which, can affect the future value of companies. In addition, pension funds globally expect responsible approaches to investment by their fund managers, and the industry is responding.

However, there is a long way to go before investors have sufficient data on ESG issues across their portfolios to implement best practice responsible investment. Despite 10 years of increasing corporate disclosure, and excellent work by initiatives such as the Global Reporting Initiative and more recently the International Integrated Reporting Committee, corporations are still not providing sufficient information. Less than 25 per cent of the nearly 20,000 companies that Bloomberg covers for these issues have published any ESG data at all.

Investors have recognised the need to push for greater corporate ESG disclosure for some time. The issue forms one of the six key principles of the UN-backed Principles of Responsible Investment, committing signatories to seek appropriate disclosure on

ESG issues by the entities in which they invest. **Investors have formed coalitions to engage with companies on the Carbon Disclosure Project, CEO Water Mandate, UN Global Compact's Communications on Progress, Extractive Industries Transparency Initiative, Emerging Markets Disclosure Project, Global Reporting Initiative and more.** Stock exchanges in markets such as Brazil, South Africa and Malaysia are now promoting ESG disclosure as a way to build investor confidence.

But these efforts will not get us to where we need to go fast enough. Effective dialogue with companies is time consuming and resource intensive for investors. It is not practical to engage directly with the thousands of companies all over the world that need encouragement to monitor and disclose.

Which brings us back to Rio+20 and the role of regulators. Investors, for the first time, have recognised the importance of regulatory support for ESG disclosure and are asking governments to act, ideally in unison. The Corporate Sustainability Reporting Coalition, representing 70 institutions with more than \$2tn in assets under management, is calling on governments gathering at Rio+20 to start discussions on an agreement, or convention, to require better and more systematic corporate disclosure on ESG issues in companies' annual reports on a "report-or-explain" basis. This non-prescriptive approach will send strong signals to companies that investors and regulators expect better disclosure, while retaining flexibility for companies to report what is appropriate for them.

This transition is inevitable, but it needs to occur sooner rather than later, and government support for corporate ESG disclosure is vital to making this happen.

James Gifford is executive director of the UN-backed Principles for Responsible Investment.



<http://www.guardian.co.uk/sustainable-business/rio-20-distrust-business-sustainable-development?newsfeed=true>

Rio+20: distrust of business won't help sustainable development

Reflecting on conversations from Rio+20, Mark Goyder argues for capital market incentives and strong partnerships between governments, NGOs and business

By Mark Goyder, The Guardian, 28 June 2012

Business and society... Whilst we need companies to make a profit, we also need them to have a positive impact on both society and the environment. Photograph: FREDERIC J. BROWN/AFP/Getty Images

In England, at least, it is a time for a postmortem of Rio+20. Last weekend the story was the familiar failure at a penalty shoot-out watched by 23 million Brits on TV.

Observed by less people, but much more seriously, this is the week in which we have to come to terms with the realities of the Rio+20 Earth summit vividly conveyed to us by Jo Confino's Earth summit diaries.

In it, both Craig Bennett of Friends of the Earth and leading Euro MP and sustainability champion Richard Howitt talk about the disappointments.

Both acknowledge that some businesses are trying to move the world forward by arguing for stronger regulation that will lift the standards of business behaviour and encourage the most responsible businesses in areas like water, and sustainability reporting.

On BBC Radio 4's Today programme UK's environment minister Caroline Spelman and Craig Bennett debated the outcomes of Rio.

Bennett was depressed and cited the excessive influence of the oil industry. Spelman pointed out that at least there has been a business-led move to get mandatory carbon reporting, and that in the UK from next year greenhouse gas reporting will be mandatory. She mentioned the efforts of companies like Aviva.

BBC's John Humphrys had his doubts and wondered if business could ever be motivated by anything other than profits. When Spelman argued that businesses might have an interest in making the world a better place, Humphrys cynically replied "So you're announcing the death of capitalism" or words to that effect.

This skeptical view of business is often repeated in different forms.

In Jo Confino's diary it emerges from the statement by Corporate Accountability International (CAI) in their critique of the UN CEO Water Mandate. They slam CEOs for their "failed partnership model" and suggest expanding "access with publicly accountable, low cost systems that we know can work".

I would love to hear from CAI what evidence they have for suggesting that the mechanisms of democratic accountability will guarantee a better result than the

mechanisms by which a well regulated market enables more enlightened companies to innovate and solve problems of health, water scarcity, infrastructure, education and development. This at a time when in many parts of Europe the mechanisms of public accountability continue to give us corruption, climate 'short-termism', and inadequate control of public expenditure.

Key points cynics use to suggest businesses cannot be trusted

- 1) Those involved in running businesses are not interested in providing a good product or service. Their customers are simply a means to an end and that end is making as much money as possible for their managers and shareholders. Ditto their employees.
- 2) They are motivated by a mixture of greed and profit maximisation, whereas those involved in the public sector will put the public interest first.
- 3) They have no accountability to the public except that enforced by regulation
- 4) It follows that wherever there are socially important products or services involved, the profit motive should not be permitted.
- 5) When businesses advocate strong regulation or develop partnerships designed to align the profit with public interest, their motives are suspect and their efforts should be resisted and marginalised.
- 6) If there is a choice between achieving high levels of provision of water and other social needs through the "impure" involvement of the private sector, and low quantities of the same through "purer", not-for-profit means, then the latter is better.

There is, of course, an alternative view, too rarely reflected in business discussion in the media, but which is closer to my experience and that of Tomorrow's Company and the many businesses which are involved with us.

Key principles of business abundance or what we call inclusive approach

- 1) All business is ultimately about serving the needs of humanity and over time, business activity that fails to do this loses its licence to operate.
- 2) Most – but not all businesses – are highly accountable, and this reaches well beyond their formal accountability to shareholders. They are accountable to their customers, who have high expectations that go well beyond the narrow quality of their products. Wherever skills are scarce, and wherever knowledge, intelligence and discretionary effort is involved (which means about 90% of all businesses!) they must meet the high expectations of their employees. Companies must also comply with regulation and maintain a licence to operate from the public.
- 3) Behind the institutional mask, a company's shareholding and ownership can ultimately be traced back to people. Millions of people are facing lower pensions and annuity rates as result of the failures and setbacks of business. Lining the pockets of top executives may not be an attractive feature of our companies, and overpaid and underachieving fund managers attract no sympathy, but the ultimate beneficiaries are the people . We need companies to make profits just as we need them to provide good products and services and employ many of us, and to treat the planet and people with respect in the process.
- 4) Greed is not a preserve of the business world. Ask Jimmy Carr. All human beings have mixed motives. Whether they work in the public or private sector, there is a temptation to put self above society. We need rules and frameworks that deter

extremes of selfishness without killing innovation or entrepreneurial activity. In both private and public sectors reputational risk is a powerful motivator: hence the importance of transparency in both.

5) The problems we now face are so complex that they demand the combined efforts of civil society, government, business, and consumers. All the major breakthroughs have come from partnerships which combine such efforts.

6) The advantage that business brings to solving social and planetary problems is innovation, scale and durability. If Nestle and other big companies can make money while providing access to water, they can continue doing so without being subject to the whims of politicians.

We need an agenda that applies principles of good stewardship. We need capital market incentives that point investors and companies in this direction. And we need effective business/NGO partnerships that combine the energies of governments, companies and NGOs to tackle the post Rio+20 agenda. What we don't need is cynicism and distrust.

Mark Goyder, founder director, Tomorrow's Company



<http://www.guardian.co.uk/sustainable-business/rio-20-reflections-way-forward-sustainable-business?newsfeed=true>

Rio+20: Reflections on the way forward for sustainable business

Hundreds of new initiatives were launched at the sustainable development conference but the corporate sector still needs to do more to earn society's trust

By Jo Confino, The Guardian, 27 June 2012

Multilateralism has failed, so what is the way forward post Rio +20?

This is the question on most peoples' minds as the thousands of delegates, civil society activists, business leaders and massed ranks of media headed home after the failure of politicians to take decisive action to solve the world's ecological, social and economic challenges.

More than 1,000 businesses at the more progressive end of the spectrum descended on Rio to push for new regulatory frameworks that will incentivise moves to a green economy while at the same time calling for the end of perverse subsidies.

What they found when they got to Rio was that the fossil fuel lobby had already got there first. With their immense lobbying power, they did not even need to turn up to ensure the ending of fossil fuel subsidies was erased from the final text.

So in the absence of an over arching set of commitments, where does progressive business go from here? The general view is that the establishment of a patchwork of innovative local, national and regional alliances is going to be more effective in creating the foundation for a new economic paradigm – in other words a bottom-up approach.

This was expressed in the most often used phrases in the many meetings I attended; the need to create "coalitions of the willing" and a recognition that "all issues are interconnected" and cannot be viewed in silos.

There were a number of collaborative projects launched at the conference. Perhaps most innovative was the Friends of Rio, who came together to demonstrate how "clearly-defined coalitions of willing and able actors from across government, business, science and civil society can mobilise their combined skills, innovation and resources to make clear progress at scale, against specific sustainable development goals."

This move away from visioning the future towards finding practical ways of getting there, typified the general mood, with Friends of Rio highlighting 30 collaborations that are already up and running.

Peter Bakker, president of the World Business Council for Sustainable Development (WBCSD), also signalled a change in direction, saying it was time to move beyond awareness raising and put more emphasis on creating sector and cross-sector business partnerships. He sees particular value in working with individual cities to find systems-based solutions.

Bakker also pointed to the need to focus on integrating environmental and social impacts onto company balance sheets.

In fact, of all the 200 plus initiatives launched during Rio+20, the one most likely to reach scale is the Natural Capital Declaration, which seeks to get all sectors of society behind the idea of putting an economic value on nature.

The mantra is that what gets measured gets valued and the failure to do this has led to the wanton destruction of ecosystems and the rapid loss of biodiversity.

This was perhaps the best example of a broad coalition with banks, companies, insurers and more than 50 countries committing to developing a common measurement framework.

But like every other idea to come out of Rio, there are doubters. Some civil society groups and spiritual leaders, argue that hanging dollar signs on our forests and mangrove swamps devalues the majesty of nature and that vested interests will bend any new accounting rules to suit their own needs. Professor Tim Jackson believes GDP+ measures are a distraction from what really needs to be done.

Despite all the business announcements, it is clear that NGOs and other activists have a continuing distrust in the motivation of businesses when they claim to be serving the good of society.

For example, when 45 CEOs joined forces to call on governments to push up the price of water in order to conserve dwindling supplies, some activists accused them of seeking to take control of a key public resource.

Where there is general agreement, even within the corporate sector, is that business needs to step up its game if it truly believes it has a role to play in preventing the possible collapse of civilisation.

There is still too much self-satisfaction amongst companies who believe having a strategy and a sustainability report represents job done.

Even that represents a major step forward, when compared with glacial progress in the finance sector, which has the power to either make or break moves to a green economy.

It is no surprise Greenpeace International plans to focus its firepower on the world's financial institutions in the coming years. While it is to be welcomed, for example, that 37 banks did sign up to the Natural Capital Declaration, many more came up with poor excuses not to.

To counter this heel dragging, the WBCSD plans to engage with financial institutions to ensure that companies' sustainability activities are incorporated into their valuations, out of fear that many companies will not make the effort if the markets do not recognise the importance of the work.

Meanwhile, Jackson, the author of 'Prosperity Without Growth' is concentrating on creating a model that can show it's possible for the capital markets to successfully invest in a green economy.

Deputy prime minister Nick Clegg told parliament on his return from Brazil that one of the four key outcomes from Rio +20 was that "national governments recognised the importance of working alongside businesses."

Times have definitely moved on. At the Rio Earth Summit 20 years ago, hardly any businesses were present and they certainly did not have a seat at the table.

Looking to the future, there is definitely an opening for business to step in and leverage its financial, organisational and R&D capabilities to support moves towards a green economy.

But it remains to be seen whether business in general is able to start showing it can be a force for good, rather than lining the pockets of the few and creating misery for Mother Earth and billions of people struggling to make ends meet.



<http://www.guardian.co.uk/sustainable-business/rio-20-progress-business>

Rio+20: more progress from business needed

Business leaders made the right noises at the Earth Summit, but how much substance is behind the declarations?

By Kirsty Jenkinson and Manish Bapna, The Guardian, 29 June 2012

Big business seemed to be everywhere at Rio+20, arguably more visible than the 100 or so heads of state and government, who arrived for the final few days.

Hundreds of business initiatives were announced through groups including Business Action for Sustainable Development and the UN Global Compact's Corporate Sustainability Forum. And the corporate leaders who flocked to Brazil made all the right noises. "We have to bring this world back to sanity and put the greater good ahead of self-interest," Unilever CEO Paul Polman told the Guardian.

But how much substance lies below the surface of these declarations?

The disappointing reality is that while a few of the business initiatives offer the promise of progress towards a more sustainable and inclusive global economy, most were incremental and unambitious. For a sector that prides itself on innovation, global companies largely failed to offer ideas commensurate with the challenges of climate change and over-use of natural resources.

Why, with so much business firepower at Rio, was this the case? We suggest three reasons:

First, the global financial crisis is stifling business activity and distracting CEO attention from what are (wrongly) viewed as longer-term challenges, such as sustainability. The same pre-occupation is true of governments, who underachieved as much, if not more, than business did at Rio. This is a missed opportunity as integrating sustainability into business plans can actually be part of pro-growth economic strategy, as GE, Siemens, Unilever, and many other companies are showing.

Second, increasingly multilateral global forums are not the settings for breakthrough innovation, tending to settle for lowest common denominator outcomes. More likely to make a difference are bottom-up solutions where companies, governments at all levels, and other constituents, such as NGOs and development banks, work as partners to solve specific sustainability problems. Sectors such as clean energy and water supply, in particular, lend themselves to such an approach.

Third, governments matter. Companies beholden to shareholders will only go so far on their own in embracing sustainable practices. While business is increasingly active in shaping the sustainable development agenda, governments must provide the paradigm-changing policies and incentives needed for global green markets and investments to flourish.

Fossil fuel subsidies, the subject of civil society protests at Rio, are a good case in point. Such subsidies dissuade energy companies from diversifying from coal and gas into cleaner, lower-emission sources and hold back the global growth of renewables. Yet governments declined to use the once-in-a-generation sustainable development summit as an opportunity to make progress on fossil fuel subsidy reform.

Potential for progress

All this said, Rio+20 did produce some business-related outcomes with real potential for action on the ground, depending on sufficient follow-up progress.

Valuing natural assets

First were the multiple efforts by global corporations to do something about their huge impact on natural resources. The Natural Capital Leadership Compact, signed by 15 global companies, urged action to properly value and maintain the Earth's natural capital; the Natural Capital Declaration saw similar commitments from 39 banks, insurers and investors; and an additional 24 companies, worth a collective \$500bn (£403bn), reinforced the importance of accounting for natural capital as a business imperative.

More specifically, 45 chief executives, who belong to the Global Compact's CEO Water Mandate, announced commitments to improve water management practices and pursuing public-private partnerships to solve the global water crisis.

Unfortunately, governments at Rio stepped back from the more ambitious proposals to embrace a GDP-plus approach to national accounting that incorporates natural assets. This is an area where forward-looking businesses can take the lead.

Corporate disclosure and reporting

Although the final Rio communiqué watered down a proposed requirement for large companies to report on sustainability, it still provided a push for voluntary global disclosure of private sector impacts. Also welcome was the UK government's announcement that, in April 2013, it will introduce regulations to require publicly listed companies to fully report their greenhouse gas emissions – a move supported by Cisco, PepsiCo and Aviva Investors, among others.

Sustainable transport finance

While the groundbreaking commitment by eight multilateral development banks to provide \$175bn (£112bn) over 10 years towards sustainable transport in developing countries was not a business-led initiative, it could help kick-start smarter and more innovative public-private sector co-operation, in a sector responsible for about one-quarter of global carbon dioxide emissions.

With initiatives like these, Rio provided modest progress on some areas, but the clock is ticking down to a time when humanity breaches Earth's ecological limits with unknown consequences.

New ideas and enhanced cooperation between governments, the private sector and civil society are needed now if we are to avoid this daunting scenario. Business must help lead this effort by doing what it does best – thinking up innovative solutions that can change the world and setting time-bound targets to bring them to scale.

Kirsty Jenkinson is director of the markets and enterprise program and Manish Bapna is interim president at the World Resources Institute.



the guardian

Sustainable business

Business On The Road To Rio

(Also filed under CEO Water Mandate)

<http://www.guardian.co.uk/sustainable-business/rio-20-water-issues-strong-undercurrent?newsfeed=true>

Water issues create strong undercurrent at Rio+20

By Brooke Barton, The Guardian, 4 July 2012

Studies suggest that the world may be facing a global water shortfall of 40% by 2030 and this is something that governments and industry must face together

A houseboat lies on the drying river bed that was once the Parana de Manaquiri River, a tributary of the Amazon River. Photograph: Rickey Rogers/Reuters

Last month, I was one of more than 40,000 people who descended upon Rio de Janeiro for the Rio+20 Earth Summit. 40,000 is quite a crowd, but it's a drop in the bucket compared to the rapid population growth Rio has seen since the first Earth Summit in 1992 – more than 800,000 residents in 20 years.

Brazil's population as a whole is growing rapidly, and it's changing just as fast. Across the nation, a rising middle class is snapping up air conditioners and other appliances and is expected to push national demand for electricity up 56% by 2021. More than 20 hydroelectric plants are scheduled to be built along the Amazon river's tributaries to meet the new demand for power, but these projects are facing several challenges.

For one, global climate models predict some Brazilian rivers could see flows reduced by as much as 70% in coming decades, not to mention concern from environmental and human rights groups about the dams' effects on natural habitats, water flows and indigenous communities.

These development dilemmas were a fitting backdrop for Rio+20. They illustrate exactly the kind of questions the conference aimed to answer, including how best to manage natural resources like water.

Recent studies suggest the world may face a 40% global water shortfall by 2030. This is a true paradigm shift, one that governments and industry will have to confront together. The problems are of grave concern to the corporate world, where many businesses face significant water risks, whether their operations rely on hydropower in Brazil or municipal water supplies in parched Las Vegas.

That's one of the reasons why the US Securities and Exchange Commission (SEC) issued guidance in 2010 asking companies to disclose financially material water risks linked to climate change, including "effects on the severity of weather (for example, floods or hurricanes), sea levels, the arability of farmland, and water availability and quality."

Ceres, an advocate for corporate sustainability leadership, took a closer look at how companies have responded to the SEC's guidance by analysing the financial filings of 82 global corporations. The results of that study were announced

during the UN Global Compact Meeting at Rio in a report entitled Clearing the Waters.

Comparing data spanning 2009 to 2011, Clearing the Waters finds that corporate disclosure of water risks is increasing across the eight sectors analysed.

Some of the key findings include:

- Significantly more companies are disclosing exposure to water risk, with a focus on physical risk. 87% of companies now report physical risk exposure, including risks of water supply interruption or higher agricultural commodity costs due to drought. That's up from 76% in 2009, with the biggest increases coming from the oil and gas sector.
- More companies are making the connection to climate change. In 2009, only eight of the 82 companies assessed disclosed that climate change posed growing physical risks in the form of water scarcity, flooding or quality issues to their operations and supply chains. In 2011, that number jumped to 22.
- There is growing, but still limited, disclosure on water management systems and performance. In most cases, the information disclosed lacks specificity and hard data.

But knowing that water risks are increasing is only half the story. To create real, lasting change, businesses need tools to reduce their impacts and manage their risks. That's why the World Business Council for Sustainable Development and Ceres created a new roadmap for 21st century corporate water management, the Aqua Gauge.

The Aqua Gauge is the result of extensive interviews with leading companies and NGOs and is backed by investors managing \$2 trillion in assets. It's a practical self-assessment tool that outlines detailed steps for effective water risk management, from the boardroom to the factory floor to the farm field.

The Coca-Cola Company is using the Aqua Gauge to advance its own water management and to encourage its suppliers and customers to do the same. The company is on track to improving its water efficiency by 20% by the end of this year (against a 2004 baseline).

Water sustains our economy. We can't afford to squander it, and it will take a collaborative effort from governments, industry and investors to ensure that it is used and managed sustainably. At the very least, the thousands of us who gathered in Rio can attest that the tools and the strategies are already at hand.

Now it's up to all of us to act.

Brooke Barton leads the Water Program at Ceres, a national coalition of investors and public interest groups working with companies to address sustainability challenges such as climate change and water scarcity.

<http://www.guardian.co.uk/sustainable-business/rio-20-business-young-people-positive-future?newsfeed=true>

Rio+20: business should help young people to build a positive future

Student reporter Anna Ritz says business leaders should empower younger generations to create the futures they need

By Anna Ritz, The Guardian, 2 July 2012



Official photo with Heads of State and Delegations during opening of Rio+20. (Photo by Buda Mendes/LatinContent/Getty Images) Photograph: Buda Mendes/STF/LatinContent/Getty Images

I spent two weeks tracking Rio+20 as a student reporter seeking to make sense of the sustainable development talks, listening to ministers, CEOs and scientists who opened up trail-blazing perspectives on changing economic and societal paradigms.

Most media judged it as meaningless, mainly due to its lack of political commitment, but to only focus on this would be wrong. As important was the momentum and narratives it created, which are seeding ideas among the younger generation that may actually change the way they will lead society and the economy in years to come.

Rio+20 was a great platform for networking, conversations and knowledge exchange, bringing together experts from all over world to discuss specific topics such as climate change mitigation, social inclusion and ethical finance.

The major ongoing impact from the conference will probably come from the world of business. There appears to have been a shift of thinking among corporates towards inclusive growth. The growth paradigm will not vanish, but it will change. This shift is tremendous. Instead of depleting natural resources and deteriorating social capital, companies will start thriving by developing them.

What was also clear is that business is challenging the institutional boundaries of liberal markets and putting pressure on governments to reconfigure pricing mechanisms. In fact, never before has collaboration between business leaders and policy makers been more crucial to initiate and enhance sustainable development.

Getting prices right can be a powerful tool to correct market failures. In a green economy, the right prices are those which reflect the true ecological and social cost of products. This requires new incentive structures, such as environmental fiscal reforms, strategies to price-in environmental and social externalities and the elimination of perverse subsidies. In short, it requires smart political intervention and regulation.

Rio+20 was much more than just about talk. Both the UN Global Compact business forum and the International Society for Ecological Economics launched promising new concepts such as alternative metrics to measure progress beyond GDP, inclusive market strategies and environmental fiscal reforms towards inclusive growth and green growth.

We also saw launches from the Natural Capital Declaration and the Standard Economic Environmental Accounting. These concepts show that within the economic realm, decision makers have already started to redesign business strategies and economic concepts towards a more sustainable approach to value creation.

The concepts and strategies towards a green market economy discussed at Rio+20 were promising. They could guide the way towards an economic system that is realigned with its initial purpose: to create human wellbeing and prosperity. Even more important is the growing awareness among business leaders that they have not only the responsibility, but also the capability, to add value to society. In fact, companies may create value beyond simply solving social and economic problems. Therefore, business leaders must go ahead and take action where governments fail and implement the future we need.

Heads of state are leaving the world puzzled on how to move on from here. The younger generation is wondering how to build upon the weak political framework that has been created by the Future We Want declaration.

But overall the conference gave me hope. And from a youth perspective I have a message to business leaders: encourage and empower the younger generation to look forward as optimistic realists, with trust and hope in their abilities to create the future they need. This is the most powerful strategy you can apply.

Anna Ritz attended the Rio+20 conference as student reporter for oikos International.

Forbes

*Also appeared in Climate Progress, World Resources Institute

<http://www.forbes.com/sites/manishbapna/2012/07/05/wanted-a-steve-jobs-for-sustainability/>

Wanted: A Steve Jobs For Sustainability

By [Manish Bapna](#), Contributor, Forbes, 5 July 2012



Secretary-General Ban Ki-moon with Dilma Rousseff (right), President of Brazil, and Desmond Parker (left), former UN Chief of Protocol at the closing of the Rio + 20 Conference in Rio de Janeiro, Brazil. 22 Jun 2012. UN Photo/Mark Garten

Where is the Steve Jobs of sustainability? The business leader with the big, disruptive ideas—and the force of will—to achieve for sustainable production and consumption what Apple’s visionary chief did for global technology and information?

This question springs strongly to mind after attending the Rio+20 conference.

Unlike the original Earth Summit 20 years earlier, business leaders were everywhere at Rio 2012. And with governments failing to make headway at the UN-led forum, there was much talk of businesses taking a greater lead in fixing the world’s environmental and development challenges.

Yet apart from Unilever CEO Paul Polman (who declared, “We have to bring this world back to sanity and put the greater good ahead of self-interest”), few corporate leaders at Rio appeared ready to take up the baton. While literally hundreds of business-led initiatives were announced, most were incremental rather than transformative. And there was limited evidence that CEOs recognize that the planet is on a fundamentally unsustainable course and the window for action is closing.

Sustainable Business Pathways

That said, Rio did see real progress in a few important areas for the private sector. In particular, assuming corporations follow through, it laid foundations for more sustainable business models and scalable partnerships between companies and governments.

Here are three Rio trends that demonstrate an emerging shift in business thinking and provide a platform that smart, forward-looking CEOs should look to build on:

1. *Valuing Natural Assets:*

Meeting in the country that hosts the Amazon, global corporations launched multiple efforts to do something about their huge impact on nature. Taken together, these reflect a welcome shift in business attitudes toward accounting for the natural resources that underpin the global economy.

The Natural Capital Leadership Compact, signed by 15 global companies, urged action to properly value and maintain natural assets like clean air, clean water, forests, and other ecosystems. The Natural Capital Declaration saw similar commitments from a further 39 banks, insurers, and investors. And an additional 24 companies, worth a collective \$500 billion, affirmed accounting for natural capital as a business imperative.

2. *Corporate Reporting and Transparency:*

Although the final Rio communiqué watered down a proposed requirement for large companies to report on sustainability, it still provided a push for voluntary global disclosure of private sector impacts. Also significant was the UK deputy prime minister's announcement at Rio that from April 2013, Britain will require publicly listed companies to fully report their greenhouse gas emissions. The UK move won public support from major companies—including Cisco, PepsiCo, and Aviva Investors—reflecting growing corporate acceptance of the need to be open about the private sector's environmental footprint. Other countries are expected to follow suit.

3. *Public-Private Partnership Models:*

Around the world, interest is growing in bottom-up solutions where companies, government at all levels, and other constituents (such as NGOs and development banks) work to solve specific sustainability problems. While public-private partnerships of this nature are not new, they were a major theme at Rio, where business leaders called for swift and scaled-up collaboration. Promising initiatives were pursued around energy access and water supply in particular.

For example, 45 members of the Global Compact's CEO Water Mandate—including the leaders of GlaxoSmithKline, Levi-Strauss, and Dow Chemical Company—announced commitments to improve water management practices and pursue public-private partnerships to solve the global water crisis. And U.S. Secretary of State Hillary Clinton launched the U.S. Water Partnership, through which federal agencies and companies such as Coca-Cola will dedicate \$500 million to address water challenges worldwide.

Moving forward, targeted public finance can be used to leverage private investment in such initiatives. For example, the groundbreaking commitment at Rio by eight multilateral development banks to provide \$175 billion towards sustainable transport could trigger innovative public-private

cooperation in a sector responsible for about one-quarter of global carbon dioxide emissions.

Government Matters

On their own, of course, approaches like these will be nowhere near sufficient to put the global economy on an inclusive and sustainable path. And while companies like GE, Siemens, Unilever, and others have shown that integrating sustainability can be good for a business's bottom line, companies beholden to shareholders will only go so far in embracing sustainable practices.

It is therefore critical that as business becomes increasingly active in shaping the sustainable development agenda, governments put in place the policies and incentives needed to take global green markets and investment to the next level.

And, of course, it would help if one or more Steve Jobs-like business leaders emerge as paradigm-changing champions of sustainability.

This post was co-authored by Kirsty Jenkinson, Director of WRI's Markets & Enterprise Program.

<http://www.bangkokpost.com/business/economics/300727/rio-20-disappointing-outcome-don-t-wait-for-rio-30>

RIO+20: Disappointing outcome? Don't wait for RIO+30

By Kulvech Janvatanavit, Bangkok Post, 3 July 2012

Rio+20 Conference is over. The city of Rio is now back to its normal condition. Most of the state delegations and business leaders are now back to their own countries, reflecting and reporting the progress.

After a three-day summit of 189 nation-states, the conference issued a 53-page declaration with the horizon-sweeping title The Future We Want. However, the air of disappointment is now looming over social media.

"Lack of political will" seemed to be the biggest complaint about the summit. As the BBC environment correspondent Richard Black has put it, "The overall feeling here is that governments have missed an opportunity to change the course of human development".

On the other hand, no one said it's going to be easy as secretary-general of Rio+20, Sha Zukang has nicely put it, "This is an outcome that makes nobody happy. My job was to make everyone equally unhappy."

On the brighter side, there are more constructiveness, collaborations and commitments at the side-events, more than the summit itself. The spirit of "Act together now" can be felt at the business and community levels. We saw movements from the large businesses such as:

- Stretch the goals and make it known: At Rio+20, Kimberly-Clark Corp, the paper products giant that owns brands Kleenex and Huggies, has announced their commitment to cut the amount of wood fibre it uses from natural forests by 50% by 2025. The company committed to help reduce the impacts of fibre the company uses and to better cope with the increasing volatile price fluctuations in the world fibre markets. In reducing its forest fibre footprint, the company is exploring using plants that make efficient and sustainable use of land and resources without displacing food crops or negatively affecting natural forests. The company has commissioned the Georgia Institute of Technology to conduct a life-cycle analysis and broader sustainability risk assessment for its alternative fibre decisions.

- Innovate, localise and collaborate to sustain: By the end of 2020, DuPont will help the world meet the challenge of global food security. They will commit \$10 billion to R&D and 4,000 new products will be introduced. They have announced that they will work to improve the livelihoods of at least 3 million farmers and their rural communities through targeted collaborations and investments that strengthen agriculture systems and make food more available, nutritious and culturally appropriate, for example _ development of an integrated approach to drought-tolerant products.

- Report the long-term future, not only the past: On a grander scale, Aviva, a British multinational insurance company, has convened a Corporate Sustainability

Reporting Coalition of more than 40 like-minded organisations, including institutional investors managing in excess of \$1.6 trillion. This coalition asked for a commitment on corporate sustainability reporting. The coalition did not expect to see the sustainability reports that merely disclose the past performance in environmental or social context. Rather, it wishes to see the sustainability strategy that spans 20-30 years or more and its actions to address those long-term concerns.

Despite the disappointment news from Rio+20, if big businesses are changing, the world of business will be reshaped. And that presents business risks and opportunities to all. My take-away is: "Don't wait for Rio+30 (or wherever), we are our only hope _ unite businesses, unite people and scale up our actions."

Here are some thoughts for our business community:

- We all play some parts in the value chain that affects the sustainability as a whole. Are we a part of the problem or are we a part of the solution? Have we created an unintentional impact beyond our operation's boundary? For example, where and how did our suppliers get their products from? We may be asked by our buyers soon.
- How much do we know about the sustainability plan of our buyers? Can we become more proactive to their vision? Have we asked their procurement team about their sustainable supply-chain goal and how can we be a part of their success?
- How often do our management team and the board of directors discuss sustainability issues? Does everyone have the same understanding of sustainability? Are they aware of where their buyers or consumers are heading on sustainability?

Rio+20 is over, but sustainability is here to stay. As mentioned in our previous article, the International Energy Agency (IEA) has warned us that we will be locking our world into an irreversible climate change if no drastic measure is taken. If we choose to wait, the next summit will be hosted by Mother Nature, in our own backyard.

Pointing fingers is not the solution. We are the solution.

Kulvech Janvatanavit is a sustainability expert and an adviser for PricewaterhouseCoopers FAS Ltd.

Learning to promote sustainability

By Chey Tae-won, The Korea Times, 2 July 2012



Rio+20 Corporate Sustainability Forum is underway in Rio de Janeiro, with a keynote speech by President Lee Myung-bak, amid the attendance of government leaders and corporate executives in June. In response to such global initiatives, companies are moving to help smaller companies engage in environmentfriendly business activities. / Korea Times file

A majority portion of this contributed article was presented at the Rio+20 Summit of the United Nations in Rio de Janeiro last month. – ED.

The primary objective of a business leader is to make more money and successfully run a company. But in more recent years, environmental considerations are increasingly coming into play.

In the past, CSR (corporate social responsibility) was regarded with the level of enthusiasm students have for “homework” or as an unwanted obligation.

“Responsibility” was passive.

After reviewing CSR programs, I noticed several problems: first among them was how hard it is to find committed and talented people, because more people are concerned with money-making rather than looking at environmental implications.

CEOs and executives don’t pay enough attention, although efforts are being made to address the issue of environmental pollution which manufacturing companies are inadvertently closely associated with.

I came upon an SE (social entrepreneurship) model and impact investing as a possible solution after thinking of other ways to spend CSR money more wisely.

An SE must be handled like a business, and thus we need more experience in SE. I established “Hangbok Narae” as a pilot test and developed an MBA program for

social entrepreneurship at a top university in Korea

How can everyone (SEs and corporations) benefit? Benefits to SEs are social value creation, 10 times more social value creation than through philanthropy

Social challenges

Large corporations can leverage their capabilities and help SEs. Job inclusion, such as providing second opportunities for the elderly and improving lives, rather than simply giving away money.

So what are the challenges that we face?

- Not enough incentives for corporations
- Must give returns
- SE CEOs look for investments that will sustain their organizations
- SEs have a dual task: social and economic value creation
- Small SEs can't compete or survive against large corporations
- CEOs have to decide whether or not to create more social value or make more money without any guarantee of sustainability
- There is no social value measurement scheme
- Must evaluate both social value and financial returns, and create a measurement or accounting system.
- Incentives and rewards, such as a transferrable tax credit
- Must attract more talented people to the SE space
- Dream is to create a social capital market

Then, what are the commitments?

- An MBA program will be launched in Korea, which will be extended globally in the future
- An IT (information technology) platform with the UNGC to facilitate information exchange and increase innovation

SK supports SEs, and is learning by doing: learning the characteristics of everyone involved in SE. IT support is needed, because it reduces transaction fees.

Learning by doing

We must figure out how to engage and lower transaction fees. SK changed an MRO (maintenance, repair and operations) business to an SE, and created a different model that uses SEs as suppliers, advises other SEs and expands their business.

It is a nurturing model that teaches other SEs skills, such as finance, management and HR skills. We are currently trying to open space to help SEs through innovation. Like

the technology boom, give them room to innovate.

There is plenty of enthusiasm and energy in business and in protecting the environment in the process, from air and water pollution to oil spills. We have to focus on providing positive energy through which we can hope to make a better world.

We need new and innovative solutions. We must reduce conflicts of interest; dream of a new world. Open your mind and come up with new, hybrid solutions.

Nowadays, the reality is that many nations are faced with economic saturation coupled with various social problems like unemployment and ever-increasing wealth disparities.

It is in these situations that I believe social enterprise can step in and solve such problems by establishing a new economic sector, channeling corporate systems and expertise into creating social value, focused on the common good.

As one of the largest conglomerates, and a leader in the energy and telecommunication industries in South Korea, SK is striving to lead proliferation of social enterprise models domestically and then expand onto the Asian and global stage.

SK has also joined in the efforts to develop the Framework for Action, sparking discussion throughout the UN on social enterprises, and even agreed to host the Social Enterprise Session at Rio+20 in Rio de Janeiro.

Spirit of community

I believe these efforts could play a meaningful role in realizing the value of the UN as a global community, because social values begin with the spirit of community, in that we should overcome difficulties together, side by side.

For this to work, we need to start by creating an eco-system for social enterprises which promotes their sustainable growth. In this regard, SK would like to propose three commitments, a “Global Action Hub,” a “Social Enterprise Forum” and a “Social Enterprise MBA.”

First, SK will establish a “Global Action Hub”, an intermediary platform spanning all components of the Social Enterprise ecosystem. The “Global Action Hub” will go beyond a mere IT platform. It will be a domain for dialogue and information exchange, where investors, specialists, and social entrepreneurs can come together to facilitate change.

UNGC (United Nations Global Compact) will be a partner for this Hub. Together with the UNGC, SK hopes the Global Action Hub can eventually develop into a major pipeline for impact investing and social capital transactions, by attracting diverse partnerships and additional commitments, particularly in the area of development with environmental protection as an important focus.

Second, SK will extend its social enterprise forum, which has been limited to the

Korean market so far. We want to start by including the entire Asian region, later expanding globally, so that we can share great ideas and solutions. This will help us generate better methodologies for future social enterprises.

Lastly, SK has introduced an MBA program in Korea to nurture social entrepreneurs who will be nurtured to run businesses with the environment in mind.

The program will be run based on the UN principles for responsible management education, which will serve as guidelines for future social entrepreneurs to realize UN values in their business activities.

These days, sustainability — always with the environment in mind — is grabbing a lot of attention as an alternative to reckless growth. For social enterprises to enhance sustainability by pursuing social values and business values together will be very challenging. But it will also be highly rewarding.

CEOs and executives don't pay enough attention, although efforts are being made to address the issue of environmental pollution which manufacturing companies are inadvertently closely associated with.

We've got our work cut out for us, as we need to raise interest, passion and actual support from nations, stakeholders, and economic sectors. There is a famous quote pertinent to where we find ourselves today; "Coming together is a beginning.

Keeping together is progress. Working together is success." As we embark on this challenging yet amazing journey, we have to remember that there is only one earth and it is our responsibility to preserve the environment for next generations.

We must grow progressively to encompass issues faced by more nations across the world by proposing truly innovative ideas which can contribute to global prosperity.

Environment Info **Social responsibility**

Social sustainability cannot be created simply through the physical design of the community but then neither can environmental sustainability be created by physical design alone. Physical design cannot ensure that individuals, families and communities will lead environmentally sustainable lifestyles, although it can help to make such environmentally sustainable choices more easy.

Equally, while there is much that can be done on the "design" of the soft infrastructure of the community to ensure its social sustainability, the physical design of the community can make it either easier or more difficult for communities to be socially sustainable. Thus there is a vital need to integrate the physical and social design of communities if we are to create communities that are both environmentally and socially sustainable.

In discussing sustainability both social and environmental it is important to understand that both of them require a system of economic activity that is compatible with and not destructive of either the ecological web of life or the social web of life of which we are a part, and upon which we depend for our health, well-being and quality of life.

Chey Tae-won currently serves as chairman of SK Group, which maintains core businesses in energy, telecommunications, and trading/services — industries strategically critical to Korea. Through a visionary management philosophy, which concentrates on encouraging positive system changes and an entrepreneurial spirit, Chey cultivates and leverages synergies and relationships among SK's businesses, promoting the group's continued growth and success in areas such as energy exploration and production, and advanced mobile communications, while also pursuing strategic expansion into key global markets. Chey holds a B.Sc. in Physics from Korea University and completed a Ph.D. program in Economics at the University of Chicago.

(Also filed under Partners Coverage)

<http://www.smh.com.au/business/valuing-environment-a-capital-idea-20120622-20tnf.html>

Valuing environment a capital idea

A new form of national accounts offers hope for a greater appreciation of our more intangible natural assets.

By Ross Gittins, The Sydney Morning Herald, June 23, 2012

HOW do you get economists and business people to take the environment and its relationship with the economy seriously? Change its name to one that resonates with commercial values. What's a word that denotes great value, preciousness to a capitalist? I know - "capital".

You've heard of physical capital (machines, buildings and other structures), financial capital (securities such as shares and bonds), human capital (an educated and skilled workforce) and social capital (the shared values and norms of behaviour that enable mutually advantageous co-operation). So why don't we rename the environment "natural capital". It wasn't me who thought of it, however.

It doesn't sound like a lot of progress has been made at the Rio+20 summit on sustainable development. But one thing giving me hope is the "natural capital declaration" made by banks and big businesses, including our National Australia Bank, represented by chief executive Cameron Clyne.

"Natural capital," it says, "comprises Earth's natural assets (soil, air, water, flora and fauna) and the ecosystem services resulting from them, which make human life possible. Ecosystem goods and services from natural capital are worth trillions of US dollars per year and constitute food, fibre, water, health, energy, climate security and other essential services for everyone.

"Neither these services, nor the stock of natural capital that provides them, are adequately valued compared with social and financial capital. Despite being fundamental to our wellbeing, their daily use remains almost undetected within our economic system.

"Using natural capital this way is not sustainable. The private sector, governments, all of us, must increasingly understand and account for our use of natural capital and recognise the true cost of economic growth and sustaining human wellbeing today and into the future," the declaration says.

Great stuff. Most enlightened. But if you think we're just at the earliest stages of realising we need to measure our impact on the environment and incorporate it into our decision-making, I have good news. At the level of national accounting, we're a lot further advanced than you realise.

The "system of national accounts" we use to produce such indicators as gross domestic product is laid down by the United Nations Statistical Commission for use

in all countries. It's an accounting framework that measures economic activity and organises a wide range of economic data into a structured set of accounts.

So here's the news: earlier this year the UN Statistical Commission adopted as a new international statistical standard, with equal status to the system of national accounts, the "system of environmental-economic accounting" - SEEA.

Our Bureau of Statistics has been at the forefront in the development of SEEA. Last month it published a document, *Completing the Picture: Environmental accounting in practice*, explaining what SEEA is. I'm drawing on this document.

SEEA is another accounting framework that records as completely as possible the stocks and flows relevant to the analysis of environmental and economic issues.

Get it? An accounting framework allows you to add a lot of different things together, making sure they fit together logically and there's no double-counting. SEEA puts information about changes in the environment on the same basis as the existing information about changes in the economy, so they can be combined and give us an integrated picture of how the environment and the economy are affecting each other.

Just a small problem, however. The existing national accounts measure economic activity in money terms. To achieve this they stick almost wholly to measuring transactions in the market, since these reveal market valuations.

But the very reason economists and business people have been taking too little notice of the environment for the past centuries is that, for the most part, it's outside the market system - a "free good". There's not one price for clean air and another for dirty.

Despite this, SEEA extends the national accounts by recording environmental data that are usually available in physical or quantitative terms in coherence with the economic data in monetary terms. Maybe one day we'll discover a way to value natural capital so we can add it all together. There are three main types of account in the SEEA framework that are added to the existing monetary flow (the change in something over a period) and stock (the position at a point in time) accounts of the national accounts.

First are physical flow accounts that record flows of natural inputs from the environment to the economy, flows of products within the economy and flows of "residuals" (various forms of waste) generated by the economy. These flows include water and energy used in production and waste flows to the environment, such as solid waste to landfill.

Second are functional accounts for environmental transactions between different economic sectors (such as industries, households, governments). Such transactions include investing in technologies designed to prevent or reduce pollution, restoring the environment after it has been polluted, recycling, conservation and resource management.

Finally, asset accounts in physical and money terms measure the stocks of natural resources available and changes in the amount available. There'd be accounts for minerals and energy, timber, fish, soil, water and land.

The bureau is beavering away to produce more of these accounts. It's making progress in turning SEEA into an Australian reality.

<http://www.sabc.co.za/news/a/2e4f4c804baee7faa475e44a534b564d/Sustainable-business-has-key-role-in-transition-to-green-economy--20120620>

Sustainable business has key role in transition to green economy

ANALYSIS: Achim Steiner, Executive Director, United Nations Environment Programme

By Achim Steiner, SABC News, 20 June 2012



The Rio+20 UN conference on sustainable development is currently underway in Brazil. (REUTERS)

When governments meet at Rio+20 in June one defining, decisive and positive outcome for the planet and its people could be a global commitment to corporate sustainability reporting.

Since the 1992 Rio Earth Summit, increasing numbers of companies have been factoring environmental, social and governance (ESG) issues into their operations and business models.

Around a quarter of corporations surveyed by Bloomberg are now encapsulating and disclosing some of these elements in their annual reports side by side with cash flows, debts and liabilities.

Meanwhile several stock exchanges ranging from Istanbul and Johannesburg to Sao Paulo and Singapore are now requiring a serious commitment to ESG issues from their listed firms.

Dedicated sustainability indices have also emerged among some international rating agencies and exchanges including the Dow Jones Sustainability Index, the FTS4Good and the NASDAQ Global Sustainability Index.

This progress is welcome: it allows pension funds, shareholders and other investors to pick firms where sustainability is central—not least because there is good evidence that such corporations are better run, manage natural resources more efficiently, have

reduced pollution footprints, are less prone to shocks in a globalized world and less vulnerable to reputational risk.

It is also assisting governments across a wide range of challenges from meeting greenhouse gas targets to tracking health and safety improvements for workers across sectors and geographic regions.

Day in and day out trillions of dollar flow in and out of investments across the globe, a proportion of which is assisting in generating the conditions for a transition to a low carbon, resource efficient, job generating Green Economy.

However it is not enough: Indeed the Corporate Sustainability Reporting Coalition—an alliance of pension funds and investors with \$2 trillion-worth of assets under management along with, UN agencies and NGOs—concludes that existing voluntary arrangements have hit their limits.

The time is ripe for a global policy framework on corporate sustainability reporting and is essential in order to deliver the basic information, transparency and comparability needed to move forward and assist in fast tracking a transition to a global Green Economy.

Why? Firstly several countries including China, Denmark, Ecuador, India, Norway, Singapore and the United Kingdom have recently created laws, procedures, guidelines and standards in line with the proposed convention. These are to be welcomed. But what business needs most is not many different standards, but a common global agreement on reporting. That will be more effective and lower cost.

Secondly, many of the nuts and bolts underpinning a potential global framework already exist, via such voluntary efforts as the UNEP-founded Global Reporting Initiative, the UN's Global Compact, the Prince of Wales's International Integrated Reporting Committee and the Carbon Disclosure Project.

Thirdly, a survey of stock exchange respondents has found that 80% of those responding wanted a global approach to sustainability reporting; only 30% objected to this being mandated. .

Some countries and companies may fear that a global policy framework, such as a convention could prove a bureaucratic strait jacket or a costly brake on profits. This need not be the case.

Indeed, experience around the globe to-date has provided a snapshot of how the benefits of corporate sustainability reporting can be reaped without become an extension of red-tape, and that having a global standard need not imply a 'one-size-fits-all' approach.

Governments can have the flexibility to implement in a variety of different ways, whether through new laws, existing company laws or via listing authorities such as national stock exchanges.

Secondly, once adopted on a national level, compliance by individual companies could be done on a 'report or explain basis' effectively turning the tables on the current situation of opting in to corporate sustainability reporting to one where companies would have to opt out

In other words, it would be for companies' board of directors to define what it is material and needs to be reported on the one hand, and what is immaterial and should be merely be explained to regulators and shareholders.

Day in and day out trillions of dollar flow in and out of investments across the globe, a proportion of which is assisting in generating the conditions for a transition to a low carbon, resource efficient, job generating Green Economy.

A global commitment on sustainability reporting could dramatically assist in accelerating and scaling-up these positive investment flows and bridge what is currently a big gap between ambition and reality for a sustainable future.

The momentum is rapidly gaining ground among responsible investors, an increasing number of corporations and forward-looking sectors of civil society.

A range of commitments will be before world leaders in Rio in a few weeks time—evolving sustainability reporting onto a higher; more widespread and legally-grounded level, ideally in the form of a future convention, should be firmly on their radar as one inspiring policy option guaranteed to deliver powerful and positive environmental, social and economic outcomes.

Achim Steiner is the Executive Director at the United Nations Environment Programme

Un cadre juridique mondial pour le reporting social et environnemental

Le développement durable, un engagement pour les entreprises

Achim Steiner, Le Monde Eco et Business, 20 June 2012

Un engagement mondial en faveur du reporting sur le développement durable des entreprises constituerait un résultat déterminant et positif du sommet de Rio + 20, aussi bien pour la planète que pour ses habitants.

Depuis le Sommet de la Terre de Rio, en 1992, un nombre croissant d'entreprises ont intégré les aspects environnementaux, sociaux et de gouvernance (ESG) dans leur fonctionnement et leur modèle de gestion. Environ un quart des entreprises analysées par Bloomberg incorporent désormais certains de ces éléments et communiquent à leur sujet dans leur rapport annuel, au même titre qu'elles publient leur flux de trésorerie, leur endettement et leur passif.

Plusieurs Bourses, d'Istanbul à Johannesburg, en passant par São Paulo et Singapour, exigent désormais des sociétés cotées sur leur place un engagement ferme sur ces questions. Des indices de développement durable spécifiques ont fait leur apparition chez certaines agences de notation internationales et sur certaines places boursières, comme le Dow Jones Sustainability Index, le FTS4Good et le Nasdaq Global Sustainability Index.

Cette évolution permet aux fonds de pension, aux actionnaires et autres investisseurs de sélectionner des entreprises qui placent le développement durable au coeur de leurs préoccupations. En effet, ces entreprises sont souvent mieux dirigées, optimisent la gestion des ressources naturelles, réduisent leur empreinte écologique, sont moins exposées aux crises liées à la mondialisation et aux risques de perte de réputation. Elle aide également les gouvernements à relever différents défis, allant du respect des objectifs de réduction des gaz à effet de serre à l'amélioration de la santé et de la sécurité des salariés de tous les secteurs et toutes les régions.

Ces dispositions restent toutefois insuffisantes. Le Collectif sur le reporting développement durable (Corporate Sustainability Reporting Coalition), qui rassemble des fonds de pension et des investisseurs gérant 2 000 milliards de dollars d'actifs dans le monde, mais aussi des agences des Nations unies et des ONG, estiment aujourd'hui que les accords en vigueur, fondés sur le volontariat, ont atteint leurs limites.

L'heure est venue d'élaborer un cadre politique mondial en matière de reporting, fondamental pour obtenir les informations, la transparence et les possibilités de comparaison nécessaires en vue d'accélérer la transition vers une économie verte à l'échelle mondiale.

Plusieurs pays, dont la Chine, le Danemark, l'Equateur, l'Inde, la Norvège, le Royaume-Uni et Singapour, ont récemment adopté des lois, des procédures ou des

normes dans ce domaine. Il s'agit là d'une intention louable, mais les entreprises n'ont pas besoin d'une accumulation de normes diverses et variées, mais plutôt d'un accord mondial commun sur le reporting. Cette solution serait à la fois plus efficace et moins onéreuse.

Or les mécanismes d'un éventuel cadre global existent déjà grâce à des initiatives volontaires telles que la Global Reporting Initiative (initiée par le Programme des Nations unies pour l'environnement), le Pacte mondial, le Carbon Disclosure Project et le Comité international sur l'information intégrée. Enfin, une enquête menée auprès des places de marché montre que 80 % des personnes interrogées souhaitent une approche globale du reporting sur le développement durable ; seulement 30 % s'opposent à son aspect obligatoire.

Certains pays et certaines entreprises peuvent craindre qu'un cadre politique global, par exemple une convention internationale, ne soit qu'un ensemble de contraintes bureaucratiques pesantes et diminue leurs bénéfices. Ce n'est pas nécessairement le cas. Les expériences conduites jusqu'ici à travers le monde ont permis de comprendre comment on peut profiter des avantages du reporting sur le développement durable sans pour autant multiplier la paperasserie.

Elles montrent également que l'adoption d'une norme mondiale n'implique pas forcément une démarche unique. Les gouvernements ont la possibilité de la mettre en oeuvre par le biais d'une nouvelle législation, ou par l'évolution du droit des sociétés existant, ou encore par l'intermédiaire d'autorités de cotation comme les Bourses nationales.

Une fois la norme adoptée au niveau national, les entreprises s'y conformeraient en fournissant un rapport, ou en expliquant pourquoi elles n'en ont pas fourni. Cela changerait complètement la donne par rapport à la situation actuelle où ce sont les entreprises qui choisissent de communiquer des informations sur le développement durable.

Jour après jour, des milliers de milliards de dollars sont échangés sur les marchés du monde entier, dont une partie favorise la transition vers une économie verte sobre en carbone, économe en ressources naturelles et génératrice d'emplois. Un engagement mondial en faveur du reporting sur le développement durable développerait considérablement ces flux d'investissements positifs qui changeraient alors d'échelle, tout en comblant le fossé qui reste important entre l'ambition d'un avenir durable et la réalité. L'enthousiasme gagne rapidement du terrain parmi les investisseurs responsables, qui regroupent un nombre croissant d'entreprises et de secteurs de la société civile tournés vers l'avenir.

Une série d'engagements sera présentée aux chefs d'Etat du monde entier à Rio, destinés à propulser le reporting sur le développement durable à un niveau supérieur, plus large et plus fondé juridiquement. Idéalement, il s'agira d'une convention qui devra figurer dans les agendas des chefs d'Etat comme une option politique mobilisatrice garante de résultats environnementaux, sociaux et économiques solides et positifs.

Directeur général du PNUE

(Also filed under BASD)

http://articles.economictimes.indiatimes.com/2012-07-16/news/32698293_1_sustainable-development-outcome-document-rio-20

India Inc must have ambition beyond Rio+20

By Kris Gopalakrishnan, The Economic Times (Times of India), 16 July 2012

The dust has settled on Rio+20 Conference that concluded with an outcome document, The Future we Want. The outcome has been severely criticised for being devoid of any goals or action. It has been dubbed "Rio-20" or "The future we don't want".

Amid the criticism is lost the uncompromising role of business in sustainable development. Most solutions for sustainable development will come from business. Solutions exist with the ability to have profound impacts on areas including energy and climate, water, biodiversity, agriculture and food, corruption and gender equality. Despite positive developments and shifting trends, corporate sustainability as practised today is insufficient - a quantum leap is needed. With the right incentives and enabling environments, business can make significant and lasting contributions to sustainable development.

There were two tracks at Rio. One was the government negotiation track that received most attention, and rightly so. The other was the business track that ran during June 15-19. The UN Global Compact's Corporate Sustainability Forum was organised during June 15-18 as a key platform for business involvement in sustainable development. The forum served as a launching ground for many new activities and commitments to action by business. About 200 commitments were announced by companies during the forum, representing both individual and collective actions, in social, economic and environmental areas.

The other important business platform was Business Action for Sustainable Development's (BASD) Business Day on June 19. I had the privilege to Chair BASD 2012. Over 800 leaders met throughout the Business Day during interactive workshops and plenary sessions to develop recommendations for the frameworks necessary to move forward on sustainability solutions.

It noted that business is already activated and making progress on sustainability solutions. But it is nowhere near enough. The truth is that business can't do it alone or with top-down control from government. A new framework for cooperation must be developed where business, government and civil society are working together to create solutions that will solve real-world problems.

Having emphasised the importance of business in sustainable development, improving regulations that ensure business accountability and responsibility are required. This is one important point where the Rio outcome document disappoints except for references to UN Global Compact principles and

sustainability reporting. Business has been one of the main contributors to causing environmental damage, inducing social inequity, increasing unsustainable consumption and promoting unjustifiable lifestyles. Business should take the lead but not on its own terms, else, its sustainability action will be viewed with suspicion and considered a hogwash. This is a partnership with governments, civil society and people of the planet.

The Rio outcome document offers business the opportunity to work on various thematic areas and cross-sectoral issues as outlined in Section V of the document. In many areas, business already has solutions that need to be shared and scaled with other business, civil society and government partnership. Business should also work with civil society and governments to develop Sustainable Development Goals (SDGs). Many businesses globally and in India used Millennium Development Goals to outline development initiatives. SDGs can help businesses articulate their sustainability goals and get a sense of how collective efforts could make a dent on sustainable development.

Sustainability is the only future for the world and for business. The urgency is to advance this reality rather than wait for time to take its course. At Rio, UN Secretary General Ban Ki-moon warned, "We recognise that the old model for economic development and social advancement is broken. Let us not forget the scarcest resource of all: time. We are running out of time. We no longer have the luxury to defer difficult decisions."

Unfortunately, the decision was deferred. The deference may hurt India the hardest. India has one of the most significant developmental challenges to tackle and most to pay for lack of action. India has to take responsibility of its affairs and contribute to progress of global dialogue. I beg to differ with those who seek to protect Indian industry based on the argument that it may hurt its competitiveness. Contrarily, much of the lack of progress on corruption, labour, transparency and poor implementation on environmental and social standards is hurting the industry. If there is any cost competitiveness as a result of protecting the industry on the issues, then it is short-term focus. Increasingly, business action on the issues is becoming a norm to doing business in a globalised world. Many Indian companies now disclose their sustainability performance including carbon and water footprints and supply-chain performance.

India also offers the critical mass to scale innovation. That makes India a hotbed for affordable and disruptive innovation. India business and entrepreneurs have had successes in decentralised energy access, mobile telephony, distant healthcare delivery, e-governance and digital information services. These successes are being replicated in many parts of the developing world and some solutions being also deployed in developed countries. Innovations that make a difference to millions of people and make substantial reductions on emissions or resource use are necessary for sustainable development. That's where India has the edge to contribute globally.

The Confederation of Indian Industry (CII) has an important role to play. Most of the Indian businesses known for their work in sustainability are members of CII and are actively engaged in improving domestic policies concerning sustainable development. CII is also uniquely structured to provide technical assistance on sustainability to government and business. Its Centres of Excellence on sustainable development, green buildings, water and agriculture are best suited to work with government and

civil society to articulate sustainable development goals, and also to work with business in achieving them.

India will continue to be one of the most promising economies for the next 30 years. This is the most critical period to repair our planet. This is no coincidence. India should wake up to seize the opportunity. Business should step up the action and the government should show direction.

(The author is president-designate at the Confederation of Indian Industry)

http://www.huffingtonpost.com/erik-rasmussen/rio20-sustainability-b_1603035.html?utm_hp_ref=green

The Revolution in Rio

By Erik Rasmussen, The Huffington Post, 18 June 2012

The U.N. Conference on Sustainable Development in Rio can be the take-off for the next industrial revolution driven by business and civil society. The conference can mark a change in leadership from a political top down process to a bottom up movement.

On the 20th of June, the U.N. Conference on Sustainable Development can celebrate a sure success. The day marks the end of a week's intensive meetings between thousands of business leaders, institutions, NGOs, universities, etc. Through hundreds of sessions, they have presented and discussed concrete solutions to the biggest challenges of our time: How to transition the world society to a sustainable economy - and on the 20th of June, their efforts will be put into perspective. Thus, Rio is without comparison the biggest and most important business summit about sustainability we've ever seen.

At Copacabana Palace, a hundred examples of what is possible within sustainability are presented with the initiative Sustainia100. Sustainia100 is one hundred best practice cases from 56 different countries gathered to illustrate how we already possess realistic and groundbreaking solutions to even the most complex problems.

It is no coincidence that action hero Arnold Schwarzenegger is leading the Sustainia100 initiative together with three active contributors to the sustainability agenda; the mother of the Rio process, Gro Harlem Brundtland, the Chairman for the IPCC, Rajendra Pachauri and finally the EU Commissioner for Climate Action, Connie Hedegaard. Nor is it a coincidence that the initiative is launched the day before the political negotiations begin. In the shades of the many long and tough political negotiations to reach climate agreements, businesses and institutions all around the globe have worked hard at finding new answers to the big challenges. But the effort has been scattered and without seeing the bigger picture. Sustainia 100 is an attempt to ensure correlation and overview of the development -- hereby describing the frontrunners.

A new leadership

At the same time, it reflects a new process and a change of roles in the process of completing the transformation from today's industrial society to tomorrow's sustainable society. Rethinking the traditional top-down political process, Rio will demonstrate the strength and the perspective in a broad bottom up movement. Whether or not Rio becomes a success, is not determined by what politicians can agree on -- since the possibility of reaching a global agreement about a sustainable economy has pretty much been deemed impossible in advance.

Rio+20 could mark a new leap forward and a new distribution of roles to the key players. Bearing this in mind, Rio+20 could go down in history as one of the international events which made a difference for the world society.

However, success has in reality been long on the way and describes a logical and natural process, which began 20 years ago with the first conference in Rio. Under the chairmanship of Gro Harlem Brundtland, sustainability became an important issue on the world's agenda. This event didn't start any revolutions but resulted in more international meetings between experts and the most environmentally aware businesses, politicians and opinion leaders. However, the seeds were planted and the agenda was revitalized in 2006 with the publication of the Stern Review and again in 2007 with IPCC's Fourth Assessment Report. Both reports describe in clear terms, climate changes as a burning platform that is challenging our civilization and our way of life. They furthermore contributed to the build up to Cop 15 in Copenhagen and enabled a broad, global discussion about the need for a joint response to global warming.

Drivers of change

The breakdown of the negotiations in Copenhagen was a huge setback for this development -- a setback reinforced by the financial crisis, which abruptly moved the public focus from melting icebergs to the banking industry and the survival of the western economies. One would think that the sustainability agenda died out due to lack of interest in the subject -- but quite the opposite. The following two conditions have increased the interest for sustainability:

- 1) The business world has acknowledged that climate changes and an increasing shortage of important natural resources present both a threat and an opportunity for their way of conducting business. Energy efficiency has in itself become a crucial competitiveness factor. At the same time, the chase for finding solutions to global challenges has in itself become a big and expanding market.
- 2) The financial crisis became a wake-up call awakening a strong focus on our overspending of money in order to maintain our overspending of material goods. This has left deep marks with many people and increased our interest for simple living, where we are forced to rethink what quality of life really means. This trend is moving slowly, but will in the following years create a different understanding of what sustainable values are.

Rio+20 can become a catalyst for these two conditions, thereby achieving results that will overshadow the political outcome. This is where success has already been achieved. A review of the different programs for Rio+20 illustrates how comprehensive and widespread the sustainable agenda is. This kind of interest has also been present at other summits/conferences of this caliber -- but the business summits and their themes are the ones that send new and more precise signals.

Take for instance U.N. Global Compact's Corporate Sustainability Forum, which will gather over 2,000 business leaders to about 100 sessions, which all relate to concrete challenges. A subsequent conference organized by The International Chamber of Commerce, World Business Council for Sustainable Development and U.N. Global Compact is pursuing the same track and has about 500 business leaders attending 20 sessions -- all discussing essential challenges that businesses are to solve. The themes and participants signal a strong focus on action.

Mobilizing bottom up

That was the good news. The bad news is that the many sessions and initiatives are spread out and discussed in closed rooms. Hence, it is difficult to obtain an overview of how far the world's gotten in the transition towards a sustainable economy. And what does it look like? What kind of life can we prepare ourselves for? Sustainia will aim at answering these questions. Sustainia is founded by Monday Morning in cooperation with a group of international businesses and institutions with the main purpose of gathering the best bricks -- best practices -- and building the sustainable society of tomorrow. It is the story of what can be done in the next ten years if we use the best available and sustainable technologies.

It is this joyous message, Rio can send to the world and which the business world and civil society can bring to the politicians when they begin the negotiations the next day. But the message is about more than that. As much as the Rio+20 will demonstrate how far we've gotten with developing solutions, as much will it also demonstrate that the attempts at reaching global agreements is no longer a viable option. The top down process must be abandoned -- or significantly downgraded -- in favor of stimulating the bottom up development that Rio+20 in reality is an exponent for. In order for the bottom up movement to succeed, the politicians and the business and science world need to keep the public involved with a convincing and attractive narrative of the future. This, especially, is Sustainia's mission.

Revolutions usually begin bottom up and gain ground with time. That a revolution should be initiated in Rio wasn't part of the plan, but 10 years from now, when we meet at Rio+30, Rio+20 could very well be looked back on as the event that triggered the revolution and changed the world. Thus, all the conditions for a surprising success at Rio are present.

Erik Rasmussen, CEO, Monday Morning; Founder, Green Growth Leaders

<http://www.theglobalist.com/storyid.aspx?StoryId=9683>

Rio+20 Was a Bust

World leaders from government, the business world, NGOs and academia gathered at the UN's Rio+20 summit. Yet despite all the good intentions and good ideas arising from the meeting, we unlikely to solve the world's economic, social, and environmental problems, argues Yilmaz Arguden, Turkey's national representative to the UN Global Compact

By Yilmaz Arguden, The Globalist, July 11, 2012

The reason why the Rio+20 summit on sustainable development was a bust is simple: the summit's agenda did not include the right issues. Let me be more specific. The real issue is not being unaware of the situation or technological impediments, it is the way humanity has organized itself.

The real issue, then, is the structure of global governance — the way in which incentive systems are organized and the lack of any credible leadership on global issues that would have the authority and ability to impose remedies.

For example, who is in charge of carbon emissions? Who is in charge of the oceans? Who is in charge of poverty? And who is responsible for the millions of people who do not have access to electricity and clean water?

When everybody is responsible, nobody is really responsible.

Therefore, the first agenda item for meetings such as Rio+20 should be how to consensually delegate sovereignty to global institutions and to make sure these global institutions have real legitimacy and jurisdiction over key global issues.

The ongoing global financial, economic and environmental crises have made it clear that many of the issues impacting the quality of life throughout the world today are global in nature. However, the way that humanity has organized itself — particularly in terms of public administration — is national in nature.

The fact that the jurisdiction for key governance issues — such as elections, education systems, taxation and military organizations — are overwhelmingly based on national boundaries makes it organizing global initiatives extremely difficult. Furthermore, since most national governments are elected for four- or five-year terms, whenever they do meet around the negotiating table, the average time horizon of an elected leader is only about two-and-a-half years.

It would be naïve to suggest dismantling national structures and moving towards a global government. Yet, longer perspective and more collaboration are definitely needed to address global issues. Forward-looking politicians need the support of the public in such a collaborative approach.

Global solutions require consensual delegation of sovereignty, in certain areas, to global institutions with adequate resources. Raising adequate resources for global institutions, in turn, needs appropriate power-sharing arrangements.

Understanding our interdependencies

The second agenda item should be to change the way we teach the next generation to prepare for a more collaborative world. To deal with global issues in an effective manner, citizens need to understand the interdependencies between countries. While the curricula of many national education systems focus on nation-building, there is an insufficient emphasis on global citizenship.

Therefore, a "global education initiative" is required to ensure that people fully understand their mutual dependence, rather than seeing neighbors and other foreigners as scapegoats for local problems. Living together requires sharing power — whether in the family, in the village, in the city, in a nation or in the world.

Only when such an understanding has become prevalent can we create global institutions with adequate resources and decision-making powers that are shared and exercised equitably.

Whatever their faults, companies are the institutions that have adapted best to globalization so far. They have centralized strategic decision-making, but increased empowerment of their local offices, eliminating mid-management levels.

If we are to address global issues, governments need to consider consensual delegation of sovereignty to global institutions with legitimacy and sufficient resources to implement remedies. On the other hand, unless we change the way we manage global institutions, it will be impossible for them to have legitimacy.

The essential principle driving modern human rights and democracy is this: People should have a say in shaping their own future and be able to contribute in the global decision-making processes that influence their lives.

Global institutions will gain real legitimacy only if this understanding is applied to global governance mechanisms. In turn, this requires a significant change in awareness of the responsibilities of global citizenship by the people.

The third agenda item should be how to reshape taxation schemes. The world is concerned about rising unemployment, yet most governments impose taxes on employment and subsidize unemployment.

The world is concerned about economic growth, yet most governments impose taxes on economic activity (sales and income). The world wants innovation, yet most governments impose taxes on value added.

On the other hand, we are all worried about issues such as carbon emissions, yet there are no universal taxes on carbon emissions to help the companies and individuals internalize these externalities.

Obviously, I am not suggesting that governments increase overall taxes in an environment where we all need increased economic activity. I am suggesting to change the way taxes are imposed.

Unless we put our minds together to identify solutions to changing the adverse incentive systems (imposed by taxes), we are unlikely to make a sufficient impact on issues world is facing. We are unlikely to make significant progress in solving the environmental, social and economic problems until we put these issues — of optimal global governance and incentives and of promoting a widespread understanding of our global interdependence - on the front burner at global meetings.



http://www.4hoteliers.com/4hots_nshw.php?mwi=10205

Rio+20: What does it mean for business?

Yvo de Boer – KPMG, 4 Hoteliers, 11 July 2012

To me there seemed to be two worlds operating in parallel at Rio; the political world - based around the formal conference and the outcome document - ground to a halt in a sea of nothingness.

But the business community was full of energy and enthusiasm and broke away from the formal process in a way that was liberating and forward-looking.

For a long time, the business community has said that governments must provide clarity, a long-term perspective and a sense of direction. They have lobbied for a formal seat at the table at these types of negotiations. They have waited for governments to respond to these demands and the response has not come.

Policymakers are paralyzed by the state of their economies and domestic political events, and hampered by a lack of clear signals from voters that would give them a mandate to move forward with vision and courage.

What was positive at this summit was that businesses did not sit back and wait. Many have recognized that sustainability megaforces such as climate change, water scarcity, food security and urbanization are not waiting for the politicians to make up their minds. Instead, businesses have taken action on their own.

Another important shift I noticed was the emphasis on opportunity rather than risk. Leading businesses have recognized that the world is changing and that if they are to be fit for the future, they need to change with it. For them, that debate is over. What is different now is a new focus on how they can address the triple bottom line of people and planet along with profit. There has been a shift from problem thinking to solution thinking.

Of course, I am not saying that every business has made this shift. Not every business has yet recognized the risks of sustainability megaforces let alone the opportunities. There are plenty of companies around the world that still view “going green” with suspicion or as an optional philanthropic bolt-on rather than good business sense.

But the word “leader” would be meaningless if there were no followers and no laggards. The point here is that the critical mass of sustainability leaders is growing. Visionaries like Paul Polman of Unilever and Jochen Zeitz of PPR are no longer lone voices in the wilderness. “Sustainability” is no longer the dirty word it once was in the mainstream. Rio+20 was full of signs that a new breed of business leader is emerging, unafraid to challenge conventions and drive change.

I have been asked what lessons businesses should take-away from the summit. In response, I say three things:

Firstly, do not make the mistake of thinking that the green economy has disappeared because of the weak political outcome of Rio+20. It has not. It is developing from the bottom up rather than being imposed from the top down. Ignore it at your peril.

Secondly, be aware. The fragmented nature of piecemeal action makes progress complex to follow, but it is in your interest to stay connected. Things may move more quickly than you expect.

And finally, be bold in thinking about opportunity, not just risk. There is early mover advantage for companies that refuse to be constrained by the lack of policy framework. They are taking action because they see it as being in the best interest of their businesses.

Yvo de Boer is the Special Global Advisor, KPMG Climate Change & Sustainability

<http://blog.epa.gov/blog/2012/07/rio20-side-event-on-building-markets-for-greener-products/>

Rio+20 Side Event on Building Markets for Greener Products

By Bicky Corman, Greenversations (Official Blog of the U.S. EPA), 6July 2012



There's growing demand for products that perform well, have a light environmental footprint, and are produced by people earning fair wages under safe, humane working conditions. That's a big list of requirements for any given widget. It's no surprise that purchasers trying to buy greener products have difficulty knowing which products meet those criteria, including navigating the more than 400 eco-labels and standards that exist worldwide.

The U.S. Government has long recognized that it can leverage the enormous power of

public procurement by providing a large market for early adopters, nurturing new products and services to a point where they can become commercially viable. As the Nation's largest energy consumer, it recognized that buying green could save taxpayers money, enhance national security, and spur innovation. During the 90s and the 2000s, it began to uniformly purchase fuel-efficient vehicles, require double-sided printing, and purchase EPEAT registered and Energy Star qualified products.

On June 17th, I had the privilege of participating in a discussion on Building Markets for Greener Products in the Rio +20 Corporate Sustainability Forum, where speakers from governmental and private sectors, academia and international organizations described new partnerships, tools, and commitments to build markets for greener products.

I spoke first, describing a recent U.S. Government initiative under Executive Order 13514 to have 95% of new public procurement actions include energy- and water-efficient, biobased, environmentally preferable, generally safer, and recycled content requirements.

Greg Crosby, from USDA, spoke about the launch of their "LCA Digital Data Commons, a new "one stop shop" built to house credible, high quality, data on the full, life-cycle environmental footprint of commodities and products, to help producers, retailers, and consumers make educated choices.

Private sector representatives underscored with specific examples the importance of understanding consumer demand, as well as understanding a product's environmental footprint across its full life-cycle, in order to most effectively deliver greener products to the market. Dr. Peter White, from Proctor and Gamble, noted analysis that 10% of

consumers will not buy greener products; 15% will buy green, even if it means that they must pay more; but 75% will buy green if it does not require making any trade-offs. Anna Walker, from Levi-Strauss, shared her company's life-cycle analysis of its 501 jeans that showed the largest impacts occurred in the consumer use phase (e.g. washing and drying). Nonetheless, Levi's has redesigned its 501 jeans so that they take less water and fewer chemicals to manufacture. They also changed the care label to promote line drying.

UNEP's Fanny Demassieux discussed the "Sustainable Public Procurement (SPP) Initiative," a new international partnership expected to be launched at Rio20 aimed at supporting SPP assistance to developing countries, collaborative research and tool development, and sharing of best practices. Prof. Cassia Ugaya from Brazil, described the UNEP-SETAC Life Cycle Initiative, an international multi-stakeholder collaboration with a mission of bringing science-based life cycle approaches into practice worldwide.

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Editor's Note: The opinions expressed in Greenversations are those of the author. They do not reflect EPA policy, endorsement, or action, and EPA does not verify the accuracy or science of the contents of the blog.

<http://www.chinadialogue.net/article/show/single/en/5018>

Business tries to do what Rio did not

That corporations emerged from last week's summit looking more far-sighted than governments signals the depth of frustration with the paralysed UN system, says Isabel Hilton.

By Isabel Hilton, China Dialogue, 28 June 2012



“A growing number of companies are taking unilateral action. In one surprising example, Microsoft announced it will start to tax itself on its own carbon emissions.”

A chorus of disappointment greeted the close of the Rio+20 conference last week. The Brazilian hosts, perhaps concerned to avoid a repetition of the dramas that attended the final hours of the COP15 climate meeting in Copenhagen, had lowered their ambitions for the summit to the point that they seemed unprepared to fight for anything that any country objected to. The result was a document heavy on words and almost devoid of any prospect of action.

Delegates who had endured long flights and difficult conditions to be there might well ask what was achieved in the biggest UN conference of all time, beyond a substantial contribution to the planet's carbon emissions.

One remarkable sign of the general frustration was that business, not widely regarded as leaders in sustainability, emerged from Rio looking more far-sighted and progressive than governments. Business frustration with the UN process had already surfaced at a meeting at Copenhagen University earlier this month, when John Kornerup Bang, chief climate adviser at the global shipping company AP Moller Maersk, predicted correctly that Rio's problem would be the failure of governments to agree. It would be up to companies, he said, to take the initiative.

Multinational corporations are beginning to respond. For many years, business leaders have appealed to governments to lay down clear regulations. Without them, they said, business found it difficult to reduce emissions and energy use and become more sustainable. Now, a growing number of companies are taking unilateral action. In one surprising example, Microsoft announced that from July 1 it will start to tax itself on its own carbon emissions. Microsoft's main global offices and data centres will pay a tax for every tonne of carbon they produce; the tax will be used to buy carbon dioxide credits, which the company claims will make Microsoft carbon neutral.

Other companies are well into their own sustainability plans: the British retailer Marks and Spencer, for example, has just celebrated the fifth anniversary of Plan A, the company's effort to integrate sustainability into all aspects of its operations.

Marks and Spencer set itself 100 commitments in 2007, grouping them under five broad objectives that included becoming carbon neutral and sending no waste to landfill. A further 80 commitments were added in 2010 as they declared their ambition to be the world's most sustainable major retailer by 2015. Progress is closely monitored and externally audited, and counts towards employee bonuses.

Over the first five years, according to the company's report, the plan generated £185 million (US\$288 million) for the company. The company also reports that it has achieved 138 of the 180 commitments, with a further 30 on plan, six behind plan and six not achieved. The giant retailer has become carbon neutral and sends no waste to landfill and recent further initiatives include asking customers to donate used clothing to be recycled or re-used when they come to shop: so far, 21 million customers have participated.

In its supply chain, the company has achieved a 50% reduction in the water used to grow its cotton and an 80% drop in pesticide use. It has also raised more than £100 million (US\$156 million) for charity.

Initiatives like this are a growing trend for global businesses frustrated with the inability of the UN system to act. While multilateral negotiations have been increasingly afflicted with paralysis, almost 7,000 major companies have signed up for the UN Global Compact, which encourages companies voluntarily to make progress in human rights, anti-corruption and the environment. Those who participate argue that their reputations and their operations are at risk in a future of resource and energy constraints, and that the businesses best equipped to survive changing conditions in the future will be those that have prepared for and adapted to those conditions.

It is unrealistic to expect that business will achieve all that is required for global sustainability. But if governments cannot even agree to stop the overfishing catastrophe that is overtaking the world's oceans, or to end the US\$600 billion in global fossil-fuel subsidies, condemned in 2009 by the G-20, the contribution that business can make looks increasingly significant.

Isabel Hilton is editor of chinadialogue

http://www.greenbiz.com/blog/2012/06/26/rio-20-accountants-save-world?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3AGreenbuzz+%28GreenBiz+Feed%29

How accountants can save the world – maybe

By Jo Mackness, Greenbiz.com, 26 June 2012

Will accountants save the world? That was one of the most provocative questions to come out of the Rio+20 conference on sustainable development last week.

While it will take some time to get an answer to that question, the fact that it's being asked demonstrates the level of concrete involvement in sustainability issues by the business community, which was more involved -- and more engaged -- than at any United Nations conference in history. And at least at the city and organization levels, cross-sector collaboration was evident, declarations rampant and commitment to concrete action well underway.

Especially in the finance sector, where arguably the most opportunity exists, I heard a lot that gave me reason to hope. During my time in Rio, I talked to bankers, accountants, business leaders and academics — all of whom spoke passionately about the need to value and appropriately account for nature.

Here are five efforts that stood out as examples of the role that just about every stakeholder in the financial markets system -- bankers, investors, insurers, corporations, accountants, top executives, stock exchanges, or financial analysts -- can play:

1. Natural Capital Declaration (NCD)'s 39 banks, investors and insurers (see Principles for Sustainable Insurance) joining forces with more than 50 countries -- including the UK, Philippines and South Africa, as well as corporations, including Unilever, Dow Chemical and Puma -- to make a collective call for natural capital valuation. A strong start, but one issue is that the larger financial institutions are not yet involved. Leaders of NCD say that this is mostly due to the fact that they are concerned about where the data will come from and the lack of accounting standards (see point 2 below for a potential solution) required for integrated reporting. (This did make it into the 47th paragraph of the official Rio+20 outcome document). A similarly collaborative effort led by the Corporate Eco Forum and The Nature Conservancy involves more than 20 companies that are developing a methodology to assign a value to the world's forests, freshwater and marine systems.
2. World Business Council for Sustainable Development's new project that aspires to integrate corporate impact on ecosystems and biodiversity into accounting systems. When WBCSD's President Peter Bakker emphatically asserted that "accountants will save the world," he was ready to put his business coalition to the task of innovating in the area of sustainable business reporting -- the next step on from WBCSD's Guide to Corporate Ecosystem

Valuation. Stay tuned for more on this project; rumor has it that already 50 companies are signed up.

3. A renewed emphasis on corporate governance, with a focus on executive compensation for sustainability performance. A growing number of companies like Intel, Alcoa and Campbell's Soup have been lauded for paying top executives for sustainability performance. One example: According to Thomas Nagy, who leads sustainability at Novozymes, the company pays 25% of the annual bonus based on short-term financial measures, 25% on long-term financial measures, 25% on short-term sustainability measures and 25% on long-term sustainability measures.
4. A coalition of stock exchanges representing more than 4,500 companies that is banding together to promote long-term, sustainable investment in their markets. It was announced at the Sustainable Stock Exchanges (SSE) 2012 Global Dialogues, and despite being a relatively tiny group of the total global market capitalization, this commitment made by NASDAQ OMX, BM&FBOVESPA, the Johannesburg Stock Exchange (JSE), the Istanbul Stock Exchange (ISE) and the Egyptian Exchange (EGX) is already being amplified. As George Kell, Executive Director of the UN Global Compact, said in the official press release, "We take this opportunity to call on *all* stock exchanges around the world to join these leading exchanges in making this potentially transformative commitment."
5. Continued opportunities to educate financial analysts. According to Erika Karp, Managing Director of Investment Research and Head of Global Sector Research at UBS, if analysts are not "systematically integrating environmental, social and governance issues into their reports, they should be fired!" Karp and others at Rio made the call to push analysts to ask the "right" questions as part of analyst calls — for instance, those that acknowledge crisis themes (think water scarcity as it relates to an investment in an apparel company). When I sought Karp's best thinking on how to get analysts to think this way, she emphasized the importance of educating them to raise their level of understanding (Karp reminded us, "Most people don't know how much water it takes for creating a pair of jeans"), and then facilitating collaborations that result in more well rounded investment reports.

It is collaborations and commitments like these from the private sector that can give us hope, even while the political outcomes can be summed up as "largely a cold cup of tea."

As Neil Hawkins, Vice President of Sustainability and Environment, Health & Safety for The Dow Chemical Company recently emphasized to me, "In order to accelerate progress on valuing nature's services, we must approach it from all stakeholder perspectives – but the time has passed for everyone to get on the same page. Now it is up to the most forward-thinking companies and institutions to lead the way."

A lot of work lies ahead for all of the stakeholders. I'm not suggesting that it's going to be easy placing a value on water, accounting for it in a financial statement and potentially creating a trading market for it — especially when we cannot yet agree on who owns it. But with some of the world's best minds coming together and collaborating from all corners of the financial market system, companies, cities and countries will advance their understanding of the true value of our natural resources.

And with that understanding, we will surely get closer to the future we want.

(Also filed under Partners Coverage)

<http://www.greenbiz.com/blog/2012/06/22/how-businesses-are-banking-natural-capital>

How businesses are banking on natural capital

By Jennifer Morris, Greenbiz.com, June 22, 2012

As I travel around Rio de Janeiro as part of the Rio+20 U.N. Conference on Sustainable Development, the term “natural capital” is ever-present; this alone is a sign of progress.

Quite simply, natural capital is the limited stock of natural resources left on Earth that we vitally depend on for our prosperity, security, health and cultural traditions. And while it’s easy to understand the value in the natural capital we consume directly — such as food, animal protein and water — much of the ‘dividend’ that society receives from natural capital remains economically invisible. Often overlooked are nature’s renewable ecosystem services such as pollination and water purification— this is common ground we can all agree on here at Rio.

Preserving renewable natural capital is not a fringe issue for environmentalists. Just ask the 86 CEOs who have agreed to develop natural capital accounting methodologies to inform business decisions. In a landmark show of support for valuing nature, these companies, joined by 57 countries (so far), including the United States, agreed to place a value on, and account for, the services nature provides. This effort will change the way companies and countries evaluate their own financial health and enable them to understand the nature-based risks and opportunities from within their supply chains and national economies.

Natural capital accounting will find these previously hidden costs and enable companies to be more cognizant of the nature-based risk. These risks if not addressed will impact long-term financial health. As Unilever CEO and sustainability champion Paul Polman said earlier this week, “We must move from a negative footprint, to a positive hand-print.” Natural capital accounting is absolutely critical to achieving this goal.

And nowhere is the issue of natural capital more important than in Africa. Since the vast majority of Africans rely directly on nature for their survival, and the continent will see an estimated one billion people adding to its population in the next four decades, preserving natural capital is fundamental to people’s health and well-being. Recognizing this, last month, in Gaborone, Botswana, CI convened a group of CEOs, civil society organizations and public agencies, with 10 leaders of African nations in Gaborone, Botswana. The result was the landmark, *Gaborone Declaration*, which voluntarily commits the nations and companies present such as Nestle, Wal-mart, and ArcelorMittal, to adopt five key actions, including the incorporation and reporting of natural capital accounting standards.

But making changes to corporate (and national) accounting is only the first step on the journey to a positive hand-print. Conservation International believes that the next generation of corporate environmental leadership, or as economist and UNEP adviser Pavan Sukhdev says the “corporation 2020” will be those companies and industries which do the most to promote climate stability, food security, clean water, abundant biodiversity and other ecosystem services while also supporting field-level conservation and ensuring economic benefits to local communities.

To this end, CI engages partners around the world to empower and learn from smallholders (fishers, farmers and pastoralists) in a way that increases yields, protects ecosystem assets and strengthens livelihoods. Here in Brazil, the coastal residents have made a living fishing in the Abrolhos region for centuries, but now face threats from destructive activities such as industrial shrimp farming, oil drilling and dredging. CI and a grassroots network of partners demonstrated how valuing the natural capital that sustains communities can pay dividends. By creating the Corumbau Extractive Reserve with both no-take zones and areas that allow fishing, the fish populations not only recovered, they thrived — and as the fish from the no-take zones spilled over into the fishable waters, local fisherman saw an increase in fish abundance of 300% for some commercially important species.

Helping smallholders move toward long-term sustainability through improved management— such as conservation agriculture, agroforestry, holistic rangeland management and ecological aquaculture — can increase production while generating additional benefits, including enhanced carbon storage and improved ocean health. These small interventions make substantial impact on communities and economies. In the midst of the discussions and debates over the final outcomes and impacts of this milestone summit, which we will more fully appreciate in the years and decades to come, I think it’s important to also call out the increasingly unified voice of support for valuing nature that is emerging. This will help us all turn our footprints into positive hand-prints.

http://www.greenbiz.com/blog/2012/06/21/3-questions-business-leaders-rio20?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3AGreenbuzz+%28GreenBiz+Feed%29

3 questions for business leaders from Rio+20

By Alison Colwell, Greenbiz.com, June 21, 2012

Business and world leaders have a responsibility to contribute to sustainable development, as do each of us as individuals, but how can the business community in particular enhance its contribution?

Against a backdrop of the Rio+20 Summit, its hundreds of side events and Rio de Janeiro's trademark samba music and beaches, I attended two events this week that helped to paint a clearer picture of the role businesses can play.

The Corporate Sustainability Forum (CSF), a three-day event organized by the UN Global Compact, and the Business Action for Sustainable Development (BASD) Business Day, however, also brought to mind three questions that, aside from keeping me up at night, I will pose to business leaders worldwide.

- How can we create more regenerative business models that are resource positive?
- How can companies engage more with governments and in public policy debates?
- What can I do with my global and local communities?

The policymakers, NGOs and business, civil society and academic leaders who attended the events specifically highlighted three ways businesses can support sustainable development.

• Foster partnerships, dialogue and social inclusion

Business must shift its attitude from that of philanthropy to that of genuine collaboration. During the CSF closing plenary, Janice E. Perlman, founder and president of the Mega-Cities Project, illustrated this point by quoting a low-income urban woman: "If you came to help me, you can go home. But, if you see my problem as part of yours, perhaps we can work together."

Other speakers presented examples of this type of partnership, such as the HERproject, a factory-based women's health peer-to-peer initiative, and PepsiCo International's partnership with Columbia University's Water Center at the Earth Institute to improve rural water and livelihood outcomes.

• Scale up existing solutions

One speaker declared that many of the solutions -- technology and knowledge -- already exist. Some of the best examples of initiatives to scale up that were presented include Hydro's energy-positive building in Germany and participation in Powerhouse alliance, the Green Industry Platform, the Water Hub of the CEO Water Mandate, and The Regeneration Project.

• Leadership, transparency and good governance are crucial

Sustainability is good for business. One participant noted that "sustainability is not just the right thing to do, it is smart business."

The need for companies to be leaders is even greater when there are limited resources in areas due to the global economic climate, the pervasive inequality and poverty despite economic growth, and the environmental degradation.

Much of the energy at Rio+20 comes from the belief that more companies are "at the table" than in 1992, and that solutions must involve multi-stakeholder partnerships. As BSR CEO and President Aron Cramer has argued, that lasting progress is more likely to come from broad coalitions of actively engaged participants rather than intergovernmental agreements.

Brittany Trilford, a 17-year New Zealand student and climate change activist, came to Rio "to fight for my future." The 1992 Earth Summit promises "are not broken, but empty," she said. "They remain, but are unsupported."

I believe those who are not engaged should fear they're missing out on being a part of these coalitions to achieve the Sustainable Development Goals (SDGs), and protect a world that we would be proud to pass on to Trilford's generation.

Image courtesy of the U.N.

<http://networkingaction.net/2012/06/rio20-large-systems-change-experience-reflection/>

Rio+20: Large systems change experience reflection

Posted by Steve Waddell, Net Dev, June 23, 2012

What does Rio +20 have to do with global change? It presents itself all about “change” and “transformation”...but what’s the strategy with the event?

Consider the way things are organized. The NGOs are in tents on the beautiful Flamengo Beach; the Corporate Sustainability Forum (CSF), organized by the Global Compact, is 25 klm/15 mi and in usual Rio traffic at least a 45 minute drive away to the south in the posh Windsor Hotel. The governments are meeting even further south – at Rio Centro, another 15 klm/9 mi and 30 minutes – in fenced barrack-line “pavilions”. Are those settings and distances a reflection of today’s world?

Are these “change-generating” venues? Expectations for the event couldn’t be lower – remember the meeting date was changed last November when it became clear that global leaders instead would go to celebrate the Queen of England’s birthday, scheduled for the same date. Can anything that is up-staged by a Queen’s birthday be productive?

The NGOs were originally offered a venue much closer to governments, but they rejected it – who would want to be associated with failure? And wouldn’t it just compromise the potential for being adversarial? Flamengo is a confusing range of many, many parallel events, highlighted by the People’s Permanent Assembly with lots of discussion at tables organized around language groups and focused on defining text to recommend to the governments to insert into their documents – a sophisticated participatory process, including voting.

The business event features lots of expert panels, telling people flicking to their mobiles and computers, something expert and sharing of experiences. Q&A usually gets squeezed in. Almost all leave before any of the “serious” negotiations happen. But why stay, when you have a privileged seat at the G-20 where the real action is happening at the same time?

I don’t actually make it to Rio Centro – low priority for me. The governments, who called the party, are focused on hammering out text that everyone doubts will mean much as people search for the lowest common denominator of something that will, in any case, face daunting implementation challenges. A process frozen by political traditions and formalities that have – not yet, anyway – been overcome by the urgency of growing global crisis.

I am part of the Global Compact’s Corporate Sustainability Forum and PRME business academic group meeting also at the Windsor, with my GOLDEN for Sustainability hat – the academic network partnering with business to make sustainable business the dominant form of enterprise. We’re after catching the global mood and partners for GOLDEN.

Rio 1992-2012

What's different from Rio 1992? I wasn't there, but I know it also was orchestrated by the UN and governments, that it was the first really big meeting of NGOs, and that businesses weren't present in any big organized sense, although Canadian businessman Maurice Strong had an organizing leadership role. The Global Compact didn't come along for another decade as a UN initiative to mobilize business to its principles. Business is now directly part of the "sustainability conversation".

Thinking back two decades, two paradoxical trends seem obvious. One is that the environmental crisis is growing exponentially – particularly marked by crashing biodiversity and unchecked climate change emissions. Socially, despite some arguable improvements at the end of the '90s and part of the past decade, wars and financial crises are generating increased inequity, closing doors and making transparency more challenging.

The other trend is in the explosion of initiatives, impressive in number and diversity. There are now over 300 labelling initiatives, we're told. And there's now a range of multi-stakeholder platforms, such as the Forest Stewardship Council, the Global Reporting Initiative and the Principles for Responsible Investing. All of this represents impressive "infrastructure for change".

But no one really believes governments are going to deliver – and only a few believe that the problem is simply one of "political will". It's actually about capability, and governments can produce "sustainability" on their own. So the whole structure of inter-governmental negotiations as the focal activity seems a bit bizarre. Sure they've organized the "interest" and "thematic" groups of other stakeholders to "participate" at Rio Centro... but does anyone really believe the participation is meaningful?

Another change is the shift to the global south/emerging markets/developing countries. This is where the energy is. There's so much energy coming from people from China, and in particular Brazil. So different from the paralytic deep freeze of politics of opposition in the U.S., and the existential paralysis of the question of existence with the EU. And there's the role of women, that is certainly greater today; very impressive, powerful women. Just look at the head of Petrobras, Maria das Gracas Silva Foster.

There has been significant change in some areas, such as sustainability reporting as described in a blog from Rio by Simon Zadek. Perhaps the most hopeful change is that there is a new *infrastructure for change*. This can be seen in the formation of the Global Compact itself, reflecting an understanding that business must be pro-actively engaged in developing sustainability responses, in some areas such as management education as summarized by PRME.

However, the note Simon strikes with reporting seems to be applicable more generally. Twenty years later we can look at remarkable progress, but there are still too-possible (probable?) scenarios that can lead to failure. Either through lack of scale, lack of depth, or high-jacking by short-term vested interests.

All-in-all, perhaps these types of events are simply a waste of time? Well, that's possible – even quite likely – if they are defined as producing government action. But what if the goal is one of creating "coherence" in action towards a sustainable world? Then success would be determined by deepening of action, conversation and alignment to tighten and speed everyone to realize sustainability. This would, however, be a quite different event. It wouldn't have the core activity as governments

producing a joint text. It would be about creating collaboration across many, many activities and strengthening the infrastructure and processes for change. Another outcome from the perspective of the Global Compact's work is in a report.

A Personal Experience

I really don't like these big international events. Does anything *really* get accomplished? Well, certainly some good knowledge/experience sharing and connecting between people, organizations and initiatives.

But how do I keep grounded with good conversation that can accomplish partnering? Everyone's eyes are so often fluttering away to see who else they should be talking with. The number of sessions and activities is overwhelmingly distracting. And there are so many experts "talking to you" in expert events of the CFS ... not exactly a way to create meaningful connection and reflect the expertise of so many present.

And here we are in conference rooms, in one of the most stupendous settings in the world, on the beautiful Rio beaches in beautiful sunny, 77/25 degree weather.

And "Yikes" – was that a barb by the Pakistani speaker to the Bangladesh speaker...should it simply be read as an objective disagreement, or was there something that was about national antagonism?

Wandering down the hall. What day of the week is it? And what city am I in?

Hmmm. I know everyone is speaking English. But how to handle all those accents? It is audially exhausting to continually adjust to the range.

This is a "paperless" event. Hmmm. Does that mean that they're simply trying to cut costs? I printed out the agenda and list of participants. "That app on my phone just won't cut it," I think. Grumble, grumble. My change challenge. Hmmm. A "take time to learn how to use it" challenge. Is this where the rubber hits the road in the change for sustainability? Like that fellow who asked how many people who flew here (95%) actually paid for carbon offsets ... and maybe 5% put up their hands. The app actually is really cool!

For every calorie produced, the Nestle fellow explains, one is wasted. We actually produce enough to feed the foreseen 9 billion population. So why are we so often focusing on "technology" fixes like fertilizer? Isn't the real problem one of bad organizing? And my "nutrition" friends would point out that a calorie-focus is the wrong one ... isn't there a basic question about what is "needed" if a company like Nestle is still focused on calories?

A banking fellow speaks like the "Economic Sustainability Governance" (ESG) approach has solved things. But, I ask, do we yet really understand ESG and its implications? How are we going to make the changes necessary to banking without deep changes in the power decision-making structure to bring in other stakeholders meaningfully, such as customers, environmentalists, social activists? Another banking fellow actually says what's needed is more government action – gasp, stronger regulation! – a Brazilian perspective! In diversity hope springs.



<http://dissidentvoice.org/2012/06/a-tale-of-two-conferences-the-social-and-ecological-crises-of-capitalism/>

A Tale of Two Conferences: The Social and Ecological Crises of Capitalism

By Chris Williams, Dissident Voice, June 23, 2012

It's impossible! I said.

No Johnny, we're impossible. It's like it always was ten million years ago. It hasn't changed. It's us and the land that've changed, become impossible, Us!

— Ray Bradbury, from the short story *The Foghorn*

Sometimes the calendar of international conferences attended by global elites serves up potent lessons for the rest of us, when they shine a spotlight on the deliberately murky affairs of the people who run the system. As the 20 most powerful world leaders deliberate on economic issues in Los Cabos, Mexico for the G20 summit, representatives of the rest will be simultaneously converging on Rio de Janeiro to consider how to follow up on the original Earth Summit, 20 years ago this year.

At these seemingly separate gatherings, we in truth observe the two sides of the capitalist coin. Namely, how can the capitalist elite continue the necessary work of exploiting both humans and the natural world in the service of profit, while cloaking their intentions in the benign language of growth, development and sustainability? Fine words to cover nefarious ends. No doubt, as people's livelihoods and world decay around them as a direct consequence of the system the elite oversee, and in response the flame of revolt is rekindled from Cairo to Athens, political elites in the two locations will reflect on the fact that it's not getting any easier. From the other side, critics and commentators of the two conferences are missing an important and significant lesson when they consider them in isolation.

At the original Earth Summit in Rio, it was generally accepted that environmental questions could not be separated from economic ones. This year, the two conferences, occurring concurrently at different ends of the South American continent, bring to light how this thinking has been undermined. Furthermore, they indicate with geographical and political precision where the priorities of the global elite lie. While the most important world leaders hot-foot it to Mexico to discuss global economic development, they send low-level delegates to Brazil to discuss issues they deem less vital; to be exact, planetary ecological crisis.

Indeed, so desperate were the Brazilian organizers of Rio+20 to cajole the British premier to attend, they changed the date of the conference so as to avoid conflicting with the much more important and worthy 60th anniversary celebrations of the Queen

of England's ascension to the throne. An attempt that proved ultimately and embarrassingly futile, as British Prime Minister, David Cameron, chose to cling to the coattails of President Obama and other G20 leaders in Los Cabos, as they calculate, connive and concoct the further dismemberment and disenfranchisement of communities of workers and peasants around the world.

In a further sad irony, to enhance attendance at Rio, Brazil [is providing flights](#) courtesy of the Brazilian air-force to those countries too poor to send delegates. It's hard to imagine that the countries who can't afford to send delegates to an environmental conference will have the financial capacity to take action to preserve biodiversity and a stable climate without international funding and technology transfer. But the concept or even use of the word "transfer" is exactly what the United States delegation is trying to excise from any document emerging from Rio+20.

In Los Cabos, 20 people wielding enormous economic power gather to ensure that nothing stands in the way of the international accumulation of money by their respective corporations; that capitalist growth continues, uninterrupted by paltry considerations such as democracy. Scheming and plotting in Los Cabos, the 20 leaders will huddle, concerned that their plans have been exposed by the people of Greece. As they jet to Mexico, one of the first countries to be devastated by the neoliberal prescription of privatization, deregulation and cuts to social spending, the election results in Greece ring in their ears as a collective rebuke to austerity and unemployment. In unprecedented numbers, Greeks exercised their democratic rights by voting for a previously obscure and marginal left coalition, SYRIZA and against handing the welfare of their country over to unelected technocrats governing from afar. A vote, it should be emphasized, carried out in the teeth of apocalyptic warnings of doom from central bank acolytes of the 1%, desperate to stop the people voting 'the wrong way'.

As for the Global South, capitalist economic development, particularly since its neoliberal mutation, has been a disaster of gigantic proportions as money and natural wealth are siphoned into Western financial institutions. According to Oxfam, gross capital flows to developing countries fell from \$309 billion in 2010 to \$170 billion in 2011. Last year, aid donations from major donors experienced the first decrease in 14 years, dropping by \$3.4 billion; overall aid was \$16 billion below what the G8 committed to delivering in 2009. The drop in aid, along with legal and illicit financial transfers out of the developing world, mean that for every dollar received in aid (much of it tied to the purchase of materials from the West), 7-10 dollars go out. In 2009 alone, the developing world saw \$903 billion disappear overseas thanks to a rigged system from which the majority cannot benefit. While 16 of the 20 members of the G20 have seen inequality increase over the last 20 years, as complement to that process, is it any wonder that developing countries seem to be permanently 'developing' even as social and ecological conditions there also worsen?

The violent dispossession that characterized the bloody dawn of capitalism captured by Marx in his writings on the enforced removal of peasants in the 1500's amid the first acts of privatization – the land enclosures, is repeated in contemporary form through land grabs; his writing has a remarkably contemporary ring to it: "Thus were the agricultural people, first forcibly expropriated from the soil, driven from their homes, turned into vagabonds, and then whipped, branded, tortured by laws grotesquely terrible, into the discipline necessary for the wage system."

In the 20 years since the optimism of the first Earth Summit in Rio, carbon emissions have increased by 50% and, since 1950, while the rest of the world has seen an average increase in temperature of 0.7°C, the arctic, due to various positive feedback loops, has experienced double that. Absent serious action, whereas the world is now on track for 2°C of warming, the arctic is on course for a truly calamitous 3-6°C. The June 16th 2012 special edition of *The Economist* pondered an ice-free arctic with a mixture of trepidation, casual racist indifference and a general leaning toward monetary excitement:

In the long run the unfrozen north could cause devastation. But, paradoxically, in the meantime, no arctic species will profit from it as much as the one causing it: humans. Disappearing sea ice may spell the end of the last Eskimo cultures, but hardly anyone lives in an igloo these days anyway. And the great melt is going to make a lot of people rich.

Yes, to *The Economist*, while the change may be “devastating” to ancient and indigenous cultures, along with cold-adapted species, a certain small subset of humans will become rich while ‘making a killing’ – in all senses of the phrase.

We and the land have certainly changed and the continuation planned by the capitalists and their political representatives has unquestionably become impossible, as further capitalist development begins to contradict not just human rights or a sense of social progress, but the thermodynamic laws of the universe, which underpin a stable biosphere, upon which all life ultimately depends.

To quote British journalist George Monbiot on the reasons for the failure of so many environmental conferences:

These summits have failed for the same reason that the banks have failed. Political systems that were supposed to represent everyone now return governments of millionaires, financed by and acting on behalf of billionaires. The past 20 years have been a billionaires’ banquet. At the behest of corporations and the ultra-rich, governments have removed the constraining decencies – the laws and regulations – which prevent one person from destroying another. To expect governments funded and appointed by this class to protect the biosphere and defend the poor is like expecting a lion to live on gazpacho.

From the other side of the political spectrum, representatives of the US environmental organization, Environmental Defense Fund, writing in a *New York Times* op-ed concede that “As the Arctic becomes ice-free, we can expect that it will be drilled for oil”. But, nevertheless, despite two decades of failure, hold out hope that with just a little more effort and market reforms such as cap and trade, 10 years from now we’ll be okay “with determination and the right policies, by the time Rio+30 rolls around, optimism might be the order of the day.”

Now, socialists are often decried as Utopians. We are told our ideas may sound good in theory, but humans living equitably with one another in a democratic system based on cooperation, in a society that lives in harmony with the natural world, will simply never work in practice. Is it more realistic to believe that the same system that got us to this point will extricate us? The message from the ‘realists’ seems to be that while we may well have covered the arctic in drilling rigs by then, just give it another 10 years and things will be fine.

Going beyond the wrong-headed pronouncements of the EDF, UN Secretary-General, Ban Ki-moon managed a level of fervor that would have put Dr. Pangloss himself to shame, “Increasingly, we understand that, with smart public policies, governments can grow their economies, alleviate poverty, create decent jobs and accelerate social progress in a way that respects the earth’s finite natural resources.”

One has to ask, who are the real Utopians? To many people around the world, left wing and explicitly socialist ideas, along with class-based revolt, are re-emerging as real alternatives precisely because our rulers quite clearly have no answer other than an *extension* of the market into whole new areas. Meena Raman of the Malaysia-based Third World Network, was unequivocal in her denunciation of the US’s role in derailing climate negotiations in Durban in 2002 and in Rio+20:

Given the US stance, we do not want President Obama or any US leader to come to Rio to bury what was agreed in 1992 in Rio. We cannot expect the US to show any leadership in truly wanting to save the planet and the poor. So it is better for President Obama to stay at home.

Meanwhile, 105 scientific institutions are urging action at Rio on population and consumption “For too long population and consumption have been left off the table due to political and ethical sensitivities. These are issues that affect developed and developing nations alike, and we must take responsibility for them together,” said Charles Godfray, a fellow of the Royal Society. Except that population growth is a function of poverty and it is, in fact, the countries with the largest levels of consumption, such as the United States and Europe, that not only are the historical cause of the ecological crisis, but are helping to drive it to its logical conclusion – a cascading collapse of ecosystems – by advocating continual economic expansion and the generation of poverty through the promotion of financial and trade agreements that accentuate inequality. Capitalism is like a shark; just as these animals can never stop moving forward for fear of drowning, so capitalism must grow or die.

It’s important to understand why negotiators see the primary way to save the environment is through putting a price on it. This is the main thrust of the talks and accepted by all negotiating parties inside the conference, representing a major schism with the tens of thousands of protesters attending the Rio+20 People’s Summit who are being forcibly kept out of the deliberations by armed riot police.

The argument goes that only by giving natural resources “value” in monetary terms can the environment be protected. On the one hand, it’s easy to see the further privatization of every molecule of water, every tree and every piece of land as dovetailing beautifully with the desires of the corporations. Extending the “free” market to new areas for exploitation is a tried and true method to enhance profits. Those who run the corporations are not slow to catch on and self-advocate: “For companies this is enlightened self interest... Those who can afford water should pay. Water is essentially over exploited because we are not valuing it as an economic good. Introducing methodologies such as escalating tariffs, which some countries have already done, will help in terms of using water intelligently, often for the first time.” So said, Gavin Power, deputy director of the UN Global Compact, which is acting as an umbrella group for 45 of the most powerful CEO’s, from such well-known environmentally conscious concerns as Coca Cola, Glaxo-SmithKline, Nestle, Merck and Bayer, to ensure their voice is heard at Rio+20.

But advocacy for the “valuation” of natural resources occurs not just or even primarily because it coincides with what corporations want. Many of the people arguing for such quantization of nature genuinely believe it will help preserve biodiversity, slow climate change and reduce the pressure on natural resources.

More fundamentally, the need to place “fair value” on everything is part of the ideological foundation of capitalism. Within the philosophy of capitalism, if something does not have a price, it cannot have value. Hence, putting the correct price, otherwise known as internalizing the cost, of a natural good, is to make possible its rational exploitation and simultaneous conservation. To those mired deep within the labyrinth of a capitalistic value system, there is no contradiction between these two aims: the commodification of nature can be seen both as a way of making money from it, and as a way of saving it, as perfectly expressed by Ban Ki-moon.

The quantification of nature is the rational end-point of capitalism’s philosophical approach to nature and hence a practical approach to ‘saving nature’. The non-quantifiable, qualitative side of nature, the purely spiritual and awe-inducing beauty of watching a sunrise, for example, is not only entirely absent, or under-appreciated, it is essentially unknowable.

Hence, assuming you’re not prepared to advocate regulatory reforms to place limits on the operation of corporations and boundaries beyond which they cannot cross, or you’re not advocating revolution, then extending the market becomes the only option left, consequently the focus at Rio+20 on doing exactly that.

However, for those of us who truly want to see a better world, the extension of its commodification to every single particle of nature cannot be an answer. Taking our inspiration from the rising struggles of 2011 around the globe, it is imperative that we link up the movements of social resistance, and forge new alliances with organized labor and the disenfranchised of the planet to force regulatory changes onto those who would foist false solutions on us. Only by linking social and ecological change and fighting on both fronts, autonomous of mainstream political parties, while creating our own independent battle organizations, can we hope to make progress.

Ultimately, however, it is just as vital that fighters for social emancipation, human freedom and ecological sanity, recognize that capitalism represents the annihilation of nature and, thus, humanity. A system based on cooperation, real democracy, long-term planning, and production for need not profit; i.e., socialism, represents the reconciliation of humanity with nature. And its achievement will, as Marx pointed out, of necessity be much less violent than the process by which capitalism was born in the first place:

The transformation of scattered private property, arising from individual labor, into capitalist private property is, naturally, a process, incomparably more protracted, violent, and difficult, than the transformation of capitalistic private property, already practically resting on socialized production, into socialized [common] property. In the former case, we had the expropriation of the mass of the people by a few usurpers; in the latter, we have the expropriation of a few usurpers by the mass of the people.

We currently live in an age that has been characterized as the Anthropocene, the Age of Man, by some scientists to take into account how drastically human civilization has altered the biosphere on a geological time scale. Only by overthrowing capitalism

and moving toward a cooperative, planned economy based on democracy and sustainability can we move toward an age characterized, after Epicurus, as the Oikeiotocene – The Age of Conformity to Nature.

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BioRegional at Rio + 20

By Simon McWhirter, The Architects Journal, 22 June 2012

Riot; panoply; effusion? I've been lexically stymied as to how best explain the sheer scope and scale of colour, garb, people and sights that a global political summit can engender. With over 40,000 people having descended onto Brazil's cultural capital Rio de Janeiro for the 2012 United Nations Conference on Sustainable Development, a gathering about the planet's very future known as the Rio+20 Earth Summit following, as it does, twenty years after the seminal sustainability conference in the same city.

The formal outcome of the Summit looks like something of a mixed bag. The half glass full version is that we have managed to get agreement on a way forward - the official document is entitled 'The Future We Want' - from the governments of all 190 countries present. But a more cynical eye would say that the content and its associated promises are so fragmentary and diluted as to be meaningless. As with so many things, the truth probably lies somewhere in the middle, and it remains to be seen with what vim and vigour countries, businesses and indeed wider society pick up and deliver on the promises made.

But Rio+20 wasn't just about the formal summit for heads of state or their noble seconds (for instance Cameron and Obama couldn't be bothered coming, sending Clegg and Clinton in their stead). There has been a plethora of events in and around the city percolating ideas and enthusiasm into the mix, and our BioRegional team threw itself at these wider opportunities with as much gusto as the (intensely frustrating) formal process.

A wealth of One Planet Partners pitched the business case for the One Planet Living (OPL) framework at the Global Compact Corporate Sustainability Forum to real acclaim. In fact the central role of One Planet Communities in delivering a more sustainable future was recognised in the closing address to the forum - no doubt encouraged by the tranquil forested retreat of Portuguese developer Pelicano's Mata de Sesimbra and the dreamlike promise of a better future offered by Masdar, the new Foster + Partners-designed desert city gliding from Abu Dhabi's sands, both of which were showcased.

Planning and executing events at this conference is a tense process, as to journey to Rio only to have an empty room would be soul-destroying. But thankfully at our first event, a hands-on, sleeves rolled up workshop for delegates to learn how to apply OPL principles, saw over 90 people participate and at our official UN side event - on the Sustainable Development Goals - more than ten governments send delegates to suss out the potential beneficence of OPL for them.

We had queues of questioners for Sue and Pooran - BioRegional's co-founders - and that is what this and indeed our entire presence is about at this conference. To get in front of people, get the message out about the lower impact, more sustainable way to do business / design products / design and construct communities that One Planet Living is. To the outside eye the approach at these conferences can look a bit scattergun, but you start the day with a string of planned events to host, participate in or attend, and then a list as long as one's arm of people to meet, corral, hassle - but by about 10am another ten opportunities have arisen to engage, enthuse and persuade people to take action.

Between Sue corralling Clegg (from whom she extracted a commitment to host a post-Rio meeting about the possibility of the UK and a developing nation producing twinned One Planet national plans) and the Prime Minister of Bhutan (who agreed to sign the Natural Capital Communiqué at her insistence) and Pooran's ears perking up amid the flow of Portuguese at the event from the Governor of Acre (a state in Brazil), when he and BedZED were name-checked as an inspiration which will lead to BioRegional-involvement in their City for People plan, an impact was being made.

Key to me was a new strand of work looking at how OPL can cope across extreme disparities in income. OPL is about creating aspirational lifestyles but there is no avoiding the fact that it is easier to create a shiny vision of a sustainable future for those living lives of comfort and joy, than those in impoverishment. For those in the lowest income groups; what does it, or could it, mean?

Prompted by a request from the Mayor of Rio to come and do some OPL work in the city, BioRegional explored that particular problem in a three day, community-driven workshop with people from the Tabajaras and Babilonia/Chapeu Mangueira favelas (very low income areas threaded through the city, sometimes unfairly aggregated under the term 'slums', which some are far from) of Rio as part of a parallel forum on social entrepreneurship.

And as for the rest of the time here, it was a flurry of corridor conversations ably navigated by BioRegional International Policy Adviser Freya Seath. The not-so-much Panopticonic, just huge, makeshift General Assembly auditorium wasn't quite the place of studied concentration and quiet reflection that we expected. As a procession of world leaders took to the stage to set out their country's position, intentions and hopes for the process, there were a multitude of whispered conversations and side discussions going on all around the room.

Outside, there were people's summits, trades unions congress, naked protests (what could a conference be without one?) and a UK activist scuppering Nick Clegg's address to UK organisations, when she donned a Nick-mask, stood up and declaimed the UK's selling off of our natural assets.

So, riot; panoply; effusion? All of the above I think. A lot has been done, and a lot achieved. The results however, remain to be seen.

Simon McWhirter is Director of Hab Housing and 'faugh a ballagh'.

<http://politicsofpoverty.oxfamamerica.org/2012/06/22/business-echo-chamber-at-rio/>

A business echo chamber at Rio?

By Chris Jochnick, Oxfam America, June 22, 2012

Just back from Rio+20, where the one thing everyone seems to agree on is that the draft agreement up for approval by heads of state has failed even the most pessimistic projections. Government negotiators have expressed their dismay and NGOs are widely condemning the event as a farce, or as Oxfam has put it: “Rio will go down as the hoax summit. They came, they talked, but they failed to act.”

Over at the Corporate Sustainability Forum (CSF) and Business Action for Sustainable Development (BASD) events on the margins of the official Rio conference, the mood was decidedly different. The four-day gathering attracted over 2,500 business leaders and sustainability experts to laud private sector progress and launch new initiatives. While government leaders were wringing their hands, here a stream of corporate executives took the stage to call for greener economies and respect for human rights. The panel themes I took part in are indicative—business and water risks in times of conflict, climate change resiliency measures for small farmers, the need for sustainability expertise on corporate boards, and stakeholder expectations of businesses with respect to the human right to water and sanitation (full CSF agenda here).

The CSF’s official report directed to the UN General Secretary includes over 200 corporate and industry commitments and a variety of progressive public policy recommendations, including:

- **“Make the Rio+20 conference the beginning of the end of all subsidies to fossil fuels and reorient subsidies towards clean and renewable energy”;**
- **Enforce human rights, labor, environmental, and good governance standards;**
- **Invest in agricultural productivity, particularly for smallholder farmers;**
- **Promote increased disclosure of integrated corporate sustainability information and require all public and private pension and investment funds (including sovereign wealth funds) to integrate environmental, social and governance factors into their operation.**

Those recommendations were burnished by specific commitments, including calls by various CEO groupings for more transparency around environmental and social impacts (including a Natural Capital Declaration to “integrate natural capital considerations into products and services”) and public commitments to water sustainability and access.

The social movements and NGOs gathered at the Peoples Summit across town dismissed these efforts out of hand. If anything, the more business talked the more “the people” objected. Friends of the Earth, La Via Campesina, Third World Network, and others delivered a petition to end “Corporate capture of the United Nations” and to resist market-based solutions as false promises that only serve to

“further concentrate the control of corporations over land, resources and peoples’ lives.”

Among the corporate folks at the CSF/BASC events, there was a sense of frustration that business was being misunderstood by all sides – recalcitrant governments believing that stronger regulations and transparency are antithetical to business interests (and therefore being far too timid), and “radical” NGOs refusing to see anything good coming out of business-led initiatives. It’s easy to understand that frustration in the midst of all the clamor around new innovations and good corporate practice at the CSF/BASD, and there is no denying the fact that some business leaders are far ahead of governments in their public advocacy.

That said, for all the energy and promise of the CSF, there is a bit of a disconnect with the concerns of civil society. The explicit attention to human rights, transparency, and public policy engagement are welcome, but these discussions are too often separated from issues of accountability, power inequities, and political capture. Philanthropic initiatives and innovation still figure too prominently and are detached from core business practices and influence, as if a company’s good works could someone make up for harmful products, practices, or lobbying.

If your diagnosis is that we’re on the right course, but we’ve got to chip away at bad practices and scale up the good (and indeed the official theme of the BASD event was “scale up”), then there is much to cheer in the CSF/BASD events. If, on the other hand, your diagnosis is that we are going over a cliff and nothing short of major transformation will suffice—which is the implicit if not explicit diagnosis of all the major studies going into Rio+20—then we need to get to root causes quickly and avoid distractions.

Those root causes are not technological; they are fundamentally about power and politics. That’s not to diminish the good will and good efforts of many CSF/BASD participants, but to urge more focus on the real drivers of poverty, hunger and environmental degradation. There are reasons why governments are feckless and civil society is in the streets—and we won’t make much progress on sustainability until we address them.



<http://greenpeaceblogs.com/2012/06/22/rio-2012-greenwash-20/>

Rio 2012: Greenwash+20

By Charlie Cray, Greenpeace International, June 22, 2012



Kumi Naidoo, Executive Director of Greenpeace International, joins the People's Summit march during Rio+20 Conference for Social and Environmental Justice in Rio de Janeiro.

The United Nations conference on sustainable development in Rio de Janeiro (Rio+20) was destined to be a corporate clusterfrack that environmental groups walked away from bitter about the over 200 governments' failure to deliver any significant agreements.

At the same time, there will be a number of announcements – mostly coming from the corporate community and their allies in the UN bureaucracy – that package their own commitments as bold new initiatives along the path to economic and environmental sustainability.

To some degree these two story lines are irreconcilable, and reflect a polarization of debate that has surrounded global gatherings for decades.

Two reports coming out of Rio explain how deeply the UN has become colonized by corporations, and name some of the specific multinational corporations that pose the greatest obstacle to ecological sustainability.

Greenpeace's own report – "Greenwash Plus 20" – begins with an essay by Kenny Bruno, "How did we get here," which spells out the slow-motion corporate takeover of the UN, which began shortly before the first UN gathering, when it dissolved the UN Centre on Transnational Corporations (UNCTC) – an unique mechanism through which governments could jointly monitor transnationals and ways they exploit weaker countries (e.g. by exporting toxic technologies no longer allowed in the global North). With the UNCTC went nearly 15 years of work on developing a Code of Conduct on transnational corporations (TNCs), which attempted to spell out the rights and duties of TNCs and the rights of States to regulate them.

Bruno and Greenpeace released the “Greenpeace Book of Greenwash” at the 1992 UN Conference on Sustainable Development in Rio, effectively forecasting the ensuing corporate colonization of the UN. After the first Rio conference attempts were made to forge a UN “partnership” with corporations, a model that, although thankfully abandoned by UNDP head Gus Speth in the mid-1990s, finally took hold as the Global Compact, which Kofi Annan announced at the 1999 World Economic Forum in Davos.

Ever since, the UN’s approach to TNCs has been one of finding common ground through voluntary self-regulation and joint initiatives. The notion of any attempt to establish “democratic control of TNCs” through the UN (whose Charter was established by “We the Peoples”) had, like high school civics, become marginalized to outside protesters and treated on the inside as a virtually obsolete, if not quaint notion.

Meanwhile, international governance has increasingly been dominated by agreements that elevate business rights. This has been particularly true of legally-binding trade agreements, which come loaded with all sorts of investor rights clauses inserted by clever corporate lawyers. These trade agreements have increasingly been used to shred environmental and public health standards both nationally and locally, a process that usually takes place at remote and secretive arbitration panels that provide no opportunity for public review or appeal.

It hasn’t been all bad news since the first Rio conference in 1992. We have seen movements succeed in getting governments to agree to specific Multilateral Environmental Agreements, such as the Montreal Protocol and the Stockholm Convention on Persistent Organic Pollutants. But with the dominance of vigilant corporate interests represented by the International Chamber of Commerce and the Business Action for Sustainable Development, one is hard-pressed to find UN agreements that haven’t stripped out binding legal terms such as “liability” – that might apply to corporations.

Another review of how dire the situation has become in just two decades is a new report released at Rio+20 by our allies at Friends of the Earth International, endorsed by over 400 groups including Greenpeace. It’s called “Reclaim the UN from corporate capture.”

Twenty years after Greenpeace warned the world about corporate greenwash, the Friends of the Earth International report describes how much deeper their capture of the UN has become, describing “the emergence of an ideology among some UN agencies and staff that what is good for business is good for society. This is reflected in a shift away from policies and measures designed to address the role of business in creating many of the problems that we face, towards policies that aim to define these problems in terms dictated by the corporate sector, meeting their needs without tackling the underlying causes of the multiple crises.”

Thus, it might seem to be a positive development that members of the UN Environment Program Finance Initiative are supporting “a global commitment to corporate sustainability reporting.” I attended a UNEP Finance Initiative conference in Washington, DC last fall that left me impressed by how many in the business community seem to grasp how serious and profound the various environmental crises have become. And there are many more inside the corporations who are sincerely working hard to come up with ways to steer the economy in a better direction, making business a leader in implementing sustainable technologies and systems of commerce and production.

The Corporate Sustainability Reporting Coalition, for example – an alliance of pension funds and investors with \$2 trillion-worth of assets under management – has concluded that voluntary arrangements are not enough and that the time has come for countries to commit to a global policy framework on corporate sustainability reporting. In just 15 years, over 2,500 companies have committed to the Global Reporting Initiative, a stepping stone toward such an agreement.

This cannot simply be dismissed as sophisticated greenwashing. There are many businesses that – justifiably reviled for past behavior – are in their own self-interest realizing the need to protect the ecosystems upon which they depend. To do otherwise makes it difficult to justify investing in a production facility designed to last for forty years or more, for example. I suspect that’s one reason some kind of green accounting mechanism will ultimately be advanced at Rio and evolve thereafter.

Coming from within the business community, this could be a positive step in the right direction and one that will divide the rabid resource extractors from companies that recognize where their business models are truly destructive to society, if not to their own bottom line. It has to change.

While significant parts of the negotiating text are whittled down or edited out exclude any meaningful commitment – such as the creation of large marine reserves, a Greenpeace priority going into Rio — it bears recognizing that if there is something good that comes out of the Rio gathering, it probably happened outside the convention centers. Peripheral meetings are where civil society groups and movement leaders are discussing and planning fundamentally new approaches to ecological policy. Many such ideas were brought to the UN’s attention in pre-summit submissions by these groups, but have yet to be taken seriously. One that I believe is worth mentioning has been spearheaded by the Rights of Nature alliance, which is pushing to revise our legal frameworks to recognize the inalienable rights of nature. This proposal already adopted by Ecuador as well as some local communities in the U.S., such as the City of Pittsburgh.



http://www.greenpeace.org/international/en/news/Blogs/makingwaves/greenwash20/blog/40967/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+GreenpeaceNews+%28Greenpeace+News%29

Greenwash+20

By Kaisa Kosonen, Greenpeace International, June 15, 2012

Today here at the Rio+20 Earth Summit, corporations will start their own sustainability party, hosted by the UN Global Compact. It's not difficult to picture what it will be like: countless speeches and glossy brochures on corporations feeling good about themselves.

This complacency was well documented by “the largest CEO survey on sustainability of its kind”, which the Global Compact published two years ago: 81 percent of CEOs believed that they were already doing enough. Sustainability issues were already “fully embedded” in the strategy and operations of their companies.

That's not sustainability, it's greenwash. The reality is closer to one of my favourite REM song lyrics: “Offer me solutions, offer me alternatives – and I decline.”

Way too often the very same companies who claim to be green and socially responsible are making big profits from exploiting and polluting the planet – and blocking others from moving forward. Twenty years ago, we released the *Greenpeace Book on Greenwash* at the 1992 Earth Summit to expose this. Our sequel to that book, the Greenwash+20 report shows that corporations such as Duke Energy or Asia Pulp and Paper still stand in the way of progress – and that governments still continue to let corporate polluters run the show by shying away from proper regulation, pollution pricing, accountability and liability.

Giving corporations a free (or cheap) ride isn't cheap for societies. KPMG has estimated that the external environmental costs of 11 key industry sectors were as much as US\$ 846 billion in 2010 – an increase of 50 % (!) over the last decade. If companies had to pay for the full environmental costs of their business, on average they would lose 41 cents for every US\$1 in earnings. Yet, making polluters pay is hardly an issue here at Rio+20.

A textbook example of greenwash is Shell, who for more than 20 years has been touting its leadership on sustainability, yet it is turning its back on renewable energy and strip mining forests in Canada to access tar sands. And worse, Shell is the first “supermajor” oil company to actively pursue a policy of significant oil exploration in the offshore Arctic.

But the green economy, which is one of the two main topics here at the Rio+20, isn't about “sustainable drilling” in the Arctic. It's about protecting the Arctic from exploitation altogether and instead catalyzing a green energy revolution. This is the kind of rule-setting we need from governments.

Corporations can't be volunteers. If solutions are to be delivered in time for our children to have a green and peaceful future, we need regulations to enforce and deliver them. Global corporations need global rules – and governments admitted as much at the Johannesburg Earth Summit in 2002. Yet, it is a sign of the power of those corporations holding us back that here at Rio+20 governments are nowhere near delivering what we need.

However, lack of regulation gives no excuse for corporations to continue their destructive practices. Corporations must take full responsibility for their supply chains and reject environmentally and socially harmful practices. Fortunately, there are companies who are showing signs of walking the talk. For example, Google is investing big time in renewable energy, Nike and H&M are eliminating toxic chemicals from their supply chains, supermarket giant Sainsbury's is sourcing sustainable seafood and backing marine reserves, and a growing number of corporations including Unilever and Nestle are refusing to buy from APP as long as it continues to clear rainforests and destroy peatlands in Indonesia. This is the kind of action we want to see from corporations, not empty statements.

Kaisa Kosonen is a Senior Political Advisor at Greenpeace International based in Helsinki, Finland



*Also appeared in Climate Progress

<http://bit.ly/QQQFXe>

As Disappointment Spreads At Rio+20, Will Public-Private Commitments Fill The Gap?

By Gwynne Taraska and Stephen Lacey, Think Progress, Jun 21, 2012

The lack of ambition in the final draft text at the Rio+20 Earth Summit has made many people upset, even outraged. Although it acknowledges (and occasionally even underlines and stresses) that action on sustainable development is urgently needed, it imposes no timelines and provides few details on how to achieve its goals.

But there's a lot going on at Rio outside of the negotiations, with side events and business meetings resulting in new announcements for public and private actions on addressing climate, energy and water issues.

For example, on Monday, 59 of the world's largest cities formed a coalition to cut greenhouse gas emissions by 248 million tons by 2020.

"We're not arguing with each other about emissions targets," said New York Mayor Michael Bloomberg at an event announcing the initiative.

And yesterday, the world's largest multi-lateral development banks agreed to put \$175 billion toward sustainable transportation in developing countries over the next decade.

Numerous corporations have also made voluntary commitments that include target dates. Some of those — like Microsoft's pledge to become carbon neutral — have been re-packaged for the Rio+20 summit. But there are plenty of new announcements as well. Below, we outline some of the key corporate commitments being made in Rio.

Background

The UN Global Compact, together with the World Business Council for Sustainable Development and WWF International, has called for corporate commitments to advance the issues of its Rio+20 Corporate Sustainability Forum. These include Energy and Climate, Water and Ecosystems, Agriculture and Food, Social Development, Urbanization and Cities, and the Economics and Finance of Sustainable Development.

The forum, held in the lead up to the Rio summit, emphasized recent corporate commitments and private-public collaborations. According to the Executive Summary of the forum, there were approximately "200 commitments to action announced by companies during the Forum, representing both individual and

collective actions, in social, economic and environmental areas.” The commitments will be cataloged in the Rio+20 Corporate Sustainability Forum Overview, which is set to be released 21 June 2012. Here are some selected pledges that businesses have made through the Global Compact.

Climate

Microsoft Corporation has committed to be carbon neutral by the end of FY2013. It plans to reach net zero carbon emissions via offsets and has pledged to partner with government and non-government organizations on renewable energy projects. Unilever has pledged to cut greenhouse gas emissions associated with its products in half by 2020.

Nike has pledged to reduce CO2 emissions by 20% by FY2015. It also has committed to cut water use by increasing efficiency (15% per unit) and to stop discharging hazardous chemicals by 2020.

Bank of America has pledged \$50 billion by 2022 for initiatives on energy efficiency, energy access, and renewable energy.

By 2020, ArcelorMittal has committed to reducing carbon emissions by 8% for each ton of steel it produces.

Procter and Gamble’s sustainability goals for 2020 including meeting 30% of the energy needs of its plants with renewable energy and replacing a quarter of its petroleum-based materials with renewable materials.

Energy Poverty

Eskom (South Africa’s public utility) and Duke Energy, both members of the Global Sustainable Electricity Partnership, have committed to a project to make sure that 500 million people will have energy access in 54 countries including Ghana, Ethiopia, Nigeria, and Rwanda by 2025. They will share their “knowledge and experience with counterparts in Africa and other developing Countries.”

In contrast, here is Rio+20 draft text’s paragraph 125, which offers neither timelines nor guidelines.

125. We recognize the critical role that energy plays in the development process, as access to sustainable modern energy services contributes to poverty eradication, saves lives, improves health and helps provide basic human needs. We stress that these services are essential to social inclusion and gender equality, and that energy is also a key input to production. We commit to facilitate support for access to these services by 1.4 billion people worldwide who are currently without these services. We recognize that access to these services is critical for achieving sustainable development.

Food and agriculture

DuPont has committed \$10 billion in R&D by the end of 2020 to increase food supply, improve agriculture sustainability, and cut waste. It plans to “improve the livelihoods of at least 3 million farmers and their rural communities through target

collaborations and investments that strengthen agricultural systems and make food more available, nutritious and culturally appropriate.” They are collaborating with the government of Ethiopia, the Agriculture Transformation Agency, and other partners.

The Rio+20 final draft text reaffirms the commitment to the universal human right to “safe, sufficient and nutritious food” (para. 108) and resolves to “increase sustainable agricultural production and productivity globally” (para. 110) and “take action to enhance agricultural research, extension services, training and education to improve agricultural productivity and sustainability” (para. 114). It does not, however, impose timelines.

Water

Forty-five CEOs of companies represented at the forum made pledges around water sustainability and encouraged the governments attending Rio+20 to join them. The Coca Cola Company, for example, pledges to recycle the water in its manufacturing plants by 2020 and to “reduce its water-use ratio to improve water efficiency by 20%” by 2015.

These are important developments. But we should be cautious as well. Some of these pledges are issued primarily for marketing, and it will be important to hold these corporations accountable to ensure they follow through with their commitments. (In order to monitor both public and private pledges, the Natural Resources Defense Council has rolled out its “Cloud of Commitments” website, which will allow interested parties to better track the money.)

Clearly, many things are happening at Rio. While negotiators may not be developing an ambitious text that matches the scope of our environmental problems, real work is still happening on the ground level — and many of these commitments bear that out.

Gwynne Taraska is a Research Associate at the Institute for Philosophy and Public Policy at George Mason University. Stephen Lacey is Deputy Editor of Climate Progress.

(Also filed under BASD/WBDA)

<http://www.publicserviceeurope.com/article/2092/corporate-hijack-the-business-lobby-at-rio20>

Corporate hijack - the business lobby at Rio+20

There is a growing outcry at the corporate capture of United Nations action on sustainable development - a campaigner reports from the Rio Summit

By Olivier Hoedeman, Public Service Europe, 20 June 2012

The lobbyists will be out in force at this week's Rio Summit on sustainable development - fighting to make sure that any proposals to tackle the severe environmental and social crises we face do not get in the way of business as usual. When world leaders met at the first Earth Summit in Brazil, in 1992, there was widespread recognition that global levels of consumption - particularly in the developed north - were stretching the planet's limits. Since then, demand has increased, but the agenda for action has shifted away from international agreements and regulation towards voluntary partnerships with the private sector.

Which is why business leaders, including representatives from companies with controversial environmental records such as Shell, Monsanto and Coca-Cola will be at the heart of the negotiations - working with the United Nations agencies and politicians to set the agenda and agree on the text. Is it any wonder that expectations are low for this summit? **One of the key channels of influence is via a corporate campaign coalition called Business Action for Sustainable Development, which is coordinated by the UN's global compact - a voluntary initiative bringing together some 6,000 companies, the World Business Council for Sustainable Development and the International Chamber of Commerce.**

The BASD claims to be the official voice of business for the Rio+20 summit and brings together many of the world's largest corporations including Monsanto, Shell, BASF, ArcelorMittal and Suez who are promoting the idea of a "green economy" to save the planet. Regulations that restrict their activities should be avoided, they argue, with environmental targets pursued through market-based mechanisms such as carbon trading or biodiversity offsets. The WBCSD has also been a prominent voice in the run up to the conference, allegedly 'greenwashing' business by promoting case studies of 'environmentally-friendly' actions, highlighting supposed 'good practice' and selectively overlooking other activities by the same corporation which may be considered less than ideal.

One such example is the German chemicals giant BASF, which has been promoting tree planting in Brazil. The WBCSD does not mention BASF's core business, promoting the sale of pesticides across the world - including in the vast soy

monocultures of Latin America, which have devastated local environments, leading to deforestation, destroying soil fertility and polluting water resources. And BASF was also recently accused of misleading the public and European Parliamentarians when it was found to be behind a recent parliamentary event on bees and biodiversity, which included a bee-friendly garden set up as publicity stunt outside the EP.

The BASD was the host of the summit's 'business day', which took place on the eve of the event. It was organised in partnership with the global compact, the WBCSD and the ICC - allowing companies such as BP and Shell to highlight the 'sustainable' activities in the oil and gas sector. Yet, a citizens' petition demanding an end to the subsidies received by the oil and gas sector to help them extract fossil fuels and promote greater energy use - exacerbating climate change - appears not to have made it into the draft negotiating text.

There has been a growing outcry at this corporate capture of the Rio process, with organisations and individuals from around the world signing an open letter to the UN calling for action. The close cooperation between UN agencies and large corporations, the letter points out, imperils the UN's ability to pursue people-centred policies that effectively address the social and environmental crisis. The green economy model promoted for the Rio summit, centred around market-based mechanisms, is a clear example. Many are calling on the UN to restart efforts to ensure that global corporations are effectively regulated and can be held accountable for their environmental impact.

Olivier Hoedeman is research and campaign coordinator at the Brussels-based campaign group Corporate Europe Observatory. He is currently in Rio de Janeiro for the United Nations summit on Sustainable Development

STUDENT REPORTER

<http://www.studentreporter.org/respect-set-the-tone-at-the-top>

Respect, Set the Tone at the Top!

Student Reporter, 18/06/2012

I am a straggler. Arriving after the start of an event usually raises a few judgmental eyebrows from the back row; however, tardiness is also an opportunity to display character. This is especially true when royalty is involved. Stumbling in late to an event with Her Majesty, Queen Silvia of Sweden, in Rio to open the **Social Development track of the Global Corporate Forum**, takes special flair. The series of events inaugurated by Queen Silvia seeks to re-think corporate sustainability, positioning it on a new foundation of social dimensions and human rights.

The stakes are high when a small group composed of heads of states, corporate representatives and social activists convenes to discuss a topic. They are higher still when that topic involves the way corporations are affecting, either accidentally or intentionally, the most basic elements of humanity: dignity and life itself. As the somber master of ceremonies, Pierre Sane, the President of Imagine Africa International, said at the outset, “Corporate Social Responsibility is the human force of globalization.” A stiff formality hangs in the air.

Business as usual does not work anymore. “The tone has to be set on the top,” says panelist and ABB Head of Corporate Sustainability, Ron Popper. “You have to have the buy-in of top management for human rights issues.” This seems reasonable if even the Queen of Sweden frees her schedule to fly to Rio to discuss human rights. A straightforward Popper seems to be capable of bringing the issue to the board level. But is setting the tone at the CEO level sufficient?

Not according to Popper. Only yesterday he came back from one of ABB’s internal initiative to create awareness of human rights issues at the regional-management level. ABB’s global training program on human rights entails mitigating human rights risks through education and correcting corporate practices. Trainees are provided with concrete examples to drive home the message. The current focus of the program is to set up a network of human rights specialists within the firm. To work consistently, Popper recommends his peers to start such intra-firm awareness initiatives before launching external corporate human rights initiatives engaging affected communities.

Compared to environmental issues, human rights issues are vague and difficult to measure. Renovating the corporate headquarters so that it’s energy and water efficient is tempting because it’s a highly visible investment. Deutsche Bank recently renovated its headquarters, creating one of the world’s most sustainable skyscraper in Germany’s financial centre Frankfurt. Restructuring a distant and invisible supply chain is less compelling for both CEOs and employees.

According to delegate Dost Bardouille-Crema, “many things have changed since 1992.” She continued, “In particular, extractive industries turn out to be more sensitive” than they were a decade ago. Globetrotting and adventurous, Dost Bardouille-Crema travels around the world for the Corporate Engagement Project and

consults international oil firms in places like Colombia and Nigeria. Her goal is to help her clients “have constructive relationships with [the] communities where they work”.

I would have been excited to hear more about concrete engagement at all levels of of the corporate ladder and with the many remote communities corporate activities impact. On the other hand, her Majesty’s broader points are well-taken. Ursula Wynhoven, General Council of the Global Compact Office told me that the purpose of this session is to launch a series of sessions that strive to showcase the practical implementation of intangible social dimensions in corporate sustainability.

According to a well-informed Eynhoven, these intangibles have been mostly neglected in the past. This historic event represents the perfect opportunity to reexamine these intangibles and build a new foundation for corporate sustainability.

WALL STREET WEEK

<http://www.wallstreetweek.com/leaving-rio-and-going-towards-corporate-sustainability/>

“Leaving Rio....And Going Towards Corporate Sustainability”

By Erika Karp, Head of Global Sector Research, UBS Investment Bank, Wall Street Week, June 18, 2012

In leaving Rio de Janeiro, Brazil from the largest private sector event ever held in conjunction with an inter-governmental conference, I am struck by both the complexity and simplicity of this week’s UN Conference on Sustainable Development also known as “Rio +20”. **As the world’s political leaders descend upon the city, I would argue that some of the most important opportunities will come from the private sector. Here at Rio +20, the Corporate Sustainability Forum (CSF) sponsored by the UN Global Compact, is where vision can most rapidly turn into action. It’s where an astonishing amount of economic power can bring leadership, innovation, productivity, entrepreneurship, growth and prosperity through capitalism. This city is astonishingly beautiful. This concept is blindingly obvious.**

It’s blindingly obvious that over the long run, the success and financial health of a business is incumbent upon the success of the society in which it operates. Blindingly obvious too, is the strategic importance of Rio +20. Here is the opportunity to demonstrate the potential for economic growth alongside good environmental, social and governance performance by the private sector. Given that we face a world in the midst of multiple crises (sovereign debt, banking, confidence...), tremendous leadership and innovation is desperately needed. As for the leadership, it must come from the enormously powerful and concentrated corporate sector. As for innovation, we would echo the remarks of Maria das Gracas Foster, CEO of Brazil’s Petrobras. She stated at the opening ceremony of this Corporate Sustainability Forum, that innovation will require an appreciation of the needs of the broader society. Innovation needs to be built into the working routines of business. Innovation will also require much greater transparency as that progress is communicated over time.

In speaking of transparency, it’s worth taking a look at a new article entitled “Brazil: A Sustainable Society” (Ideia Sustentavel) by Amar, Eccles and Serafeim of Harvard Business School. Notable is the extent to which Brazil’s great companies strive to articulate their understanding of, and attention to, the complex interdependence of their profits, their people, and our planet. These companies, including Petrobras, are among the few in the world to offer a “materiality matrix” integrated in their annual shareholder reports. In other words, they help stakeholders better understand the key drivers of their business and their priorities in the context of all those environmental, social and governance factors. They acknowledge the trade-offs inherent in their core processes. They strive for success over the long-term and give greater clarity into the questions with which their own Boards are struggling.

I am leaving Rio, after having met with investors and executives from many other companies including Intel, BMW, Itau, Novo-Nordisk, RBS, PwC, Novozymes, ArcelorMittal, Enel, and Maersk to name a few, even more certain that the world’s

private sector can drive a better fate for capitalism. Those companies who build a culture of trust and creativity, and who build the capacity to innovate and transform themselves in a changing world, will win. Those companies will simultaneously serve their shareholders well in the long-run. In leaving Rio, this Cidade Maravilhosa, I am more convinced that we are at an inflection point towards greater corporate consciousness, resilience, and sustainability. We simply must be....since we are in the midst of a new industrial revolution where both enormous risks and opportunities abound. I am leaving Rio knowing that I will be back again soon.

<http://reason.com/archives/2012/06/18/rio-20-earth-summit-green-crony-capitali>

Rio +20 Earth Summit: Green Crony Capitalism

***Reason's* science correspondent sends his second dispatch from the United Nations Conference on Sustainable Development.**

By Ronald Bailey, Reason Online, June 18, 2012

***Rio de Janeiro*—Some 2,000 businesspeople, activists, government officials, and U.N. bureaucrats are meeting at the Corporate Sustainability Forum here in advance of the United Nations Conference on Sustainable Development, the Rio +20 Earth Summit, at the end of this week. The slogan plastered over every venue is “Innovation and Collaboration and the Future We Want.”**The Future We Want is in part based on a U.N. negotiating document with that title whose approval is supposed to be the main outcome of the U.N. conference later this week. Having now listened in on several panel discussions at the Forum, it is becoming clear that the future that many forum participants want amounts of crony capitalism.

A pretty good definition of crony capitalism comes from Investopedia: “A description of capitalist society as being based on the close relationships between businessmen and the state. Instead of success being determined by a free market and the rule of law, the success of a business is dependent on the favoritism that is shown to it by the ruling government in the form of tax breaks, government grants and other incentives.” **Nearly every panel discussion at the Forum strenuously advocates public/private partnerships as a way to achieve sustainability (whatever that means).**

Let’s take the example of the “Green Gold—Financing the Green Economy” panel discussion on Sunday featuring representatives from leading banks and insurance companies. The former president of Costa Rica Jose Maria Figueres, who now heads up the Carbon War Room, kicked off the session by noting that the goal of everyone attending was “getting capital to move in the direction we want it to move.” The chief sustainability challenge is climate change caused by greenhouse gases produced by burning fossil fuels. As a consequence Figueres explained, “We are about mobilizing capital to finance the new low-carbon economy.”

The second keynoter was Rashad Kaldany, who is vice-president of Global Industries at the International Finance Corporation. “Does green growth mean slow or no growth?,” asked Kaldany. No. But green growth needs a helping financial hand to get started. “Green growth doesn’t need enormous subsidies, but it does need targeted subsidies,” explained Kaldany. The “key challenge” to jumpstarting the green economy is “addressing legal and regulatory hurdles that currently do not allow green investments to proceed.”

The croniest of would-be crony capitalists on the panel was Roberto Dumas from Brazil’s Itau Bank. “Governments must incorporate all positive and negative externalities in projects,” argued Dumas. He suggested that one way to get banks to finance renewable energy projects was for governments to offer tax incentives. Unless

government support of that sort is forthcoming, then the corporate sector will not finance such projects because “the internal rate of return will not please shareholders,” Dumas explained. He had further advice on how governments could encourage companies to finance green projects. Set greenhouse gas emission thresholds and impose sustainability criteria that must be met for projects like hydro and thermal power stations.

In addition, Dumas even had advice for central banks; they could lower reserve requirements for loans to green sector projects. As an example of good government policy, he praised the Chinese government for drastically ramping up infrastructure spending including support for solar power generation at the beginning of the recent world financial crisis. All these government regulations and interventions are necessary to boost green development because, as Dumas concluded, “Believe me, banks and corporations will not do anything unless they make money.”

Interestingly, Karin Ireton from Standard Bank in South Africa hinted that all may not be well with government supported schemes to spin green projects into actual gold. She obliquely noted that the European Union’s Emissions Trading Scheme in which companies buy and sell permits to emit carbon dioxide is “in deep trouble.” Why does that matter? Well, it turns out that Standard Bank is financing a scheme to put up 210,000 solar hot water heaters on homes of poor people in South Africa. The homeowners would get the heaters for free, and Standard Bank would get 2.3 million certified emissions reductions (CERs) based on how much less coal-fired electricity homeowners would be using. The plan was to sell the CERs (credits equal to a metric ton of abated carbon dioxide) in the European carbon market as a way to finance the installation of the solar water heaters. Since the price of carbon has fallen to around €7 per ton, the financing is not looking all that great.

If there was one perspective endorsed by all of the finance panel members, it was that green projects often were just too risky for private capital to back without government guarantees. An interesting claim in light of the recent bankruptcies of Solyndra, Ener1, and Konarka in the United States.

Ultimately, the calls for regulations, mandates, thresholds, and tax incentives were little more than pleas for governments to guarantee corporate green economy profits. In other words, green crony capitalism.

Another panel, Aligning Business Practices with the Human Right to Water and Sanitation, offered some additional insight into the United Nations’ sustainability agenda. In 2010, the United Nations General Assembly “recognized access to safe drinking water and sanitation as a human right.” In addition, various U.N. agencies have been actively trying to engage business in recognizing and protect human rights, including the right to water and sanitation.

This particular panel at the Corporate Forum on Sustainability featured Robert ter Kuile from PepsiCo who explained his company’s adherence to the CEO Water Mandate [PDF] which is part of the U.N. Global Compact. Companies that join the Global Compact commit to observing various human rights and environmental principles. Ter Kuile said, “It is quite critical that we respect the human right to water.” He noted that his company operates in 80 countries and regions that are identified as being water-stressed.

The main company effort to respect the human right to water is to help farmers from whom PepsiCo buys products to use less water. For example, the company buys 4 million tons of potatoes every year and it takes 30-times more water to grow those

potatoes than its factories use to process them. In India, the company has direct contracts with 24,000 farmers which the company has helped move from traditional water intensive flood irrigation to drip irrigation systems. The result is that they use 30 percent less water. In addition, the company has set a goal of reducing water consumption in all 350 of its plants around the world by 20 percent by 2015.

Ter Kuile then turned to Shama Perveen, a researcher at Columbia University, who works on water issues funded by a \$6 million grant from PepsiCo. Shama cited projects in India and Brazil where she and her colleagues have been helping communities conserve and gain access to water. In particular Perveen worked with wheat and rice farmers in the Indian state of Punjab who get their water from deep wells to irrigate their crops. The water table there has been falling steeply for years.

One big problem is that the Indian government pays a flat fee for rice and wheat which has the effect of encouraging farmers to overproduce those crops instead of switching to less water-intensive crops. This means that farmers douse their crops with lots of water. Her team did a field trial where they offered farmers a simple cheap gauge that tested for soil moisture. This extra knowledge helped farmers to maintain their yields but reduce their water usage by 20 percent.

It's hard to discern how the PepsiCo Foundation's support for Perveen's work qualified as sustainable business development since it was basically an example of normal business philanthropy. After the panels, I asked ter Kuile if the 20 percent water reduction goal by 2015 was saving the company money? He said yes. So why does that count as some kind of special sustainability initiative then? "Frankly, as with all sustainability initiatives, if there is no business case for them, then businesses won't do them."

Just so.

Tomorrow, I will drop by to see what's going on at the People's Summit.

Science Correspondent Ronald Bailey is the author of Liberation Biology (Prometheus).

<http://reason.com/archives/2012/06/17/rio-20-earth-summit-436-visions-of-susta>

Rio +20 Earth Summit: 436 Visions of Sustainability, At Least

Reason's science correspondent reports from the United Nations Conference on Sustainable Development.

By Ronald Bailey, Reason Online, June 17, 2012

Rio de Janeiro—How many definitions are there to the concept of sustainable development? At least 436, according to the panel on assessing sustainability at the Rio +20 Corporate Sustainability Forum. More on that shortly.

Business wants to get in on the business of sustainable development big time. The official United Nations Conference on Sustainable Development doesn't kick off until the end of next week. But there's plenty going on in and around Rio de Janeiro now. I spent the day hanging out in meeting rooms at the elegant beachfront Windsor Barra Hotel where a couple of thousand businesspeople, government officials, activists, and U.N. bureaucrats have gathered with the goal of somehow making money out of "sustainability."

The figure for 436 different definitions and visions of sustainable development comes from the private voluntary social and environmental product labeling schemes identified by the Committee on Sustainability Assessment (COSA) have identified. That number includes labels like Fairtrade, Rainforest Alliance, UTZ, and Marine Stewardship Council and so forth. Other panelists would later ratchet that number to more than 800 just in Europe alone.

The head of COSA is Daniele Giovannucci who declared at a panel discussion devoted to Making Sustainability Standards Work for those Most in Need that the goal of COSA is to set up a consistent set of standards and indicators that can be used to assess the impact of the labels – are they actually accomplishing what they claim to be doing? Even if a person thinks that some of the goals of the certifying groups are silly, checking up on them is a laudable enterprise. His organization aims to gather evidence for effectiveness using 135 different indicators of economic, social, and environmental effects. The group has sought the advice of hundreds of groups ranging from major food companies to radical leftwing NGOs. Giovannucci declared, "If we are going to drive sustainability, we can't drive it from a charitable or donor perspective; it must be driven through markets."

Giovannucci illustrated COSA's goals by citing a study looking at a couple of eco-labeling schemes applied to coffee and cacao production. Why? Because these export crops appear to be moving faster toward sustainable production than crops that are not exported. COSA analyzed more than 5,000 farms in ten developing countries measuring various aspects and consequences of certified versus uncertified production, including yields, income, adoption of conservation measures, and even the schooling of children.

For example, the COSA researchers looked at coffee yields under various labeling schemes. Giovannucci said that he was surprised that the researchers found that certified yields were generally higher than uncertified yields, e.g., Organic + 5 percent, UTZ +32 percent, Starbucks + 18 percent, Rainforest Alliance + 15 percent, and Fairtrade + 13 percent, for an average +17 percent over uncertified production. He speculated that certification training of farmers might have introduced better management practices. However, Giovannucci did note that between 2009 and 2011, the differences in yield between certified and uncertified were declining. The researchers had no explanation.

Coffee certification also tended to increase farm incomes, raising them +35 percent in Colombia, but falling -1 percent in Mexico. In addition, certification raised the chances that farm kids were in grades appropriate for their ages, up 9 percent in Colombia (which is already fairly high) and up 254 percent in Tanzania.

One intriguing finding was that when COSA researchers measured how income affected environmental conditions in and around the coffee farms, they were surprised to find that increased income resulted in worse conditions. Giovannucci speculated that incomes between \$2,000 and \$10,000 per year are not yet high enough for farmers to prioritize environmental improvements.

I asked Giovannucci later if the certifiers liked being checked on by COSA. He observed in one instance that COSA researchers had discovered that in one country a specific certification scheme had increased incomes and yields, yet in a neighboring country certified yields and incomes were 30 percent lower than uncertified yields. “They do not want to hear that,” he said.

The result of the proliferation of hundreds of labels, codes and audits, according to Robert Skidmore from the United Nations International Trade Center, is that “standard fatigue is developing” among producers and consumers. His group has set up a database looking at 75 standards, codes, and audits based on a framework of 200 criteria. The idea is to make it easy for producers and businesses to find background information on what is involved in implementing each scheme.

The chief sustainability officer at Mars, Inc., Andrew Hobday claimed that the company has found that “being more sustainable is entirely consistent with making a profit.” Mars relies on sustainability labeling of cacao by the Rainforest Alliance and UTZ. Currently 20 percent of the cacao used by the company to make chocolate is certified, but the goal is 100 percent by 2020. The company is also involved in four pilot programs for sustainability certifying coffee. However, Hobday noted that sustainability labeling doesn’t have the clarity and simplicity behind it yet for consumers to make sensible decisions. Mars currently uses certification as a way to drive supply chain changes, not really to inform consumers.

Helio Mattar, founder of the Akatu Institute in Brazil, suggested that sustainability labeling comes in two varieties, window labels and mirror labels [PDF]. This distinction was devised by Simon Zadek and his colleagues at the New Europe Foundation more than a decade ago. Window labels inform consumers about how the product was or was not produced; mirror labels reflect back consumer values securing for them the benefits of self-expression and positive social identity. Basically a person buying certified goods tells themselves that they are nice people. Most sustainability labels now function as mirrors, but Mattar claimed that his research shows that the demand for window labeling is increasing. The point is that information behind labeling costs money and somebody has to pay for collecting and verifying it. That would be the consumer.

While the activist panel on assessing sustainability standards concentrated on how to get private voluntary labeling to work, I was struck by the contrast with the panel devoted to doubling global rate of energy efficiency improvement. The corporate participants in that panel were intent on seeking government mandates as way to boost their profits. For example, Gabriela Werner who was representing the appliance manufacturer Embraco noted that her company currently makes a refrigerator that turns on its compressor only when cooling is needed, making it 40 percent more efficient than earlier models. However, she said her company was quite frustrated by the fact that government energy efficiency standards vary quite a bit around the globe, making it hard for this improved refrigerator to compete with cheaper, less efficient competitors. This lack of government regulation and standard setting was big theme in the discussion that followed. "Government policies and legislation are the main drivers to how fast we introduce new products," explained Werner. She asserted that the return on investment in energy efficiency is always positive, but that for many companies the payback period takes longer than expected. Thus, in her analysis, they tend to underinvest in energy efficiency.

Another panelist, Stephen Harper from Intel, was asked what it would take to drive radical innovation inside of companies. Harper declared that there is already a tremendous amount of innovation available. He then added that companies will only invest in more energy efficiency innovation for two reasons: They have to get a regulatory signal, such as carbon tax. Or they must get a price signal. For example, a new energy technology must be cheaper so that the buyer will save money. (The last point seemed pretty obvious).

"We know that incentives don't always work," said Harper. Why? Because of things like principle/agent problems in which the person buying equipment doesn't have to pay for the energy they use. One typical example is a homebuilder selecting appliances for a new house. A second failure occurs because of lack of open information. Consumers don't know how much electricity they are consuming, so they can't connect their behavior to their monthly bills. This lack of information creates a market for various applications that allow consumers to control their energy use. Harper identified as a third problem the disconnect between energy production and the way power companies are compensated. Regulators need to figure out a way to pay power companies for selling energy services instead of just more electrons.

Neil Hawkins from Dow Chemical argued that governments need to set minimum building code energy efficiency standards. "It's hard for private companies to invest without minimum energy efficiency standards," he said. The first are regulatory standards (which are voluntary so far) such as the EnergyStar appliance standards set by the Department of Energy.

Harper pointed out that governments are generally the largest landowners, vehicle fleet operators, and employers, so their procurement priorities could have a big effect on the deployment of energy efficiency technologies. With regard to supplying consumers with more energy consumption information, Harper noted that many studies found that consumers reduced their consumption by 10 to 20 percent. They also reduced their bills by shifting energy use to non-peak periods, such as washing clothes and dishes late at night. Werner asserted, "Every dollar that governments spend on energy efficiency is two dollars saved from energy production.

Basically, the panel strongly suggested that pushing sustainability in the form of increased energy efficiency depends on government mandates and regulations. The fact that energy costs money to businesses and consumers is not powerful enough to

drive energy efficiency. But is that true? While regulations have no doubt played some small role, it is a fact that in the U.N.ited States GDP per dollar of unit of energy used has fallen by nearly 50 percent [PDF] since the early 1970s. Perhaps the price system does still drive energy efficiency innovation.

In addition, an authoritative report in 1980 from the National Academy of Sciences projected that the U.S. by 2010 would need to produce 130 quads of energy (A quad is a quadrillion British Thermal units (BTUs) which is equal to the amount of energy in 45 million tons of coal, or 1 trillion cubic feet of natural gas, or 170 million barrels of crude oil.). Yet the economy has more than doubled from \$6 trillion in real dollars in 1980 to \$13 trillion today and Americans used only 98 quads of energy last year, up from 80 quads in 1980. Apparently markets are capable of encouraging consumers and businesses to economize on energy consumption without the “help” of regulations and legislation.

Finally, I dropped by the session launching the new Natural Capital Declaration in which 37 financial companies agreed to consider the effect of their investments on natural capital and biodiversity. Natural capital is basically defined as those aspects of the environment that are unowned. At the launch William Bulmer from the International Finance Corporation noted that the services provided by natural capital are “too often underpriced” and “treated as a free good” and “therefore are not properly managed.” Why might that be? Basically, resources in open access commons do not become valued until they become scarce. And even then, they will be abused until someone can claim ownership and exclude others from overusing them. Recall Adam Smith’s famous diamond/water paradox. Why are diamonds which nobody needs far more valuable pound for pound than water which everyone needs? Smith did not resolve the paradox, but the solution turns on relative scarcity. The rarity of diamonds makes them expensive, whereas the ubiquity of water makes it cheap.

One of the chief problems with natural capital is that governments get in the way of people enclosing open access commons, i.e. creating private property. Once that happens, however, resources that are becoming increasingly scarce relative to demand can be properly valued and conserved in the marketplace. The Natural Capital Declaration states that “governments must act to create a framework regulating and incentivizing the private sector.” Although the participants in the launch of the Declaration conspicuously avoided saying so, at the first approximation the framework governments should establish to help conserve and protect natural capital would be private property rights.

Tomorrow, I will be back at the Corporate Sustainability Forum perhaps listening in to panels discussing topics such as Aligning Business Practice with the Human Right to Water and Sanitation, Green Gold - Financing the Green Economy, and a Framework for Action: Social Enterprise & Impact Investing.

Reason Science Correspondent Ronald Bailey will be posting daily dispatches about the goings-on at Rio +20 Earth Summit, the People’s Summit, and the Corporate Sustainability Forum for the next week

<http://reason.com/archives/2012/06/15/rio-20-earth-capitalism-sustainability>

Rio +20 Earth Summit: Is Sustainable Development Still Sexy?

***Reason's* Science Correspondent previews the U.N. Conference on Sustainable Development in Rio de Janeiro**

By Ronald Bailey, Reason Online, June 15, 2012



This week the United Nations is convening the Rio +20 Conference on Sustainable Development. It's called Rio +20 to commemorate the fact that 20 years ago, the United Nations held an "Earth Summit" in Rio de Janeiro, then modestly billed as "the most important meeting in human history." The tone is a little different this time around: It turns out that a good portion of the activists attending this time are not at all happy

with the concept of sustainable development anymore and are denouncing the Green Economy as a corporate sham.

Back in 1992, the Conference on Environment and Development (as it was formally known) was attended by more than 100 presidents, prime ministers, and princes, including the first George Bush and Fidel Castro. The Summit was graced by diplomats from 178 countries, some 9,000 journalists, and 17,000 environmentalists who represented more than 1,400 non-governmental organizations. I covered the meeting for *Reason* as a freelancer and reported back in my article, "What I Did On My Summer Vacation." [PDF]

The head of the Earth Summit, Canadian oilman Maurice Strong, warned in 1992 that humanity's deleterious current path "could lead to the end of civilization" and that "this planet could soon become uninhabitable for people." Besides the official conference, there was the Global Forum at which activists of various stripes and tendencies gathered at a "world's fair of environmentalism." Vice presidential hopeful Al Gore was ubiquitous.

At the Earth Summit conferees negotiated the United Nations Framework Convention on Climate Change (U.N.FCCC) and the Convention on Biological Diversity, along with Agenda 21, an economic central plan for the 21st century. Over the past 20 years the United Nations has convened 17 conferences with the aim of trying to impose carbon rationing on the world as a way to combat climate change chiefly caused by greenhouse gases emitted by burning fossil fuels. The Biodiversity Convention has chiefly been a vehicle used by activists to slow efforts to get biotech crops to poor farmers in the developing world and to rich farmers in Europe.

Following its decadal cycle, the United Nations' Earth Summit circus pitched its tents at Johannesburg in 2002 at the World Summit on Sustainable Development. Again, I covered the conference for *Reason* sending back various dispatches, e.g., "Wilting Greens." The goal of the Johannesburg conference was to hammer out some kinds of agreements that would revolutionize how the world's economy operated, especially limiting economic growth and redistributing whatever wealth was left over from rich countries to poor countries. Among the more disturbing comments made by activists were the words of Earth Island Institute's Gar Smith who declared, "I have seen villages in Africa...that were disrupted and destroyed by the introduction of electricity." Gar explained, "I don't think a lot of electricity is a good thing. It is the fuel that powers a lot of multinational imagery." Worried about water consumption, Indian environmentalist Sunita Narain decried the "pernicious introduction of the flush toilet."

The good news was that the World Summit mostly disappointed the reactionary hopes of ideological environmentalists who advocated economic stagnation. Basically, the diplomats signed off on what was mostly an implementation plan that had no teeth. At the end of the Summit, according to Friends of the Earth Chairman Ricardo Navarro, "The leaders of the world have proved that they work as employees for the transnational corporations." Noxious Indian activist Vandana Shiva added, "This summit has become a trade summit, it has become a trade show."

It's been 20 years since the Earth Summit. So this week, more than 50,000 people are gathering in Rio to participate in "largest U.N. conference" ever. More than 130 heads of state and government are supposedly going to show up for the final negotiating sessions at the end of next week. Besides the formal conference, some 20,000 activists will be participating in the People's Summit at a downtown park in Rio, and corporations are convening a Global Compact conference aimed at figuring out how to sustainably develop their businesses. (Hint: Supply goods and services that consumers want and thus make a profit.)

In any case, economic development is certainly a worthy endeavor since 1.3 billion people still live on less than \$1.25 per day and some 900 million people face hunger. The U.N. conference itself is negotiating a document called, *The Future We Want*, [PDF] which embodies a lot of aspirational language, but also aims to set up a process that will establish a set of Sustainable Development Goals and some kind of institutional framework for sustainable development to oversee the implementation of those goals, i.e., a U.N. bureaucracy. And to implement whatever the goals are the poor countries want the rich countries to give them \$100 billion per year in sustainable development aid starting in 2018. Negotiations over this 80-page document have been quite contentious; only 20 percent of the text has been agreed to so far.

According to the U.N., the Future We Want is the Green Economy. However, a sizeable percentage of environmental activists going to the conference believe that the Green Economy is merely more corporate capitalism in green-face. Last week the group La Via Campesina issued a statement opposing the "advance of capitalism" citing an earlier People's Summit which declared, "Humanity faces a grand dilemma: to continue the path of capitalism, predation, and death, or undertake the path of harmony with nature and respect for life." The new declaration adds, "Beneath the deceptive and badly intentioned term 'green economy,' new forms of environmental contamination and destruction are now rolled out along with new waves of privatization, monopolization, and expulsion from our lands and territories." Unfortunately, La Via Campesina has only an inchoate understanding that a lot of

what flies under the banner of the Green Economy is the crony capitalism in which politicians divert tax dollars to support their corporate friends.

Starting Sunday, I will be sending back daily dispatches from Rio reporting on the various goings-on at the People's Summit, the Global Compact, and the actual conference itself.

Science Correspondent Ronald Bailey is the author of Liberation Biology (Prometheus).



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<http://www.business.dk/karriere/strategiske-alliancer-om-groen-vaekst>

Strategiske alliancer om grøn vækst

Tiden er kommet hvor virksomhedsledere og borgere må træde ud af politikernes skygge og samarbejde om en bæredygtig fremtid.

Af Bolette Christensen, Berlingske Nyedsmagasir, 1. juli 2012

Hvad har FN's Rio+20 konference med min virksomhed at gøre? Kan jeg ikke være ligeglad med, om verdens ledere kan blive enige om at fremme en bæredygtig udvikling?

Nej, man kan ikke være ligeglad. Uanset om man er leder for en lille virksomhed, der lever af et hjemmemarked, eller man er en del af en global koncern, så gør man sig selv og sin virksomhed en stor tjeneste ved at tage pejling på, hvad der rent faktisk skete – eller ikke skete – i Rio og forstå, hvordan virksomheden skal placere sig i markedet for at få en strategisk gevinst i fremtiden.

Robert Swaner er miljøaktivist og i særdeleshed kendt i USA. Han holdt åbningstale under Rio-topmødet for hen ved 2.000 erhvervsledere, der deltog i et symposium arrangeret af Corporate Sustainability Forum. »The greatest threat to our planet is the belief that someone else will save it,« lød hans centrale budskab til de forsamlede erhvervsledere.

Den globale enighed er en illusion

Traditionelt er Robert Swan's ord et spejlbillede på, hvordan vi ofte reagerer, når problemstillingerne bliver for store og komplekse.

Vi vender os mod myndigheder og politikere og forventer, at de tager action. Hvis miljøet skal beskyttes, skal politikerne lave nogle regler, som begrænser den skade, som produktionen forvolder, og hvis arbejdere i udviklingslandene skal behandles bedre, må vi have EU, WTO og ILO ind over til at sørge for ens vilkår for alle. Vi slår autopiloten til og tænker, at hvis klimakrisen skal løses, må vi have bindende mål og kvoter til fordeling.

I et velfungerende og harmonisk globalt samfund kan man sagtens forestille sig, at det kan fungere på den måde.

Men i den globale, kaotiske og fragmenterede verden, som vi lever i, kan man ikke. Det var det, der blev meget tydeligt i Rio i sidste uge. Der kommer ikke nogen globalt koordineret indsats, som kan genskabe en bæredygtig udvikling. Der er simpelthen for mange interesser og dagsordner, der går på tværs af hinanden.

USA skal genopfinde sin økonomiske dynamik. Europa kæmper for sin økonomiske overlevelse og hænger kun på med det yderste af neglene, og i Kina og udviklingslandene vokser der i disse år en middelklasse frem, som vil have adgang til forbrug, energi og teknologi. Verden er kaotisk.

Bliv aktivist – gør det selv!

Vi, der leder en virksomhed, vi skal til at tage bestik af, at politikerne ikke redder verden.

Derimod må erhvervslivet og borgere gå sammen og selv tage affære. Det er det, vi skal forberede os selv og vores virksomhed på. Vi må løfte vores stakeholderforestilling op mod det større ansvar for et fællesskab, og vi må binde ejere, investorer, kunder/borgere og produkter mere sammen i fremtiden.

Borgeren vil i fremtiden forvente, at den virksomhed, som vil gøre sig fortjent til, at hun køber virksomhedens produkter, står sammen om at skabe en bedre verden.

Men det er ikke den pæne facade, der tæller her. Grønne regnskaber, hvor man indregner miljøbelastning, læses kun af få og forstås af færre. Som leder skal man forberede sig på, at det ikke vil være nok at være pæn og politisk korrekt – man skal være »aktivist« eller i hvert fald så proaktiv og udadvendt, at man ikke bare tilpasser sig udviklingen, men er med til at definere udviklingen og udvikle den tænkning, som fremtiden skal hvile på.

Alliancer mellem borgere og virksomheder

Mange tog lidt triste hjem fra Rio. Ved nærmere eftertanke synes jeg ikke, det er så trist endda, at statslederne kun kunne blive enige om så lidt. Deres afmagt er ny magt til os andre.

Her er en kæmpe mulighed for civilsamfund og erhvervslivet til at finde sammen i nye alliancer.

En god idé kunne være meget snart at finde dig en strategisk samarbejdspartner i civilsamfundet. Vi er mange, der er parate til at byde ind i nye partnerskaber på en ny dagsorden, hvor nye produkter med grønne potentialer vil skabe den begejstring, som Rio+20 ikke kunne levere. B

<http://www.diarioresponsable.com/portada/opinion/15751-rse-rio--20-lo-que-el-rio-nos-dejo.html>

RSE.- Río + 20: Lo que el Río nos dejó

Diario Responsable, 28 de junio de 2012

En el artículo anterior Lo que el Río se llevó, comentábamos sobre la falta de mordiente en la declaración final de la Conferencia de la Naciones Unidas sobre Desarrollo Sostenible, denominada Río+20, que ha llevado a la frustración de sectores de la sociedad que esperaban acciones mas concretas. En este artículo destacamos algunos resultados de la Conferencia referentes al sector privado.

Cabe aclarar que la Conferencia era sobre desarrollo sostenible como sinónimo del medio ambiente natural y el construido. No era sobre responsabilidad social o sostenibilidad empresarial. Por ejemplo, la Conferencia no tocó temas de corrupción, derechos humanos, comunidad, ni lo que se suele llamar responsabilidad interna. La mayoría de los compromisos son en energía (58%) y en agua (17%), con algunos en el tema ciudades, océanos y salud alimentaria.

No obstante, las empresas tuvieron una activa participación, en particular en el foro Río+20 Corporate Sustainability Forum. Este foro si cubrió temas en la intersección de empresa/desarrollo sostenible, a través de 150 seminarios, con mas de 2.700 participantes. El Foro produjo un documento Overview and Outcomes que describe los principales resultados de los seminarios y las recomendaciones a terceros (no las llegué a contar pero parecen ser mas de 100 recomendaciones). Pero lo más llamativo es que lista las empresas que han hecho compromisos. Las empresas hicieron más de 200 compromisos, además de los compromisos y resoluciones de gobiernos, asociaciones existentes y otras constituidas ad hoc para el evento, instituciones como el Pacto Mundial entre otras.

Muchos de estos compromisos son cosas que ya venían haciendo pero que se han reiterado en el contexto de la Conferencia, (en muchos casos parece que para ganar publicidad).

Algunos compromisos son ilustrativos de buenas intenciones, pero poco impacto. Algunos ejemplos:

- Telefónica se compromete ahora a usar 30% menos de energía en redes por acceso equivalente para el 2015 comparado con el 2007. Pero esta es una meta antigua y sobre el que en los primeros cuatro años ya había logrado reducción del 20%. Le falta un 10% sobre los siguientes cuatro, 2012-2015. No se vale reciclar, cabría renovar el compromiso.
- El Pacto Mundial de España se compromete a facilitar el acceso a 1.000 PyMEs a entrenamiento en línea para apoyarlos en la medición y reporte de la implementación de los 10 principios. Este programa existe desde hace mas de un año y forma parte de un programa del Instituto de Crédito Oficial. Por cierto el contenido del programa es confidencial, solo accesible a las PyMEs que firman un contrato.

- Red del Pacto Mundial de Uruguay se compromete a doblar el número de miembros. En artículos anteriores hemos comentado lo fácil que es ser miembro del GC y el poco compromiso que ello representa. Quizás un mejor compromiso hubiera sido el mantenimiento de un x% como miembros activos, durante los próximos cinco años, así se buscarían miembros comprometidos. No está a la altura de otros compromisos.
- Coca Cola se compromete para el 2013 implementar un sistema de estándares para la sostenibilidad del recurso agua. No revela cuales son los estándares.
- Cinco bolsas de valores se “comprometen a trabajar” con inversionistas empresas y reguladores para promover diseminación de información sobre aspectos sociales ambientales y de gobierno corporativo en las empresas listadas en sus bolsas. ¿Porqué no comprometerse a hacer obligatoria, en un plazo prudencial, la diseminación de esa información como condición al listado? Las cinco bolsas son Estambul, Johannesburgo, Egipto, Sao Paulo (cuatro mercados emergentes que tienen índice de sostenibilidad) y NASDAQ ¿Y donde están Nueva York, Londres, Frankfurt, Paris, Madrid, Tokio, Shanghai, etc.?

Otros compromisos representan lo que parecen ser legítimos esfuerzos de contribuir a una sociedad y planeta mejores

- Kimberly-Clark se compromete a cambiar la fuente del 50% de sus fibras de madera de bosques naturales a fibras alternativas. Esto representa un cambio en la forma de hacer el negocio.
- 25 empresas de la iniciativa Caring for Climate se comprometen a calcular sus emisiones de gases de efecto invernadero, establecer metas de reducción y reportar anualmente y someter los resultados a la auditoria independiente. Se comprometen además a reportar las emisiones a lo largo de sus cadenas de suministro. Son sólo 25 empresas pero a lo mejor establecen la buena práctica a ser imitada por las empresas que hacen contribución significativa a las emisiones.
- Unilever se compromete para el 2020 a comprar el 100% del aceite de palma de fuentes verificadas. Requiere grandes esfuerzos que contribuirán a la certificación del suministro y pueden alterar los precios.
- Total (empresa petrolera) se compromete a aportar acceso a lámparas solares a 5 millones de personas de bajos ingresos.

Afortunadamente la sociedad civil ha creado instrumentos de seguimiento de muchos de estos compromisos, destacándose el desarrollado por el Natural Resources Defense Council, NRDC, bajo el nombre de Cloud of Commitments.

Al 25 de junio de 2012 listaban 212 compromisos disponibles al público.

Iniciativa muy laudable de una institución muy seria y que probablemente es un resultado de la frustración de ver tantos compromisos que se caen por la borda.

Falta ver cuanto tiempo durará la capacidad del NRDC de hacer seguimiento de estos compromisos.

Este brevísimo resumen no hace justicia a los resultados del foro Rio+20 Corporate Sustainability Forum y el lector interesado debería leer el documento Overview and Outcomes y consultar el sitio de seguimiento mencionado arriba y decidir por su cuenta si representan una contribución a la sociedad, o constituyen intentos de obtener visibilidad.

Se han dado importantes pasos hacia adelante. Esperemos que esta vez sea en serio.

Pero para que esto fuera así debería haber consecuencias al incumplimiento. Las

consecuencias para el planeta y la sociedad las intuimos, pero las consecuencias para los que incumplan sus compromisos son mucho más inciertas, sobre todo al no haber instrumento de control mas allá de la misma sociedad, que ha demostrado tener poca continuidad. Se está desarrollado fatiga social sobre tantas promesas.

Esperemos que no sean resoluciones de Año Nuevo.

<http://www.diarioresponsable.com/portada/destacados/15741-rio20-lo-que-el-rio-se-llevo.html>

Rio+20: lo que el Rio se llevó

ESCRITO POR ANTONIO VIVES, DIARIO RESPONSABLE, 26 DE JUNIO DE 2012



Terminó la Cumbre de Rio (Rio+20) con los resultados que podrían esperarse de una reunión donde se trata de producir un consenso sobre temas que afectan de manera dramáticamente desigual a mas de 200 países, incluidos Estados Unidos (250 millones) y Nuaru (21 km2, 10 mil habitantes, al nivel del mar), Ciudad del Vaticano (800

habitantes) y Venezuela (dependiente del petróleo), Qatar (\$103.000 per cápita) y Haití (\$1.100).

El formato de consenso no puede conducir a otra cosa que no sea un acuerdo que no comprometa a nada y que solo exprese buenas intenciones, de las que nadie es responsable.

Interminables horas de reuniones preparatorias entre centenares de personas con los intereses mas diversos para consensuar un texto llevan a tratar de complacerlos a todos y a abusar de palabras inocuas como “deberían considerar”, “estimulamos a los gobiernos”, “respaldamos los esfuerzos” que no llevan a ninguna acción concreta. Antes de que los acuerdos entren en el texto final, deben pasar por el “departamento de compromisos”, donde se analiza que nadie se comprometa a nada antes de dar el visto bueno.

Y por supuesto que el documento estaba listo antes de que circularan por allí los jefes de estado. Ellos solo discuten cuando se quiere de verdad llegar a un consenso y hace falta poner recursos de algún tipo para desbloquear. Pero esto no deben sorprender, la mayoría de los jefes de estado ni se enteran de lo que se esta discutiendo, leen el discurso que se les ha preparado con antelación.

Como en toda negociación entre partes con intereses tan encontrados, donde en cada renglón hay beneficiados y perjudicados, para lograr un mínimo de consenso haría falta un gran liderazgo y la transferencia de recursos entre beneficiados y perjudicados para “compensar” los costos adicionales de la decisión o por los beneficios que se dejan de percibir. Pero en las condiciones económicas actuales de los “países ricos” la transferencia esta fuera de consideración. ¿Y no nos ponemos de acuerdo en algo tan inminente y tan tangible como el descalabro económico de

Europa, como se podrán de acuerdo con algo que consideran puede ocurrir en un futuro no inmediato como el calentamiento global.

La misma reunión es un show netamente mediático, un festival, con la participación de mas 50.000 delegados, con elevadas emisiones de gastos de efecto invernadero, tanto en los viajes como en las “ruminaciones” (del verbo rumiar) de muchas de las reuniones. Aparte de la reunión final donde debían participar más de 100 jefes de estado o de gobierno, que no pueden justificar la presencia de ese número de personas, se han efectuado **mas de 500 conferencias paralelas previas, sobre 10 días**. ¿Como hacen para justificar su participación en un evento tan caro ante sus respectivas instituciones? (habitaciones normales a \$600 por día, mínimo diez días). Se justifica a través de la participación en algún evento como ponente, organizador o comentarista. Para ello tienes que encontrar un evento que te invite y si no lo encuentras, tienes que inventar uno y patrocinarlo.

Hubieron eventos tan diversos como Jóvenes con discapacidades, Papel de los parlamentos (patrocinado por la unión internacional de parlamentos), 9 meses para salvar el mundo: La madre como clave para el desarrollo sostenible (patrocinado por una organización de educación prenatal), Índices de Desarrollo Sostenible (patrocinado por Armenia). Pueden ver la lista en Rio+20 Corporate Sustainability Forum.

El otro día me preguntaron ¿Vas a Rio? Mi primera reacción fue ¿Por qué tendría que ir a Rio? Luego cuando me di cuenta de que se referían a “Rio”, o sea el entorno de la conferencia de las Naciones Unidas, me dio vergüenza tener que decir que no. ¡Es que no eres nadie si no vas a “Rio”! Pero no, no fui a Rio. No se lo pude justificar a mi jefe (yo).

Aparte de la inocua declaración final, se propusieron decenas de resoluciones, por parte de grupos privados, de ONG y de empresas. Comentaré solo tres.

Uno de las mas comentadas ha sido la de la Coalición del Reporte sobre la Sostenibilidad Corporativa, impulsada por Aviva (gestor de fondos de inversión) y el GRI (lineamientos para el reporte), para pedir que se incluyera en la declaración final el requisito de “reportar o explicar” sobre las actividades de sostenibilidad de las empresas (aunque los promotores son partes interesadas en ella ya que mejorarán sus negocios, afortunadamente sus intereses parecen estar alineados con los de la sociedad). O reporta o dice por qué no lo hace. Ni esto quedó en la declaración final. Esta se limitó a decir “**reconocemos** la importancia del reporte sobre la sostenibilidad corporativa y **estimulamos** a las empresas, **cuando sea apropiado**, específicamente a las empresas cotizadas en bolsa y las grandes empresas, a **considerar** integrar información sobre sostenibilidad en sus reportes periódicos”. ¡Al mas puro estilo cúbrico (referente a las cumbres)!!. (pueden ver un excelente análisis del párrafo 47 de la resolución final en Paragraph 47 - translated, por Elaine Cohen).

Un grupo de 24 grandes empresas, incluyendo Coca Cola, Unilever, Nike, anunciaron el compromiso de tener la conservación como **puntal desu planificación** (¿se comprometen a algo o se contagiaron del lenguaje de la resolución final?)

Pero una resolución es paradigmática de lo que se debe hacer. Menos Bla Bla y más acción. Menos “jogo bonito”, menos “tiki taka” y mas chutar a gol. Kimberly Clark, la multinacional de productos de papel, conocida por los famosos Kleenex se

comprometió a cortar por la mitad su uso de madera de bosques naturales, para el año 2025.

Ojalá que el “departamento de compromisos” de revisión de las resoluciones de las cumbres, en vez de asegurarse que no se comprometen a nada se asegurara de que el texto responde a:

Quién es responsable del cumplimiento

Que pasa a los que se comprometieron si no cumplen

Quién hará el seguimiento del cumplimiento

¿Que queda en concreto de todo esto? Contactos, networking, algunos negocios.

Haremos algo cuando la tierra pida cuentas por el despilfarro (pero los negociadores ya no estarán).

¿Es este el “Futuro que queremos”? (el lema de conferencia terminó siendo una gran ironía)

HORIZONS

La bataille verte

Larbi Chaabouni, Horizons, 19 June 2012

Une « révolution industrielle verte » est-elle possible ? A Rio, deux jours avant l'ouverture du sommet de l'ONU sur le développement durable, prévu aujourd'hui, en présence du président du Conseil de la Nation, Abdelkader Bensalah en tant que représentant du président de la République, Abdelaziz Bouteflika, les 1.200 chefs d'entreprise ont pris les 150 engagements « mesurables, avec un calendrier » en faveur d'une politique écologique efficiente.

Dans un forum de quatre jours parrainé par le **Pacte mondial** de l'ONU, la bataille verte est lancée dans les secteurs clés de l'énergie, du climat, de l'eau, de l'agriculture et de l'urbanisation. Si le souhait d'une plus grande implication des dirigeants de la planète est clairement formulé, les patrons des multinationales ont fait la profession de foi de tout faire pour garantir un changement notable dans les domaines de compétences : les 45 multinationales (Coca-Cola, Nestlé, Saint-Gobain, Shell, Bayer ou Pernod Ricard...) décrétant l'eau en priorité absolue, Microsoft optant pour des émissions zéro de CO2 dans ses gigantesques serveurs, ses laboratoires, bureaux, ArcelorMittal décidant de la réduction de ses émissions de CO2 de 8% par tonne produite d'ici à 2020 par rapport à 2007, la sud-africaine Eskom et l'américain Duke Energy promettant d'aider au développement de réseaux électriques pour permettre à 500 millions de personnes en Afrique et dans les pays pauvres d'avoir accès à l'électricité... La litanie des promesses est longue d'espoirs déçus. Greenpeace a pointé l'index sur Microsoft que l'association écologique accuse de ne pas avoir rompu avec le charbon pour alimenter ses serveurs voraces en énergie pour stocker images, courrier, musique et vidéos. Alors, une simple affaire de marketing codifiée par le **Pacte mondial** érigé en simple instrument ? Pour le directeur de Greenpeace internationale, Daniel Mittler, le doute n'est plus permis. « Ils (les chefs d'entreprise : Ndlr) essayent de présenter un bon visage ici à Rio, mais ils sont parmi les pires pollueurs et s'opposent activement au développement durable », a-t-il déclaré. La thèse de la mainmise des multinationales sur l'ONU, considérée pourtant plus démocratique que le G 20 ou le FMI, est défendue par la Fédération des « Amis de la Terre », revendiquant deux millions de membres. Dans un appel lancé à l'ouverture du sommet brésilien, l'influence des lobbies industriels est dénoncée. Ce sont les nouveaux financiers des programmes de l'ONU ou en partenariat avec ses agences qui véhiculent « une approche des intérêts du marché » et non des besoins du développement durable. A Rio, le sursaut attendu est confronté aux divergences du pays organisateur aux européens. Le projet de document final, intitulé « l'avenir que nous voulons » est critiqué pour son « manque d'ambition ». Le texte en question, qui doit être ratifié par les 193 membres des Nations unies, n'a pas réussi à dépasser l'impasse créée par l'échec des cinq mois de longues négociations conduites par les Nations unies pour aborder les questions pertinentes de la dégradation de la terre et l'éradication de la pauvreté. Le débat est remis à plus tard par les Brésiliens qui, de l'avis du ministre des Affaires étrangères, Antonio Patriota, « avaient fait de leur mieux pour incorporer le maximum » des exigences des délégations, « même à la dernière minute ». Un si difficile consensus.

Diário de Notícias

*Also appeared in O Globo

Um movimento global para mudança

Por Ban Ki-Moon, 18 Junho 2012

Na próxima semana, os líderes mundiais vão reunir-se num evento memorável, a Conferência das Nações Unidas sobre Desenvolvimento Sustentável, no Rio de Janeiro. Vai ser um sucesso? Na minha opinião, sim. Para garantirmos que o será, as negociações têm sido morosas. Mesmo agora existe mais discordância do que consenso sobre os detalhes do chamado "documento final" que irá emergir no final da conferência. No entanto, isso não determinará a medida do sucesso. Mais importante é o que a conferência do Rio já alcançou e que é a construção de um movimento global para a mudança.

O Rio+20 é um marco num longo caminho. A famosa Cimeira da Terra de 1992 colocou o desenvolvimento sustentável na agenda global. Hoje, temos uma perceção mais abrangente e mais matizada deste imperativo de longa data: como melhor equilibrar as necessidades de desenvolvimento de uma população em crescimento para que todos possam beneficiar dos frutos da prosperidade e do crescimento económico robusto, com a necessidade de conservar os recursos mais preciosos do nosso planeta: solo, ar e água. No Rio, mais de cem chefes de Estado vão juntar-se a cerca de 25 mil participantes para traçar o nosso caminho futuro. Por demasiado tempo temos queimado e consumido o nosso caminho para a prosperidade. Esse modelo está morto! No Rio temos de começar a criar um novo modelo, um modelo para uma economia do século 21 que refuta o mito de que na troca entre crescimento económico e ambiente há sempre um saldo zero. Cada vez mais percebemos que, através de políticas públicas inteligentes, os governos podem fazer as suas economias, aliviar a pobreza, criar emprego digno e acelerar o progresso social de uma forma que respeite os recursos naturais da terra, que são finitos.

Nesse sentido mais amplo, acredito que o ímpeto para a mudança já é irreversível. Prova disso está à nossa volta, à vista em países grandes e pequenos, ricos e pobres. Barbados, Camboja, Indonésia, República da Coreia e África do Sul, entre muitos outros, já estão a adotar estratégias de "crescimento verde", que usam os recursos naturais limitados de uma forma mais eficiente, geram emprego e promovem um desenvolvimento baixo em carbono. A Arménia, Azerbaijão, Egito, Quênia, Jordânia, Malásia, México, Nepal, Senegal e Ucrânia estão a aplicar novas tecnologias para um crescimento verde num leque variado de indústrias, desde a agricultura ao turismo. A China comprometeu-se a suprir 16 por cento das suas necessidades de energia com energia de fontes renováveis em 2020 e planeia investir mais de 450 biliões de dólares em tecnologias "limpas" e de reciclagem de resíduos durante o seu atual plano quinquenal.

No Brasil, a gestão de resíduos e a reciclagem emprega mais de 500 mil pessoas, a maioria das quais vivem nas margens da sociedade. No quadro da sua Lei Nacional de Garantia de Emprego Rural, a Índia começou a pagar a pessoas para gerirem melhor os seus recursos naturais, tais como florestas e água doce. Para onde quer que

olhemos, as autoridades nacionais e locais estão a adotar princípios e práticas que, em conjunto, nos podem ajudar a passar de um panorama de ruína ambiental e desigualdade social crescente para uma era de crescimento equilibrado, inclusivo e sustentável.

Governos e Estados-nação não estão sós na condução deste processo de transformação. **No Rio, mais de mil empresários de todos os continentes vão transmitir uma mensagem comum: o negócio do costume já não funciona. Muitos desses empresários são membros do Global Compact da ONU, voluntários num movimento em crescimento do sector privado que compreende que no século XXI, responsabilidade corporativa significa sustentabilidade corporativa.** Consequentemente, por exemplo a Nike (campeã da chamada produção em ciclo fechado que minimiza a poluição industrial) iniciou um novo programa chamado Mata no Peito - uma expressão em português que significa aceitar um desafio - para ajudar a proteger os ecossistemas florestais brasileiros. A Unilever comprometeu-se a obter todas as matérias-primas de que necessita de fontes sustentáveis em 2020. A Safaricom no Quênia integrou a igualdade de género nas suas políticas internas para criar um ambiente favorável às mães.

Entretanto, a Microsoft anunciou que em breve vai passar a ser carbono-neutral. O grupo chinês Broad Group produz unidades de ar condicionado não elétricas que são 200 por cento mais eficientes do ponto de vista energético e está agora a diversificar a sua atividade para outros produtos energeticamente eficientes e edifícios sustentáveis. ToughStuff, uma empresa das Ilhas Maurícias, pretende fornecer energia solar de confiança, a um preço acessível, a 33 milhões de pessoas em África em 2016, e a empresa Future Energy de Abu Dhabi está a trabalhar para fazer a eletrificação das zonas rurais no Afeganistão e no Estado de Tonga no Pacífico Sul.

A energia vai estar em foco no Rio. Eu chamo--lhe o "fio de ouro" que liga os pontos a um futuro sustentável, o fator-chave para o desenvolvimento, inclusão social, e proteção ambiental, incluindo as mudanças climáticas. É por isso que em 2011 estabeleci uma nova iniciativa chamada Energia Sustentável para todos. O nosso objetivo: assegurar acesso universal a serviços de energia modernos para uma em cada cinco pessoas no mundo que ainda não o têm; reduzir o desperdício de energia, duplicando a eficiência energética; e duplicar a cota de renováveis no cabaz energético global. No Rio, os líderes dos governos, empresas e sociedade civil irão anunciar um vasto leque de ações para promover esses objetivos, desde encorajar o uso de fogões mais eficientes até ajudar os governos a aumentar o seu potencial de produção de energia geotérmica e de outras formas de energia renovável.

A Energia Sustentável para Todos é um modelo de parceria para o futuro. O princípio é simples mas forte: as Nações Unidas usam a sua capacidade ímpar de reunir pessoas para sentar à mesma mesa os atores relevantes, para que estes possam trabalhar nesta causa comum, para o bem comum. Em suma, é isto que é o Rio+20. Sim, as negociações são muito importantes. Os acordos que possam ser passados para o papel hoje vão dar forma aos debates do futuro. Mas o Rio+20 vai para além disso. É a expressão de um movimento global para a mudança, e um grande passo em frente no caminho para o futuro que queremos.



Basta ter vontade de fazer

Por Marina Grossi, O Globo, 13 Julho 2012

A Rio+20 foi um marco da consolidação das empresas no palco principal do debate sobre sustentabilidade, ao lado dos governos e da sociedade. É uma conquista histórica, principalmente quando se leva em consideração que há 20 anos, na Rio-92, o setor empresarial era considerado um vilão.

No entanto, esse reconhecimento ainda não alcançou a sociedade, principalmente os jovens, como se pôde ver na Cúpula dos Povos, na qual as empresas ainda eram encaradas como forças negativas contra a sustentabilidade.

Aproximar empresas e sociedade e fazer com que as pessoas queiram estar perto do setor empresarial, não só para fiscalizar, mas também para ajudar a construir o caminho para a sustentabilidade, é um dos desafios desse período pós-conferência.

Mais de 300 compromissos individuais de empresas foram registrados no site da ONU por meio da parceria entre o Conselho Empresarial Mundial para o Desenvolvimento Sustentável (WBCSD, na sigla em inglês) e o **Pacto Global**. Outras se comprometeram com as plataformas transformadoras das Nações Unidas, como a Energia Sustentável para Todos, o Desafio de Fome Zero, a Plataforma da Indústria Verde e o Instituto Global de Crescimento Verde.

Grandes corporações, instituições de investidores e governos desenharam um arcabouço para negócios inclusivos e cinco bolsas de valores mundiais, com 4.600 empresas, assumiram compromisso público para a promoção de investimentos sustentáveis.

No setor agrícola, 16 empresas lançaram princípios voluntários de boas práticas e políticas para a agricultura sustentável; 45 executivos enviaram um comunicado para os governos visando à melhor gestão dos recursos hídricos; 400 executivos aderiram aos Princípios de Empoderamento das Mulheres; 26 universidades endossaram a Declaração do Ensino Superior, que visa a incorporar a sustentabilidade no ensino, pesquisa e gestão.

Também merecem destaque os dez compromissos assumidos pela Rede Brasileira do Pacto Global, com a adesão de aproximadamente 200 executivos; e a criação do Centro Rio+ (Centro Mundial de Desenvolvimento Sustentável Rio).

O caminho será lento se empresas, sociedade e governos trilharem percursos separados. Mas basta ter vontade de fazer diferente.

MARINA GROSSI é presidente-executiva do Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável.

Corporações nadam livremente na lagoa da Rio+20: até o fim da Conferência, pelo menos cinco delas vão divulgar relatórios de sustentabilidade com boas práticas

Por Agostinho Vieira, O Globo, 15 Junho 2012

Há 20 anos, elas eram o patinho feio do lago ambiental que se instalou na cidade. Não podiam nadar nem na beirada. Eram acusadas de sujar a água, o parque e todo o resto do planeta. Agora, empresas, federações e confederações do setor nadam livremente na grande lagoa da Rio+20. Até o próximo dia 22, último da conferência, pelo menos cinco relatórios de entidades empresariais serão divulgados. Todos com balanços de realizações e sugestões de caminhos a seguir.

O problema está em separar o que é só discurso, do que é prática. As boas intenções, dos compromissos. É inevitável e justo reconhecer que o setor avançou muito em 20 anos. Talvez mais do que os governos e até mesmo que o terceiro setor. Práticas como reuso de água, eficiência energética e algum nível de reciclagem, estão disseminadas pelos mais variados negócios. Mas é óbvio também que, em grande parte, elas foram implantadas porque representavam uma enorme redução de custos.

Na semana passada, entre um ajuste e outro nas obras do Humanidades 2012, evento que acontece no Forte de Copacabana, o presidente da Fiesp, Paulo Skaf, disse-me que a consciência ambiental é uma realidade nas empresas. Diante da minha cara de descrédito, completou: “Pelo menos na maior parte delas. Até porque é um bom caminho para reduzir despesas”. Nada contra. Empresas são criadas para dar lucro. A questão está na qualidade desse lucro. No seu impacto social e ambiental.

A Fiesp e a Firjan foram as primeiras a divulgar o seu relatório com a posição do setor para a Rio+20. O documento, intitulado “A desigualdade é insustentável”, defende a igualdade de direitos e oportunidades entre seres humanos e países. Fala sobre a importância de se aproveitar os recursos hídricos como fonte de energia, reafirma o combate ao desmatamento ilegal e prega a urgência do saneamento. Um ótimo documento político, mas faltam compromissos, metas, indicadores.

Hoje foi a vez de a Confederação Nacional da Indústria (CNI) divulgar o seu documento. Menos detalhado do que o da Fiesp/Firjan, ele menciona melhores práticas, investimentos em educação e articulação com atores domésticos. Nada de números e objetivos a serem alcançados. Nos próximos dias sairão os relatórios do Instituto Ethos, do Centro Empresarial Brasileiro para o Desenvolvimento Sustentável (Cebds) e do **United Nations Global Compact (grupo que reúne CEOs do mundo todo e que foi criado há 12 anos para aproximar as agências da ONU da iniciativa privada).**

O do Ethos virá com oito compromissos do setor e oito demandas para os chefes de estado e de governo. O do Cebds terá algumas metas para 2050. **O Global Compact promete trazer propostas para reduzir a pobreza, gerenciar os recursos naturais e incentivar a energia limpa. Há duas semanas, numa entrevista em**

Nova York, o alemão Georg Kell, diretor-executivo da entidade, disse que os governos estão preocupados demais com a crise, não conseguem pensar no longo prazo, e que essa é uma ótima oportunidade para as empresas reforçarem o seu papel.

Está coberto de razão. Mas isso precisa deixar de ser discurso e virar prática. Metas e objetivos fazem parte do dia a dia das empresas. Quem não mede, não gerencia. E como o desenvolvimento sustentável é um tema que afeta a todos, seria bom que as metas fossem simples, claras e transparentes. Sugiro duas: 1) Relatórios anuais de sustentabilidade para todas as empresas, sem exceção. E que fossem auditados e tornados públicos, para quem se interessar; 2) Metas de redução de gases de efeito estufa. Podem ser voluntárias, obrigatórias, pequenas ou grandes, mas a cada ano, menos CO2 na atmosfera. Difícil? Acho que não. Como diria o Romário, quem não quer se sujar, não desce para brincar no play.

O papel das empresas na Rio+20: de inimigos a amigos?

Por Manish Bapna e Kirsty Jenkinson, Valor Economico, 22 Junho 2012

Na reunião dos líderes mundiais na Rio+20, as empresas estarão amplamente representadas nas mesas de negociações. Os tempos mudaram. Durante a Cúpula da Terra original, o setor privado era visto com ceticismo, para não dizer hostilidade explícita, por ONGs e a sociedade civil. Hoje, os governos e grupos ambientalistas acreditam que as empresas devam ser parceiras e não adversárias na busca de um desenvolvimento sustentável.

O que provocou essa mudança marcante de atitude? Com a intensificação das crises ambientais e sociais, há um reconhecimento crescente de todos os lados - incluindo CEOs de olho no futuro - de que as empresas devam ser parte da solução. O setor privado tem dois papéis cruciais a desempenhar. As empresas, especialmente as corporações de alcance global, podem e devem minimizar os impactos negativos sociais e ambientais de suas operações. Segundo, que as empresas devem focar em inovação e empreendedorismo para a criação de novos mercados e produtos baseados no desenvolvimento econômico sustentável.

As multinacionais e os investidores estão cada vez mais cientes dos riscos para suas operações e lucros por falhas na gestão ambiental, ou pela escassez de recursos e das mudanças climáticas. A expectativa é que, por volta de 2025, a demanda de água doce tenha um aumento de 50% nos países em desenvolvimento e de 18% nas nações desenvolvidas. Esse aumento atinge diretamente o setor agrícola e outros dependentes de um fornecimento regular de água. As mudanças climáticas já causam problemas da agricultura à silvicultura, do planejamento urbano ao desenvolvimento.

Algumas empresas têm reagido com estratégias de redução de riscos ao contratarem seguros contra desastres naturais ou promoverem uma utilização mais eficiente de água e energia. Outras têm procurado limitar o impacto nos ecossistemas naturais. No mês passado, a Wal-Mart e a PepsiCo se uniram às empresas brasileiras Vale e Votorantim como sócias fundadoras, juntamente com a World Resources Institute (WRI), Fundação Getúlio Vargas (FGV) e o Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável (CEBDS), da Parceria Empresarial pelos Serviços Ecossistêmicos (PESE). O objetivo é ajudar as empresas no Brasil a desenvolver estratégias de negócios que melhorem tanto o desempenho corporativo como a conservação de ecossistemas, particularmente na Amazônia.

Gerenciar riscos é apenas o começo. As corporações podem usar sua habilidade de inovar e expandir negócios para conduzir a economia global por um caminho mais sustentável. Empresas nos Estados Unidos e na Europa já iniciaram essa jornada, exibindo resultados lucrativos. GE, Kimberly Clark, Nike e Ikea são apenas algumas das muitas companhias que estabeleceram metas de geração de novos produtos e serviços que levam em conta a sustentabilidade e, ao mesmo tempo, garantam a produção de lucros.

No Brasil, a Natura é provavelmente o exemplo mais conhecido de empresa próspera que, em parceria com comunidades locais, incorpora a utilização responsável dos recursos naturais. Em uma escala menor, outros empreendedores locais têm seguido esse exemplo, incluindo a Ouro Verde, uma unidade de processamento de castanhas do Pará e de açaí com base no Mato Grosso, que tem trabalhado na expansão de seus negócios ao mesmo tempo em que cuida da preservação das florestas.

Até mesmo as empresas mais progressistas só irão aderir à sustentabilidade na medida em que ela ajude, ou pelo menos não prejudique, seus resultados. E as retardatárias - ainda uma grande proporção das maiores empresas - não tomarão qualquer atitude mais sustentável até que sejam estimuladas por políticas ou regulamentações governamentais.

Como os governos e negócios pioneiros podem ajudar na realização de avanços reais em relação à sustentabilidade?

Diretrizes claras e consistentes são essenciais para impulsionar decisões empresariais mais sustentáveis. Isso inclui valorizar recursos de benefício público, tal como garantir que temos água potável, florestas preservadas e um clima estável. Sem os sinais corretos, as empresas não agirão com a rapidez exigida. Não esperamos que a Rio+20 resolva esse desafio de políticas, mas há vários passos que podem ajudar a criar a base para ações empresariais mais ambiciosas quanto à sustentabilidade.

Os governos e as empresas deveriam adotar o requisito do projeto de declaração da Rio+20 que exige relatórios mandatórios de desempenho ambiental, social e de governança. Isso ajudaria a estabelecer a confiança da sociedade civil e nivelaria o grau de competitividade entre as empresas que agem em relação à sustentabilidade e aquelas que a ignoram.

Governos e empresas deveriam apoiar a Declaração de Capital Natural, começando pelo setor financeiro internacional, o que inclui participantes influentes do mundo bancário multilateral e do comercial. Ao estabelecer um valor para os bens naturais, essa medida visa proteger melhor os ecossistemas, o que é essencial para acelerar a ação empresarial quanto à sustentabilidade.

Governos e empresas deveriam explorar abordagens e arenas concretas para o aumento das parcerias entre os setores público e privado e promover o desenvolvimento sustentável. Uma das áreas em que poderia fazer uma grande diferença seria na criação de condições para alavancar investimentos privados e aumentar o uso de tecnologias verdes em setores como o das energias renováveis. Outra, no combate ao desafio do gerenciamento equitativo e sustentável de recursos hídricos.

Nos 20 anos mais recentes aprendemos que, com políticas e incentivos corretos, é possível amalgamar um crescimento econômico robusto e a proteção ambiental. Os líderes empresariais e governamentais que retornam ao Rio devem proferir quais são os próximos passos concretos para criarmos um futuro mais sustentável.

Manish Bapna e Kirsty Jenkinson são, respectivamente, o presidente interino e a diretora do Programa de Mercados e Empreendimentos do Instituto de Recursos Mundiais (World Resources Institute).

<http://colunas.revistaepoca.globo.com/planeta/2012/06/23/por-que-a-rio20-foi-um-sucesso/>

Por que a Rio+20 foi um sucesso

Por Alexandre Mansur, Revista Epoca, 23 Junho 2012

É muito fácil dizer que a Rio+20 foi um fracasso. Basta analisar o texto final das negociações oficiais travadas pelos governos no Riocentro e avaliar se houve avanço. Não havendo, declara-se o fiasco. É uma avaliação correta, mas limitada de um evento que foi muito mais amplo do que uma busca de acordos ou documentos oficiais. Não dá para afirmar que o texto final assinado pelos representantes dos países foi uma decepção ou que ficou aquém das expectativas. Essas expectativas já eram baixas. Os desafios presentes muito antes de o início da Rio+20 já deixavam claro que não havia muita margem para avanço oficial. Mas felizmente o progresso rumo a uma economia verde depende cada vez menos dos governos.

Um passeio pelas centenas de eventos paralelos à reunião oficial no Riocentro mostrava um quadro encorajador. Foi o maior encontro de empresas, ONGs e representantes de governos federais, estaduais e municipais rumo ao desenvolvimento sustentável. Eles tinham boas histórias para contar e ótimos acordos para travar.

Grandes instituições financeiras globais como o Bank of America e o Asian Development Bank discutiam como financiar investimentos em energia limpa e eficiência energética. “Precisamos começar de baixo, com as fábricas e companhias: trabalhar com elas e aí fazer os negociadores andarem para frente”, afirmou Ole Andreas Lindeman, diplomata do Ministério de Relações Exteriores da Noruega, em uma apresentação com empresários dos setores bancário e de energia. “Aliás, aqui é bem mais divertido do que a mesa de negociações. A sociedade hoje vai na frente. Os governos seguem”, disse. Até porque, nas democracias, os governos não são nada mais do que agências a serviço dos cidadãos.

Em uma das grandes salas do Riocentro, o Cebeds, entidade de reúne as maiores empresas do Brasil, lançou um relatório com a visão estratégica conjunta das companhias para os próximos anos. Lista tudo que os ambientalistas diziam no passado, como fim do desmatamento, aumento nas energias limpas, substituição de materiais, reciclagem etc. As entidades que regulam os balanços financeiros das empresas debateram como incluir o capital natural na contabilidade. Nem dá para dizer que os governos estão parados. O grupo C-40, que com prefeitos de algumas das maiores metrópoles do mundo, responsáveis por 14% das emissões de gases de efeito estufa, anunciou a meta de reduzir 1 bilhão de toneladas de poluentes.

“As negociações oficiais não são uma panacéia”, disse o príncipe Albert II, de Mônaco, no **Fórum de Sustentabilidade Corporativa, que durou 4 dias e reuniu centenas de líderes globais, entre empresários, ministros e presidentes.** “Os governos precisam de apoio de um grupo de outras forças para mudar nossa economia.” E esse grupo está andando bem rápido. “Não podemos esperar por acordos globais para nos guiar”, afirmou Mark Kenber, diretor do Climate Group, uma iniciativa global sediada no Reino Unido para incentivar a transição das

empresas para uma produção sem emissões de efeito estufa. “A liderança agora vem de empreendedores e de grandes empresas”, afirmou. O grupo, inspirado pelo ex-primeiro ministro britânico Tony Blair, conta com presidentes de empresas como a Philips, governadores como da província canadense de Quebec e instituições como o Banco Mundial.

Bandeiras que há décadas eram agitadas apenas por pesquisadores e ativistas mais ousados agora entraram na linguagem consensual. Há 20 anos, na Rio 92, pensadores como Chris Flavin, do Worldwatch Institute propunham acabar com os subsídios para os combustíveis fósseis e eram desdenhados por empresas e governos. Durante a Rio+20, enquanto os ativistas estendiam faixa em Copacabana pedindo o fim do apoio à energia suja, a mesma proposta rolava em mesas de discussão promovidas pelo Fundo Monetário Internacional (o antigo terror dos ativistas).

Durante a Rio+20, o que se viu foi uma convergência de visões que superou as expectativas. A necessidade de se adequar os limites naturais já é aceita como uma realidade. Enfrentar as mudanças climáticas é uma premissa básica. Se a Rio 92 foi um grande encontro para conscientização e alerta, a Rio+20 foi uma convenção para combinar os caminhos a seguir.

<http://revistaepoca.globo.com/Sociedade/noticia/2012/06/rio20-ja-sabemos-o-que-deve-ser-feito.html>

Rio+20: já sabemos o que deve ser feito

De vilão, atacado pelo movimento ambientalista na Rio 92, o setor empresarial foi o que mais evoluiu no tema nos últimos 20 anos. Agora, os mundos político e real devem se unir para agir de forma articulada

Por Marina Grossi, Revista Epoca, 12 Junho 2012

Durante visita ao Brasil, em março, o secretário-geral para a Conferência das Nações Unidas sobre Desenvolvimento Sustentável (Rio+20), Sha Zukang, fez um alerta demonstrando muita preocupação com o ritmo das negociações internacionais: “Nosso trabalho não é falar, mas agir. Não percamos mais tempo em conversas...”

A advertência, mais endereçada ao setor governamental, parece não ter surtido o efeito desejado, dada a dificuldade dos mais de 190 países de chegar a um acordo para o texto-base a ser votado e assinado pelos chefes de Estado presentes à Conferência no Rio de Janeiro.

A preocupação de Zukang faz sentido. O alerta significa que a fase da sensibilização, desencadeada a partir da Rio 92, ficou para trás. A validade das convenções lançadas há 20 anos – tratando dos grandes temas como clima e biodiversidade – é incontestável. Assim como os avanços institucionais alcançados nessas duas décadas. Contudo, é preciso admitir que, apesar disso, não fomos capazes de alterar substancialmente as curvas da degradação ambiental e da pobreza.

Diante da histórica dificuldade da diplomacia mundial em chegar a um consenso, especialmente quando se trata de temas polêmicos e antagônicos entre as nações, está cada vez mais evidente a existência de dois mundos institucionais. O mundo político se move mais lentamente, enquanto o mundo liderado por empresas e organizações sociais, é mais ágil e tenta, de forma ainda desestruturada, trilhar o rumo do desenvolvimento sustentável.

De todos os setores sociais, o empresarial foi o que mais evoluiu nesses últimos anos. De vilão, atacado impiedosamente pelo movimento ambientalista na Rio 92, as empresas posicionam-se com a possibilidade de se tornarem protagonistas no processo de construção do novo modelo de desenvolvimento.

Após a Rio 92, líderes empresariais de vanguarda fundaram o WBCSD (sigla em inglês do Conselho Empresarial Mundial para o Desenvolvimento Sustentável) e dele surgiram conselhos nacionais instalados em todos os continentes, entre eles o CEBDS. As empresas, nos anos 90, passaram a participar das conferências globais sobre meio ambiente e desenvolvimento e, no final daquela década, foi lançado com sucesso o Dow Jones Sustainability Index.

A partir do novo milênio, a movimentação das empresas em direção à sustentabilidade foi ainda mais efetiva – lançamento das diretrizes do GRI (Global Reporting Initiative) e **UN Global Compact**, Comitê Brasileiro do Pacto Global

(CBPG) e Índice de Sustentabilidade Empresarial BM&F Bovespa, além do Pacto Nacional pela Erradicação do Trabalho Escravo e do Pacto Empresarial pela Integridade e Contra a Corrupção. No decorrer desses últimos anos, as empresas passaram a adotar, a cada ano e com mais frequência, metodologias de gestão de riscos ambientais, sociais e econômicos; práticas de ecoeficiência; e mensuração de impacto e dependência do meio ambiente. O número de empresas que adotaram o GHG Protocol, ferramenta que mede as emissões de CO₂, por exemplo, saltou de 20 para mais de 100 entre 2008 e 2011.

Toda essa evolução, contudo, não é suficiente. Temos agora o desafio de dar escala às boas práticas. Caso contrário, as estatísticas se moverão muito lentamente. Para reverter o cenário atual, garantindo com segurança a transição para um mundo sustentável, torna-se imprescindível que os mundos político e real se unam e passem atuar de forma articulada. Nesses últimos 20 anos, aprendemos o que deve ser feito.

<http://www.estadao.com.br/noticias/impreso,a-rio20-e--o-mundo-de-clarice-888646,0.htm>

A Rio+20 e o mundo de Clarice

Por Paulo Sotero, Estadão, 20 Junho 2012

As críticas que permeiam a cobertura da imprensa internacional e parte da brasileira sobre a Rio+20, que a presidente Dilma Rousseff inaugura hoje, faz lembrar a atmosfera que prevaleceu às vésperas da Eco-92, de cuja cobertura participei como correspondente deste jornal em Washington. Tendo atuado numa das mesas do Fórum de Sustentabilidade Corporativa, que reuniu nos últimos dias presidentes, executivos e representantes de governos e de organizações cívicas, creio que o ceticismo, sempre saudável, contém uma dose de miopia, senão de má vontade.

A Rio+20 começa num ambiente fértil de gente motivada e de ideias inovadoras para enfrentar os complexos desafios do desenvolvimento sustentável que estão diante de todos nós. Os brasileiros, mesmo os bem informados, talvez não sintam a mudança porque, a despeito do muito que o País avançou como democracia e sociedade nas últimas duas décadas, o ambiente político nacional dominado por cachoeiras e mensalões lembra o clima de escândalo que marcou a abertura da Eco-92 e levou ao impeachment do presidente da República alguns meses depois.

Ainda assim, e mesmo que não se espere da Rio+20 nada comparável às históricas convenções do clima e da biodiversidade que resultaram do conclave mundial de 20 anos atrás, as discussões propiciadas pelo Fórum de Sustentabilidade e as dezenas de debates realizados no Rio desde a semana passada, a maioria de ótima qualidade, sugerem que a Conferência das Nações Unidas sobre o Desenvolvimento Sustentável começou a produzir bons efeitos antes mesmo de começar.

O ambiente econômico hostil trazido pela crise global não inibiu líderes de empresas a debater publicamente com governos e ONGs os difíceis temas da sustentabilidade e, mais que isso, a assumir publicamente compromissos pelos quais certamente serão cobrados. Tratam-se de compromissos que eram simplesmente impensáveis na Eco-92, quando o próprio conceito de sustentabilidade apenas começava a ganhar conteúdo. "As empresas compreendem que o meio ambiente e as questões sociais são parte das preocupações de risco gerencial", disse o diretor executivo do Pacto Global das Nações Unidas, o alemão Georg Kell, ao abrir o Fórum. O pacto, lançado no ano 2000, define compromissos em 8 grandes áreas e tem hoje 45 empresas globais signatárias. "No Rio de Janeiro, estamos defendendo o investimento em bens públicos globais e os valores universalmente reconhecidos das Nações Unidas."

No debate que moderei, o presidente do SK, o terceiro maior conglomerado empresarial da Coreia do Sul, Tae-won Chey, reconheceu que as corporações se envolvem em atividades cívicas em parte por uma questão de imagem. A SK, cujas 86 empresas faturam US\$ 97 bilhões por ano, dedicou US\$ 300 milhões em 2012 a vários projetos educacionais e ecológicos. Chey alertou, no entanto, para os limites da

chamada responsabilidade social corporativa, afirmando que ela não é sustentável e precisa ser repensada e incorporada ao modelo de negócios das empresas como investimento e não mais como custo. "Precisamos ir além da filantropia e construir a empresa social como um vetor importante da inovação em política social", disse. Uma mensagem particularmente forte, dada na conclusão dos debates pela ex-presidente do Chile Michelle Bachelet, diretora da ONU Mulheres, aqueceu meu coração. "A igualdade de gênero tem de estar no centro da agenda da sustentabilidade", disse ela. Explico: duas semanas atrás, ganhei minha primeira neta. A Clarice nasceu em Missoula, Montana, lugar cuja beleza cênica disfarça a realidade do colapso ecológico provocado pelo modelo de exploração selvagem de seus recursos naturais. É o modelo falido, que não pode ser reproduzido nos anos à frente, quando o mundo incorporará mais 2 bilhões de habitantes, sem falar das legiões de pobres, a maioria mulheres, na América Latina, a África e Ásia que precisam conquistar o sagrado direito de se alimentar, estudar e ter uma vida digna e frutífera. É sobre esse mundo novo a ser imaginado e inventado, o mundo que legaremos aos nossos filhos e netos, entre eles a Clarice, de que tratarão os líderes reunidos a partir de hoje no Rio de Janeiro.



UN Global Compact Initiatives

CEO WATER MANDATE



(Also filed under Opinion)

<http://www.guardian.co.uk/sustainable-business/rio-20-water-issues-strong-undercurrent?newsfeed=true>

Water issues create strong undercurrent at Rio+20

By Brooke Barton, The Guardian, 4 July 2012

Studies suggest that the world may be facing a global water shortfall of 40% by 2030 and this is something that governments and industry must face together

A houseboat lies on the drying river bed that was once the Parana de Manaquiri River, a tributary of the Amazon River. Photograph: Rickey Rogers/Reuters

Last month, I was one of more than 40,000 people who descended upon Rio de Janeiro for the Rio+20 Earth Summit. 40,000 is quite a crowd, but it's a drop in the bucket compared to the rapid population growth Rio has seen since the first Earth Summit in 1992 – more than 800,000 residents in 20 years.

Brazil's population as a whole is growing rapidly, and it's changing just as fast. Across the nation, a rising middle class is snapping up air conditioners and other appliances and is expected to push national demand for electricity up 56% by 2021. More than 20 hydroelectric plants are scheduled to be built along the Amazon river's tributaries to meet the new demand for power, but these projects are facing several challenges.

For one, global climate models predict some Brazilian rivers could see flows reduced by as much as 70% in coming decades, not to mention concern from environmental and human rights groups about the dams' effects on natural habitats, water flows and indigenous communities.

These development dilemmas were a fitting backdrop for Rio+20. They illustrate exactly the kind of questions the conference aimed to answer, including how best to manage natural resources like water.

Recent studies suggest the world may face a 40% global water shortfall by 2030. This is a true paradigm shift, one that governments and industry will have to confront together. The problems are of grave concern to the corporate world, where many businesses face significant water risks, whether their operations rely on hydropower in Brazil or municipal water supplies in parched Las Vegas.

That's one of the reasons why the US Securities and Exchange Commission (SEC) issued guidance in 2010 asking companies to disclose financially material water risks linked to climate change, including "effects on the severity of weather (for example, floods or hurricanes), sea levels, the arability of farmland, and water availability and quality."

Ceres, an advocate for corporate sustainability leadership, took a closer look at how companies have responded to the SEC's guidance by analysing the financial filings of

82 global corporations. **The results of that study were announced during the UN Global Compact Meeting at Rio in a report entitled Clearing the Waters.**

Comparing data spanning 2009 to 2011, Clearing the Waters finds that corporate disclosure of water risks is increasing across the eight sectors analysed.

Some of the key findings include:

- Significantly more companies are disclosing exposure to water risk, with a focus on physical risk. 87% of companies now report physical risk exposure, including risks of water supply interruption or higher agricultural commodity costs due to drought. That's up from 76% in 2009, with the biggest increases coming from the oil and gas sector.
- More companies are making the connection to climate change. In 2009, only eight of the 82 companies assessed disclosed that climate change posed growing physical risks in the form of water scarcity, flooding or quality issues to their operations and supply chains. In 2011, that number jumped to 22.
- There is growing, but still limited, disclosure on water management systems and performance. In most cases, the information disclosed lacks specificity and hard data.

But knowing that water risks are increasing is only half the story. To create real, lasting change, businesses need tools to reduce their impacts and manage their risks. That's why the World Business Council for Sustainable Development and Ceres created a new roadmap for 21st century corporate water management, the Aqua Gauge.

The Aqua Gauge is the result of extensive interviews with leading companies and NGOs and is backed by investors managing \$2 trillion in assets. It's a practical self-assessment tool that outlines detailed steps for effective water risk management, from the boardroom to the factory floor to the farm field.

The Coca-Cola Company is using the Aqua Gauge to advance its own water management and to encourage its suppliers and customers to do the same. The company is on track to improving its water efficiency by 20% by the end of this year (against a 2004 baseline).

Water sustains our economy. We can't afford to squander it, and it will take a collaborative effort from governments, industry and investors to ensure that it is used and managed sustainably. At the very least, the thousands of us who gathered in Rio can attest that the tools and the strategies are already at hand.

Now it's up to all of us to act.

Brooke Barton leads the Water Program at Ceres, a national coalition of investors and public interest groups working with companies to address sustainability challenges such as climate change and water scarcity.



the guardian

Sustainable business

Business On The Road To Rio

<http://www.guardian.co.uk/sustainable-business/rio-20-companies-water-communiqué?newsfeed=true>

Rio+20: Big businesses club together to demand water is given fair value

Forty five influential CEOs commit to lobbying for political change to stave off water crisis

By Jo Confino, The Guardian, 18 June 2012



In response to the global water crisis, a host of multi-national companies have signed a communiqué calling for the fair and appropriate pricing of water. Photograph: Christopher Furlong/Getty Images

It's not often that you get 45 of the world's most powerful CEOs calling on governments to push up the price of a key resource.

But this is exactly what happened today when companies ranging from Coca Cola, Nestle, Glaxo SmithKline, Merck and Bayer signed a special communiqué at the Rio+20 conference on sustainable development highlighting the urgency of the global water crisis and calling on governments to step up their efforts and to work more actively with the private sector, civil society and other stakeholders to address it.

Of particular importance is their call to establish a "fair and appropriate price" of water for agriculture, industry, and people.

Gavin Power, deputy director the UN Global Compact, which is overseeing the collaboration, said that it was in companies' long-term interest to preserve water supplies and that in many countries water is not treated with respect because it is too cheap.

"For companies this is enlightened self interest," he told the Guardian. "Those who can afford water should pay. Water is essentially over exploited because we are not valuing it as an economic good. Introducing methodologies such as escalating tariffs,

which some countries have already done, will help in terms of using water intelligently, often for the first time.

"If there is not appropriate pricing, it becomes a free for all around water with all sectors of society drawing from the same pool and that will lead to acute water shortages. What will tend to happen is that companies will get the blame for over-extracting.

"Companies like certainty and in areas where there is no pricing they are very vulnerable. It could potentially push up prices in some markets but better to pay more and have certainty of supply."

The communiqué from the CEOs calls on governments for the development of policies and incentives to improve water productivity and efficiency in all sectors, especially agriculture and for increasing investment in infrastructure.

It also calls for the sharing of policies, innovations, and tools among governments and other stakeholders in order to scale-up good practice.

Power says the communiqué is not just about signing a piece of paper but commits the companies to actively lobbying for change. Any company that does not engage in political advocacy and report on progress will be asked to leave the group.

"What is unique here is that companies commit to responsible engagement in public policy," says Power. "There are very clear guidelines around how companies engage, for example they need to make sure these are inclusive by involving communities."

Not only will the companies have significant influence by banding together, but Power says countries will need to listen to corporate concerns if they recognise the risk that companies will either move their factories or not put in new investments if water supplies cannot be guaranteed.

"The last thing they want is for companies to pull up stakes or consider stopping investment," says Power.

For their part, the companies commit to expanding their water-management practices, which include actions such as setting targets on water efficiency and waste-water management in factories and operations, working with suppliers to improve their water practices and partnering with NGOs, UN agencies, governments and public authorities, investors, and other stakeholders on water-related projects and solutions.

In a letter to government leaders who are taking part in the Rio+20 talks, the CEOs write: "Water is well recognised as one of the critical sustainability challenges of the 21st century. Problems related to water availability, quality, and sanitation are undermining development in many regions of the world – exacting an enormous human cost while also undermining critical life-giving ecosystems.

"At the same time, it is important to consider the strong linkages between water-related challenges and other sustainability issues, including energy, arable land and food security. Indeed, water is a profoundly cross-cutting issue. Given the scale of the global water challenge, we pledge to expand and deepen our efforts.

"As we look beyond Rio+20, we commit to working more actively with governments and public authorities – in responsible and transparent ways – to help solve the global water crisis.

"However, we feel strongly that as an international community we will not make meaningful progress towards global water security without much greater action by governments to create an enabling environment in the form of proactive funding and supportive policies in the coming years and decades. While important strides have been made by some governments in recent years, we believe much more could be done."

Approximately 800 million people in the world lack access to safe drinking water, and 2.5 billion lack basic sanitation. The UN estimates that two thirds of humanity will live in water-stressed regions by 2025 as a result of population growth, urbanisation and industrialisation trends and climate change,.

All 45 chief executives are already signatories to the Global Compact's CEO Water Mandate, a business-focused initiative launched by UN Secretary-General Ban ki-Moon in 2007.



<http://www.guardian.co.uk/sustainable-business/rio-20-un-earth-summit-business-diary>

Rio+20: the Earth Summit diaries

From Rio de Janeiro, Jo Confino provides behind the scenes insight of all that's going on from a business perspective at the Earth Summit

Walking the talk, especially when it comes to walking on water

By Jo Confino, The Guardian, June 18, 2012

Interesting, to say the least, that on the day 45 CEOs trumpeted their support for governments to step up action on water, that a new US report shows that most reporting on the issue by corporates remains weak and inconsistent.

Since 2010, the Securities and Exchange Commission in the US has required companies to disclose financially material risks from [climate change](#) to their investors. These risks include "significant physical effects of climate change, such as effects on the severity of weather (for example, floods or hurricanes), sea levels, the arability of farmland, and water availability and quality."

However, an investigation by Ceres, a coalition of investors, companies and public interest groups, found that although reporting has risen, it lacks data on financial impacts, quantitative water metrics and potential supply chain risks. The report covers eight key sectors; beverage, chemicals, electric power, food, homebuilding, mining, oil & gas and semiconductors.

"Most companies recognise the need to disclose water risk, but so far the information they are providing lacks specificity and the hard numbers their shareholders require to invest responsibly," said Mindy Lubber, president of Ceres. "Water issues are one of the most immediate and deeply felt impacts of climate change across the world, and leaders at Rio+20 are well aware of that reality. Whether through water scarcity, extreme weather or loss of property to floods, corporations and their suppliers across the globe are exposed to water risks and can do more to avoid them. Disclosure is the first step, and it must be followed quickly by action."

So it seems that the message to corporates in general is not to expect from others what you fail to do yourselves.



<http://www.bloomberg.com/news/2012-06-17/un-says-45-companies-from-coke-to-levi-s-to-join-water-effort.html>

UN says 45 CEOs, from Coke to Levi's, join water effort

By Reed Landberg, Bloomberg, Jun 18, 2012

The United Nations has received support from chief executive officers at 45 companies, from Levi Strauss & Co. to Coca-Cola Co. (KO), in an effort to use water more efficiently.

The companies joined the UN Global Compact in committing to improve water-management practices during a meeting in Rio de Janeiro today, according to a statement. The compact is the world's biggest organization backing sustainability measures.

About 800 million people worldwide don't have safe drinking water and another 2.5 billion lack access to sanitation, the UN estimated. It cited research from McKinsey & Co. showing water demand will outstrip supply by 40 percent by 2030.

"Water is a critical issue, and most companies are doing nothing about it," Gavin Power, deputy director of the UN Global Compact, said in an interview in Rio de Janeiro. "This is a market failure."

The CEOs agreed to work "more actively with governments and public authorities in responsible and transparent ways to help solve the global water crisis," according to a statement from the UN Compact today.

Levi Strauss, based in San Francisco, is working to ensure cotton growers who supply materials for its jeans use water efficiently, and Atlanta-based Coke reduced the amount of water consumed in the process of making 1 liter (0.26 gallon) of its product by 13 percent in 2011, according to the UN.

Other companies participating in the program include Anheuser-Busch InBev NV (ABI), Banco do Brasil SA, Bayer AG (BAYN), De Beers Group, Dow Chemical Co. (DOW), Nestle SA (NESN), Royal Dutch Shell Plc (RDSA), Unilever NV (UNA) and Xstrata Plc. (XTA)

Water Companies

"All companies are water companies because they all rely on water, whether it's in pharmaceuticals or for beverages," Power said. "The scale of the water problem is so big that governments can't solve it alone. They need the help of the private sector." The UN announcement is being made in Rio de Janeiro, where 50,000 delegates and 130 heads of state have gathered for the Rio+20 conference on sustainable development. The UN and other organizations are hosting conferences across the city.

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*Also appeared in The Jakarta Globe, Platts Commodity News, Yahoo!Canada

<http://www.france24.com/en/20120618-ceos-urge-rio20-leaders-make-water-security-top-priority>

CEOs urge Rio+20 leaders to make water security top priority

Agence France Press, June 18, 2012



Sudanese refugees take water in buckets in the Sudanese refugee camp of Djabal, eastern Chad near Goz Beida in 2009. Some 45 corporate chiefs attending the Rio+20 conference on sustainable development pledged to make water security a strategic priority and called for decisive action by governments.

AFP - Some 45 corporate chiefs attending the Rio+20 conference on sustainable development on Monday pledged to make water security a strategic priority and called for decisive action by governments.

Speaking on behalf of the 45 CEOs, Igal Aisenberg, chief executive of Israel's Netafim micro-irrigation company, urged concerted action by governments, the private sector, civil society and others "to tackle the global crisis in water access, quality and sanitation."

Committing to water sustainability were chiefs of global companies such as Pepsico, Coca Cola, Nestle, Saint-Gobain, Royal Dutch Shell, Akzo Nobel, Bayer, Heineken and Pernod Ricard.

All have endorsed the UN Global Compact's CEO Water Mandate initiative launched by UN chief Ban Ki-moon in 2007.

In a statement addressed to the Rio+20 leaders due to debate sustainable development here from Wednesday to Friday, the 45 executives urged them "to take decisive actions during and after this summit on one of our world's great challenges -- water."

"Problems related to water availability, quality and sanitation are undermining development in many regions of the world - exacting an enormous human cost while also undermining critical life-giving ecosystems," they said.

Roughly 800 million people around the world lack access to safe drinking water, and 2.5 billion lack basic sanitation," according to the United Nations.

The UN also estimates that two thirds of the world's seven-billion-strong population will face water scarcity by 2025.

Adrian Sym, executive director as the Alliance for Water Stewardship, hailed the CEOs statement "as an act of leadership by the private sector".

"The problems are so vast that governments alone cannot solve them," he added, stressing that cross-sectorial leadership was a critical piece in solving the problem.

Robert ter Kuile, a senior executive at Pepsico, said water was critical to "our entire value chain" and reaffirmed his company's goal of "a 20 percent reduction (in water usage) per unit of production in (its) operations by 2015."



<http://www.environmentalleader.com/2012/06/21/anheuser-busch-coca-cola-pepsico-and-intel-link-climate-change-to-water-risk-ceres-study-finds/>

Anheuser Busch, Coca-Cola, PepsiCo and Intel Link Climate Change to Water Risk, Ceres Study Finds

Environmental Leader, June 21, 2012

Anheuser-Busch InBev, Coca-Cola Company, PepsiCo, KB Home, Alcoa and Intel are among the 27 percent of companies assessed that made the connection between climate change and water risk in 2011, up from 10 percent in 2009, according to a report from Ceres.

The study, *Clearing the Waters: A Review of Corporate Water Risk Disclosure in SEC Filings*, analyzed changes in water risk disclosure by 82 companies — including Diageo, Dow, DuPont, Exxon-Mobile, Conoco Philips, AMD, General Mills and others — between 2009 and 2011, covering water use in eight water-intensive sectors: beverage, chemicals, electric power, food, home building, mining, oil and gas, and semiconductors.

It found that while reporting has risen, data on financial impacts, quantitative water metrics and potential supply chain risks is lacking.

Companies disclosing water-related physical risks increased from 76 percent to 87 percent (see chart), according to the report. Oil and gas, and chemical companies' reported exposure to physical water risks jumped to 31 percent and 45 percent, respectively. Additionally, the study found a 46 percent increase in the number of food companies reporting exposure to water-related risks.

The report says disclosure on water management systems and performance has grown over the three-year span, but it is still limited. It says Royal Dutch Shell discloses setting variable remuneration measures for executives based on sustainability indicators, including fresh water use. Brown-Forman, an alcoholic beverage company, discloses a process for assessing risks related to water availability and quality, and Rio Tinto reports on its investments to improve water quality monitoring near its Australian mines.

Companies infrequently disclose data on their water use and financial impacts of water-related risks, the study found. It gives examples of disclosure: Anheuser-Busch InBev's efforts to reduce water use to 3.5 hectoliters of water per hectoliter of beer and soft drinks produced, and Suncor's goal to reduce total water intake 12 percent by 2015.

Of the 11 food companies evaluated, Archer Daniels Midland, Bunge, PepsiCo and Smithfield were the ones with water-related supply chain risk disclosures that

mentioned specific agricultural commodities or regions facing water risk, or discussed climate-change impacts on their supply chains, Ceres says.

The Coca-Cola Company, Pepsico, Levi Strauss & Co., Royal Dutch Shell, Unilever and 40 other international companies agreed to set targets on their own water efficiency and wastewater management in factories and operations at the Rio+20 Corporate Sustainability Forum earlier this week.

In March, Ceres debuted a tool for assessing water-related risks, Ceres Aqua Gauge, designed to help companies improve water risk management while also helping investors to track and assess the water risk disclosure and management of companies in their portfolios.

<http://www.environmentalleader.com/2012/06/19/rio20-coca-cola-pepsi-levi-strauss-target-water-efficiency-other-summit-business-news/>

Rio+20: Pepsi, Coke, Levi Strauss to Set Water Efficiency Goals; Other Summit Business News

Environmental Leader, June 19, 2012

CEOs from The Coca-Cola Company, Pepsico, Levi Strauss & Co., Royal Dutch Shell, Unilever and 40 other international companies have agreed to set targets on their own water efficiency and wastewater management in factories and operations, and have called on governments attending the Rio+20 Earth Summit to make global water security a top priority.

The 45 CEOs — all of whom have endorsed the Global Compact’s CEO Water Mandate — have pledged to work with suppliers to improve their water practices, and partner with nongovernmental organizations, UN agencies, governments and public authorities, investors, and other stakeholders on water-related projects and solutions.

In the communiqué, they called on governments to:

- Develop policies and incentives to improve water productivity and efficiency in all sectors, especially agriculture.
- Establish fair and appropriate valuation of water for agriculture, industry and people.
- Increase investment in infrastructure and develop policies to accelerate access to, and ensure efficient and reliable delivery of, water and sanitation services.
- Share policies, innovations and tools among governments and other stakeholders.
- Work more actively with the business community, private finance and civil society.

Signatories include: AB InBev, AkzoNobel, Allergan, Banco do Brasil, Bayer, Calvert Investments, Carlsberg Group, Coca-Cola Enterprises, Coca-Cola Hellenic, De Beers Group, Diageo, Dow Chemical Company, DSM, Eskom, GDF SUEZ, GlaxoSmithKline, H&M, Heineken, Hainan Jinhai Pulp & Paper Company, Hindustan Construction Company, Indah Kiat Pulp& Paper; Pabrik Kertas Tjiwi Kimia, Levi Strauss & Co., Lontar Papyrus Pulp and Paper Industries, Merck, Molson Coors Brewing Company, Nedbank Group, Nestlé S.A., Netafim, Pepsico, Pernod Ricard, Pindo Deli Pulp and Paper Mills, Reed Elsevier, Royal Dutch Shell, Royal Philips Electronics, SABMiller, Saint-Gobain, Sasol, Sekem, Shanghai Baosteel Group, Stora Enso, Tata Steel, The Coca-Cola Company, Unilever, Veolia Water, Woolworths and Xstrata.

The communiqué is among a host of **corporate sustainability initiatives and reports** coming out of the **Rio+20 Earth Summit**.

Seventy-nine percent of consumers worldwide have a more **positive perception of brands produced with wind energy**, and 50 percent of consumers worldwide would pay extra for products based on renewable energy, according to a “Sustainable Energy for All: The Business Opportunity,” a report by **Accenture and the United Nations Global Compact**.

Accenture and the UN Global Compact interviewed more than 70 companies across 19 industries to identify business opportunities that come out of the UN’s Sustainable Energy for All initiative, which includes three primary objectives to be met by 2030: ensuring universal access to modern energy services; doubling the global rate of improvement in energy efficiency; and doubling the share of renewable energy in the global energy mix. Companies were primarily UN Global Compact LEAD companies and Caring for Climate signatories.

The report recommends four priority actions. Businesses should provide more energy-efficient products and services, it says. Second, it recommends increasing the energy efficiency of operations. Businesses should educate stakeholders on how to achieve energy efficiency. Finally, companies should increase the use of renewable energy in operations.

In other **Rio+20 Earth Summit** news:

The **UN Global Compact** and the **Rockefeller Foundation** have launched a framework for **impact investing and social enterprise**. The two groups say a number of large corporations and pioneering impact investors have begun investing more actively in the social enterprise sector in recent years. These include companies such as **Cemex, Cisco, Intel, Nestle, Safaricom, SK and Starbucks**, and investors such as **Acumen Fund, Bamboo Finance Daiwa Securities, ECOM, HSBC, Mahindra Finance, Sequoia Capital, SNS Asset Management and TIAA-CREF**.

The UN Global Compact Office estimates that in the coming years as much as \$12 billion in early stage investment in social enterprises could be generated by large corporations and mainstream investors participating in the UN Global Compact and UN-backed Principles for Responsible Investment. This could potentially seed the creation of approximately 100,000 social enterprise start-ups.

Additionally, the **United Nations Industrial Development Organization** launched the **Green Industry Platform**, a partnership between government, business and civil society leaders intended to act as a forum for catalyzing, mobilizing and mainstreaming action on green industry around the world. UNIDO says some 70 organizations have already signed a statement of support, making them Platform members.

Business leaders from **Novamedia, Suzlon Energy, the World Bank** and others launched a **three-year Clean Revolution Campaign**, an initiative by the **Climate Group** and government and business partners calling for a step change in investment in renewable energy and clean technology to push out of global recession. Other corporate partners include CEOs and board members of **Balbo Group, Pension Corporation, VantagePoint Venture Partners, Suzlon Energy, the Westly Group** and **Zennstrom Philanthropies**.

And CEOs from major companies including **Unilever**, **Alcatel Lucent**, **Coca-Cola** and **Anglo American** have joined forces with trade unions, NGOs and scientific institutes to form the **Friends of Rio** with the intent of finding a new approach to solve the world's sustainability challenges, the Guardian [reports](#). The group, whose 26 members include the heads of **WWF**, the **International Trade Union Confederation**, the **Red Cross** and the **Stockholm Resilience Centre**, say they expect to be partners with government rather than being seen as a sideshow, the newspaper says.

(Also filed under Commitments)

<http://www.businessday.co.za/articles/Content.aspx?id=175444>

Water flows through heart of sustainability challenges

It is in the interests of big business to work with government to ensure the best use of water in an increasingly water-stressed country

Andre Fourie, Business Day, July 3, 2012

TEN years ago, SA was the focal point of the world media as the host country of the World Summit on Sustainable Development (WSSD). Held a decade after the iconic Rio Earth Summit, the WSSD produced a conceptual leap in understanding that sustainable development is about more than environmental activism and the balance of nature. It is essential to integrate ecological considerations and economic realities with the poverty challenge as the basis for a global sustainability agenda. Sustainable development is as much about food, energy and water security as it is about climate change and the protection of biodiversity.

As decision makers and presidents from around the world convened for the latest United Nations (UN) Conference on Sustainable Development (Rio+20) last week, it was clear we were looking for a new breakthrough in thinking. The triple bottom line framework of sustainable development is now broadly accepted but the world is still trying to work out whether sustainable development is a continuing trade-off between economic, social and environmental considerations or whether it is possible to produce a virtuous cycle in which these elements reinforce each other.

The South African delegation had a strong mandate to push for a global "green economy". This approach acknowledged that economic growth is essential to deal with the poverty and development agendas. But it needs to be based on social inclusion and the sustainable use of natural resources.

The Rio+20 green economy debates included a number of important themes such as renewable energy, food, health, infrastructure, water and biodiversity. But the issue of water scarcity is increasingly being recognised as the fulcrum of the world's various sustainability challenges. Latin America is a striking demonstration that abundant water availability does not ensure ordinary citizens have clean drinking water.

The quality of fresh water and the management of sanitation and waste water affect the health and welfare of billions of people. Water also flows through the heart of local economies and ecosystems.

This insight was the motivation for the CEOs of nearly 100 major global companies, including SABMiller, Coca-Cola, De Beers and Nestlé, representing hundreds of billions of dollars in revenue, to write to UN secretary-general Ban Ki-moon during Rio+20 to stress the importance of global and local action on water security. The

CEOs are clear that poor water management and governance constitute a substantial threat to their business operations and to the communities where they are located.

But the CEO Water Mandate also recognises the importance of corporate water stewardship. The business sector has a responsibility to demonstrate great care in how it manages water. Water leadership requires companies to be water-efficient in their own operations, understand water risks in their supply chains and local watersheds, collaborate with other companies and actors for common solutions, engage with public policy and local communities and, finally, to be transparent in how they report these water risks and actions to stakeholders. While companies are making progress, the two biggest challenges are how they can influence the water use in their supply chains and how to engage effectively with public institutions on water regulations.

As the birthplace of SABMiller, now the second-largest brewer in the world, South African Breweries (SAB) aims to live out the spirit of water stewardship in SA, a water-stressed country. In the context of the Rio+20 dialogue and the CEO Water Mandate commitments, how do we rate on the supply chain and public policy engagement challenges?

Being one of the world's first companies to undertake a detailed water footprinting study, SAB soon realised that the bulk of water used across the value chain of a beer is based in the agricultural supply chain. SAB is working closely with barley farmers in the irrigation areas to reduce water use and optimise irrigation efficiency through the measurement of soil moisture and plant water stress control at critical growth stages.

Improved irrigation scheduling for barley enhances the sustainability of producers by cutting costs for unnecessary irrigation water and electricity. The sustainability of our barley industry depends on the availability of suitable water for irrigation. The work done on reducing the water footprint of barley, and ultimately the beer water footprint, is showing major promise against the current baseline. The ultimate aim is to optimise the irrigation of barley by reducing the water while complementing the quality and yield.

A further step towards water stewardship in the supply chain is identifying the possible risks facing the hops industry, which is concentrated in George. SAB brought together key stakeholders in the water-risk landscape within which its hops farms operate. Attention is paid to understanding the implications of the hydrology, climate change patterns, socioeconomic development and agronomic realities for the future of growing world-class hops at the southern tip of Africa.

On the issue of engaging public institutions, we are fortunate that there is a history of effective collaboration between the public and private sectors. A relevant initiative is the Strategic Water Partnership Network, launched by Water Affairs Minister Edna Molewa and a group of leading companies. The aim is to identify priority and joint actions to close the projected water volume gap of about 30% by 2030.

The network is co-chaired by SAB and the Department of Water Affairs, and early partners include Anglo American, Coca-Cola, the Development Bank of Southern Africa, Eskom, the National Planning Commission, Nestlé, Sasol and the Water Research Commission. The network is based on three water priorities facing SA: water-use efficiency and leakage reduction; supply chain and agriculture water savings; and the importance of effluent partnerships.

For SAB, this is about more than being a responsible corporate citizen. We are convinced that our success as a business depends largely on our ability to deliver

superior value over the long term. We also know that achieving our sustainability objectives will be possible only by working more closely with our farmers, distributors, retailers and customers. We are deeply aware of the looming threats of food and water security, and we need to take proactive steps to secure the resources we require to brew top-quality beers over the coming decades. This strategic approach to water stewardship will make SAB more competitive and will reduce our costs and risks in the long run.

Compared with many countries at Rio+20, South Africa can demonstrate substantial progress towards acknowledging the reality of the future water situation and the importance of cross-sector co-operation to address water stress over the coming decades. But none of this should be taken to mean South Africa has taken the required steps to deal with the potential water crisis in a decisive way. It is worrying to note that the scale of the good deeds and relationships described above are not at the same level as the magnitude of the potential crisis.

It is time to step up our efforts in government and business and in collaboration between the sectors. A good place to start is mutual acknowledgment that we need to change the culture of water abundance among most private and corporate citizens in an increasingly water-stressed country.

- Fourie is sustainable development head at South African Breweries.



<http://allafrica.com/stories/201206191125.html>

South Africa: CEOs Commit to Water Management Practices

All Africa, 19 June 2012

Pretoria, Jun 19, 2012 (BuaNews/All Africa Global Media via COMTEX) -- A total 45 Chief Executive Officers, including Eskom's Brian Dames, have committed to advance corporate water management practices.

On Monday, the group, which includes representatives of a diverse range of global companies and regions, called on governments attending the Rio+20 Earth Summit to make global water security a top priority.

With the special communique, carrying their names, the CEOs highlighted the urgency of the global water crisis, while also urging governments to step up efforts and to work more actively with the private sector, civil society and other stakeholders.

Public policy actions that governments should undertake to make meaningful progress on water and to better leverage the resources and capabilities of the international business community include developing policies and incentives to improve water productivity and efficiency in all sectors especially agriculture.

Governments, said the CEOs, should also establish a fair and appropriate valuation of water for agriculture, industry and people while at the same time ensuring water and sanitation access in accordance with the UN human right to safe water and sanitation.

In the communique, the endorsing companies committed to expanding their water management practices, which include actions such as setting targets on water efficiency and waste-water management in factories and operations; working with suppliers to improve their water practices; and partnering with non-governmental organizations, UN agencies, governments and public authorities, investors, and other stakeholders on water related projects and solutions.

Last February, Eskom became a signatory to the UN Global Compact's CEO Water Mandate. The UN CEO Water Mandate is a non-binding, voluntary and public private initiative developed to inspire business to positively contribute to sustainable water resource management.

All the 45 CEOs are endorsers of the mandate.

The Rio+20 United Nations Conference on Sustainable Development kicks off on Wednesday in Rio de Janeiro, Brazil and concludes on Friday. President Jacob Zuma will be in attendance.

The conference will focus on seven critical issues centred on sustainable development.



http://www.businessgreen.com/bg/news/2185201/business-leaders-water-splash-rio?WT.rss_f=&WT.rss_a=Business+leaders+want+water+to+make+a+splash+at+Rio%2B20

Business leaders want water to make a splash at Rio+20

Chief executives at 45 global companies sign UN communiqué calling for action to deal with water scarcity

Business Green, 19 Jun 2012

The chief executives of GlaxoSmithKline, Nestlé, Coca-Cola and Shell are among 45 companies calling on governments meeting in Rio this week to make water security a top priority and work with the private sector to solve the growing water scarcity crisis.

The UN estimates that two thirds of the world's population will live in water-stressed regions by 2025, causing obvious health and sanitation problems, while also hampering economic growth prospects.

In a special Communiqué produced by the UN Global Compact yesterday, the chief executives pledge to expand their own water management practices and outline a range of public policy actions they say governments should take to help tackle water insecurity and ensure the capabilities of the private sector are best exploited to address the issue.

Its recommendations include developing policies and incentives to improve water productivity and efficiency across all sectors, increasing investment in water infrastructure, and working actively with the business community, private finance, and civil society, to establish more effective water management frameworks.

"The global water crisis demands collective action – uniting business, the public sector, civil society, and other stakeholders," said Gavin Power, deputy director of the UN Global Compact.

"This Communiqué... [shows] many businesses are ready to raise their game even further – urging that governments do the same. Hopefully, Rio+20 will help focus minds and lead to a new era in which water-aware governments take decisive action, working with business and other partners to achieve related sustainability goals in the years and decades ahead."

The water Communiqué comes as Tony Blair and a group of international statesmen and business leaders yesterday issued an open letter calling for a "clean revolution" to lead the world out of recession.

The letter, orchestrated by the Climate Group and issued on the eve of the G20 summit, states: "By the end of the decade, the low carbon market could triple in value to over \$2tr. At a time when government and business leaders everywhere are calling for strategies that deliver growth, we have an historic opportunity before us to lead the world out of recession and into a more stable, sustainable future."

"This is the time for a green industrial revolution led by real investment in clean technologies and infrastructure. The 'Clean Revolution' is essential if we want to

ensure we save our economies from the crippling costs of runaway climate change, and create meaningful jobs and enhance energy security."



<http://bit.ly/S90xJi>

Rio+20 in the Rear View: Companies Call for Better Water Governance

By Betsy Otto, World Resources Institute, June 28, 2012



At the Rio+20 conference, 45 major companies called for "much greater action by Governments" to achieve global water security. Photo credit: Flickr/United Nations Since the close of the Rio +20 conference last week, participants, experts, and observers the world over have tried to determine what, if any, real outcomes were achieved. Amidst all of the controversy and frustration over commitments and lack of progress, something significant did happen at Rio: Forty-five major companies representing hundreds of billions of dollars in annual revenue called for “much greater action by Governments” to achieve global water security.

These major companies endorse the U.N.’s Global Compact CEO Water Mandate, an initiative designed to assist companies in the development, implementation, and disclosure of water sustainability policies and practices.

Their recent call at Rio+20 for better water governance is an important step forward for water protection—after all, it’s not every day that such a wide array of leading corporations asks governments to assert more control. It’s an indicator that water scarcity is creating widespread risks that are too complex for even the most powerful of companies to manage alone.

Collective Action and Good Governance Are Essential

When it comes to water risks like flooding, scarcity, and pollution, there is only so much any single company, water user, or community can do on its own. All of the water efficiency or recycling improvements in the world can’t protect one water user from scarcity or poor quality if neighbors overexploit their shared water resources. Good governance is essential to ensure that water resources are protected and allocated in an equitable, efficient, and predictable manner. The CEO Water Mandate communicate calls for governments to “bring freshwater withdrawals back in line with natural renewal.” It outlines specific steps governments should take to protect water resources—including pricing water in ways that doesn’t encourage overuse by

agriculture and other sectors—while still protecting the human right for access to safe water and sanitation. Many companies know that they can't control all of their water needs or reduce potential risks to their businesses without better overall water policies enforced by governments. This need for coordination among communities of users is at the core of the CEO Water Mandate's call to action to the governments present at Rio+20.

Ensuring Proper Water Management

While the need for better water governance is clear, the form that good water governance should take is less obvious. There are many tools for governments to choose from to address water needs, from regulation to pricing to multi-stakeholder watershed partnerships, and beyond. This complexity can make it difficult to evaluate who is leading (or lagging) when it comes to water governance.

As a part of its effort to measure and map the drivers of water risk, WRI's Aqueduct project seeks to better understand good water governance and how it affects business-related water risk. WRI is partnering with the CEO Water Mandate, PricewaterhouseCoopers, the Global Reporting Initiative, and the Carbon Disclosure Project in an effort to create standardized guidelines companies can use to understand and disclose their water risks and strategies.

WRI will also be reaching out to leading experts in business, academia, civil society, and government to understand how water can be adequately managed in order to reduce risks to businesses, communities, and ecosystems. This information will help the private sector and governments work together to support governance structures that decrease water risks for all interested parties.

Calls for collaboration like the one recently issued at Rio by CEO Water Mandate members showcase a growing consensus that solving water challenges requires teamwork. While this call to action is an important step, we need to make sure that it turns into action in the future. As long as water continues to stubbornly refuse to adhere to political or economic boundaries or rules, the only way to manage it sustainably will be for all of us—companies, investors, governments, NGOs, and communities—to work together.

<http://www.egovmonitor.com/node/51365>

Rio+20: Tidal wave of businesses demand policymakers prioritise water scarcity

The chief executives of forty-five major companies including Coca-Cola, Shell and Nestle dispatched a letter to Rio+20 governments, requesting that they make the growing water scarcity crisis a top priority.

EGov Monitor, June 20, 2012

Source: [The Information Daily](#)

In this letter the chief executives also pledge to expand their own water management practices, outlining a series of public policy actions they say governments should take on.

These actions include waste-water management in factories and operations, setting targets on water efficiency, and improving suppliers' water practices. The companies also plan on partnering with Non-Government Organisations, UN agencies, governments and public authorities, investors, and other stakeholders on projects and solutions.

Currently, around 800 million people in the world lack access to safe drinking water, while 2.5 billion lack basic sanitation. The UN estimates that two thirds of the world's population will live in water-stressed regions by 2025.

The letter from the chief executives to Rio+20 government leaders stresses that “problems related to water availability, quality, and sanitation are undermining development in many regions of the world – exacting an enormous human cost while also undermining critical life-giving ecosystems.”

The chief executives of these companies therefore emphasise the importance of a “fair and appropriate price” of water for agriculture and people as well as industry.

Gavin Power, deputy director the UN Global Compact, states: “Water is essentially over exploited because we are not valuing it as an economic good. Introducing methodologies such as escalating tariffs will help in terms of using water intelligently.”

He adds: “Countries will need to listen to corporate concerns if they recognise the risk that companies will either move their factories or not put in new investments if water supplies cannot be guaranteed.”



http://www.utilityweek.co.uk/news/news_story.asp?id=197040&title=Make+water+security+top+priority+at+Rio%2B20%2C+say+global+CEOs

Make water security top priority at Rio+20, say global CEOs

Chief executives of 45 international businesses are calling for water security to be a top priority at the Rio+20 environmental summit, which officially kicks off tomorrow.

Utility Week, 19 June 2012

Representatives of big hitters including Nestle, Coca Cola and Glaxo SmithKline signed a communiqué highlighting the global urgency of the water crisis.

They asked governments to establish a "fair and appropriate valuation" for water, increase infrastructure investment and develop policies to incentivise greater water efficiency.

In return, the CEOs, who all endorse the Global Compact's CEO Water Mandate, committed to improve their companies' water management practices.

"This is a powerful statement by business leaders to governments everywhere - make water sustainability a priority," said Gavin Power, deputy director of the UN Global Compact and head of the CEO Water Mandate.

"The global water crisis demands collective action - uniting business, the public sector, civil society, and other stakeholders. This Communiqué and the examples of action show that many businesses are ready to raise their game even further - urging that governments do the same.

"Hopefully, Rio+20 will help focus minds and lead to a new era in which water-aware governments take decisive action, working with business and other partners to achieve related sustainability goals in the years and decades ahead."



*Also appeared in CSRwire

<http://www.wateronline.com/doc.mvc/report-shows-more-corporations-disclose-water-risk-following-sec-guidance-though-data-is-lacking-0001?atc~c=771+s=773+r=001+l=a>

Report Shows More Corporations Disclose Water Risk Following SEC Guidance, Though Data Is Lacking

Water Online, June 18, 2012

Despite growing climate-related risks of water scarcity, extreme weather, drought and flooding, many water-intensive industries do not provide sufficient data on overall water use and financially material risks

Overall corporate disclosures of water-related risks have increased since 2009, but most reporting remains weak and inconsistent according to *Clearing the Waters: A Review of Corporate Water Risk Disclosure in SEC Filings*, a new report issued today by Ceres.

Since 2010, the Securities and Exchange Commission has required companies to disclose financially material risks from climate change to their investors. These risks include “significant physical effects of climate change, such as effects on the severity of weather (for example, floods or hurricanes), sea levels, the arability of farmland, and water availability and quality.”

In light of this guidance, *Clearing the Waters* analyzes **changes in water risk disclosure by more than 80 companies between 2009 and 2011**, finding that though reporting has risen, it is lacking especially in regard to data on financial impacts, quantitative water metrics and potential supply chain risks. The report covers water use **in eight water intensive sectors**: beverage, chemicals, electric power, food, homebuilding, mining, oil & gas and semiconductors.

Brooke Barton, senior manager for Ceres’ water program, presented the results of the report yesterday in the “Emerging Best Practice in Corporate Water Disclosure” session at the Rio+20 Corporate Sustainability Forum in Brazil, where water issues are a critical focus of international discussions. As a result of the increasing impacts of climate change and economic and population growth, many regions of the world are on course to suffer major fresh water deficits in the next 20 years. Recent studies suggest the world may face a 40 percent global water shortfall by 2030. Drought and flood cycles have also led to billions of dollars in losses for corporations worldwide. Drought in China in the spring of 2012 left 3.5 million people with limited or no access to drinking water and cost the affected provinces an estimated \$2.3 billion. Flooding in Thailand in November 2011 cost the semiconductor industry an estimated \$15-20 billion.

The trend continues in the United States. In early June, “obscene” amounts of rain inundated the Florida panhandle and coastal Alabama, resulting in more than **two**

feet of precipitation and at least \$20 million in flood damage. The region had previously been classified as in severe or extreme drought, increasing in turn the severity of the flood. Florida officials recognize that this cycle is damaging to local industry and have called for increased disclosure of risks.

“Corporations have increasingly acknowledged the importance of water, and its stewardship, as a growing business risk with direct impact on their operations,” said **Michael P. McCauley, Senior Officer, Investment Programs & Governance at the Florida State Board of Administration.** “Because efficient companies can gain an economic advantage by prudently managing their use of water, many investors support clear disclosures surrounding water use and management. As a result, corporate water use has become a more significant corporate governance factor.”

Clearing the Waters expands upon research detailed in *Murky Waters: Corporate Reporting on Water Risk* in 2010. Key findings of the report include:

- **Significantly more companies are disclosing exposure to water risk, with a focus on physical risk:** 87 percent of companies now report physical risk exposure versus 76 percent in 2009, with the biggest increases coming from the oil and gas sector.
- **More companies are making the connection to climate change:** In 2009, only eight of the 82 companies assessed (10 percent) disclosed that climate change posed growing physical risks in the form of water scarcity, flooding or quality issues to their operations and supply chains. In 2011, that number jumped to 22 (27 percent).
- **There is a continued lack of quantitative data and performance targets:** Despite improvements in overall disclosure, data on company water use and the financial impacts of water-related risks remain infrequent in financial filings.
- **There is growing, but still limited, disclosure on water management systems and performance.**

“Most companies recognize the need to disclose water risk, but so far the information they are providing lacks specificity and the hard numbers their shareholders require to invest responsibly,” said **Mindy S. Lubber, president of Ceres**, which published the report. “Water issues are one of the most immediate and deeply felt impacts of climate change across the world, and leaders at Rio+20 are well aware of that reality. Whether through water scarcity, extreme weather or loss of property to floods, corporations and their suppliers across the globe are exposed to water risks and can do more to avoid them. Disclosure is the first step, and it must be followed quickly by action.”

In light of these risks, the report recommends that companies:

- Undertake ongoing and more robust analysis of potential water-related risks
- Augment qualitative disclosure with more quantitative data in SEC filings
- Ensure compliance with the SEC’s guidance on climate change disclosure
- Provide investors with information on how they are mitigating water risks

Companies seeking to develop more comprehensive management responses to water risk should see the 2011 Ceres report, *The Ceres Aqua Gauge: A Framework for 21st Century Water Risk Management*.

To download a copy of the *Clearing the Waters* report and learn more about Ceres work in water issues, please visit <http://www.ceres.org/reports>.

About Ceres

Ceres is an advocate for sustainability leadership. Ceres mobilizes a powerful coalition of investors, companies and public interest groups to accelerate and expand the adoption of sustainable business practices and solutions to build a healthy global economy. Ceres also directs the Investor Network on Climate Risk (INCR), a network of 100 institutional investors with collective assets totaling more than \$10 trillion.

For more information, visit <http://www.ceres.org>

SOURCE: Ceres

<http://blogs.ei.columbia.edu/2012/07/02/taking-the-next-step-to-secure-water-sustainability-cwc-and-pepsico-foundation-present-project-successes-at-rio20/>

Water Center, PepsiCo Foundation Present Sustainable Water Successes at Rio+20

By Catherine Fullerton, The Earth Institute Columbia University, July 2 2012

The rural communities of Ceará, Brazil, had long been accustomed to drought and the problems that result: food insecurity, death of livestock, and conflict over scarce water resources. While Ceara's problems may have been typical of a water scarce region in the developing world, the work of the **Columbia Water Center** and **PepsiCo Foundation** has ensured that the approach to these problems is anything but.

As one of several PepsiCo Foundation funded projects to improve water security and rural livelihoods, the CWC's work in Ceará has engaged international and local expertise in engineering, hydrology, agriculture, public policy and finance to test and develop cost effective solutions for water sustainability. In Brazil, the project has been a model for incorporating the interests of stakeholders in the government, community, and the private sector in the drought-stricken state of Ceará to ensure the sustainable management of scarce water resources.



Shama Perveen presenting at the Corporate Sustainability Forum side event in Rio de Janeiro. Photo courtesy of Maryann Watson.

To share the successes of the Ceará project, PepsiCo invited two CWC scientists- Shama Perveen, Associate Research Scientist at CWC, and Assis de Souza Filho, Professor at the Federal University of Ceará and Adjunct Associate Research Scientist at Columbia University- to discuss the CWC-led projects on water and sustainable agriculture at **two major events: the Rio+20 Corporate Sustainability Forum on June 17 and the Business Action for Sustainable Development's (BASD) Rio+20 Business Day on June 19.**

The two scientists spoke alongside PepsiCo representatives to share the project's findings on best practices, and to contribute to conversations on business practice, the

human right to water and sanitation, water security and access, and agricultural water use efficiency. Shama Perveen and Robert ter Kuile, Senior Director of Environmental Sustainability at PepsiCo, spoke during the Rio+20 Corporate Sustainability Forum and fielded several questions with regard to the metrics businesses employ for assessing the effectiveness of its environmental efforts.

Drs. Perveen and de Souza Filho also participated in a water breakout session at the Business Day event at a session called “Water’s fundamental role for business in green growth and poverty alleviation.” The session examined four key business messages on water that BASD has sent to the UN Commission on Sustainable Development – to determine what actions they can take to convey urgency to policy makers and consumers regarding the need to increase access to safe drinking water and sanitation, and implement coordinated processes in the water, energy, agriculture nexus, among other things.

Access to safe drinking water and sanitation is a pressing concern for more than half of the world’s population. The Millennium Development Goals (MDGs) have focused their efforts on this topic but more progress is needed. During the intensive discussions around the topic several issues were raised with regard to the MDG goals and how businesses can include more long term strategic plans for water risk assessment and sustainability alongside its corporate social responsibility efforts and how stakeholder collaborations and community participation can be localized but sustainable. The responses from the sessions will ultimately be compiled and passed on to the diplomatic negotiations taking place at Rio+20.



A community group training in a Ceara, Brazil, project site on how to use CWC climate predictions

PepsiCo’s Director of Agricultural Sustainability, Ian Hope-Johnstone, was also in Rio talking about the importance of sustainable agriculture for PepsiCo as a food and beverage company. PepsiCo and the CWC scientists have been involved in many conversations in Rio regarding the water and food security nexus. Lately there has been an increased understanding that water sustainability cannot be achieved in isolation and that integration of food-energy-climate goals have to be seen as a shared objective.

The discussions at these events will help the private sector determine its role in promoting the sustainable use of resources, and serve to contribute to larger discussions relating to food security, climate change, and, of course, water scarcity and sanitation. And while many next steps are needed to tackle these challenges, the successes of the CWC and PepsiCo Foundation projects show us that sustainable change is possible, one community at a time.

Scientists from other research groups at the Earth Institute are also in Rio. For more about this, see [State of the Planet's Rio+20 blog feature](#).



<http://www.tmcnet.com/usubmit/2012/06/19/6379826.htm>

SABMiller steps up natural capital leadership at Rio+20 conference

TMCnet.com, 19 June 2012

SABMiller has reaffirmed its commitment to addressing the water and resource challenges shared by its businesses and communities, the company announced. The brewer is a signatory of the Cambridge Leadership Compact – a ground-breaking commitment by business leaders to properly value and maintain the Earth’s natural capital.

Furthermore, Graham Mackay SABMiller CEO, is one of a group of chief executive officers, which has announced a major commitment to advance corporate water management practices, calling on governments attending the Rio+20 Earth Summit to make global water security a top priority.

Andy Wales, SABMiller SVP of Sustainable Development said: “Initiatives such as these are crucial to driving awareness of the interconnectedness of the resource challenge. The earth’s growing population will need more food, and producing this food will increase water stress. At the same time, the systems that sustain us all will be impacted by climate change. Governments have a critical role to play in developing environmental, social and economic policies which acknowledge the interconnectedness of the resources upon which we all depend.”

The UN Communiqué highlights the advances in SABMiller’s water efficiency, which has improved by 5% in the last 12 months; and the work of the Water Futures Partnership, founded by SABMiller, WWF and GIZ (on behalf of the German Federal Ministry for Economic Cooperation and Development, BMZ).

Gavin Power, Deputy Director the UN Global Compact, and Head of the CEO Water Mandate added: “The global water crisis demands collective action – uniting business, the public sector, civil society, and other stakeholders. This Communiqué and the examples of action show that many businesses are ready to raise their game even further – urging that governments do the same. Hopefully, Rio+20 will help focus minds and lead to a new era in which water-aware governments take decisive action, working with business and other partners to achieve related sustainability goals in the years and decades ahead.”



BRAZIL: Levi's and H&M commit to water management.

By Leonie Barrie, Just-Style, 19 June 2012

Business leaders from 45 companies, including Levi Strauss and H&M, have committed to improve their water management practices and are calling on governments to step up their efforts to tackle the global water crisis.

The chief executives attending the Rio 20 Earth Summit taking place in Rio de Janeiro in Brazil this week are backing the UN Global Compact's 'CEO Water Mandate.'

Efforts to expand their own water-management practices have seen Levi Strauss reduce the amount of water used to create its products - including a new method to produce jeans that uses significantly less water. This year, Levi's made more than 13m Water<Less products and saved over 172m litres of water.

Likewise, by 2020 H&M aims to source all its cotton from sustainable sources (organic cotton, Better Cotton, and recycled cotton) which require less water, pesticides and fertilizers. H&M is also in the process of developing a holistic water strategy in collaboration with WWF with the aim of integrating good water stewardship principles into core activities.

The companies also want governments to make more effort to develop policies and incentives to improve water productivity and efficiency in all sectors, establish a fair and appropriate valuation of water, and increase investment in infrastructure to improve water delivery.

The UN estimates around 800m people in the world lack access to safe drinking water, and 2.5bn lack basic sanitation - and that two-thirds of humanity will live in water-stressed regions by 2025.

This article was originally published on just-style.com on 19 June 2012. For authoritative and timely style business information visit <http://www.just-style.com>.



(Also filed under General)

Rio+20 blog: Business leaders' bright start at Rio

By Eric Marx, Ethical Corporation, June 18, 2012

A number of business initiatives discussed in Rio indicate possible routes to a more sustainable global economy

As the Rio+20 Earth Summit conference gears up, business leaders have struck a largely positive message facing up to the challenge of delivering a fast track transition to a green economy.

Targeted investments and collaboration are needed to overcome current barriers, say a diverse group of corporate actors, but the leadership is already here, as is the technology.

Government policies, while necessary and important, cannot be counted upon, said Caio Koch-Weser, vice-chairman of Deutsche Bank, speaking on a panel focused on transformative solutions.

The bank's tiered risk-sharing structures – leveraging public-private finance mechanisms such as guarantees, co-investments, debt enhancement, risk insurance and subsidised feed-in tariffs – can drive scalable change. And, the money is there, Koch-Weser insisted.

"Leadership will have to come from boardrooms," he said. "It cannot come from cabinet rooms."

Consumer engagement

Colin Carter, CEO of PassivSystems, roused delegates with the idea of engaging consumers through a home energy device that uses smart algorithms to bring significant savings in heating and energy usage. "If you can find a way to empower consumers, believe me, we will create a revolution," Carter said.

Existing biotech solutions also have the capacity to save huge amounts of CO₂ emissions, said Thomas Nagy of Novozymes. He predicted a transformative shift towards sustainable biofuel production in the near-term future.

Green IT practices are on prominent display at the conference. Microsoft has introduced ITPAC (IT pre-assembled component) technology that promises energy neutrality for major office systems.

Data centres currently account for roughly 1.3% of all electricity usage worldwide and their drain on local resources is a significant hurdle to making IT scalable in the developing world, said Robert Bernard, chief environmental strategist at Microsoft.

The expected energy savings are such that the cost of purchase can be recouped in less than five years through savings in electricity bills.

Networks for change

But acting in isolation will not achieve the needed change agreed attendees. It requires building networks that drive systemic change, said Barbara Kux, the chief sustainability officer at Siemens. She stressed the importance of having products and services that are worthy of pride, but ultimately sustainable solutions require cross-cutting partnerships and new business models.

In this regard, social enterprise investments are gaining traction and will be boosted significantly by a new initiative backed by the UN Global Compact and the Rockefeller Foundation.

Titled A Framework for Action, the new initiative seeks to cultivate a supply of capital for investment in social enterprises that benefit poor or vulnerable people, according to Judith Rodin, president of the Rockefeller Foundation. “With so many social entrepreneurs and early-stage businesses in need of both capital and capacity building, more tools like the framework are needed to help unlock critical private and public sector resources in support the sector’s development,” she said.

More commitments and development challenges will be announced in the coming days – it’s going to be an interesting week.

Eric Marx will be reporting from Rio throughout the summit.



(Also filed under Water Communique)

<http://www.environmentalleader.com/2012/06/19/rio20-coca-cola-pepsi-levi-strauss-target-water-efficiency-other-summit-business-news/>

Rio+20: Pepsi, Coke, Levi Strauss to Set Water Efficiency Goals; Other Summit Business News

Environmental Leader, June 19, 2012

In other Rio+20 Earth Summit news:

The **UN Global Compact** and the **Rockefeller Foundation** have launched a framework for **impact investing and social enterprise**. The two groups say a number of large corporations and pioneering impact investors have begun investing more actively in the social enterprise sector in recent years. These include companies such as **Cemex, Cisco, Intel, Nestle, Safaricom, SK** and **Starbucks**, and investors such as **Acumen Fund, Bamboo Finance Daiwa Securities, ECOM, HSBC, Mahindra Finance, Sequoia Capital, SNS Asset Management** and **TIAA-CREF**.

The UN Global Compact Office estimates that in the coming years as much as \$12 billion in early stage investment in social enterprises could be generated by large corporations and mainstream investors participating in the UN Global Compact and UN-backed Principles for Responsible Investment. This could potentially seed the creation of approximately 100,000 social enterprise start-ups.

THE KOREA TIMES

SK Group committed to sustainable growth

(Also filed under Commitments)

By Park Si-soo, The Korea Times, 28 June 2012

Sustainability is a buzzword frequently used by business leaders and CEOs of global companies since the 2008-09 global financial crisis changed the world's economic landscape.

Firms that are sustainable have something in common. They are more innovative and adaptive to change. In addition, they maintain resiliency over time, creating economic value and contributing to environmental systems and society.

When it comes to business sustainability in Korea, SK Group is ahead of other conglomerates. Group Chairman Chey Tae-won has shifted the focus of his group's strategy to sustainability from rapid expansion and it is busy looking for new sustainable growth engines.

The 52-year-old tycoon has traveled the country as well as the globe to preach the importance of corporate social responsibility (CSR) and, for his part, established or sponsored dozens of social enterprises to help resolve various social problems such as poverty, income disparity, and youth unemployment.

He recently initiated a project to establish an online platform that will create an "ecosystem for autonomous development" for social enterprise around the world. SK is now working with an elite Korean university to launch an MBA program specializing in CSR. Chey has pledged that his dedication to CSR activities, particularly the establishment of social enterprise, will continue.

"Donation and other conventional CRS activities create social and economic values that are on average three times the material imputed, while the same amount of input into social enterprise creates more than ten times that in additional value," he said. "In that sense, I believe the establishment of social enterprise is one of the most cost-efficient measures to solve social problems."

SK Group has engaged in CSR activities since 2005, establishing or sponsoring nearly 70 social enterprises and creating 6,000 new jobs by the end of last year. It plans to establish more social companies to create 4,000 more jobs by next year for which the conglomerate has launched a fund totaling 50 billion won (\$43.3 million).

In a speech at the Rio+20 Corporate Sustainability Forum in Brazil last week, Chey said his company will join forces with United Nations Global Compact (UNGC) to establish the Global Action Hub, an online platform that will help create an ecosystem for the autonomous development of social enterprise around the world.

The platform will make its debut by 2014, through which investors, experts, and social entrepreneurs exchange information and make investments in each other, SK said. The conglomerate will also run an MBA program introduced by the Korean

Advanced Institute of Science and Technology in tandem with the U.N. Principles for Responsible Investment.

“We need to bring innovation to traditional CSR activities,” Chey said. “Considering the increasing influence of the private sector, developing and supporting social entrepreneurship will be an effective alternative for social participation activities.”

He emphasized that the Global Action Hub is “not just a simple IT platform but a comprehensive one” for networking and information exchanges to further enhance the positive effects of social enterprise.

He said the establishment of the CSR MBA program would promote the values of the United Nations that are naturally permeated through activities of social entrepreneurs.

SK has launched a 100 billion won private equity fund in cooperation with the state-run Korea Finance Cooperation to invest in small subcontractors that show proven growth potential. It said the fund was created by affiliates SK Securities, SK Telecom, and SK Global Chemical along with the Korea Finance Corporation and KDB Capital.

SK said Chey suggested the idea in a meeting with heads of subcontractors in October last year.

The fund will operate under SK Securities and KDB Capital until 2018, during which time they will select beneficiaries through thorough, multi-level assessment and purchase up to 5 billion won in shares of each firm as a direct investment. The group plans to offer non-financial education programs for executives of its subcontractors. SK Group is operating another 321 billion won fund, providing cash-strapped subcontractors with up to 500 million won with lower-than-market interest rates. SK Telecom, the country’s largest mobile network operator, offers various training and research programs for information technology startups.

SUSTAINABLE BUSINESS MYANMAR

<http://bit.ly/NoXRab>

Rio+20: UN Global Compact and The Rockefeller Foundation Announce A Framework for Action on Social Enterprise and Impact Investing

Sustainable Business Myanmar, June 2012

Environmental and social justice advocates may have been groaning about the inefficacy of the Rio+20 summit in Brazil this past week, but as Lindsay Clinton reports in the Huffington Post, there were a few silver linings, including the announcement of the Framework for Action on Social Enterprise and Impact Investing, which is being launched by the UN Global Compact and the Rockefeller Foundation, a leading philanthropic institution in the United States.

What could the new framework signify for Myanmar? As social enterprise investment increases each year, there are more opportunities than ever for Myanmar to embark upon an economic globalization process that ensures socially responsible, environmentally conscious business opportunities. The time is better than ever for Myanmar civil society, businesses and government to take social enterprise seriously and engage in partnership with institutions that can provide guidance. Ultimately, social enterprise can decrease top-down donor dependency and help Myanmar sidestep the development pitfalls that have worsened, rather than improve, environmental and public well being in other parts of the world.



<http://www.unmultimedia.org/radio/english/2012/07/rockefeller-foundation-finds-impact-investing-key-to-driving-development/index.html>

Rockefeller Foundation finds "impact investing" key to driving development

Listen / [Download](#)



Heather Grady

UN Radio, 9 Jul 2012

Setting up development partnerships that are inclusive, effective and sustainable was the focus of a UN Economic and Social Council (ECOSOC) forum that just wrapped up in New York.

The Rockefeller Foundation was one of the participants of the 2012 Development Cooperation Forum.

One of the missions of the Rockefeller Foundation is to affect social change.

Historically, it has given more than \$14 billion in current dollars to thousands of grantees worldwide.

Julie Walker spoke with Heather Grady Vice President of Foundation Initiatives for The Rockefeller Foundation about the organization's work.

Duration 4'43"



http://www.revistafator.com.br/ver_noticia.php?not=206810

Pacto Global da ONU e Fundação Rockefeller anunciam Plano de Ação para empresas sociais e impacto de investimento

Revista Fator, 19 Junho 2012

Novo modelo foi desenhado para aumentar o movimento de empreendimento social em setores-chave como comida, água, energia, saúde.

Rio de Janeiro – Um novo plano de ação lançado no dia 17 de junho (domingo), oferece a investidores, grandes corporações e governos um valioso recurso para envolver e ajudar uma tendência de negócio global a ganhar escala – o crescente número de empresas sociais com fins lucrativos cujos bens e serviços são direcionados para necessidades sociais e ambientais.

Produto de uma parceria entre o Pacto Global das Nações Unidas, a maior iniciativa corporativa de sustentabilidade do mundo, e a Fundação Rockefeller, uma organização filantrópica global com sede nos Estados Unidos, o plano é baseado no crescente reconhecimento que o crescimento do setor de empreendimentos sociais não apenas reserva a promessa de contribuir para as metas de desenvolvimento sustentável mas também se apresenta como uma oportunidade de investimento valiosa financeira e estrategicamente.

“Nossa esperança é que esse plano irá motivar grandes companhias e investidores dentro do Pacto Global das Nações Unidas e em nossas iniciativas-irmãs, como os Princípios para Investimento Responsável apoiado pela ONU, para investirem em empreendimentos sociais em uma série de setores – incluindo agrobusiness, educação, energia, serviços financeiros, saúde, habitação e água”, disse o diretor-assistente do Pacto Global das Nações Unidas, Gavin Power.

“Esse plano foi construído a partir de nosso trabalho na iniciativa de Impacto de Investimento, que tem ajudado a cultivar o fornecimento de capital em busca de investir em empresas sociais que beneficiem pessoas pobres e vulneráveis”, disse a presidente da Fundação Rockefeller Judith Rodin. “Com tantos empreendedores sociais e negócios em estágio inicial com necessidade tanto de capital quanto de capacidade técnica, mais ferramentas como esse plano são necessárias para ajudar a desbloquear recursos críticos nos setores público e privado ajudando o desenvolvimento desse setor”.

Lançado numa sessão especial sobre empreendimentos sociais e impacto de investimento realizada durante o Fórum de Sustentabilidade Corporativa da Rio+20, do Pacto Global das Nações Unidas, o plano apresenta três passos fundamentais para corporações, investidores e governos: priorizarem a lógica para se envolver com empreendimentos sociais, definindo estratégia, e escolhendo abordagens específicas para execução.

Nos últimos anos, um grande número de grandes corporações e investidores de impacto pioneiros tem começado a investir mais ativamente no setor de empreendimentos sociais. Esse grupo inclui empresas como Cemex, Cisco, Intel, Nestlé, Safaricom, SK e Starbucks e investidores como Acumen Fund, Bamboo Finance, Daiwa Securities, ECOM, HSBC, Mahindra Finance, Sequoia Capital, SNS Asset Management, TIAA-CREF. Exemplos de investimentos feitos por essas empresas e investidores são apresentados no Plano.

O Pacto Global das Nações Unidas estima que em termos de potencial de mercado, nos próximos anos, mais de US\$ 12 bilhões em novos investimentos em empresas sociais podem ser gerados por grandes corporações e investidores que participam do Pacto Global e dos Princípios para Investimento Responsável apoiado pelas Nações Unidas. Essa pode ser a semente para a criação de aproximadamente 100 mil start-ups de empreendimento social.

Na próxima década, um relatório do banco J.P. Morgan e da Fundação Rockefeller estima que o mercado de impacto de investimento oferece um potencial para investimento de capital de US\$ 400 bilhões a US\$ 1 trilhão nos próximos dez anos.

O Plano também oferece recomendações aos governos sobre como eles podem criar ambientes mais favoráveis para o empreendimento social, bem como tomar mais medidas para fomentar seu crescimento.

O conteúdo intelectual do Plano foi gerado por um pequeno “Steering Committee” (comitê de direção) formado por nove especialistas oferecendo perspectivas de grandes corporações, fundos de investimentos, venture capital, sociedade civil, fundações e formadores de políticas públicas.



<http://www.forbes.com/sites/francisvorhies/2012/07/09/sustainable-agriculture-post-rio20-opportunities-for-the-sai-platform-coca-cola/>

Sustainable Agriculture: Post RIO+20 Opportunities for the SAI Platform & Coca Cola

By Francis Vorhies, Forbes, 9 July 2012

One of the hot topics at the recent Rio+20 Conference was sustainable agriculture. It is a topic that is particularly important to **Dr Ernesto Brovelli** who is the Senior Manager, Sustainable Agriculture at The Coca-Cola Company and also the new President of the Sustainable Agriculture Initiative (SAI) Platform. I asked him about his views on Rio+20, sustainable agriculture and biodiversity at both Coca-Cola and the SAI Platform.

Francis: Sustainable agriculture was highlighted in the Rio+20 outcome document. How can the SAI Platform respond to this re-commitment from our governments?

Ernesto: “Though the concept of sustainable agriculture is not new, Rio+20 provided a welcome injection of new political support. This in turn provides new impetus for the SAI Platform to further its programmes of work on sustainable agriculture.

“About 8 years ago, the SAI Platform developed the principles and practices for sustainable agriculture for various commodities such as arable crops, fruits and coffee. In so doing, it aimed to align expectations and facilitate a common understanding of the issues within the food and beverage sector and its many stakeholders. Today, we are focusing our efforts on operationalizing these principles and practices by establishing check-lists as tools for engaging the growers.

“We are also further developing a framework for Sustainability Performance Assessment (SPA) which aims to measure the environmental impacts of practices in the field. The check-lists and SPA are practical means of implementing the Rio+20 outcomes.”

Francis: On the SAI Platform’s website, a new publication on **‘A Framework for Corporate Action on Biodiversity’ from the UN Global Compact and IUCN has been posted**. Likewise, at Earthmind, we have also launched a new website on BioTools for Business. How might the SAI Platform address the biodiversity dimensions of sustainable agriculture in its work?

Ernesto: “Biodiversity has been difficult to address in part because it is a complex concept, making it challenging to measure and manage. We see an important first step taken by SAI Platform in creating awareness of biodiversity as a core business issue for the food and beverage sector and helping our members and stakeholders to understand what it means for growers and operations.

“Biodiversity also needs to be more fully integrated into the check-lists for principles and practices which I mentioned. Additionally, we need to develop a practical

approach such as ‘functional biodiversity’ with respect to conservation and restoration. By functional biodiversity, I mean aligning natural processes in a landscape with farming practices so that biodiversity, while being protected, it also adds greater value to the growers.”

Francis: For Coca-Cola, Ernesto, biodiversity is clearly a priority issue. What is Coca-Cola doing to ensure that its operations are biodiversity responsible? Also as a member of the SAI Platform, do you see opportunities for sharing your experiences with other members to build an industry-wide approach to biodiversity responsible management?

Ernesto: “Of course, biodiversity is important to the farming interests of Coca-Cola, such as fruit farming for our Minute Maid branded fruit juices and drinks, since many fruit are reliant on pollination for their development. Biodiversity also has direct linkages to the emphasis that the company has placed on water and energy responsibility. Good water management can and should sustain and enhance biodiversity. In this regard, biodiversity needs to feature in indicators on water quality. Likewise, good energy management can also have direct and indirect positive impacts on biodiversity.”

“At Rio+20, all the sustainability issues were addressed as they need to be addressed by the SAI Platform and by its members, such as Coca-Cola. These include biodiversity, water, energy, and rural employment. Indeed, through the SAI Platform, all best practices and lessons learned can be shared to help the food and beverage sector as a whole ensure that agriculture becomes more sustainable.”

One good example for the SAI Platform from Coca-Cola is how the company has been connecting the sustainability dots between biodiversity and water in its support for wetlands projects in Europe. A flyer from the corporate website notes that:

“Protecting wetland habitats and watersheds and restoring biodiversity are the aims of several projects, including the regular ‘Thames 21’ river clean-up by employees in Great Britain and Greece’s clean-up of Lake Kerkini, where 1.4 tonnes of rubbish was collected in a single day.”



<http://www.ips.org/TV/rio20/earth-summits-fail-biodiversity-in-india/> Earth Summits Fail Biodiversity in India

Earth Summits Fail Biodiversity in India

By Malini Shankar, Inter Press Service, 21 June 2012

BANGALORE, Jun 21 (TerraViva)

Heads of state and governments are meeting in Rio de Janeiro this week to decide how to renew their pledges made during the first Earth Summit held in Rio in 1992.

The Indian government, with its impressive dossier of legislation on conservation and biodiversity, is at the forefront of negotiations on sustainable development, but a closer look at the country's involvement in a largely failed attempt to safeguard the earth's fragile ecosystems suggests that the entire global model is deeply flawed.

The Rio summit 20 years ago appeared to be a valiant effort to involve stakeholders in environmental conservation, poverty eradication, and climate change mitigation through equitable legal responsibilities.

But concepts like the Green Economy and the Convention on Biodiversity agreed upon in 1992 turned out to a clever disguise for profit making at the expense of the environment.

Anil Agarwal, founder-director of the Indian environmental think tank, Centre for Science and Environment, proclaimed back in 1992 that environmental conservation was interwoven with the development paradigm: only if impoverished people are allowed to harness forest resources for their livelihoods can poverty be banished, he averred. Poverty and profits thus became two sides of the same coin in Rio in 1992, and biodiversity was another commodity up for grabs.

India followed up on the first Earth summit by enacting the Biodiversity Act and the Forest Rights Act, which gave forest dwelling ecological refugees and third generation indigenous people the right to harvest forest resources for livelihood purposes and granted the right of residence in forests.

Protected Areas like wildlife sanctuaries and national parks, tiger reserves and biosphere reserves were obliged to accommodate forest dwellers.

Following the Stockholm conference of 1972, Indian Prime Minister Indira Gandhi pledged to resuscitate the Royal Bengal tiger's gene pool, habitat, and wildlife through Project Tiger — an ambitious conservation agenda.

But less than three decades after those promises, 22 tigers were massacred in the premier Sariska Tiger Reserve in India, where impoverished farmers, lacking employment opportunities in forests, avenged the loss of their cattle by conniving with poachers to kill every single tiger in the protected area.

Though tiger reserves have increased in number from 28 to 43 after the Sariska slaughter, 'Coexistence (between forest dwellers and wildlife) is a myth and conflict is inevitable,' said Praveen Bhargav of Wildlife First in Bangalore.

'Development is necessary. Resources have to be utilised. But both development and resource utilisation has to be done on a sustainable basis with an eco-friendly model,' said Dr. Suresh Patil, deputy director of the Anthropological Survey of India in Kolkata.

To date, this has not been the case in India.

'The Biodiversity Act (2002) is no more than an emaciated version of the **global compact**. The Act neither informs nor influences the working of the Forest Act, Forest Conservation Act, Wildlife Protection Act and the Forest Rights Act, legislation that covers over 95 percent of biodiversity in India,' M.K. Ramesh, Professor of Environmental Law at the National Law School of India University in Bangalore told IPS.

National and state level Biodiversity Boards have turned out to be toothless. A case in point was the Biodiversity Board of the state of Karnataka dropping a proposal to notify an island in the Arabian Sea as a sanctuary, despite its rich biodiversity, because the Indian Navy uses the wildlife on this Island for target practise in the name of defence preparedness.

In short, the lofty ideals (of biodiversity conservation) were lost in translation and the Convention turned out to be an entity sans eyes and sans teeth - a mere cadaver,' Ramesh lamented.

Now, the same mistakes made in 1992 appear on the brink of being re-enacted. The resolutions now on the table at Rio involve the same attitude towards biodiversity, conservation and climate change that first put the earth and its natural resources up for sale.

In fact, Ramesh dismissed the concept of carbon credits as no more than 'pollution (or) carbon coupons'.

Forest cover

A major question for conservationists is how can poverty rates be reduced if forests, the main source of many people's livelihoods, are not protected? If forest cover is lost will it not affect monsoons, agriculture, standard of living and food security?

Hurdles to Conservation - WTO and TRIPS

The Indian Biological Diversity Act of 2002 was an attempt to realise the goals of the first Rio Summit in 1992. It provided for a decentralised administrative structure,

including a National Biodiversity Authority, state biodiversity boards and biodiversity management committees under the aegis of local self-governments.

Many hoped the Act would benefit grassroots-level conservationists like native medical practitioners in traditional medicine systems like Ayurveda and Unani.

But the World Trade Organisation (WTO)'s Agreement on TRIPS (Trade Related Intellectual Property Rights), which sought to patent and commercially harvest life forms available in India's biodiversity reserves, have hindered the Act's success.

For example, traditional medicines lack western scientific documentation and proof of ownership and are thus vulnerable to being exploited by commercial interests, which are empowered by TRIPS.

For example, Sarpagandhi or *Rauwolfia serpentina* has been used in the Ayurvedic medical tradition for treatment of hypertension since time immemorial.

When this information became well known among allopathic practitioners, who identified the precise chemical (reserpine) responsible for releasing hypertension, the treatment fell prey to commercial manufacture.

Since the Ayurvedic tradition does not rely on a system of documentation and patenting, it was effectively excluded from the financial benefits of commercial production and distribution of an age-old remedy.

The existence of TRIPS has also upset a historical balance that existed in local communities.

For example, scientists from the Tropical Botanical Garden Research Institute of Thiruvanthapuram (TBGRI) were introduced to the energising effects of the plant *Trichopus zeylanicus* by the Kani tribals who were guiding the scientists through the trek.

Lab tests approved the tribals' knowledge of the plant to be accurate and TBGRI was paid 10 million rupees by a pharmaceutical company for the rights to own and manufacture a drug.

Of that, five million rupees have been earmarked for the Kani tribal community. But thorny questions about who will accept the royalty on behalf of the community - the head of the tribal clan, the Panchayat headman or the eldest villager? - and how the funds will be democratically distributed, have become the subject of much confusion. Since the year 2000, India's forest cover has increased by a mere 1.05 percent, bringing India's total forest cover to 21.05 percent, according to statistics provided by the office of the Director General of the Forest Survey of India, 12.95 percent short of the requisite for the Indian land mass.

Kudremukh's cloud forests, located in the Western Ghats, are home to some of the most endangered wildlife in India: tiger, leopard, Malabar civet cat, wild dogs, black panther, sloth bears, elephants, jackals, four types of deer, lion-tailed macaques, langur monkeys, gaur, porcupines, and three varieties of mongoose.

In addition, the area is home to the Indian hare, wild boars, king cobras, Indian pythons, pit vipers, the Malabar Trogon, the Great Pied Hornbill, the Malabar Whistling Thrush, peacock and the Imperial Pigeon.

Three rivers — the Tunga, Bhadra and Netravati — originate from just one cave in the Kudremukh forests.

Yet, despite all that is known about this wildlife-rich forest, it still took an Indian Supreme Court ruling to close down the Kudremukh Iron Ore Company's mines in 2005.

Seven years after the ruling, the forest has still not been notified as a tiger reserve despite signs that tiger presence is steadily increasing.

Former employees of the mining company are eager to relocate away from the forest in search of new employment opportunities, creating ideal conditions for designating the Kudremukh National Park as a Tiger Reserve — but political will is seriously lacking.

“The human footprint in tiger terrain alienates the tigers' prey base (or faunal spectrum),” said Dr. Y.V. Jhala, senior Carnivore Biologist at the Wildlife Institute of India (WII).

“Biodiversity loss can be minimised by strictly regulating habitat degradation, fragmentation and loss. Species extinction can be prevented by devising and rigorously implementing species conservation plans including conservation breeding, wherever required,” Dr. V.B. Mathur, dean of the WII, told IPS.

Aquatic habitat in India is also a site of political neglect, with severely depleting fish stocks impacting fisherfolk across the country.

T. V. Ramachandra, limnologist at the Centre for Ecological Sciences at the Indian Institute of Science, told IPS, “Fragmentation of forests in the catchment of aquatic ecosystems, dumping of urban solid wastes, disposal of untreated domestic sewage and industrial effluents contaminate the water bodies.

“These have led to the disappearance of native biodiversity as is evident from disappearance of fish fauna. Streams in the catchment have become seasonal due to drastic land cover changes, fragmentation of forests and invasion of weeds,” he added.

Rio+20 should have been an opportunity for captains of industry to combine the economic growth paradigm with proper urban planning, adequate employment opportunities in rural areas, and protection of biodiversity reserves.

Instead it appears to be “the expensive political circus” that Danish Prime Minister Anders Fogh Rasmussen warned against during the 2002 Johannesburg summit, which also failed to reach binding agreements on environmental protection.

If the current paradigm persists, the human carbon footprint will erase the tiger's footprint on the forest floors of Indian reserves and elsewhere.



SOMMET DE RIO - LES VALEURS DE DEMAIN - BASF

L'industrie chimique s'implique dans le développement durable

By Cernay Diane, Valeurs Actuelles, 14 June 2012

Entretien En France, BASF, leader mondial de l'industrie chimique, mène des actions en faveur de la biodiversité. Explications avec Sandrine Leblond, experte abeilles et biodiversité.

Par rapport à votre activité, quelle est la cohérence de votre action en matière de défense de la biodiversité ?

À travers sa filiale Protection des plantes, BASF France crée et met sur le marché des solutions à destination du monde agricole.

Nos actions en faveur de la biodiversité s'inscrivent dans ce cadre selon trois principes. Développer et disposer d'une expertise permettant de s'assurer de la compatibilité des molécules synthétisées par BASF avec la biodiversité. Ensuite, démontrer la compatibilité entre agriculture moderne et biodiversité. Enfin, faire le lien entre la recherche scientifique et la réalité du terrain.

L'agriculture moderne peut-elle s'engager dans le respect de la biodiversité ?

Nous devons passer d'une vision individuelle et morcelée de la biodiversité à un système où chacun concourt avec son expertise au développement de projets sur le terrain. BASF est associé à des projets communs à différents organismes ou associations. Par exemple, le Réseau biodiversité pour les abeilles (RBA).

Il n'y a pas de fatalité à l'érosion de la biodiversité, les actions et solutions efficaces pour sa préservation doivent être mises en place; la lutte contre les espèces invasives (ambrosie) ou contre certaines maladies, qui est parfois ardue (varroa des abeilles), est une priorité pour nous.

Enfin, pour pouvoir suivre les progrès et mettre en place des mesures correctrices, des indicateurs doivent être définis ; c'est sur ce dossier que BASF et ses partenaires se mobilisent aujourd'hui, avec le programme BiodiversID.

Quelle est votre contribution exacte à l'agriculture durable ?

Le groupe BASF est depuis très longtemps impliqué dans le développement durable. Il participe à des démarches internationales comme le Pacte mondial des Nations unies.

Au niveau de notre branche agricole, les 9 milliards d'habitants de la Terre attendus à l'échéance 2050 vont nécessiter de doubler la production alimentaire mondiale. Nous devons utiliser demain des moyens modernes pour relever ce défi, mais cela ne devra pas se faire à n'importe quel prix ni au détriment des utilisateurs et de l'environnement. Nos actions se développent autour de cinq axes : la gestion

responsable de nos produits, la reconquête de la biodiversité, la protection de la ressource en eau, la protection des utilisateurs de nos produits et la recherche d'itinéraires culturels plus durables.

Comment est né le programme Agriculture et biodiversité ?

Depuis les années 2000, nous travaillons avec le monde apicole pour une gestion responsable concertée de nos molécules. Nous organisons notamment des colloques d'échanges entre apiculteurs, scientifiques et partenaires agricoles. Né de ces échanges, le RBA propose aux agriculteurs d'améliorer la nutrition des abeilles en semant des fleurs riches en pollen.

BASF est aussi actif sur les maladies des abeilles, principal facteur de surmortalité. Nous avons développé un produit antivarroa (en cours d'homologation) à base d'acide formique ; il est simple d'utilisation, efficace et biodégradable, nous devrions en disposer prochainement en France.

Nous disposons aussi d'un programme BiodiversID, un réseau de partenaires construit avec le Forum de l'agriculture raisonnée respectueuse de l'environnement (Farre) et le RBA. Son objectif est un suivi d'indicateurs de biodiversité et économiques dans des exploitations agricoles ainsi que des fermes expérimentales.

WOMEN'S EMPOWERMENT PRINCIPLES



<http://vibeghana.com/2012/06/22/give-women-central-role-in-achieving-sustainability-bachelet/>

Give women central role in achieving sustainability – Bachelet

Vibe Ghana, June 22, 2012

Ms Michelle Bachelet, Under Secretary-General and Executive Director, UN Women, has stressed the need for women to have central role in achieving sustainability.

She said “Gender equality must become a living reality. Today the world is speeding along a dangerous course of economic and social disparities, and environmental destruction. We are here to make our voices heard and tell the world about what the future women want”.

The call was contained in a statement issued by Organisation for Women in Science for the Developing World (OWSD), copied to Ghana News Agency (GNA) in Accra.

It said with the support of the Brazilian Government and President Dilma Rousseff, UN Women, was hosting the Leaders’ Forum and Women Leaders’ Summit, in Rio, Brazil.

The conference on sustainable development is on the theme: “What The Future Women Want”.

It is being attended by women Heads of State and Government, to issue a strong call to action, and pledging their support for governments, civil society and the private sector to prioritise gender equality and women’s empowerment and accelerate action to achieve sustainable development.

Ms Bachelet said UN Women supported an online survey of women around the world that would be shared widely this week, and added “These women told us directly about the Future they Want. They made strong recommendations for the urgent need to focus on economic development, on access to financial and technical resources for women, and on increasing women’s participation and leadership in decision making across all levels”.

She called on institutions and organisations to join the more than 400 other Chief Executive Officers in signing onto the Women’s Empowerment Principles, by making equality their business to improve women’s situation in the workplace.

Ms Bachelet said sustainable development required women’s rights, equal opportunities and women’s full participation.

She expressed worry about the current model of environmental decline, rising inequality and an up-and-down economy.

Ms Bachelet said that 20 years ago, the Rio Declaration emphasised that women's full participation was essential to achieving sustainable development, and 20 years later, women continued to face inequality in rights, opportunities and participation.

She said: "Today a woman dies every two minutes from complications of pregnancy and childbirth. Violence against women remains a global epidemic. Women earn less than men for the same work, and remain under-represented in decision making. Less than one in 10 Heads of State and Government, less than one in five Members of Parliament, and less than four per cent of CEOs of Fortune 500 companies are women.

"This is not sustainable. This social exclusion of women is not only hurting women, it is hurting all of us.

"For the sake of current and future generations, we must nurture and develop all mankind's collective intelligence and capacity ".

Ms Bachelet said, the full and equal participation of women in leadership was no longer an option, it was an urgent necessity if women were to achieve the transformational change needed at all levels and spheres of society for sustainable development.

She said: "Since 1992, global economic growth has soared 75 per cent, however, more than one in four people still live in extreme poverty. Two-thirds of natural resources vital to mankind are declining. By 2030, the world will need 50 per cent more food, 45 per cent more energy and 30 per cent more water. And rising sea levels and climate change pose an unprecedented threat to humanity.

"We cannot afford to continue on the present path, and we especially cannot afford to leave women marginalised in leadership and decision-making, and subject to violence and discrimination.

"When women enjoy equal rights, opportunities and participation, they can make a greater contribution to sustainable development. The full and equal participation of women makes societies, economies and the environment healthier.

"Today women in developing countries make up 43 per cent of agricultural workers, but cannot get equal access to land, credit or new technologies. This is not sustainable. The Food and Agriculture Organisation estimates that giving women the same access as men to fertilizers, seeds, tools and other types of agriculture support would raise agricultural output and result in 100 to 150 million fewer hungry people".

She said currently, millions of mostly rural women still cook over smoky, polluting stoves resulting in two million people dying each year from respiratory ailments; 85 per cent being women and children.

Ms Bachelet said that in urban areas, a quarter of people lacked potable water in their homes and this places a disproportionate burden on women and girls, who spent long hours each day fetching water for basic household needs, instead of acquiring education or earning an income.

The conference seeks to encourage specific actions to reduce women's poverty and reduce harmful health and environmental impacts.

Leaders need to recognise the value of women's contributions to environmental management and development.

To uphold and deepen this commitment at Rio+20, UN Women is championing four measures.

Firstly, member states should reaffirm women's empowerment and gender equality as vital for sustainable development and in any international development frameworks that are adopted.

This principle needs to be the foundation for all continued action.

Secondly, governments should agree on and then take measures so that women can access opportunities as leaders and fully participate in decision-making, whether related to policies, social or economic issues, or the environment.

Thirdly, women should be fully included in economies, so they can both contribute to and benefit from the choices that sustainable development provides. This demands series of measures, such as ending violence and discrimination, and removing barriers women face to owning land and accessing credit.

Finally, sustainable development will come when every person has access to essential public services, including education, health care, water, sanitation, energy and social protection.

UN Women, is a United Nations Entity for Gender Equality and the Empowerment of Women.

Through its country programmes around the world, UN Women regularly see firsthand the difference made when women are empowered as drivers of sustainable development.

The organisation has helped women to gain greater land ownership rights in Morocco, become leaders in agricultural cooperatives in Rwanda, and work as key partners in disaster management in Thailand and Viet Nam.

The future women want to be free from poverty and discrimination, with equal access to opportunities and leadership, with wise stewardship of natural resources, where development is sustainable everywhere and for everyone.

Ms Bachelet said at Rio+20, there was a chance to claim this future, that was why women had gathered to make their voices heard, adding "Therefore, what the future women want is the future we all share". GNA



<http://www.guardian.co.uk/sustainable-business/unicef-social-media-twitter-childrens-rights?newsfeed=true>

Business, sustainability and children

Ahead of Rio+20, a twitter chat gave audiences the opportunity to question leading CSR figures from Unilever and UNICEF, and learn more about children's rights, business and sustainability

Maritza Ascencios, The Guardian, 15 June 2012



Businesses should consider children as they develop their sustainability strategies. Photograph: Tom Gilks / Alamy/Alamy

Businesses small and large inevitably interact with and have an effect on the lives of children both directly and indirectly. With 2.2 billion children under 18 years old – almost one third of the world's population – businesses should consider children as they develop their sustainability strategies.

As part of the Rio+20 Corporate Sustainability Forum, UNICEF, the UN Global Compact and Save the Children will bring together business leaders at a panel event to discuss why business should consider children as they develop their sustainability strategies. The event, taking place on 17 June, is set to engage business leaders and other stakeholders to explore how their decisions can maximise the positive impacts and minimise the negative impacts on children. In the lead up to the Rio event, UNICEF hosted a Twitter chat which aimed to open up the conversation and encourage questions on children's rights, business and sustainability, to the groups most affected – children and young people.

Suba Jayasekaran, CSR specialist from UNICEF and Keith Weed, chief marketing and communications officer from Unilever, explained how businesses can step up their efforts to respect and support children's rights in the workplace, marketplace and community. **For UNICEF, the framework for business to respect and support children's rights is the Children's Rights and Business Principles, which outlines specific business actions that can be taken. Recognising children as key stakeholders is essential around issues such as youth, child labour, child protection, health and nutrition.**

The role of small business

Asked how the millions of small businesses can get more involved, UNICEF responded that it provides tools and guides for small business to begin learning more. Participants responded that a problem for small business is that many are unaware of the issues and thus will never seek tools. In order to promote the involvement of businesses effectively to achieve more impact, Unilever indicated that businesses need to engage on the whole value chain, citing an example of working with more than one million smallholder farmers. For UNICEF, work at country level through different platforms and associations provide other opportunities to engage small business and national companies.

To encourage traditional profit-driven businesses to engage more deeply in children rights, Unilever replied that for businesses to be sustainable the issues involve not just today's customers, but also tomorrow's customers and workers. This is especially relevant given the transparency and memory of the Internet age because businesses will be held to account.

Marketing to children

Another challenging question concerned Unilever's position regarding the marketing of food to children. Weed pointed out Unilever's global marketing code which guides marketing – for example, this guide ensures no marketing to children under the age of six and strict standards exist for marketing to children between six and 12. A subsequent question on heavily branded corporate social responsibility (CSR) activities aimed at the youth by the tobacco and alcohol industry elicited a response from UNICEF pointing to principle six of the Children's Rights & Business Principles on marketing and advertising that respects children's rights and promotes positive living.

How sustainable should a business be?

The question of how a business gauges how sustainable, ethical or responsible is 'enough' garnered a response from Unilever that in a resource-constrained world, decoupling growth from environmental impact is essential. Sustaining growth without having a negative impact on the environment while delivering increased social value is the approach Unilever is taking. In November 2010, Unilever launched its Sustainable Living Plan which is its business model that commits the company to a ten-year journey towards sustainable growth.

In support of such efforts, UNICEF has just released *Children are Everyone's Business*, a practical handbook to help companies understand and address their impact on children's rights.

With participants from 59 countries joining in to learn and challenge business, the twitter chat generated interest from around the globe in advance of Rio+20 conference.

Businesses represented at the Rio+20 panel event - *Children and Business: Making the Connection to Sustainability* - will consider these and other issues with speakers from corporations including Grupo Arcor, Ikea and Novo Nordisk.

Maritza Ascencios is an editor for UNICEF based in New York

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*Also appeared in News24, ABC News, Daily Mail (UK), Adelaide Now, NEWS.com.au, Phys.org, Straits Times (Singapore), The West Australian, GMA News

<http://www.google.com/hostednews/afp/article/ALeqM5i09YV3ndH8-LP7cqhxoxoPvCV421g?docId=CNG.57af47f3cbe2260c211d864cfe7f5c93.441>

Google launches cultural map of Brazil's Amazon tribe

By Gerard Aziakou, AFP, Jun 16, 2012

RIO DE JANEIRO — Google on Saturday unveiled a cultural map of Brazil's Surui indigenous people, a digital tool that will help the Amazonian tribe share their vast knowledge of the forest and fight illegal logging.

The map, the result of a five-year partnership between Surui chief Almir and the US technology giant, was released online for the first time at a **business forum held on the sidelines of the UN Rio+20 conference on sustainable development** here.

The map, a collection of picture and videos mapping historical sites and offering 3-D visualization of Surui territory in the northwestern Brazilian state of Rondonia, is available on the site www.paiter.org as well as on Google Earth.

Donning a multi-colored feather wreath, chief Almir hailed the project that "shows the value of our culture to the world through Google."

Almir, who proposed the idea of the map to Google during a visit to the United States five years ago, told a press conference that he was particularly proud of the contribution Surui youths made to the project, including narration.

Rebecca Moore, Google Earth Outreach leader, described it as Google's first such project with an indigenous people.

"We really believe that this is ground-breaking, ground-breaking for Google," she added. "The Surui people and Google worked together to bring the story of the forest to the global community."

Kristen Coco, a deputy spokesperson for the business forum, hailed the map as an "excellent example of innovation and successful collaboration between the private sector and indigenous peoples.

Google also aired the world premiere of a new documentary titled "Trading Bows and Arrows with Laptops: Carbon and Culture, which chronicles its five-year partnership with the Surui people.

"When you fly over Surui territory, you can see it's a beautiful virgin forest, but it is surrounded by deforestation," Moore said.

Almir said he chose to announce the project at the Rio+20 conference to raise awareness of the need for a sustainable use of the forests and to preserve the way of life of indigenous peoples.

He said his 1,300-strong tribe plans to use the map as well as Android smartphones provided by Google to monitor and denounce illegal logging around its territory. Deforestation is a key theme at the Rio gathering, which aims to steer the planet toward a greener economy that recognizes the need to protect and restore vital natural resources such as the Amazon rainforest.

Caused by logging, agriculture and development, deforestation in the tropics accounts for up to 20 percent of global emissions of carbon dioxide, making it the second largest driver of global warming after the burning of fossil fuels.

Moore meanwhile said by developing the map, Google had perfected a methodology that can be used to help other indigenous peoples around the world.

"It has taken us five years (to launch) the first cultural map with the Surui and now we feel we have the methodology that can work with other tribes," she added. "There's a project already planned for two tribes who are neighbors of the Surui and the Surui themselves would be trainers of this technology."

Moore said Google had been contacted by tribes all over the world, including aboriginal First Nations in Canada, Maoris in New Zealand and many others in the Amazon.

"So we hope that the Surui cultural map will be the first of a number of maps that will be coming out over the coming years," she added.

How Google Earth Is Preserving, Sharing Indigenous Culture

By Zoe Fox, Mashable, June 25, 2012

RIO DE JANEIRO — In an effort to preserve its traditional way of life, one Amazon tribe has turned to innovative technologies, particularly Google Earth.

The Surui people, native to Brazil's Rondonia state, released a detailed cultural map of their ancestral lands, embedded into Google Earth, during U.N. sustainable development conference Rio+20. The map is a way to publish their unique story and share it with a global audience.

"These days you can't separate talking about culture from talking about technology, there's no separation between these things," Chief Almir Surui told *Mashable*. "You also can't talk about sustainable development separated from technology."

To create the map, some 90 million trees were planted into the Surui forests on Google Earth. Looking through the interactive content, you can find the locations of parrots, toucans and jaguars. You can learn about where the Acai trees, which provide delicious fruit and thatch used for housing materials. You can see the best locations to hunt wild pigs.

Beyond the natural highlights of the land, the map includes stories of historic battles with other tribes and the location of the first contact the tribe made with settlers in 1969, who entered the land while building a highway through the Amazon. As the tribes' elders die, the map is able to preserve their recollections of history.

"Culture's not something that's static, it's something that evolves, but we also recognize the value of our history and our culture and protect that," Chief Almir says. "It's important to use technology to record the evolution of our culture because the world has to know who we are and where we want to go."

The project began in June 2007, when Chief Almir proposed a partnership to Google, in which the tribe would put its portion of the Amazon into Google Earth. The below documentary, "Trading Bows and Arrows for Laptops: Carbon and Culture" details the five year relationship between the tribe and the Google Earth Outreach team.

The Surui tribe has also created a Portuguese language website, Paiter.org, which hosts more information about the community.

Surui Youth Embrace Technology



The bulk of the cultural map was put together by a handful of young members of the Surui tribe. Though you may not expect teenagers who live in the Amazon rain forest to be avid social media users, the group couldn't even keep from checking their Facebook for the duration of our meeting.

Where did they pick up their social media addiction? Their father and tribe leader, Chief Almir.

When the Google team, led by engineering manager Rebecca Moore, taught young members of the Surui tribe to use Android smartphones to take photos and videos of their lands, the bunch quickly embraced the tool. Using a custom program, the tribe's youth could send collected data directly to a Google Earth map from different locations in the forest.

The youngsters collected stories from the tribe elders, which have been documented in nearly 300 sites on the map. Many of the stories come from before the tribe's first contact, so this cultural map will now preserve primary records of their history in the cloud.

"There are a lot of stories that we didn't know," Walelasoepilemân Surui, 14, told *Mashable*. "As the older people die off, we can preserve those histories and pass them forward through projects like this."

When you look at the Surui lands on Google Earth today, you can see they are surrounded by rampant deforestation. To avoid the devastating spread of logging on their territory, the Surui have developed a carbon monitoring program, which is the first of its type to receive international recognition. The program sells the carbon offsets of the Surui's land's trees, which corporations can purchase to counterbalance their negative toll on the environment.

"We will show the world the importance of having living forests, without these living forests, you don't have indigenous culture," Chief Almir says. "I'm not somehow going to lose my sense of being indigenous, but without the forest I can't practice rituals and experience my culture."

When corporations around the world choose to purchase carbon stock from the Surui people, they can easily turn to the cultural map in Google Earth, to understand the culture where they are investing their money.

“It’s not just about absolute Greenhouse gas reduction, there’s a social impact to buying Surui carbon,” Moore says. “But it’s not just for carbon buyers, interested students and the worlds can learn about this people.”

Since hearing about the Surui tribe’s project, indigenous tribes around the world have reached out to Google Earth Outreach for help creating similar projects. Moore says a number of other tribes in the Amazon, as well as the Māori people of New Zealand, First Nations of Canada and American Indian tribes have expressed interest in making their own cultural maps.

“This isn’t only about the preservation of culture,” Alnir Oyexiener Surui, a youth involved with the project, says. “This will make it possible for people outside our tribe to learn the value of sustainability, because they’ll be exposed to it.”



<http://news.yourolivebranch.org/2012/06/19/google-earth-helping-amazon-tribe-to-preserve-their-forest-and-their-culture/>

Google Earth Helping Amazon Tribe to Preserve Their Forest and Their Culture

By Megan Treacy, Your Olive Branch, June 19th, 2012

At the UN Rio+20 conference this week, Google revealed their first cultural map for Google Earth. The result of a five-year project with Brazil's Surui tribe, the map consists of a collection of pictures, videos and 3-D visualizations mapping the cultural history and biodiversity of the 600,000-acre Surui territory. The map is part of a larger project with the Surui people to document and preserve their forests and culture.

"We really believe that this is ground-breaking, ground-breaking for Google," said Rebecca Moore, Engineering Manager of Google Earth Engine and Earth Outreach. "The Surui people and Google worked together to bring the story of the forest to the global community."

Surui Chief Almir approached Google with the idea of the map on a visit to the U.S. in 2007. Since then his tribe has been given training on how to use the mapping technology to share geo-tagged images of the plants and animals that makes up their land as well as their tribe's historic sites.



Google provided the 1,300-member tribe with Android smartphones to monitor the forests and denounce illegal logging around their territory. The people are using the Open Data Kit in Android to monitor the forest's borders and biodiversity, and with

all that data they've been able to setup the first internationally validated carbon project in the Amazon.

When the tribe had its first encounter with the outside world in 1969, the forest all around its territory was lush and dense, now, as you can see as you fly over it in Google Earth, the Surui territory stands out as an island of dark green in a sea of logging operations. The Google Outreach project will document the planting of 7,000 hectares of forest that have been lost to illegal logging.

Google made the short film *Trading Bows and Arrows with Laptops: Carbon and Culture*, below, to tell the story of how this project came about.

As the film highlights, the Surui tribe reached a point where they realized that technology was a far more powerful way to defend themselves against illegal logging than trying to physically defend their borders with bows and arrows. Not only do the smartphones allow them to immediately report illegal logging and keep a current record of the health of their forests, but the cultural map also allows them to spread awareness of their culture and the biodiversity of their land and the encroaching logging that threatens it.

"All the information is shedding light on the invasion of our land ... and giving our people the responsibility for their own future," Chief Almir told the San Francisco Chronicle.

They say we can only protect what we know exists, so using technology to bring these cultural maps in front of people around the world gives tribes like the Surui and the wildlife of the Amazon a fighting chance. Luckily, Google has plans to arm other tribes with these cultural mapping tools in the very near future.

"It has taken us five years (to launch) the first cultural map with the Surui and now we feel we have the methodology that can work with other tribes," Moore said. "There's a project already planned for two tribes who are neighbors of the Surui and the Surui themselves would be trainers of this technology."

You can get the map through Google Earth or through the tribe's website www.paiter.org.

Source: Treehugger

<http://www.wired.co.uk/news/archive/2012-06/18/amazon-tribe-google-earth>

Amazonian tribe use Google Earth to battle illegal logging

By Liat Clark, Wired.co.uk, 18 June 2012

An Amazonian tribe is using geo-tagging in Google Earth to highlight ongoing illegal logging in Brazil.

The Surui, located in Brazil's Rondônia state, sought out training from the search engine giant after 32-year-old tribal leader Almir Surui came across the 3D mapping system in 2007. **As part of its Outreach programme, Google Earth spent the next five years training the tribe and announced the finished product, a "cultural map" of the tribe's history, at a forum on sustainable development held during the UN Rio+20 conference, 16 June.**

"Since the Surui and other indigenous people were given training tools by Google, our land has received more visibility," chief Almir told the *San Francisco Chronicle*. "All the information is shedding light on the invasion of our land ... and giving our people the responsibility for their own future."

The Surui first came into contact with the outside world in the late 1960s, after which nearly 90 percent of its population was wiped out by disease. It's particularly impressive then, that on seeing the technology chief Almir went straight to Google in the US to present his vision for the tribe's online presence.

"When you fly to the Surui territory in Google Earth, it's very dramatic," says Rebecca Moore, Google Earth Outreach leader, in the short film *Trading Bows and Arrows with Laptops: Carbon and Culture*. "You can see that it's a beautiful virgin green forest, but it's surrounded by complete deforestation... [Almir] asked would we help him put his people on the map and use this to strengthen his people and tell the world what was happening."

Training began in 2008, and the short film shows girls as young as ten taking part in classes. The Surui were taught how to manage the software and drew up a 2D map of local historical sites and indigenous animals that would become the final Google Earth cultural map. In 2009 the tribe was supplied with Android devices so individuals could capture GPS-located instances of illegal logging and load these to the mapping system.

"We are reporting on them," says Almir. "We are doing our part and risking our lives in order to conserve the environment."

The Surui also use Open Data Kit in Android to monitor their forest's borders and biodiversity, and has used data gathered from the technology to setup the first internationally validated carbon project in the Amazon .

Recent satellite imaging has shown deforestation is slowing in the Amazon -- in 2011 6,418 sq km was wiped out, compared with 14,286 sq km in 2006. Regardless, the figures remain alarmingly high, and project's such as these will only serve to highlight the issue across the globe. Google's final 3D representation of the Surui territory has been planted with 90 million virtual trees, representing the vastness of this important land.

"It's a huge responsibility to deal with technology which is so different from our own culture," says Almir. "But it's not impossible... We are struggling and believing together in a mechanism for us to communicate and create a dialogue with the world through the use of technology."

As well as recording illegal logging activities and monitoring the carbon data in their territory, the Surui are using their new skills to record and pass on knowledge gained from the tribe's elders.

Moore suggested the technology could now be used to help indigenous people in other parts of the world, adding that two neighbouring tribes are already receiving training and that requests have come in from indigenous groups in Canada and New Zealand.

For more information visit paiter.org

http://www.ecosystemmarketplace.com/pages/dynamic/article.page.php?page_id=9098§ion=news_articles&eod=1

EM Coverage Of Rio +20

Ecosystem Marketplace, 14 June 2012

14 June 2012 | RIO DE JANEIRO | Brazil | The United Nations Conference on Sustainable Development (Rio +20) officially launched here yesterday, with preliminary talks set to wrap up on Friday, June 15, and high-level talks to begin next Wednesday, June 20, and run through Friday, June 22. We'll be focusing most of our attention on a few key side events and press conferences that we feel are most relevant to payments for ecosystem services and indigenous rights.

The first takes place on **Monday, June 18**, and examines the latest developments in Google's ongoing effort to provide cost-effective tools for data collection and mapping – activities identified as essential under the Rio+20 agenda. The event is organized by Google Earth Outreach, with support from Imazon (Amazon Institute of People and the Environment), the World Resources Institute, Forest Trends (publisher of Ecosystem Marketplace), Metareila, the Institute for the Conservation and Sustainable Development of Amazonas (Idesam), the Governor's Climate and Forests Taskforce, Fundacao Amazonas Sustentavel, Alianca da Terra, Equipe de Conservacao da Amazonia (ECAM), the Jane Goodall Institute, and the Global Canopy Programme.

The second takes place on **Tuesday, June 19**, and involves an update on Code REDD, which is a campaign launched late last year by Wildlife Works to save the world's threatened forests by promoting corporate demand for high quality carbon offsets. This event picks up a theme that emerged at Carbon Expo in Cologne, Germany – namely, the need to educate the corporate sector on both the economics of climate change and the role that offsetting can play in helping companies achieve carbon neutrality.

Almir Surui, Chief of the Paiter Surui Tribe and Beto Borges, Director of Forest Trends' Communities and Markets Initiative, will participate in a panel to discuss the Code REDD initiative as a platform for more effective collaboration between corporate offset buyers, REDD project developers, indigenous forest owners, governments, and other actors to address global climate change challenges.

There are plenty of events beyond these two, as you can see here, and we'll try to bring additional coverage as best we can.



<http://g1.globo.com/natureza/rio20/noticia/2012/06/indios-surui-lancam-mapa-multimidia-feito-em-parceria-com-google-earth.html>

Índios Suruí lançam mapa multimídia feito em parceria com Google Earth

Projeto é resultado de parceria inédita, iniciada em 2007 com o Google. Mapa cultural reúne fotos, vídeos, depoimentos e animação em 3D.

Por Darlan Alvarenga, G1, 16 Junho 2012

Uma mancha verde cercada de desmatamento avistada no Google Earth no estado de Rondônia agora também pode ser vista por dentro e em toda a sua riqueza ambiental e cultural, através de fotos, vídeos, depoimentos e animação em 3D sobre os hábitos e tradições dos 1.300 indígenas que moram ali. Trata-se do Mapa Cultural Suruí, primeira parceria do gênero da gigante de tecnologia com uma comunidade indígena.



Mapa Cultural Suruí foi apresentado no Fórum de Sustentabilidade Empresarial (Foto: Darlan Alvarenga/G1)

O projeto, uma espécie de enciclopédia multimídia sobre o povo indígena que vive numa reserva de 248 mil hectares de floresta protegida, foi lançada neste sábado (16), durante no Fórum de Sustentabilidade Empresarial da Rio+20, que acontece até o dia 18 no Windsor Barra Hotel.

O Mapa Cultural Suruí foi feito a partir da plataforma do Google Earth e reúne informações e imagens produzidas pelos próprios índios. O projeto é resultado de uma parceria iniciada em 2007, quando o chefe Almir Suruí decidiu bater na porta do Google, na Califórnia, para propor uma parceria para auxiliar a aldeia na proteção da floresta e na divulgação da cultura do povo Paiter-Suruí.

“Falei que não entendia nada de tecnologia e que o Google não entendia nada sobre floresta, e disse que não tinha ido pedir apoio, mas propor uma parceria”, contou o chefe indígena, que desde então já recebeu três visitas da equipe da multinacional na aldeia.

Em 2008, os funcionários do Google ensinaram os jovens da tribo da usar o Google Earth e a montar um blog. Em 2009, capacitaram os índios a usar smartphones para flagrar a ação de madeireiros, caçadores ou pescadores ilegais na floresta. Nesta última visita, desenvolveram o conteúdo do mapa cultural.



Mapa cultural Suruí traz animação em 3D, vídeos e fotos (Foto: Divulgação)

“Esse é o primeiro projeto do Google feito com um povo indígena”, disse Rebecca Moore, executiva chefe do Google Earth Outreach – o braço social da empresa. “Agora que já desenvolvemos uma metodologia, podemos levar essa experiência para outras comunidades indígenas no mundo”, completou.

A ideia é que os suruí sejam capacitados para auxiliar outras comunidades da região a desenvolverem seus próprios mapas culturais. O Google não revelou o valor investido no projeto. “Estamos comprometidos a fazer um investimento de longo prazo. E o chefe Almir já falou que toda vez que voltarmos, precisamos mostrar algo novo”, disse a executiva.

Por enquanto, o Mapa Cultura Suruí está sendo disponibilizado apenas no site do povo indígena. Segundo o Google, ainda não há previsão desse conteúdo ser acessado diretamente dentro da plataforma do Google Earth.

“Atualmente, disponibilizamos informações de locais como hotéis e restaurante de várias cidades. Quem sabe no futuro também possamos disponibilizar matérias das comunidades indígenas dentro do Google Earth”, disse Rebeca, acrescentando que a companhia estuda promover parcerias do gênero também no Canadá e Nova Zelândia.

THE CLIMATE GROUP

INVESTMENT WEEKLY NEWS

Climate Change; Government, Business Leaders Call on G20 and Rio+20: Worldwide Recession and Climate Change Share One Clean Solution

Investment Weekly News, 7 July 2012

2012 JUL 7 (VerticalNews) -- By a News Reporter-Staff News Editor at Investment Weekly News -- Tony Blair and a group of international statesmen and business leaders said that a "clean revolution" - a step change in investment in renewable energy and clean technology - was needed to lead the world out of recession.

In an open letter, they say: "We have a historic opportunity to lead the world out of recession and into a more stable, sustainable future. The 'Clean Revolution' is essential if we want to ensure we save our economies from the crippling costs of runaway climate change, and create meaningful jobs and enhance energy security."

The signatories of the open letter are backing the launch in **Rio** of the Clean Revolution campaign, a major initiative by The Climate Group and a range of government and business partners that calls for a 'green growth' push out of global recession.

Tony Blair, in a speech, added: "The Clean Revolution is the expressway to the Green Economy. Because of the current financial crisis, acting on climate change is more than ever before an opportunity to lead the world out of recession and to tackle the increasing geopolitical tensions created by the lack of energy security."

Among the campaign's backers to date are Philips and Suzlon, a major Asian wind turbine manufacturer, as well as other businesses and venture capitalists in China and the United States.

"Government and business leaders are realizing the opportunity in the Clean Revolution and are already leading the world into a more sustainable future. But it needs to happen faster. We need a step change. And it begins, today, at Rio+20," said Mark Kenber, CEO, The Climate Group.

Speakers at the Clean Revolution launch event in Rio included Prince Albert of Monaco, Quebec's Premier Jean Charest, The World Bank's Special Envoy for Climate Change, Andrew Steer, **Georg Kell, UN Global Compact Executive Director**, senior representatives from Phillips, Suzlon and the Dutch Postcode Lottery as well as Professor Wang Yi of the Chinese Academy of Sciences, one of the key architects of China's low carbon strategy.

"We should not expect global rules to guide us through this 'make or break' decade." Instead it will be voluntary leadership that will demonstrate that success is not only possible, but also profitable, and which in turn will inspire others to act. The Clean Revolution Initiative is designed to move things across the tipping point. We're proud

to be part of it," said Andrew Steer, Special Envoy for Climate Change, The World Bank.

To accompany the campaign's launch, The Climate Group has launched a new website (www.thecleanrevolution.org) and a series of research reports demonstrating success stories of 'clean revolutions' under way in different parts of the world.

Keywords for this news article include: Asia, China, Economics, Oil & Gas, Technology, World Bank, Wind Energy, Climate Change, Global Warming, Renewable Energy, The Climate Group, Finance and Investment, Investment and Finance, Investing and Investments, Banking and Finance Companies.

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RENEWABLE
ENERGY MAGAZINE
At the heart of clean energy journalism

***Also appeared in XEA.nl / De Beleggingsadviseur (Dutch), The Financial**

LightSavers: LED street lighting trial reveals up to 85% energy savings

Renewable Energy Magazine, 27 June 2012

LED street lighting can generate energy savings as high as 85%, an independent global trial has found. The programme also indicates that citizens of pilot cities prefer LED lighting, citing social and environmental benefits.

The findings of LightSavers, an independent two-and-a-half-year global pilot of LED lamps in 15 trials across 12 cities including New York, London and Kolkata in India, are presented for the first time in a new report entitled, *Lighting the Clean Revolution: The Rise of LED Street Lighting and What it Means for Cities*. The report explores the global market status and potential for LEDs and provides guidelines for policymakers and city light managers who want to scale-up large LED retrofits. **It was launched as part of the Clean Revolution campaign at the Rio+20 UN Global Compact Corporate Sustainability Forum** and produced by The Climate Group in partnership with Philips. Key findings include: -- Surveys in Kolkata, London, Sydney and Toronto indicated that between 68% to 90% of respondents endorsed LEDs city-wide rollout. Benefits highlighted included improved safety and visibility. -- LED lighting trialed lifespan ranges from 50,000 to 100,000 hours indicating a high return on investment. -- LED failure rate over 6,000 hours is around 1%. -- The Climate Group and Philips are calling for an international low carbon lighting standard to be created and implemented ensuring that citizens worldwide have access to energy efficient outdoor lighting. Mark Kenber, CEO, The Climate Group says: "This report clearly highlights that LEDs are ready to be scaled-up in towns and cities across the globe. We are now calling on Governments to remove policy obstacles and enable a rapid transition to low carbon lighting. "All new public lighting -- both street lighting and in public buildings -- should be LED by 2015, with the aim of all public lighting being LED by 2020. "We will be working to recruit a leadership group of city, state and national governments to adopt this and report on progress on an annual basis over the next three years," he added. "A full switch to the latest energy-efficient LED lighting solutions provides significant energy savings, a reduction in CO2 emissions, and will transform urban environments", says Harry Verhaar, Head of

Global Public & Government Affairs at Philips Lighting. "We believe that by driving this lighting market transition, our LED lighting solutions will create livable cities for the benefit of residents and visitors." For residents the benefits of LEDs are tangible: Gobind Saha, 61, owner of a roadside stall at Rabindra Sarani (India), says, "These white lights have changed the way my little business used to be under the street lights every evening. Now that a buyer can clearly differentiate between green and blue, my sales figures have gone higher." Lighting is responsible for 19% of global electricity use. Doubling lighting efficiency globally would have the equivalent of eliminating half of EU electricity and heat production emissions. For additional information: [Lighting the Clean Revolution](#)



*Also appeared in India Energy News, Investment Weekly News, Modern Power Systems, iStockAnalyst, Connecting Industry, NewsBlaze, TMCnet.com

LightSavers Reports on LED Energy Savings

Wireless News, 20 June 2012

The findings of LightSavers, an independent two-and-a-half-year global pilot of LED lamps in 15 trials across 12 cities including New York, London and Kolkata, are presented in a new report entitled, *Lighting the Clean Revolution: The Rise of LED Street Lighting and What it Means for Cities*.

In a release on June 17, the group noted that LED street lighting can generate energy savings as high as 85 percent. The programme also indicates that citizens of pilot cities prefer LED lighting, citing social and environmental benefits.

The report explores the global market status and potential for LEDs and provides guidelines for policymakers and city light managers who want to scale-up large LED retrofits. **It was launched as part of the Clean Revolution campaign at the Rio+20 UN Global Compact Corporate Sustainability Forum and produced by The Climate Group in partnership with Philips.**

The report also found key findings:

- Surveys in Kolkata, London, Sydney and Toronto indicated that between 68 percent to 90 percent of respondents endorsed LEDs city-wide rollout. Benefits highlighted included improved safety and visibility.

- LED lighting trialed lifespan ranges from 50,000 to 100,000 hours indicating a high return on investment.

- LED failure rate over 6,000 hours is around 1 percent.

- The Climate Group and Philips are calling for an international low carbon lighting standard to be created and implemented ensuring that citizens worldwide have access to energy efficient outdoor lighting.

Mark Kenber, CEO, The Climate Group says: "This report clearly highlights that LEDs are ready to be scaled-up in towns and cities across the globe. We are now calling on Governments to remove policy obstacles and enable a rapid transition to low carbon lighting.

"All new public lighting - both street lighting and in public buildings - should be LED by 2015, with the aim of all public lighting being LED by 2020.

"We will be working to recruit a leadership group of city, state and national governments to adopt this and report on progress on an annual basis over the next three years," he added.

Lighting is responsible for 19 percent of global electricity use. Doubling lighting efficiency globally would have the equivalent of eliminating half of EU electricity and heat production emissions.

More information:

www.TheCleanRevolution.org/lighting-the-clean-revolution



<http://www.smartplanet.com/blog/smart-takes/led-street-lights-how-much-energy-is-actually-saved/27269>

LED street lights: How much energy is actually saved?

By Charlie Osborne, Smart Planet, June 18, 2012

Light-emitting diode (LED) lighting systems are used in a variety of ways — from energy-saving in the average home of the consumer to street lights in major urban cities.

But how much energy does implementing this kind of technology actually save? The Climate Group has recently released the findings of a two-and-a-half-year study which examined the use of LEDs in major cities, and how consumers view these lighting systems.

Titled “Lighting the Clean Revolution: The Rise of LED Street Lighting and What it Means for Cities”, the report is aimed at policymakers and city lighting managers who want to further explore the potential of LED technology in urban areas.

Piloting 15 separate schemes in 12 cities across the globe — including New York, London and Kolkata — the company found that in some cases, LED technology accounted for an 85 percent reduction in energy costs.

The LED lighting systems under trial indicated that those with a lifespan range of 50,000 – 100,000 hours provided the best return on investment for lighting urban areas and cutting costs. Furthermore, the rate of failure after providing 6,000 hours of lighting was far lower than traditional lights — at only one percent.

The programme also indicates that citizens of pilot cities prefer LED lighting, citing social and environmental benefits. In Kolkata, London, Sydney and Toronto, between 68 and 90 percent of respondents indicated that they approved of city-wide LED rollouts.

Generally, these opinions manifested from the low failure rate, improved safety and high visibility.

Mark Kenber, CEO, The Climate Group said:

“This report clearly highlights that LEDs are ready to be scaled-up in towns and cities across the globe. We are now calling on Governments to remove policy obstacles and enable a rapid transition to low carbon lighting.

All new public lighting — both street lighting and in public buildings — should be LED by 2015, with the aim of all public lighting being LED by 2020. We will be working to recruit a leadership group of city, state and national governments to adopt this and report on progress on an annual basis over the next three years.”

The pilot projects were launched as part of the Clean Revolution campaign at the **Rio+20 UN Global Compact Corporate Sustainability Forum**. It has been produced by The Climate Group in partnership with Philips.

*Also appeared in Globedia, ECOticias, lainformacion.com

RSC.-La tecnología LED podría ahorrar 670 millones de toneladas de emisiones de gases de efecto invernadero cada año

Europa Press. 18 June 2012

MADRID, 18 (EUROPA PRESS)

La tecnología LED (diodos emisores de luz) podría ahorrar 670 millones de toneladas de emisiones de gases de efecto invernadero cada año, según se desprende de los resultados del proyecto 'LightSavers', que se realizó durante dos años y medio en 12 ciudades diferentes como Nueva York, Londres, Calcuta o Sydney.

El estudio señala que la iluminación es responsable del 19% de la energía mundial y de alrededor de un 6% de las emisiones globales de gases de efecto invernadero por lo que, a juicio de los autores, duplicar la eficiencia en la iluminación a nivel mundial tendría un impacto sobre el clima equivalente a la eliminación de la mitad de las emisiones de toda la producción de electricidad y calor en la UE.

Por ejemplo, en el caso de Estados Unidos, los expertos calculan que recortar la utilización de la energía en un 40% ahorraría 53.000 millones de dólares en costes anuales de energía y supondría una reducción de la demanda de energía equivalente a la producción de 198 centrales eléctricas de tamaño medio.

El estudio también refleja que el alumbrado público con tecnología LED puede generar un ahorro energético de hasta el 85 por ciento. Además, las encuestas reflejan que los habitantes de las ciudades piloto --entre el 68% y un 90%-- prefieren este tipo de iluminación, citando los beneficios sociales y ambientales.

Asimismo, la vida útil de la iluminación LED probada oscila entre 50.000 y 100.000 horas, lo que indica un alto retorno de la inversión. El informe subraya que la iluminación LED fue ideada como una tecnología duradera con los mínimos costes de mantenimiento. La tasa de fracaso de los productos LED antes de 6.000 horas de uso es de alrededor del 1% comparado, por ejemplo, con el 10% que presenta la iluminación convencional durante un período de tiempo de uso similar.

El informe completo --'Iluminando Clean Revolution: El ascenso del LED en el alumbrado público y su significado para las ciudades'-- se puede consultar en la web 'www.TheCleanRevolution.org/lighting-the-clean-revolution' y ha sido presentado como parte de la campaña "Clean Revolution" en **Global CompactCorporate Sustainability Forum** Río +20 de la ONU, producido por The Climate Group, en asociación con Philips.

<http://www.valor.com.br/rio20/2717256/lampadas-led-trazem-economia-de-ate-85-para-prefeituras-diz-philips>

Lâmpadas LED trazem economia de até 85% para prefeituras, diz Philips

Por Marta Nogueira, Valor Economico, 16 Junho 2012

RIO - O uso de lâmpadas LED na iluminação pública pode gerar economias de energia de até 85% para as prefeituras e uma economia média de 40% nas contas públicas. A constatação foi feita por um estudo feito pela Philips, em parceria com o Climate Group, em 12 cidades no mundo, incluindo Nova York, Londres e Sydney. Segundo o chefe global de assuntos públicos e de governo na Phillips Lighting, Harry Verhaar, o relatório será apresentado para prefeitos brasileiros e é uma forma de mostrar para as administrações públicas passos que as cidades podem dar em direção à sustentabilidade.

<http://www.valor.com.br/sites/default/files/images/04501024.jpg>

As lâmpadas LED trazem como principais benefícios a eficiência energética e a redução de emissões de carbono. A iluminação pública, segundo o estudo, é responsável atualmente por 19% do consumo mundial de eletricidade e por 6% das emissões de gases de efeito estufa.

As conclusões do estudo Iluminando a Revolução Limpa, que foi desenvolvido ao longo de dois anos e meio, serão apresentadas no Fórum Global Compacto de Sustentabilidade, na conferência da ONU para o desenvolvimento sustentável, a Rio+20, neste domingo, 17.

O relatório também indicou que os moradores das cidades, nas quais o plano piloto aconteceu, apresentaram preferência pela tecnologia, em detrimento das lâmpadas tradicionais. "Depois de trocar todas as lâmpadas do Parque do Ibirapuera, em São Paulo, a visitação noturna aumentou em 30%", disse o presidente da Phillips no Brasil, Marcos Bicudo.

Na cidade paulista, um projeto foi desenvolvido pela Philips a pedido do departamento de iluminação pública de São Paulo, por meio da AES Eletropaulo, que investiu R\$ 4,6 milhões. Para iluminação de toda a extensão do parque foram utilizadas 849 luminárias Green Vision de 113W de potência, em substituição a outras 291 luminárias que utilizavam lâmpadas de vapor de mercúrio e vapor de sódio.

Ao comparar a mesma quantidade de luz no Ibirapuera, antes e depois das mudanças, houve redução de cerca de 50% no consumo de energia, além de melhorias na eficiência. Mesmo com o acréscimo de luminárias, houve redução de 20% do consumo total.

A vida útil da iluminação LED testada varia de 50 mil a 100 mil horas. O índice de falhas de produtos LED com mais de 6 mil horas é de cerca de 1% comparado, por exemplo, com a iluminação convencional, que é de 10% ao longo de um período de tempo semelhante.

Segundo o relatório da Philips, realizado nos Estados Unidos, um corte de 40% da energia utilizada pela iluminação economizaria US\$ 53 bilhões em custos anuais e reduziria a demanda equivalente a 198 estações de energia de tamanho médio

NATURAL CAPITAL DECLARATION



<http://www.guardian.co.uk/sustainable-business/rio-20-earth-summit-diary-20-june>

Rio+20: the Earth Summit diaries, Wednesday 20 June

From Rio de Janeiro, Jo Confino provides behind the scenes insight of all that's going on from a business perspective at the Earth Summit

All the excuses banks and financial institutions gave for not signing up to landmark new Natural Capital Declaration

By Jo Confino, The Guardian, 16 June 2012

On the surface, it's a positive step that CEOs at the helm of 37 banks, investment funds, and insurance companies today committed to working towards integrating natural capital considerations into their products and services.

That's because the financial sector has been lagging way behind everyone else in terms of getting to grips with sustainability challenges, and that's being generous to them.

The 'Natural Capital Declaration' (NCD) commits signatories to help build a framework under which companies can benchmark performance, set targets and report on progress.

But look below the surface, and the message is as much one about pessimism as hope. Perhaps most telling is that most of the signatories are in the developing world, particularly Latin America, and that the only significant UK bank to get involved is Standard Chartered.

More than anything else this suggests that the financial institutions which are showing concern, are in countries where the problems of ecosystem decline are already staring them in the face.

Of more interest is the various reasons that banks in the UK and other developed countries gave for not putting their weight behind the project so that it has a hope of going to scale:

They wanted to be sure it did not clash with existing frameworks such as the UN Principles for Responsible Investment and Principles for Sustainable Insurance. It actually complements both of these.

They were concerned they would not be able to implement what they were signing up to because of resource constraints

Because the NCD is a new initiative and quite entrepreneurial, some preferred to follow rather than take the lead

The NCD must be signed by the CEO and some banks did not have the time to sign it off by today's launch date

Some were uncertain about what happens after Rio+20 and so wanted to wait for clarity

Finally, and perhaps most distressing, was some banks were worried that it was not clear how much they would have to pay if they participated.

So if future generations want to know why we did not do more to prevent ecological meltdown and the collapse of civilisation, at least they will now know.



<http://www.guardian.co.uk/sustainable-business/rio-20-un-earth-summit-business-diary>

Rio+20: the Earth Summit diaries, Wednesday 20 June

From Rio de Janeiro, Jo Confino provides behind the scenes insight of all that's going on from a business perspective at the Earth Summit

Valuing natural capital

By Jo Confino, The Guardian, 15 June 2012

One of the key topics at Rio+20 is the shift in understanding within the corporate sector of the need to start accounting for natural capital.

Companies have thankfully finally started to understand that they can no longer voraciously exploit our ecosystems without consequence.

Pavan Sukhdev, who led the UN TEEB report, is speaking tomorrow to launch his new Corporation 2020 movement. One of the key planks is a call for taxes on resource extraction. The aim is to make corporations use fewer resources while delivering the same or higher levels of products and services. This would involve taxing coal, petroleum, and many other minerals to steer the market away from resource-intensive growth and towards smart-technology industries in renewable energy, clean water, new and better materials, and waste management.

Also tomorrow we see the official launch of the Natural Capital Declaration, with the CEOs of 37 banks, investment funds, and insurance companies announcing a commitment to work towards integrating natural capital considerations into their products and services.



<http://au.finance.yahoo.com/news/business-chiefs-pledge-value-earths-120958936.html>

Business chiefs pledge to value earth's natural assets

Agence France Presse, June 16, 2012

Some 39 chief executives of banks, investment funds and insurance firms Saturday pledged at a Rio+20 business forum Saturday to integrate the Earth's natural capital into loans and investments.

Twenty years after the first Earth Summit highlighted the importance of the natural environment, they unveiled a "Natural Capital Declaration" that commit their companies also to reporting or disclosing on the theme of natural capital and accounting for natural capital in accounting frameworks.

Natural capital comprises Earth's natural assets (soil, air, water, flora and fauna) and the ecosystem services flowing from them.

Neither these services nor the stock of natural capital that provides them are adequately valued compared to social and financial capital, the signatories said.

The declaration calls on the private and public sectors to work together to create the conditions necessary to "maintain and enhance natural capital as a critical economic, ecological and social asset."

It also urges policy-makers at the UN-sponsored Rio+20 conference to move forward in crafting legislation and regulations that can spur the development of financial products and services that sustain the earth's natural capital.

Among those who signed were chief executives of China Merchants Bank, National Australia Bank, Japan's Sumitomo Mitsui Trust Holding and China's Shenzhen Development Bank.

The World Wide Fund for Nature (WWF), the Carbon Disclosure Project, Fauna and Flora International and Conservation International were the first four non-governmental, not-for-profit organisations to back the initiative.

"The private sector must build momentum post-Rio to ensure that valuing natural capital becomes embedded into both public and private sector investment decisions," said WWF's Director General Jim Leape.

"To achieve this, new indicators may be needed and governance arrangements may need to change. The private sector has a key role to play," he added.

World leaders are to meet here June 20-22 to mull prospects for spurring sustainable development that would reconcile economic growth with poverty eradication and environmental protection.



(Also filed under Stock Exchange and General)

Rio+20: Earth summit - Expecting the world? Disappointment inevitable

By Eric Marx, Ethical Corporation, Jul 11, 2012

The UN development summit took some laudable steps towards a sustainable future – among them acknowledgement that the world economy needs to change. But the outcomes were hardly earth-shattering

If there was one big takeaway from June’s United Nations development summit in Rio it was this: the world has a new way of writing the rules for sustainability that is both bottom-up and leader-driven. We’re seeing emerging countries, local communities and global corporations make meaningful commitments to investing in the value of nature.

These efforts are being assisted by various UN agencies, but the UN-sponsored multilateral negotiating process itself has seemingly done very little to reverse the intransigence of world leaders.

The process for developing sustainable development goals – a set of benchmarks to guide countries in achieving targeted outcomes within a specific period – had been a key issue in the negotiations for the main outcome document.

Environmentalists wanted mandatory measures with timelines on the core areas of food, water and energy security, but instead UN member countries delivered an agreement whose generalised tone exposed a lack of urgency or will to take immediate action.

The final text omitted a clause calling for governments to phase out fossil fuel subsidies, which have nearly tripled since 2009, despite a pledge by G20 countries to eliminate them. An eagerly awaited decision on a governance structure for the high seas was also postponed for three years, after the United States, Japan, Canada, Russia and Venezuela opposed strong language to implement it.

Speaking as the conference drew to a close, Kit Vaughn, climate change advocacy coordinator at aid NGO Care, said the document represented “business as usual”. The UK deputy prime minister, Nick Clegg, described the outcome of the conference as “insipid”, while Gro Harlem Brundtland, the former prime minister of Norway and chair of the UN commission that helped establish the concept of sustainable development, was also critical.

Friends of the Earth International referred to the declaration as “a gift to corporate polluters” and said it would do “nothing to address the environmental and social crises that the world is facing”.

Lights in the gloom

Those who welcomed the declaration mostly did so in qualified tones – though there were some bright spots. Principal among these was the explicit valuing of nature both by governments and the private sector. For the first time the so-called “natural capital” of biodiversity and ecosystem services is being valued in newly announced national accounting initiatives and through a number of collaborative declarations launched by individual companies, institutional investors and the banking industry.

“We saw both governments and businesses explicitly recognising that natural capital is the essential core element of sustainable development and that healthy ecosystems must be the foundation of human well-being,” says Russell Mittermeier, president of Conservation International. “This is an extraordinary and transformative change in mindset, as it finally moves the environment from a marginal issue to a central component of future development strategies.”

Jim Leape, director general of WWF International, speaks of a “coalition of the committed” among businesses. “Many [companies] aren’t stepping up,” Leape says, “but among leading companies we have seen a shift in the issue of corporate social responsibility to include sustainability as a core business interest.”

The next step now is to figure out how to elevate the scale of action.

Andrew Deutz, director of international government relations at The Nature Conservancy, says the reason the conference fell short has to do with an understanding of what has already been accomplished since the landmark accords signed at the 1992 Earth Summit in Rio first integrated the environment into the UN’s developmental agenda. Rio 92 resulted in the creation of the Global Environment Facility (GEF) and the drafting of three UN conventions covering climate change, biodiversity and desertification.

Most developing countries at that time didn’t have environmental regulations or even a policy agenda that looked towards the environment. “Twenty years later,” Deutz says, “it’s not about putting the policy framework in place, but about making sure it’s effectively implemented.”

With governments strapped for cash, that’s meant an increased role for business in helping to shape the green economy – a major transformation of the current modes of production and consumption aimed at curbing pollution and the exhaustion of natural resources that will alleviate poverty and bring more jobs. Formulation of the “green economy” concept was in some ways a distraction, for it aligned much of civil society against business involvement.

The expectation was that business would move away from a profit-driven capitalist model as a prerequisite for them to truly align with the objectives of a green economy, says William Bulmer, director of the International Finance Corporation’s environment, social and governance department.

“I don’t think that is the case,” Bulmer says. “Most business will continue to be driven by a profit motive, but with a much greater appreciation of the risks and opportunities that they are now facing in this period of green growth.”

In that equation of risk and opportunity, increasingly it's the latter factor that is driving the business sustainability agenda, even in the absence of clear regulation. "What I see a lot is a private sector saying 'sure, we're concerned about what is happening to the climate', but also that these things happily coincide with self-interest," Bulmer says.

Of the UN's eight Millennium Development Goals, by far the most successful effort has been in halving poverty rates by 2015. That's brought a lot more consumers into the market and opens the door to investment in a range of low-carbon goods and services impacting health delivery, water access and energy, to name but a few.

Nearly all UN initiatives coming out of the conference are dependent upon private sector participation, none more so than the UN's Sustainable Energy for All initiative, which mobilised \$50m from Bank of America alone, and an unprecedented show of public-private partnership support gathering in more than 100 commitments, including from many developing world governments and a range of corporate and financial donors.

Aimed at transforming the world's energy systems to ensure universal access to modern energy services by 2030, it's one of the key outcomes the UN secretary-general, Ban Ki-moon, highlighted before the summit conclusion as a "powerful new model for the future".

"The UN is bringing all key stakeholders to the table to work in common cause for the common good," Ban said. "This initiative shows the power of partnership and ability of the United Nations to spearhead transformational change."

Kandeh Yumkella, director-general of the UN Industrial Development Organisation and co-chair of Ban's high-level working group on the project, says the initiative is a way to ensure that 1.3 billion people will gain access to clean energy and to ensure that sustainable development stays on the agenda even after the Rio talks close.

"We are emphasising economic opportunity," Yumkella says. "If we're talking about speed and scale it has to be a business model that is also profitable for some of these guys."

Yumkella credits the initiative's early success to its ability to convene key stakeholders and catalyse specific commitments around a "global action agenda" that has identified high impact opportunities that can guide the work of stakeholders across all sectors of the economy. But it's not a giveaway to business, he stresses, and the focus will also include off-grid solutions which not only make energy accessible but affordable.

"We have made an effort to identify those who are working bottom-of-the-pyramid energy solutions linked with microfinance, and linked with agricultural production or water supply or health," Yumkella adds. That network now includes more than 500 small NGOs and the challenge will be to make sure they are included. "We are emphasising off-grid solutions but they are not getting as much money as they should. We need to scale that up as well."

Moving beyond GDP growth

Perhaps the most important outcome from Rio+20 was putting to rest the erroneous belief that protecting the environment comes at the cost of economic growth. The Rio text itself acknowledged the new impetus in calling for the need for "broader measures of progress to complement GDP" to better inform policy decisions. It also

asked the UN Statistical Commission to launch a programme of work to build on existing initiatives.

On the sidelines there was considerable activity, with 10 African nations, united under the Gaborone declaration, signing up to **national accounts aiming to place a commercial metric on the value of nature. This was followed by 49 other nations, developed and developing alike, in supporting the communiqué on natural capital of the World Bank.** There are 86 companies now agreed to draw up “natural capital accounting” rules to implement the kind of changes long advocated by Paven Sukhdev, a former banker at Deutsche Bank credited with spearheading the initiative through the UN.

Common standards for world companies are likely to be ready in three to five years, with implementation coming within about seven years, predicts Sukhdev. He estimates that the top 3,000 companies fail to account for \$2.1tn of charges related to the use or pollution of natural assets – say by releasing carbon dioxide into the air or waste into a river. That figure nearly doubles to \$4tn, or about 6.7% of global GDP, when the world’s entire corporate sector is included.

“By 2020 corporations will measure and manage their externalities,” Sukhdev says, citing Puma’s experience with its environmental profit and loss statement as an example of what is possible.

Peter Bakker, president of the World Business Council for Sustainable Development, is reportedly developing natural capital accounting as a key strategic platform over the coming years. Other than Puma, however, no company is now measuring, let alone reporting effectively, on this.

“Valuing natural capital and having methodologies that go along with it is not as simple as it sounds,” warns Robert ter Kuile, PepsiCo’s senior director of environmental sustainability. “While water is a global challenge it is very much a local issue ... different from the impacts of greenhouse gas emissions on climate change.”

The main impact of natural capital accounting in the near future will be in carbon disclosure and with more robust assessments by financial institutions driving change among stock exchanges and in leading companies.

“Hopefully the market will start taking account of that and pricing it through the price of their shares,” says William Bulmer. “So if, for example, energy companies are heavily dependent on fossil fuels and are not sufficiently transforming and mitigating risk in a balanced approach in how they are generating renewables, the market will take a view on that and price it accordingly.”

These developments are also taking hold in emerging markets where central banks are out ahead of their western counterparts. Countries such as India, Brazil and China are all now using their banking sectors to promote environmental and social regulations, said Bulmer.

Disappointingly, however, this hasn’t translated to these countries’ state enterprises. What was seen, instead, in Rio were multinational companies with their local heads engaged in the discussion. Companies from China were present, for example, but these were smaller and medium-sized enterprises whose leadership potential is somewhat limited.

In this regard, Brazil was criticised for not having summoned a larger, more broad-based private sector response. Its leadership seemingly rested upon co-ordinating a

smooth-functioning dialogue and in not pressuring the UN bodies themselves to work together in collaboration rather than in competition.

“The risk is that the lack of a clearly defined process in the text means [UN agencies] could choose to compete rather than collaborate,” said Steve Waygood of Aviva Investors, which had been pushing for strengthened corporate sustainability reporting. “If they do this, the sum of the parts will be far less than the whole opportunity.”

Sustainable goals

Skilfully constructed to clear controversy and promote consensus, the final Rio summit communiqué established so-called sustainable development goals (SDGs) across core areas such as food security, water and energy that are intended to drive member states towards fast-track transition to low-carbon forms of green development.

These SDGs will probably build on and overlap with a current round of objectives known as the Millennium Development Goals, which UN members agreed to pursue at least to 2015.

The text commits to “take action to reduce the incidence and impacts of such pollution on marine ecosystems, including through the effective implementation of relevant conventions adopted in the framework of the International Maritime Organisation”. However, an eagerly awaited decision on a governance structure for the high seas was put off for a few years.

The agreement called for a new intergovernmental process to produce a report that evaluates how much money is needed for sustainable development, and what new and existing instruments can be used to raise funds.

The process will be led by a group of 30 experts, which will conclude its work by 2014. Although some developing countries had called for the creation of a \$30bn sustainable development fund, the proposal did not make it into the text. Instead, the text “recognises the need for significant mobilisation of resources from a variety of sources”.

A decision to upgrade the United Nations Environment Programme – an international institution that coordinates UN environmental activities – to a UN agency with power equal to other UN bodies, did move towards implementation. Its final passage, however, awaits approval by the entire UN General Assembly, where countries such as the United States have vowed to oppose the measure when it comes up for a vote.

Regarding sustainability reporting – where progress had been expected – there still exists no compulsion or commitment to a UN process to mandate a minimum standard. Yet, backers of the proposal say they are pleased with the outcome given the scale of resistance from some countries and the lack of historic references to corporate transparency and accountability.

“I think getting reference to the importance of corporate sustainability reporting is useful,” says Steve Waygood of Aviva Investors. “I also think the UN-facilitated process provides a very useful potential mandate for the stakeholders and industry and interested governments to take this agenda further and faster than would otherwise have been the case.”

Sustainable exchanges

One of the heavily trailed issues for Rio was the further development of sustainability transparency and reporting. And at the business summit, held immediately before the

main government level meeting, the role of the private sector in driving towards better reporting – as part of overall green economy efforts – was reinforced by a new stock markets-led initiative.

A group of stock exchanges, lead by Nasdaq OMX, and including the Johannesburg, Istanbul and Egypt exchanges, committed to promote long-term sustainable investment and improved environmental, social and corporate governance disclosure and performance among their listed companies. The commitment came during the Sustainable Stock Exchanges 2012 “global dialogues”. The SSE initiative has been co-developed by the Global Compact, UNCTAD, the Principles for Responsible Investment and the UNEP finance initiative.



<http://www.ethicalcorp.com/environment/rio20-blog-earth-summit-tinkers-edges-while-central-thrust-stalls>

Rio+20 blog: Earth Summit tinkers at the edges while central thrust stalls

By Eric Marx, Ethical Corporation, Jun 21, 2012

Agreement on environmental reporting can't hide looming disappointment in Rio

It's become apparent in Rio that the international community is struggling to come together.

After nearly two years of negotiations on the Future We Want document, which is to set out targeted sustainability goals for green economic development, the realisation that agreement on many substantive points was unlikely to be reached arrived like a giant thud on Thursday June 21.

Political grandstanding took place in the main plenary hall, while in smaller side events NGO heads and elected officials alike lamented the missed opportunity that seemingly has now passed.

Nevertheless, there were pockets of encouragement, particularly from nations such as Germany and Denmark that are now actively decoupling their economies away from fossil fuels.

Clean energy can be the backbone of energy supplies around the world but it "needs politicians to set the regulatory framework enabling private companies to turn their visions into concrete results and solutions," declared Denmark's prime minister, Helle Thorning-Schmidt, at a panel discussion aimed at moving beyond GDP measurements of human development.

Green growth

Denmark, which now holds the presidency of the European Union, has attempted to create a space for public-private partnerships through its Global Green Growth Forum. This is a multilateral initiative that it co-chairs along with Mexico and South Korea.

Thorning-Schmidt said Denmark is also actively pushing to frame the debate differently. "We know GDP is insufficient because it doesn't incorporate our natural capital. Why?" the prime minister asked. Answering her own question, she said: "Because it's difficult to measure the economic gains of a green transition."

She concluded: "A greener GDP measure can guide politicians when making decisions on environmental issues and that's why we're so interested in looking into this."

Valuing natural capital has been a big theme at Rio – with the launch of the Natural Capital Declaration and a natural capital summit convened by the UK government that garnered considerable headlines.

Nearly 40 banks, investors and insurers now back the Natural Capital Declaration along with more than 50 national governments. The declaration is a pledge committing companies to reporting or disclosing natural capital in accounting frameworks.

Environmental value

Puma is, of course, the highest profile company to do this so far, having devised an environmental profit and loss (EP&L) account in 2011.

“The EP&L serves to move the agenda forward as an exercise to focus senior management towards pinpointing and actively reducing impacts,” said Jochen Zeitz, executive chairman of Puma and chief sustainability officer of parent company PPR.

“Our EP&L results showed social environmental impacts were €145m,” Zeitz told the audience at the natural capital summit. “That is to say, the production and sale of our products devalued natural capital of the world by the same amount.”

In the future, thanks to the new declaration, more companies will be able to declare an equivalent measurement.

<http://www.smh.com.au/business/valuing-environment-a-capital-idea-20120622-20tnf.html>

Valuing environment a capital idea

A new form of national accounts offers hope for a greater appreciation of our more intangible natural assets.

By Ross Gittins, The Sydney Morning Herald, June 23, 2012

HOW do you get economists and business people to take the environment and its relationship with the economy seriously? Change its name to one that resonates with commercial values. What's a word that denotes great value, preciousness to a capitalist? I know - "capital".

You've heard of physical capital (machines, buildings and other structures), financial capital (securities such as shares and bonds), human capital (an educated and skilled workforce) and social capital (the shared values and norms of behaviour that enable mutually advantageous co-operation). So why don't we rename the environment "natural capital". It wasn't me who thought of it, however.

It doesn't sound like a lot of progress has been made at the Rio+20 summit on sustainable development. But one thing giving me hope is the "natural capital declaration" made by banks and big businesses, including our National Australia Bank, represented by chief executive Cameron Clyne.

"Natural capital," it says, "comprises Earth's natural assets (soil, air, water, flora and fauna) and the ecosystem services resulting from them, which make human life possible. Ecosystem goods and services from natural capital are worth trillions of US dollars per year and constitute food, fibre, water, health, energy, climate security and other essential services for everyone.

"Neither these services, nor the stock of natural capital that provides them, are adequately valued compared with social and financial capital. Despite being fundamental to our wellbeing, their daily use remains almost undetected within our economic system.

"Using natural capital this way is not sustainable. The private sector, governments, all of us, must increasingly understand and account for our use of natural capital and recognise the true cost of economic growth and sustaining human wellbeing today and into the future," the declaration says.

Great stuff. Most enlightened. But if you think we're just at the earliest stages of realising we need to measure our impact on the environment and incorporate it into our decision-making, I have good news. At the level of national accounting, we're a lot further advanced than you realise.

The "system of national accounts" we use to produce such indicators as gross domestic product is laid down by the United Nations Statistical Commission for use

in all countries. It's an accounting framework that measures economic activity and organises a wide range of economic data into a structured set of accounts.

So here's the news: earlier this year the UN Statistical Commission adopted as a new international statistical standard, with equal status to the system of national accounts, the "system of environmental-economic accounting" - SEEA.

Our Bureau of Statistics has been at the forefront in the development of SEEA. Last month it published a document, *Completing the Picture: Environmental accounting in practice*, explaining what SEEA is. I'm drawing on this document.

SEEA is another accounting framework that records as completely as possible the stocks and flows relevant to the analysis of environmental and economic issues.

Get it? An accounting framework allows you to add a lot of different things together, making sure they fit together logically and there's no double-counting. SEEA puts information about changes in the environment on the same basis as the existing information about changes in the economy, so they can be combined and give us an integrated picture of how the environment and the economy are affecting each other.

Just a small problem, however. The existing national accounts measure economic activity in money terms. To achieve this they stick almost wholly to measuring transactions in the market, since these reveal market valuations.

But the very reason economists and business people have been taking too little notice of the environment for the past centuries is that, for the most part, it's outside the market system - a "free good". There's not one price for clean air and another for dirty.

Despite this, SEEA extends the national accounts by recording environmental data that are usually available in physical or quantitative terms in coherence with the economic data in monetary terms. Maybe one day we'll discover a way to value natural capital so we can add it all together. There are three main types of account in the SEEA framework that are added to the existing monetary flow (the change in something over a period) and stock (the position at a point in time) accounts of the national accounts.

First are physical flow accounts that record flows of natural inputs from the environment to the economy, flows of products within the economy and flows of "residuals" (various forms of waste) generated by the economy. These flows include water and energy used in production and waste flows to the environment, such as solid waste to landfill.

Second are functional accounts for environmental transactions between different economic sectors (such as industries, households, governments). Such transactions include investing in technologies designed to prevent or reduce pollution, restoring the environment after it has been polluted, recycling, conservation and resource management.

Finally, asset accounts in physical and money terms measure the stocks of natural resources available and changes in the amount available. There'd be accounts for minerals and energy, timber, fish, soil, water and land.

The bureau is beavering away to produce more of these accounts. It's making progress in turning SEEA into an Australian reality.



<http://www.csrwire.com/blog/posts/445-making-nature-visible-in-our-global-economy>

Making Nature Visible in our Global Economy

To date, claims Andrew Mitchell, founder & executive director of the Global Canopy Programme, natural capital has been invisible in the global economy. Now is the time to change all that.

By Elaine Cohen, CSRwire, Jun 27, 2012

Natural Capital Declaration

Among the flurry of declarations, collaborations and new initiatives being announced ceremoniously almost by the hour at Rio+20, the 2012 United Nations Conference on Sustainable Development, taking place in June 2012 in Rio de Janeiro, Brazil, one worthy of note is the Natural Capital Declaration (NCD).

This initiative is convened by the United Nations Environment Programme Finance Initiative (UNEP FI), the Global Canopy Programme (GCP), and the FGV Center for Sustainability Studies (GVces). The idea is to provide financial institutions with a new framework to embed Natural Capital Accounting in their risk management, due diligence, loans, investments, and insurance activities.

Designed to be more than a set of principles or declaration of support, the NCD calls upon the CEO's of financial institutions who sign the NCD to commit to a process which will work towards delivering a first-ever methodology to account for their impacts on Natural Capital (the Earth's natural assets - soil, air, water, flora and fauna -- and the ecosystem services resulting from them, which make human life possible) and integrate these considerations into the decision making process of their financial products and services.

Another Acronym, Another Commitment

Equator Principles: launched in 2003, currently 77 signatories.

United Nations Principles for Responsible Investment: launched in 2006, currently 1,070 signatories.

Both initiatives were designed to get financial institutions integrating environmental considerations into investment decisions. So why a new initiative? Why not simply enforce existing frameworks? What's different about NCD?

Andrew Mitchell, Founder and Executive Director of the Global Canopy Programme, creator of the Forest Footprint Disclosure Project and one of the prominent NCD masterminds, explains:

"The NCD complements other initiatives but it is different in that it is squarely focused on Natural Capital. The NCD has been designed to have teeth. We have spent a couple of years in consultations, including investor groups, and for the first time in my life, I believe there is a momentum building that is encouraging people to get serious about accounting for nature.

Vast amounts of Natural Capital are being destroyed. The NCD will offer a way to change that. It is critical that the leaders of financial institutions will get on board, as it is the movement of money that will change things. The impact of money on the environment is massive. I would like to see the NCD with a clear roadmap developed by 2015 and an agreed methodology in use by 2020".

Accounting for Natural Capital

One of the big challenges in accounting for Natural Capital is creating an aligned framework so that we can all speak the same language and count the same numbers. The World Bank Wealth Accounting and the Valuation of Ecosystem Services (WAVES) Initiative was launched 2010, as a partnership of UN agencies, national governments, NGOs, academic and other institutions, to "integrate natural resources into development planning through environmental accounting".

This is an ambitious program, aiming to provide accountability at the level of national and global economies. The NCD adds the missing piece: the commitment of those who are not only counting the money, but moving it around – the big financial institutions.

Natural Capital – Close to Home

Thirty seven forward-looking CEOs had already signed up to the NCD by the time of formal launch of the initiative at Rio on June 16th. The telling thing, though, is that most of these are not the largest, influential, market-leading financial institutions in developed economies. The ones who have been quick to identify with the NCD and declare their support are those physically closest to the Natural Capital, such as rainforests, which are being destroyed.

Signatories in Asia, Latin America and Australia are the early-adopters, whereas the larger financial institutions, including those who have been most vocal on caring for the natural environment, are slow to buy in to this initiative. The only U.K. bank, for example, to have bitten the bullet, at the time of writing, is Standard Chartered. Nevertheless, the achievement of 37 signatories by the NCD launch is more than the NCD convening bodies targeted, and this bodes well for expanding the support base in the coming months.

The Visibility of Natural Capital

"You can liken our global sustainability to a three-legged stool. The stool itself is built capital, and the economic and social legs are propping up the stool. The third leg, the environmental leg, is being eaten by termites, and when that leg collapses, the entire stool collapses. We must find a way to make Natural Capital visible and bring it into the global economy," says Andrew Mitchell.

Can financial institutions be relied upon to share ownership for the third leg of the stool?

Legalized misappropriation of Natural Capital, externalization of environmental costs, under-evaluation of the impact of biodiversity abuses and failure to account for environmental impacts have all contributed to the most widespread veil of complicity throughout the value chain in our global economic history.

It takes a great deal of optimism to expect that financial institutions will become truly accountable. Perhaps the language of the NCD – it's about capital, a term financiers are familiar with - may be the trigger for change. Certainly, this change will not be possible without the active endorsement of leading policy makers around the world – and therein lies another layer of complexity – but the NCD will focus accountability and hopefully, generate a new level of action that will put an end to declarations of principle and deliver concrete outcomes for sustainable change.

<http://www.greenbiz.com/blog/2012/06/26/pricing-environmental-assets-smart-idea-or-fatally-flawed>

Pricing environmental assets: Smart idea, or fatally flawed?

By Robert Kropp, Greenbiz.com, June 26, 2012

The recent launch of the Natural Capital Declaration at the Rio+20 conference last week was the first time that business, finance, and governments came together to place a monetary value on natural resources and the environment. Thirty-nine financial institutions signed on to the declaration, including banks, investment funds and insurance companies.

Yet not all stakeholders are enthusiastic about the declaration. BankTrack, a respected Netherlands-based nongovernmental organization that engages with the financial sector to encourage sound environmental and social practices, has publicly objected to the declaration's monetization of the environment.

The declaration is a voluntary initiative. Signatories aspire to build understanding and support the development of mechanisms to integrate natural capital -- which they define as Earth's natural assets and ecosystem services—into institutions' financial decisionmaking. At present, "no methodology yet exists to adequately report or account for Natural Capital in the global financial system," the declaration states.

The signatories are emphatic, however, in calling on governments to require corporations to report on their dependence and impact on natural capital. They also call for regulatory action to "discourage business from eroding Natural Capital, while at the same time offering incentives to companies that integrate, value and account for Natural Capital in their business model."

By endorsing the Declaration, the signatories seek to "demonstrate our commitment to the eventual integration of Natural Capital considerations into private sector reporting, accounting and decision-making, with standardization of measurement and disclosure of Natural Capital use by the private sector."

Achim Steiner, Executive Director of the United Nations Environment Program (UNEP), stated, "Factoring natural capital into the bottom line is about bringing the real wealth of the planet from the invisible into the visible spectrum in order to tip the balance from degradation towards sustainable management for communities, businesses, and countries."

<http://www.greenbiz.com/blog/2012/06/22/how-businesses-are-banking-natural-capital>

How businesses are banking on natural capital

By Jennifer Morris, Greenbiz.com, June 22, 2012

As I travel around Rio de Janeiro as part of the Rio+20 U.N. Conference on Sustainable Development, the term “natural capital” is ever-present; this alone is a sign of progress.

Quite simply, natural capital is the limited stock of natural resources left on Earth that we vitally depend on for our prosperity, security, health and cultural traditions. And while it’s easy to understand the value in the natural capital we consume directly — such as food, animal protein and water — much of the ‘dividend’ that society receives from natural capital remains economically invisible. Often overlooked are nature’s renewable ecosystem services such as pollination and water purification— this is common ground we can all agree on here at Rio.

Preserving renewable natural capital is not a fringe issue for environmentalists. Just ask the 86 CEOs who have agreed to develop natural capital accounting methodologies to inform business decisions. In a landmark show of support for valuing nature, these companies, joined by 57 countries (so far), including the United States, agreed to place a value on, and account for, the services nature provides. This effort will change the way companies and countries evaluate their own financial health and enable them to understand the nature-based risks and opportunities from within their supply chains and national economies.

Natural capital accounting will find these previously hidden costs and enable companies to be more cognizant of the nature-based risk. These risks if not addressed will impact long-term financial health. As Unilever CEO and sustainability champion Paul Polman said earlier this week, “We must move from a negative footprint, to a positive hand-print.” Natural capital accounting is absolutely critical to achieving this goal.

And nowhere is the issue of natural capital more important than in Africa. Since the vast majority of Africans rely directly on nature for their survival, and the continent will see an estimated one billion people adding to its population in the next four decades, preserving natural capital is fundamental to people’s health and well-being. Recognizing this, last month, in Gaborone, Botswana, CI convened a group of CEOs, civil society organizations and public agencies, with 10 leaders of African nations in Gaborone, Botswana. The result was the landmark, *Gaborone Declaration*, which voluntarily commits the nations and companies present such as Nestle, Wal-mart, and ArcelorMittal, to adopt five key actions, including the incorporation and reporting of natural capital accounting standards.

But making changes to corporate (and national) accounting is only the first step on the journey to a positive hand-print. Conservation International believes that the next generation of corporate environmental leadership, or as economist and UNEP adviser Pavan Sukhdev says the “corporation 2020” will be those companies and industries

which do the most to promote climate stability, food security, clean water, abundant biodiversity and other ecosystem services while also supporting field-level conservation and ensuring economic benefits to local communities.

To this end, CI engages partners around the world to empower and learn from smallholders (fishers, farmers and pastoralists) in a way that increases yields, protects ecosystem assets and strengthens livelihoods. Here in Brazil, the coastal residents have made a living fishing in the Abrolhos region for centuries, but now face threats from destructive activities such as industrial shrimp farming, oil drilling and dredging. CI and a grassroots network of partners demonstrated how valuing the natural capital that sustains communities can pay dividends. By creating the Corumbau Extractive Reserve with both no-take zones and areas that allow fishing, the fish populations not only recovered, they thrived — and as the fish from the no-take zones spilled over into the fishable waters, local fisherman saw an increase in fish abundance of 300% for some commercially important species.

Helping smallholders move toward long-term sustainability through improved management— such as conservation agriculture, agroforestry, holistic rangeland management and ecological aquaculture — can increase production while generating additional benefits, including enhanced carbon storage and improved ocean health. These small interventions make substantial impact on communities and economies. In the midst of the discussions and debates over the final outcomes and impacts of this milestone summit, which we will more fully appreciate in the years and decades to come, I think it's important to also call out the increasingly unified voice of support for valuing nature that is emerging. This will help us all turn our footprints into positive hand-prints.

http://www.ipe.com/news/industry-heavyweights-at-rio-20-call-for-natural-capital-to-be-valued_46134.php#.T_cdapG1zRQ

Industry heavyweights at Rio+20 call for natural capital to be valued

By Nina Röhrbein, Investments & Pensions Europe, 22 June 2012

GLOBAL – Governments, banks, companies and investors have called for natural capital to be valued and accounted for at Rio+20, the UN Conference on Sustainable Development.

Forty banks, investors and insurers – including Caixa Economica Federal, Caisse des Depots, China Merchant Bank, National Australia Bank, Nedbank, Sovereign and Standard and Chartered, the heads of more than 50 countries and corporations such as Unilever, Puma, Dow Chemical and Mars – voiced commitment to work towards the development of methodologies to value and account for nature's vital role in the global economy.

UK deputy prime minister Nick Clegg, who opened the Natural Capital Dialogue, said: "National governments must move beyond a narrow understanding of wealth.

"Right now, we judge how well a country is doing by looking almost exclusively at the money it makes, ignoring the state of assets like forests or coastal areas – vital natural capital. Only with this sort of joint effort will we start to make the sort of progress needed."

Clegg pointed out that the UK was reforming its national accounts to reflect its natural wealth by 2020.

"I'm delighted that UK businesses are leading the way, too," he said. "Companies such as Marks and Spencer, Aviva and Tesco already report their greenhouse gas emissions, and from April 2013, all businesses listed on the main market of the London Stock Exchange will include this information in their annual reports."

Andrew Mitchell, director of the Global Canopy Programme, one of the three convenors of the Natural Capital Declaration, said: "A tsunami of financial capital is flowing around the world and using up the natural capital upon which our future wealth and security depends.

"This erosion of our collective future makes no sense, and it's time to put our account with nature back in balance. Doing so offers huge opportunity for nations rich in natural assets, and is an essential component of any green growth strategy. It's not about pricing nature, it's about saving ourselves."

Mitchell said the visible engagement of finance sector leaders in this process was a "giant leap forward".

"We may look back on Rio+20 as the moment in history when a global transformation to account for nature in the world economy really gained momentum," he said.

Growing numbers of business leaders are committing to initiatives such as the financial sector's Natural Capital Declaration and the Natural Capital Leadership Compact for the corporate sector, while more than 50 countries are already members of the Wealth Accounting and Valuation of Ecosystem Services (WAVES) initiative.

Paul Polman, chief executive at Unilever, who spoke at the event, highlighted the need for integration of business and finance sector natural capital accounting and valuation.

"The world urgently needs a shift to a more sustainable, equitable form of capitalism, but we cannot do this without the financial sector, whose lending and investment decisions determine whether our natural capital is further depleted or enhanced," he said.

World Bank vice-president for sustainable development Rachel Kyte added: "Rio has provided an opportunity for countries and the private sector to step up their commitment to natural capital accounting and to demonstrate its potential benefits to a global audience.

"There is now overwhelming support for implementation across the world."



http://www.ipe.com/news/top-chief-executives-commit-to-natural-capital-at-rio-20_46056.php#.T_cI6pG1zRQ

Top chief executives commit to 'natural capital' at Rio+20

By Nina Röhrbein, Investments and Pensions Europe, 18 June 2012

GLOBAL – Chief executives at the helm of 37 banks, investment funds and insurance companies have committed to work towards integrating natural capital considerations into their products and services at the UN Conference on Sustainable Development, Rio+20.

With the unveiling of their Natural Capital Declaration, the financiers committed their companies to help build an understanding of their impact and dependency on natural capital, embed natural capital into their products and services, report or disclose on the theme of natural capital and account for natural capital in accounting frameworks.

The chief executive at the Brazilian Institute of Social Security Infraprev, Frederico Aires Duque, said: "As part of a sector that forms the engine of the global economy, the pension fund industry considers itself a key stakeholder in future discussions about valuing and protecting natural capital. The sector also acknowledges that it has a key role to play in the reforms needed."

UN Environment Programme executive director and under-secretary general Achim Steiner added: "Factoring capital into the bottom line is about bringing the real wealth of the planet from the invisible into the visible spectrum in order to tip the balance from degradation towards sustainable management for communities, businesses and countries."

In the declaration, the signatories state that members of their industry, the corporate sector and governments must all take better stock of the unsustainable stress currently put on ecosystems by the economic activity they manage, while financial institutions acknowledge their role in prompting a shift from the brown to the green economy that would safeguard the resilience of ecosystems.

Under a 'business-as-usual' scenario, they warn, the damage to the planet's ecosystems poses a risk to the wellbeing and environmental security of entire populations.

The declaration also recognises the value of biodiversity and its ecosystem services in underpinning wealth creation and therefore the global economy.

The declaration calls for the public and private sectors to work together to find suitable methods for financial institutions to "hardwire" natural capital considerations into the risk assessment procedures they undergo before taking a loan, equity, bond or insurance product-related decision.

It also calls for policymakers gathering at the global conference to make headway in crafting legislation and regulations that can incentivise the development of financial products and services that take account of and sustain the Earth's natural capital.

The Natural Capital Declaration is co-convened by the UN Environment Programme Finance Initiative, the Oxford-based tropical-forest group Global Canopy Programme and the São Paulo-based Center for Sustainability Studies (GVces) of the Business Administration School of the Getulio Vargas Foundation.

The list of signatories includes: Athelia Ecosphere, ASN Bank, Banca Monte dei Paschi di Siena, Banco Multiva, Banco Pichincha, Banorte-Ixe, Caisse des Depots, Caixa Econômica Federal, Caledonia Wealth Management, Calvert Investments, CDC Climat, China Merchants Bank, CIBanco, Cyrte Investments, Financiera Rural, FIRA-Banco de Mexico, Fundación Social, Infraprev, International Finance Corporation, MN, Mongeral Aegon, Mutualista Pichincha, National Australia Bank, Nedbank, Oppenheim, PaxWorld Management, Rabobank Group, Robeco, Shenzhen Development Bank, SNS Asset Management, Société Forestière, Sovereign, Standard Chartered, Sumitomo Mitsui Trust Holding, UniCredit, Vision Banco and Zevin Asset Management.

FINANCIAL

http://www.finchannel.com/Main_News/Banks/111448_Massive_Show_of_Support_for_Action_on_Natural_Capital_Accounting_At_Rio_Summit/

Massive Show of Support for Action on Natural Capital Accounting At Rio Summit

The Financial, 21 June 2012

Over fifty countries and 86 private companies have joined forces behind the move to factor the value of natural assets like clean air, clean water, forests and other ecosystems into business decision-making and countries systems of national accounting.

According to the World Bank , fifty-seven countries and the European Commission are supporting a communiqué that calls on governments, the UN system, international financial institutions and other international organizations to strengthen the implementation of natural capital accounting around the world.

Private sector companies and financial institutions - like Wal-Mart, Woolworths Holdings, Unilever, Standard Chartered, and Caisse des Dépôts-- some of which have already endorsed initiatives like the finance-led Natural Capital Declaration and the Natural Capital Leadership Compact, have reaffirmed their commitment to collaborate globally to integrate natural capital considerations into their decision-making processes.

Speaking at an event at the Rio+20 Conference on Sustainable Development today, World Bank Vice President for Sustainable Development Rachel Kyte said all the ingredients for the implementation of natural capital accounting were now in place, including a UN-recognized methodology, political commitment at the highest level and strong private sector support.

"Rio has provided an opportunity for countries and the private sector to step up their commitment to natural capital accounting and to demonstrate its potential benefits to a global audience," Kyte said. "There is now overwhelming support for implementation across the world. Let's look back in 20 years from now and remember that this was the time when we changed the way we accounted for nature."

Today's event included President Chinchilla of Costa Rica, President Bongo Ondimba of Gabon, Prime Minister Stoltenberg of Norway, Prime Minister Thorning-Schmidt of Denmark, Deputy Prime Minister Nick Clegg of the UK and European Commission Janez Potocnik as well as numerous corporate leaders.

Deputy Prime Minister Clegg said: "National governments must move beyond a narrow understanding of wealth. Right now we judge how well a country is doing by looking almost exclusively at the money it makes, ignoring the state of assets like forests or coastal areas – vital natural capital. I am pleased to support the World Bank

's 50/50 campaign which calls on business and governments to commit to natural capital accounting. Only with this sort of joint effort will we start to make the sort of progress needed."

Governments, private companies and international organizations including the World Bank Group have identified the need for coordinated action to: develop institutional arrangements to strengthen the implementation of natural capital accounting; develop science-based methodologies for natural capital accounting as a complement to GDP and corporate performance measurements and pilot and demonstrate the economic, social and environmental aspects of scaled up and integrated approaches to natural capital accounting.

The World Bank is supporting countries to factor their natural capital into systems of national accounts through a global partnership called WAVES (Wealth Accounting and the Valuation of Ecosystem Services). At today's event in Rio, the Government of the Netherlands announced €2 million in support for WAVES.

"The Netherlands has experience with environmental accounting since the nineties," said Ben Knapen, Minister of European Affairs and International Cooperation, The Netherlands. "Today I am glad to announce we are able to support the promoting of the incorporation of natural capital into national account through the World Bank's WAVES program in a few partner countries (with a financial contribution of €2 million)."

The Government of France, which also recently pledged around \$1 million in support to WAVES, confirmed that: "For France, environmental accounting is part of the more global work on beyond GDP indicators. It is a prior and urgent need in order to better inform the policy-decision making. Therefore France strongly supports the development of common methodologies and sharing of concrete experiences, based on the UN framework of SEEA (System of Environmental-Economic Accounting), as promoted by WAVES."

President Ali Bongo Ondimba of Gabon said: "Accounting for all aspects of sustainable development, including natural capital, is crucial to our efforts to construct a sustainable future for humanity."

Paul Polman Chief Executive Officer of Unilever said: "The world urgently needs a shift to a more sustainable, equitable form of capitalism, but we cannot do this without the financial sector whose lending and investment decisions determine whether our natural capital is further depleted or enhanced. The Natural Capital Declaration is a very welcome demonstration of much needed leadership in this area."

INDEPENDENT ONLINE

http://www.iol.co.za/scitech/science/environment/top-firms-agree-to-natural-capital-accounting-1.1324358#.T_ckPJG1zRQ

Top firms agree to ‘natural capital accounting’

By Jeb Blount, Independent Online, June 21 2012

Rio de Janeiro - Corporate and government accounting will likely reflect environmental profit and loss within a decade, thanks partly to progress made this week at a UN conference in Rio de Janeiro, backers of the plan told Reuters on Thursday.

Company accounting and calculations of gross domestic product (GDP) are flawed because they fail to show governments, consumers and managers the true costs of their activities, said Pavan Sukhdev, a board member of US environmental group Conservation International and a former Deutsche Bank AG banker.

The main reason is that accounting practices fail to account for the creation, use and degradation of air, water, trees, and other “natural assets” in the same way they account for factories, credit and other assets, he said.

He estimates that the top 3,000 companies fail to account for \$2.1 trillion of charges related to the use or pollution of natural assets - say by releasing carbon dioxide into the air or waste into a river. That figure nearly doubles to \$4 trillion, or about 6.7 percent of global GDP, when the world's entire corporate sector is included, he said.

“We cannot continue to do business thinking we are adding value to shareholders while at the same time destroying value for stakeholders,” Sukhdev said. “This is bad management.”

Exchanges worldwide are working on ways to include carbon emissions in the basic information that publicly traded companies must provide shareholders, he said. Common standards for world companies are likely to be ready in three to five years with implementation coming within about seven years.

Such accounting wouldn't just add to losses, he said.

“You could get 10, 20, 30 percent extra to your GDP because you'd be finally measuring the services of nature,” Sukhdev said. “But you'd also get losses because you'd have to account for the natural capital that is lost.”

On Thursday, the World Bank said 57 countries and the European Commission and 86 companies agreed to draw up “natural capital accounting” rules to implement the kind of changes Sukhdev, who has been working for a decade on such proposals, has called for.

“On this plain, I'm delighted. I've been slogging my guts out for over a decade hoping that something would move,” he said adding that even voluntary use of the

accounting changes he backs will help consumers and shareholders make better choices about the true value of companies.

Companies that signed onto the natural capital accounting commitments include Puma, Unilever, Wal-Mart, Woolworths Holdings and Standard Chartered, according to the World Bank and the Natural Capital Accounting group.

Countries include the United States, Britain, France and Germany, but not China, or host Brazil.

Puma, the German athletic footwear and sports equipment company, is attempting to calculate its environmental assets and liabilities, Chief Executive Jochen Zeitz told Reuters.

To try to add previously unaccounted environmental profit and loss the company has started calculating preliminary, and unofficial, “pro-forma” earnings based on the kind of accounting ideas put forward by Sukhdev.

In 2010 these unofficial accounts would have cut Puma's earnings before interest and taxes (EBIT) by 8 million euros from the officially reported 338 million euros, Zeitz said. The figures don't include estimates for suppliers.

“Once you start measuring things you realise something and start managing for it,” he said adding that adoption of new rules will require help from governments and assurances that other companies and competitors all play by the same rules.

Sukhdev, unlike many at the UN Rio+20 conference was much more optimistic about the results of the conference than many environmentalists, many of whom declared the main governmental joint declaration as “weak”.

The critics include some who plan to sign it, including French President Francois Hollande and British Deputy Prime Minister Nick Clegg.

But Peter Seligmann, Conservation International's chief executive and a major backer of Sukhdev's proposals, said the proposal criticised by Hollande and Clegg was about the best that the United Nations could get.

“The agreement is fine, but global agreements aren't going to solve anything. The solutions will only come through the enlightened self interest of countries, companies and individuals,” he said. - Reuters

<http://www.efinancialnews.com/story/2012-06-20/rio-plus-201-environmental-accounting-natural-capital-declaration?mod=sectionheadlines-TT-AM>

Rio+20: The testing task of green accounting

Crafting sustainability guidelines that financial firms will agree to is a tricky undertaking.

By Sarah Krouse, Financial News, 20 Jun 2012

Pushing investment banks and fund managers even further so that they disclose their green practices and account for the environmental impact of each business line (as they would their profits and losses) is another proposition all together.

Banks and financial institutions have taken incremental steps towards ‘greening’ themselves since the 1992 Rio Earth Summit, from reducing their carbon footprints and waste to making a concerted effort to extend loans to environmentally-friendly projects.

A number of banks – including Deutsche Bank, HSBC and RBS – even issue annual reports on their sustainability practices and set short and long-term environmental goals in line with existing voluntary industry guidelines including the Global Reporting Initiative, Carbon Disclosure Project and the Equator Principles.

However, these annual reports can be vague and have broad scopes that incorporate topics such as corporate governance and even the taxes the firm pays. They also do not capture the overall environmental impact of financial firms and the business they do, such as the trading of commodities or investment activity.

There is a move to tackle this. At the United Nation's Rio+20 conference on sustainable development – an event that marks the 20th anniversary of the original Earth summit – three non-government bodies have floated a new initiative, the Natural Capital Declaration, aimed at getting firms to make a commitment to accounting for the value of the “natural capital” they use.

‘Natural capital’ is defined as natural resources such as commodities, water, soil, air, plants and animals – as well as the services they provide.

The declaration is being proposed by the UN Environment Program Finance Initiative, the Global Canopy Program and the Center for Sustainable Studies in the Business Administration School at the Getulio Vargas Foundation.

The initiative envisions the development of methods to study the environmental implications of bonds, equities, credit policies and day-to-day core business activities. It aims to make natural capital considerations part of, for example, the credit approval process for loans.

Ultimately, the project would see environmental, social, and governance information

looped into standard financial reporting and the creation of accounting principles for natural capital.

Ivo Mulder, programme officer for biodiversity, ecosystem services and water at the UNEP Finance Initiative, acknowledges the effort is still in its infancy.

At this stage, he said: “it’s mainly an act of leadership to show a willingness to work on the topic which is arcane to financial institutions.”

Mulder said that it was difficult to draft even a two-and-a-half-page document of general goals and principles for financial firms.

“When writing it, I felt I was walking a thin line developing text that does stimulate the sector to move forward from what it’s done so far, but while still remaining – for lack of a better word – vague in not scaring financial institutions away,” he said.

The difficulties in writing the initial document underscores the complexity of creating sustainability policies outside of the governmental and regulatory realm: if they are too lenient, there’s not much point to them, but if they are too strict, would-be participants balk.

Thus far, Standard Chartered and Unicredit are the two largest banks that have signed up, suggesting that this could be seen as an initiative that lacks real industry backing.

“Biodiversity and ecosystem services are two areas we’re very concerned with,” said Yulanda Chung, head of sustainable business and group sustainability at Standard Chartered. “Signing up to NCD specifically was a commitment to show the rest of the industry that we are serious about this.”

Still, the initiative in its current form does not require immediate action from supporters and there are no consequences for firms who do not participate in moving the initiative forward.

Consultants on the ground in Rio have called natural capital accounting efforts “one of the most tangible” things to come from the conference, which some feared would lack the gusto its coordinators expected.

Twenty-four international companies, most of which are outside of the financial services industry, have signed on to another similar initiative announced at Rio, the Valuing Natural Capital Initiative.

Mark Lee, executive director at consultancy SustainAbility, added, however, that there was some concern that the green economy and valuing services from ecosystems was risky.

If it proceeds, “what will constrain potential abuse?” Lee asked.

Chung agrees that “the concept of accounting is a controversial one”. But she said: “Some feel that you shouldn’t put a price tag on it. But what is not measured can’t be protected.”

Malcolm Preston, global head of PwC sustainability and climate change said: “We

need this yardstick for both countries and companies to drive the action to replenish the planetary balance sheet, rather than fully depleting it.”

--Write to Sarah Krouse at sarah.krouse@dowjones.com



<http://www.wdm.org.uk/news/rio20-great-nature-sale-%E2%80%98ebay-auction%E2%80%99-launched>

Rio+20 Great Nature Sale: ‘ebay auction’ launched

World Development Movement, 20 June 2012

Ebay seller “Rio_Summit_Nature_Sale” today listed some of the world’s most famous forests, oceans, lakes and species for sale on ebay.

The sale was timed to coincide with a “Natural Capital Dialogue” being held today at Rio+20 by the World Bank and the UK government. The meeting will promote initiatives that put a price on ecosystems and allow new commodities to be created, as part of a “green economy” agenda that has drawn widespread criticism at the summit.

Kirsty Wright, campaigner at the World Development Movement, said today:

The UK government is promoting the sale of nature to the highest bidder. We set up the Rio+20 nature sale on ebay to demonstrate how ridiculous this is. By selling off iconic natural sites such as the Amazon rainforest and the Lake District, we are simply following the UK’s approach that the intrinsic value of ecosystems can now be quantified and that they can then be owned, speculated on and ultimately sold off to whoever has the most money."

Lidy Nacpil, coordinator of the Jubilee South Asia/Pacific Movement on Debt and Development, said:

The ‘green economy’ is high on the Rio agenda, but it is a smokescreen for rich industrialised countries’ attempts to privatise nature. This will lead to increased environmental destruction and higher levels of inequality and poverty. We need to put people before profit."

Notes to Editors

[1] Ebay has cancelled the “Rio_Earth_Summit” listing.

[2] View high-resolution photos and a short video to promote the “Great Nature Sale” at Rio.

[3] View screenshots of the ebay listing for the Amazon rainforest (screenshot 1, screenshot 2). The texts of the listings for the Lake District and the Sumatran Tiger are below.

Lake District ebay listing

“At a very special starting price you can take home the whole of the UK's Lake District national park.

“Being sold in celebration of the UK government's support for the sell off of nature, the Rio+20 Great Nature Sale features one of the UK's most famous and best-loved national parks.

“Think of the hills, the history and the beautiful lakes, or even the untapped ecosystem functions of Wordsworth's famous daffodils. And if that's not enough for you, you could always sell off some of the Lake District's famous walks and public paths.”

“These items are also for sale at the official Rio +20 summit. Nevertheless, the seller reserves the right to withdraw this sale on the grounds that these goods are part of the global commons.”

Sumatran tiger ebay listing

“As boasted by the outgoing World Bank president Robert Zoellick, there's extra value to be generated by offsets that conserve the world's most charismatic species. And what could be more charismatic than the Sumatran tiger?

“You can be pretty confident that this is a species near extinction and therefore worth investing in. The price on the head of tigers is going to keep its value, so don't miss this fantastic opportunity at Rio+20.

“These items are also for sale at the official Rio+20 summit. The seller reserves the right to withdraw this sale on the grounds that these goods are part of the global commons.”

[4]The “Rio_Earth_Summit” ebay account was registered by the World Development Movement, Re:Common, Jubilee South Asia Pacific Movement on Debt and Development, and the Institute for Policy Studies. Read the World Development Movement's “green economy” media briefing. Read Banktrack's position of the natural capital declaration.

[5] The “High-level Dialogue on Natural Capital” is being hosted by the UK Government and the World Bank today at 13:00 Rio de Janeiro time. Details can be found here.

The meeting will promote the Natural Capital Declaration, signed by the CEOs of 37 major financial sector companies on 16 June. It calls for the integration of “natural capital” into financial products and services. It advocates the financial valuation of unpriced natural resources like water and biodiversity and the creation of “risk management tools” for natural capital, potentially opening the door to financial speculation. The declaration calls on governments to incentivise companies that integrate the value of “ecosystem services” into their business model.

NEW SECURITY BEAT

<http://www.newsecuritybeat.org/2012/06/african-nations-pioneer-natural.html>

African Nations Pioneer Natural Resource Accounting With ‘Gaborone Declaration’

By Graham Norwood, New Security Beat, June 20, 2012

In a move with potentially substantial ramifications for future sustainable development, 10 African nations have agreed to begin assigning monetary value to the benefits provided by non-commodity natural resources, including ecosystems such as forests, grasslands, and coral reefs.

Botswana, Gabon, Ghana, Kenya, Liberia, Mozambique, Namibia, Rwanda, South Africa, and Tanzania each affirmed their support for the “Gaborone Declaration” during last month’s Summit for Sustainability in Africa, co-hosted by Conservation International and the government of Botswana. The goal, according to Botswanan President Ian Khama, is to include these new valuations in national accounting, providing policymakers a clear perspective on the costs and benefits associated with the development or conservation of their natural resources for the first time.

Coming just prior to the Rio+20 conference, the signatories said they hoped assigning calculable costs to resource usage would encourage more sustainable development by bringing hitherto “invisible” costs and externalities into the open and onto the balance sheet.

Though the challenges of properly assessing the values of various ecosystem services are understandably many, the potential benefits of natural capital accounting are substantial.

According to *SciDev.Net*, the World Bank’s Vice President for Sustainable Development Rachel Kyte spoke in support of the declaration at the summit. She pointed out, for example, the advantage of knowing that a hectare of mangrove trees in a certain region of Thailand has been calculated to provide approximately \$16,000 of flood protection when considering whether to clear-cut and sell the raw wood (worth about \$850), convert the region into a shrimp farm (\$9,000), or preserve it.

Such accounting may be particularly beneficial to the Gaborone signatories and other African nations, given growing concern among experts about foreign investment in land, natural resources, and even water on the continent.

But the declaration – and the very idea of natural capital accounting – is not without controversy.

Some argue that commodifying such resources will actually encourage their destruction rather than protect them by ascribing monetary values to previously free and shared resources, thus advantaging richer stakeholders and nations at the expense of poorer ones. As Hannah Griffiths of the UK-based [World Development Movement](#) recently wrote in [The Guardian](#), “the result [of natural resource accounting] would be the further privatisation of essential elements of our planet to which we all share rights and have responsibilities.”

Along these lines, Nigerian environmental activist and chair of Friends of the Earth International, Nnimmo Bassey, has voiced his strenuous opposition to the plan made at the summit. “This declaration is blind to the fact that the bait of revenue from natural capital is simply a cover for continued rape of African natural resources,” he said in *SciDev*.

However, the signatories of the Gaborone Declaration dismissed these concerns and pointed to the value of natural resource accounting for sustainable development.

“Africa is where sustained and sustainable economic growth and stewardship of natural wealth become one and the same thing,” said Kyte at the summit. “By endorsing natural capital accounting as a tool for delivering on more inclusive green growth, Africa is showing the way for the rest of the world.”

Conservation International CEO and Chairman Peter Seligmann agreed, calling the declaration “a very big deal, a very big moment, and a big step forward.” He connected it to the imminent Rio+20 conference as well, saying the pledge is “truly a beacon on the hill for the rest of societies” and that “it will be held up on top of that hill in Rio de Janeiro.”

Indeed, the World Bank has listed natural capital accounting as one of six key issues for Rio+20, and in a report last month titled *Inclusive Green Growth: The Pathway to Sustainable Development*, noted that “it is vital that economic values for environmental assets be comparable to other economic values.”

The World Bank has already made significant progress in promoting the practice through its Wealth Accounting and the Valuation of Ecosystem Services (WAVES) global partnership, encouraging at least 24 countries to use some form of natural resource accounting to date. WAVES aims to sign up 50 more nations and 50 private corporations beginning at Rio+20, as a part of its “50:50 Campaign.”

WAVES and the Gaborone Declaration show that natural capital accounting is gaining momentum as a means to incentivize more sustainable development. The international news media is beginning to take notice as well. The results of the Rio+20 conference will be a good opportunity to gauge just how far the idea has come and what the extent of its future application might be.

Sources: Conservation International, The Guardian, SciDev.Net, World Bank.

<http://www.justmeans.com/-Natural-Capital-Declaration-Highlights-Sustainable-Finance-at-Rio-20/54453.html>

The Natural Capital Declaration Highlights Sustainable Finance at Rio+20

The first commitment by financial institutions to place economic value on ecosystem services launches ahead of Rio+20

By Reynard Loki, Justmeans, Jun 19, 2012

The United Nations Conference on Sustainable Development (UNCSD), the three-day conference also known as "Rio+20" to mark the 20th anniversary of the United Nations Earth Day, also held in Rio de Janeiro, starts on June 20.

The meeting, which brings together representatives from governments, academia and the private, non-profit and civil society sectors to develop the global sustainability agenda for the next decade, has been described by U.N. General-Secretary Ban Ki-Moon as "one of the most important global meetings on sustainable development in our time." [1]

The delegates have their work cut out for them. Humanity has made little progress in making any significant reductions in greenhouse gas (GHG) emissions and shows little sign of moving off of a carbon-based economy to a low-carbon economy based on renewable energy in time to prevent what the International Energy Agency (IEA) called "irreversible climate change" by 2016.

PUTTING A DOLLAR FIGURE ON ECOSYSTEM HEALTH

One of the primary methods that has been proposed to help get the world on track is to attach an economic value to maintaining the health of the world's ecosystems. That's what drives the Natural Capital Declaration, an agreement by 37 chief executives of financial institutions around the world to incorporate this philosophy into their decision-making.

Co-convened by the United Nations Environment Programme Finance Initiative (UNEP FI), forest protection non-profit Global Canopy Programme (GCP) and the Brazilian educational institution Fundação Getulio Vargas (FGV), the NCD officially launched on June 16 in Rio in advance of Rio+20.

Andrew W. Mitchell, the founder and director of GCP says that the NCD document "for the first time commits financial institutions to take natural capital considerations into account in their future investment and lending decisions." [2]

GOVERNMENTS CAN'T DO IT ALONE, PRIVATE SECTOR MUST HELP

Getting the financial world involved in saving the global environment is key, because

governments alone will not be able to provide the financing required. In November, Ernst & Young reported that there will be likely be a \$45 billion gap in climate change funding due to austerity measures in the euro zone[3].

"By launching the Natural Capital Declaration at Rio+20," said UNEP FI's interim head Yuki Yasui, "our message to the summit's negotiators and government delegations is that the financial sector is ready to take the next step on the path of smart and sustainable finance, and that it calls for policy-makers to put in place enabling conditions to facilitate this."[4]

TALKING THE TALK, WALKING THE WALK

In tandem with the launch of the NCD, GCP will also launch a joint "Roadmap to Account for Nature" and hold a high-level event bringing together governments, corporations and the financial sector in a "Natural Capital Dialogue," a meeting supported by the UK Government and the World Bank.

So far, the following 37 financial institutions have signed the NCD[5]:

- Althelia Ecosphere (United Kingdom)
- ASN Bank (Netherlands)
- Banca Monte dei Paschi di Siena (Italy)
- Banco Multiva (Mexico)
- Banco Pichincha (Ecuador)
- Banorte - Ixe (Mexico)
- Caisse des Dépôts (France)
- Caixa Econômica Federal (Brazil)
- Caledonia Wealth Management, Ltd. (United States)
- Calvert Investments (United States)
- CDC Climat (France)
- China Merchants Bank (China)
- CIBanco (Mexico)
- Cyrt Investments (Netherlands)
- Financiera Rural (Mexico)
- FIRA - Banco de Mexico (Mexico)
- Fundación Social (Colombia)
- Infraprev (Brazil)
- International Finance Corporation (United States)
- MN (Netherlands)
- Mongeral Aegon (Brazil)
- Mutualista Pichincha (Ecuador)
- National Australia Bank (Australia)
- Nedbank (South Africa)
- Oppenheim (Guernsey)
- PaxWorld Management (United States)
- Rabobank Group (Netherlands)
- Robeco (Netherlands)
- Shenzhen Development Bank (China)
- SNS Asset Management (Netherlands)
- Société Forestière (France)
- Sovereign (New Zealand)
- Standard Chartered (United Kingdom)

- Sumitomo Mitsui Trust Holding (Japan)
- UniCredit (Italy)
- Vision Banco (Paraguay)
- Zevin Asset Management (United States)

Penny Shepherd MBE, the chief executive of UK Sustainable Investment and Finance Association (UKSIF), announcing her organization's support of the NCD, said, "In the 20 years since the Earth Summit, sustainable investment and finance has moved from the margins to the mainstream." [6]

Her statement may be a little premature. While making the connection between environmental health and sustainable finance has certainly been making headway since the early 1990s, there is still a long way to go before such thinking becomes mainstream.

Perhaps if the world's largest banks (i.e., the ones with the biggest market cap)—like Industrial & Commercial Bank of China (\$241 billion), Wells Fargo & Co. (\$161 billion), HSBC (\$151 billion), Agricultural Bank of China (\$142 billion) and JP Morgan Chase (\$141 billion) [7]—signed the Natural Capital Declaration, we might be able to say that. But for now, this is a welcome step in the right direction.



<http://www.justmeans.com/press-releases/Banorte-Signs-the-Declaration-of-Natural-Capital/9421.html>

Banorte Signs the Declaration of Natural Capital

Justmeans, 18 June 2012

(3BL Media) June 18, 2012 - In the framework of the United Nations Conference on Sustainable Development, "Rio 20", the CEO of Grupo Financiero Banorte, Dr. Alejandro Valenzuela signed the "Declaration of Natural Capital", by which managers of financial firms worldwide are committed to considering the impact on natural capital to develop products or provide services.

To "Rio 20" Natural Capital of the country is made up of renewable and nonrenewable resources and the preservation of air quality, climate, hydrological cycle operation, among other things.

The signed document is a long-term commitment by 37 banks, investment funds and insurers to achieve a better understanding of the impacts that their operations have on the environment in their countries, taking care of natural capital in their products , and accounting services, and seek specialized reporting on the subject.

This "Declaration of Natural Capital" is the first of its kind to be signed only by the directors of financial institutions, a requirement intended to ensure that efforts derived from it are translated into action.

On the importance of accepting this commitment, Dr Valenzuela said that "the world can no longer close their eyes to the movement of natural capital. Its incorporation into any business decision will be critical if we really want a sustainable development in the global ecosystem, not an option but a necessity for our present and future welfare. "

The Declaration also urges policy makers gathered at the United Nations World Conference to advance the development of laws and regulations that encourage the development of financial products and services that take into account and maintain the natural resources of our planet.

The risk of not taking appropriate decisions now for the environment, threatens the welfare and environmental security of the world population. Thus "Rio 20", recognizes the value of biodiversity as the foundation for wealth creation and, therefore, of the global economy, while financial institutions recognize their role to bring about economic change "coffee "toward" green "to safeguard the resilience of ecosystems.

"Rio 20" called on the public and private sectors to work together to find appropriate methods for financial institutions to consider natural capital in their decisions and risk assessment procedures, issuing shares or bonds, granting credit and insurance policies.

<http://www.environmentalleader.com/2012/06/18/rio20-coke-unilever-other-giants-lead-natural-capital-initiative-plus-a-summit-business-news-roundup/>

Rio+20: Coke, Unilever, Other Giants Lead Natural Capital Initiative; Plus a Summit Business News Roundup

Environmental Leader, June 18, 2012

The Coca-Cola Company, Dow Chemical and Duke Energy are among 24 major companies that have agreed to develop a methodology to assign value to the world's forests, freshwater and marine systems. The Corporate Eco Forum and The Nature Conservancy are leading the Valuing Natural Capital initiative, announced at the United Nations' Rio+20 Earth Summit.

Committed firms also include Alcoa, CH2M Hill, Clorox, Darden, Dell, Disney, Ecolab, EKO Asset Management Partners, Enterprise, FEMSA, GM, Hanes, Kimberly-Clark, Lockheed-Martin, Marriott, Nike, Patagonia, TD Bank, Unilever, Weyerhaeuser and Xerox.

In the New Business Imperative: Valuing Natural Capital report, the organizations lay out a four-step framework for the methodology, which includes reducing risks caused by scarcities of natural resources; finding ways to cut costs while reducing impacts to ecosystems; enhancing brand and reputation and winning trust from customers who value sustainability leadership; and fueling revenue growth from products and services that don't harm ecosystems.

The declaration was designed to complement other Rio+20 initiatives working to embed natural capital considerations across business, finance and national accounting systems. "Natural capital" is a term for the goods and services ecosystems provide, such as fresh water and food.

Leaders of 37 banks, investment funds and insurance companies agreed at the summit to take better stock of the unsustainable stress put on ecosystems by the economic activity they manage, and work towards integrating natural capital into their products and services.

The Natural Capital Declaration, created by the UN Environment Program Finance Initiative, Global Canopy Program and Center for Sustainable Studies of the Business Administration School of the Getulio Vargas Foundation, calls for financial institutions to incorporate natural capital considerations into the risk assessment procedures they undergo before making a loan, equity, bond or insurance products-related decision.

The declaration also calls for policymakers at Rio+ to begin crafting legislation and regulations that can encourage the development of financial products and services that take account of and sustain the Earth's natural capital.

The signatories are Athelia Ecosphere, ASN Bank, Banca Monte dei Paschi di Siena, Banco Multiva, Banco Pichincha, Banorte – Ixe, Caisse des Depots, Caixa

Econômica Federal, Caledonia Wealth Management, Ltd., Calvert Investments, CDC Climat, China Merchants Bank, CIBanco, Cyrt Investments, Financiera Rural, FIRA – Banco de Mexico, Fundación Social, Infraprev, International Finance Corporation, MN, Mongeral Aegon, Mutualista Pichincha, National Australia Bank, Nedbank, Oppenheim, PaxWorld Management, Rabobank Group, Robeco, Shenzhen Development Bank, SNS Asset Management, Société Forestière, Sovereign, Standard Chartered, Sumitomo Mitsui Trust Holding, UniCredit, Vision Banco, Zevin Asset Management.

In other Rio+ Earth Summit news:

Mars Inc. announced it has agreed to **The Leadership Compact**, a statement of intent by global business leaders committing to value and maintain the Earth's natural capital. The compact, convened by the University of Cambridge Program for Sustainability Leadership, seeks an agreement from business leaders while simultaneously urging international governments to align economic development with the sustainable use of natural resources.

The **World Resources Institute** and the **British Embassy** announced that they are launching a two-year partnership to **measure corporate and farm-level emissions in Brazil**. These sources account for nearly 20 percent of the country's total emissions. The project, based on the Greenhouse Gas Protocol, will develop GHG accounting guidance for Brazilian agriculture.

A **global 24-hour "Twitterstorm"** kicked off today in hopes of increasing pressure on world leaders at the summit to cut nearly **\$1 trillion in fossil fuel subsidies**. The Twitterstorm, which can be tracked at endfossilfuelsubsidies.org, is supported by a number of civil society organizations including Avaaz, Climate Reality Project, Earth Day Network, Friends of the Earth International, Greenpeace International and WWF. The global campaign Avaaz.org also will deliver a petition today to G20 leaders with 750,000 signatures, demanding action.

Meanwhile, **300 deans and representatives of business schools** issued "The Rio Declaration on the Contribution of Higher Institutions and Management Schools to the Future We Want," reaffirming their commitment and summarizing action taken to date to embed sustainable development as a core principle guiding society.

Last week, KPMG released a report that said a successful Rio+20 outcome for business would be to learn the direction governments will take to implement sustainability policies and then capitalize on sustainable business practices.

Photo courtesy of United Nations of Sha Zukang (center right), Secretary-General of the Rio+20 UN Conference on Sustainable Development. At centre left is Luiz Alberto Figueiredo Machado, Under-Secretary General for Environment, Energy, Science and Technology at the Brazilian Ministry of External Relations and Brazil's chief Rio+20 negotiator.

SUPPLY MANAGEMENT

<http://www.supplymanagement.com/news/2012/financial-firms-pledge-to-disclose-natural-supply-chains/>

Financial firms pledge to disclose natural supply chains

A total of 37 financial services companies have signed the 'Natural Capital Declaration' to report on use of resources ahead of next week's Earth Summit. © Shutterstock

By Kamalpreet Badasha, Supply Management, 16 June 2012

Financial firms have been urged to sign a pledge to disclose the use of natural resources in supply chains ahead of next week's Earth Summit in Brazil.

Today the Global Canopy Project is launching the Natural Capital Declaration (NCD), which calls upon governments to implement policies to give incentives to organisations to report on their use of natural capital, such as wood and water, and internalize environmental costs.

So far, 37 financial institutions including the ASN Bank, National Australia Bank, CIBanco, UniCredit and Oppenheim have already signed up to the NCD. The financial institutions aim to make better-informed purchasing decisions along their supply chains having signed up to the NCD.

It coincides with the merger of the Carbon Disclosure Project (CDP) and the Forest Footprint Disclosure Project (FFDP), giving organisations the opportunity to declare use of water, impact on forests and carbon emissions in one scheme.

“Through the Natural Capital Disclosure system, organisations can demonstrate to their investors that they have an understanding of the use of natural resources in their supply chains,” Frances Way, co-chief operating officer of CDP told SM. “The system seeks to encourage companies to think holistically about how different resources are used as they will be able to report on more than one.

“Investors are more concerned about supply chain management. There has been a shift in procurement thinking as organisations are having to prove the traceability of their products.”

The Rio+20 Earth Summit is organised by the United Nations Conference on Sustainable Development with the aim of renewing the political commitment to sustainable development and assessing the progress towards previously agreed sustainability goals.



<http://africanbrains.net/2012/06/14/african-nations-agree-to-put-a-price-on-nature/>

African nations agree to put a price on nature

Natural capital accounting is to be discussed at Rio+20. It involves participating countries putting an economic value on their natural resources, helping to show the worth of things they may take for granted.

But is this dangerous territory? Will countries start to look at their natural habitats and merely see dollar signs?

By African Brains, June 14, 2012

Ten African nations have pledged, ahead of Rio+20, to include the economic value of natural resources in their national accounts.

Africa has taken the lead in the quest to persuade nations to include the full economic value of their natural resources in their national accounts, with the promise last month by ten of its nations to do so.

The heads of state or government of Botswana, Liberia, Mozambique and Namibia, along with ministers from Gabon, Ghana, Kenya, Rwanda, South Africa and Tanzania, signed the 'Gaborone Declaration' at the Summit for Sustainability in Africa (24-25 May), co-hosted by the government of Botswana and the nongovernmental organisation Conservation International.

The declaration undertakes to add the full value of forests, coral reefs, grasslands and other natural resources and ecosystems to the countries' national and corporate planning and reporting policies. The countries agreed to report annually on their progress.

The aim is to make financially clear the 'invisible' benefits of natural resources and ecosystems, from the pollination services of bees to the water purification services of forests, thus allowing decision-makers to consider the costs and benefits of conserving or destroying them.

The declaration also admits the continent's failure to achieve sustainable development in the past 20 years.

Seretse Khama Ian Khama, president of Botswana, told the meeting: "I challenge all other nations — developed and developing — and the public and private sectors to follow [this] example".

Worth more 'dead than alive'

The summit heard that natural resources accounting would help countries incorporate the true financial value of a resource into their accounts, which would guide decisions about its conservation or destruction.

In the case of selling raw wood, for example, the costs to the country in terms of the soil erosion, water quality and disruption of water catchments that arise from deforestation would be included.

Ellen Johnson Sirleaf, president of Liberia, said that until these services were reflected in national accounting, forests “will be worth more dead than alive”.

In an example from Thailand cited at the meeting by Rachel Kyte, the World Bank’s vice president for sustainable development, a hectare of mangrove has been calculated to offer flood protection that would otherwise cost US\$16,000 to provide. This figure can help influence whether to cut it down for wood worth US\$850 or make US\$9,000 converting it into a shrimp farm.

The World Bank’s global partnership Wealth Accounting and the Valuation of Ecosystem Services (WAVES) is building capacity in countries such as Botswana, Colombia, Costa Rica, Madagascar and the Philippines so that they can implement natural capital accounting.

WAVES uses the UN’s System for Environmental and Economic Accounts, an internationally agreed method to calculate the wider economic value of material natural resources such as timber, and is working on an internationally acceptable method for ecosystem services such as pollination.

A move in the right direction

Achim Steiner, executive director of the UN Environment Programme (UNEP), said the declaration reflected a move towards green development in Africa. It also demonstrates a recognition of the importance of natural resources to development.

Namibia, for example, already uses natural capital accounting in its environment and tourism ministries and is compiling water and mineral accounts.

In a report published last month (9 May) by the World Bank, ‘Inclusive Green Growth: The Pathway to Sustainable Development’, it argued that growth over the past 250 years has happened largely at the expense of fast-dwindling natural resources, putting us “in danger of undermining the basis on which growth has been achieved”.

As well as accounting for natural capital, the bank argues that other policy changes are required, such as ending subsidies that promote the wasteful use of fuel and other resources.

In a further report, ‘Moving Beyond GDP’, the World Bank says research shows that, for 43 low-income countries, natural capital makes up more than a third of their total wealth.

“Large populations depend on forests, minerals and soil productivity for their daily existence,” it said. As countries grow, pressure is put on their natural resources, making them less able to cope with degradation and loss of ecosystems, said the report.

Natural capital and Rio+20

The World Bank is now hoping to persuade 50 countries and 50 private corporations to endorse natural capital accounting at the upcoming Rio+20 meeting — the UN Conference on Sustainable Development to be held in Brazil (20–22 June).

It said it would use the Gaborone Declaration to leverage new commitments at Rio+20 where the green economy will be high on the agenda.

Pavan Sukhdev, study leader of The Economics of Ecosystems and Biodiversity (TEEB), a UNEP-led initiative that has pioneered some of the methods of natural capital accounting, and chief executive of the consulting firm Green Initiative of a Smart Tomorrow Advisory, said the declaration was well timed, occurring before the “Rio+20 summit and its stultifying politics takes over”.

He said it demonstrated that the ten countries saw natural capital “as their biggest development asset” and, if the rest of the G-77 were to do likewise, “the Rio focus could finally rest on those who have really done very little for sustainable development, for example the developed nations”.

No consensus

But not all developing countries and campaigners share this view of natural capital accounting.

Some environmentalists say that ‘pricing’ a freely available resource, such as wood from a forest or fish from a lake, could lead to it being purchased by an outsider, or could lead to the government — or its *de facto* guardians — charging for access.

Other critics say that, if natural resources acquire a financial value, poorer countries could use them as collateral for debts and thus risk losing them to creditors.

Nnimmo Bassey, a Nigerian environmentalist activist and poet, and chair of Friends of the Earth International, said: “This declaration is blind to the fact that the bait of revenue from natural capital is simply a cover for continued rape of African natural resources”.

“The declaration will help corporate interests in Rio while impoverishing already disadvantaged populations, exacerbate land grabs and displace the poor from their territories.

“The significant thing those ten countries could have produced — but didn’t — was a score sheet of how they have fared on the Rio Principles [27 principles of sustainable development established in the Rio Declaration at the first Earth Summit in 1992] 20 years after the first Rio Summit,” he said.

At the Botswana meeting, Steiner rejected such objections: “If you don’t value something in your economy it is essentially of no value”.

Source: SciDev.Net – Press Release – 8 June 2012

<http://www.environmental-expert.com/news/the-natural-capital-declaration-298751>

The natural capital declaration

Environmental Expert, Jun. 10, 2012

With only days until the long anticipated Rio+20 Summit opens, major financial institutions are firming up their commitments to the Natural Capital Declaration, a commitment to work towards developing a methodology to integrate natural capital considerations into financial products and services.

The two most recent signatories are Brazil's **Caixa Econômica Federal** and Italy's **Banca Monte dei Paschi di Siena**. They join financial institutions in Australia, Brazil, China, Ecuador, Italy, Mexico, the Netherlands, New Zealand, Paraguay, the British Isles and the US that have signalled their support for the declaration. No Canadian financial institutions have as yet signed on to the declaration. See complete list of signatories [here](#)

This declaration calls upon the private and public sectors to work together to create the conditions necessary to maintain and enhance Natural Capital as a critical economic, ecological and social asset. It is being presented to the world community at Rio +20 as a private sector finance response to the conference theme of 'working towards a green economy'.

The declaration was developed based on an extensive consultation process with the financial community over the course of 2010 and 2011, including meetings in London, Nagoya, Hong Kong, Munich, Washington D.C. and Sao Paulo.

What is Natural Capital?

Natural Capital comprises Earth's natural assets (soil, air, water, flora and fauna), and the ecosystem services resulting from them, which make human life possible. Ecosystem goods and services from Natural Capital are worth trillions of US dollars per year and constitute food, fiber, water, health, energy, climate security and other essential services for everyone.

Neither these services, nor the stock of Natural Capital that provides them, are adequately valued compared to social and financial capital. Despite being fundamental to our wellbeing, their daily use remains almost undetected within our economic system. Using Natural Capital this way is not sustainable.

The Natural Capital Declaration is recognition that the private sector and governments must increasingly understand and account for the use of the earth's Natural Capital and that the true cost of economic growth and sustaining human wellbeing today and into the future must be accounted for in basic financial transactions.

Leadership from the Financial Sector

Financial institutions are an integral part of the economy, acting as the engine of global economic growth. As such, the financial sector can provide some of the tools required to support a transition to sustainable development and eradicating poverty by providing loans, equity, insurance and other financial products and services needed by companies, governments, organizations and individuals.

Since virtually every economic activity can have an impact on natural capital either directly or indirectly, through a supply chain, financial institutions have considerable indirect ecological footprints through their customers and directly through their purchasing decisions. These impacts can lead to material financial risks, but also to relevant business opportunities.

At present many financial institutions do not sufficiently understand, account for and therefore value, the risks and opportunities related to Natural Capital in their financial products and services (loans, investments and insurance products) and in their supply chains.

Why Government Action is Essential Now

Because Natural Capital is a part of the 'global commons' and is treated largely as a free 'good', governments must act to create a framework regulating and incentivizing the private sector - including the financial sector - to operate responsibly regarding its sustainable use.

Organizers of the Natural Capital Declaration are calling upon governments to develop clear, credible, and long-term policy frameworks that support and incentivize organizations - including financial institutions - to value and report on their use of Natural Capital and thereby working towards internalizing environmental costs.

This can be done by:

- Requiring companies to disclose the nature of their dependence and impact on Natural Capital through transparent qualitative and quantitative reporting;
- Using enforceable fiscal measures to discourage business from eroding Natural Capital, while at the same time offering incentives to companies that integrate, value and account for Natural Capital in their business model;
- Endorsing and implementing international agreements, including but not limited to, those agreed through the Convention on Biological Diversity; and
- Setting an example through requiring public spending and procurement to report and eventually account for its use of Natural Capital;

Commitment to the Rio +20 Earth Summit

Anticipating that such a framework will emerge, and noting that no methodology yet exists to adequately report or account for Natural Capital in the global financial system, we the endorsing Financial Institutions wish to demonstrate leadership by undertaking to collaborate globally through working groups and engagement with our customers, investee companies, suppliers, civil society, and other stakeholders as appropriate to:

1. Build an understanding of the impacts and dependencies of Natural Capital relevant to our operations, risk profiles, customer portfolios, supply chains and business opportunities;
2. Support the development of methodologies that can integrate Natural Capital considerations into the decision making process of all financial products and

services - including in loans, investments and insurance policies by building on work undertaken through other initiatives, such as the UN-backed Principles for Responsible Investment, the Equator Principles, the United Nations Environment Programme Finance Initiative (UNEP FI) Principles for Sustainable Insurance, and The Economics of Ecosystems and Biodiversity (TEEB), so that we can develop methodologies to:

1. Apply a holistic approach to evaluating bonds and equities through the integration of Natural Capital considerations in environmental, social and governance (ESG) risk analysis in short, medium and long-term growth forecasts of investee companies;
2. Systematically consider and value Natural Capital in the credit policies of specific sectors, including commodities, that may have a major impact on Natural Capital either directly or through the supply chain;
3. Systematically consider and value Natural Capital in core insurance business strategies and operations including risk management, risk underwriting, product and service development, claims management, sales and marketing, and investment management;
3. Collaborate, when appropriate, with the International Integrated Reporting Committee and other stakeholders to build a global consensus around the development of Integrated Reporting, which includes Natural Capital as part of the wider definition of resources and relationships key to an organization's success.
4. Work towards building a global consensus for the integration of Natural Capital into private sector accounting and decision-making; supporting, when appropriate, the related work of the TEEB for Business Coalition, and other stakeholders.

Source: GLOBE-Net



<http://www.triplepundit.com/2012/06/wwf-urges-rio20-attendees-measure-natural-capital/>

WWF Urges Rio+20 Attendees to Measure Natural Capital

By Andrew Burger, Triple Pundit, June 8th, 2012

With the UN Conference on Sustainable Development – Rio+20 – less than two weeks away, the World Wildlife Fund (WWF) is urging political and business leaders to adopt economic and accounting measures and methodologies that go beyond GDP. Natural capital, which incorporates social and environmental, as well as financial, dimensions into national accounts and corporate balance sheets, provides a much more comprehensive, robust and reliable framework for measuring living standards, the costs and benefits of economic activities and national wealth, the WWF and other proponents assert.

Economics has traditionally considered natural capital – the atmosphere, the oceans, water resources and public land – as a “global commons” and hence as free goods, the WWF notes. Current population levels and natural resource use, along with growth trends, make this fundamental premise untenable, they assert, and the Rio+20 conference affords a unique opportunity to change the way a nation’s progress, wealth and economic activities are measured and resulting policies formed.

“We need Rio+20 to deliver new environmental indicators so that we can measure what we treasure. We need indicators that go far beyond GDP, measuring environmental quality, nature and biodiversity, and social stability and well-being,” stated WWF director general Jim Leape. “We need indicators that are clear and transparent, and a clear timeline for implementation. We will not be able to build an economy that the Earth can sustain as long as GDP continues to be the sole measure of progress.”

Natural Capital: “Measuring what we treasure”

In stark contrast to conventional economic models, natural capital, aka natural wealth, views a nation’s “stock” of ecosystems upon which a renewable flow of goods and services results. Managing a natural stock of ecosystems sustainably requires that their value be properly recognized and accounted for in national government and private sector business accounts.

The challenge is to devise practical measures of natural capital. Efforts are underway around the world, though many are in preliminary stages. WWF is intimately involved in the process.

One such project is under way in the heart of Borneo, home to approximately 6% of the world’s biodiversity. There the WWF is working closely with local communities, indigenous peoples, businesses and the governments of Brunei, Indonesia and Malaysia in the Heart of Borneo Initiative, which aims to establish a practical framework for incorporating natural capital into local, regional, national and international economic decision-making and accounting.

The forest ecosystems covered in the Heart of Borneo project contain the headwaters of 14 of island's 20 major river ecosystems, providing critical ecosystem services that benefit more than 11 million people. The area spans 70% of the island, an area spanning 54 million hectares.

"In the Heart of Borneo we aim to create practical economic and social benefit arguments for conservation of natural capital and develop solutions that show how the biodiversity, forests and ecosystems of the HoB can become the engines for green growth and sustainability into the future. WWF and partners aim to show that these forests are worth more standing than cut down," commented Adam Tomasek, WWF's Heart of Borneo Initiative leader.

Sustainable management of Borneo's forests are the keystone of the Initiative's evolving natural capital-based management model, one with a perspective that's distinctly long-term, with net benefits accruing to both present and future generations, WWF explains.

For example, from the natural capital model perspective, maintaining forest cover and improving management of standing forests "enhances biodiversity, carbon storage and enhances water and energy security. This results in higher revenue from forest products and ecotourism, and reduced public and social costs associated with environmental degradation."

The Natural Capital Declaration

"Under the Heart of Borneo Initiative, the three national governments are aiming to integrate the value of forests, biodiversity and watershed services into national and local development plans, and to optimize economic returns to improve livelihoods," Tomasek continued.

"In addition to its importance for biodiversity conservation and sustainable forest management, the Heart of Borneo holds global significance in reducing greenhouse gases from deforestation and degradation, as well as potential to move economies of Brunei, Indonesia and Malaysia to a low carbon and green growth future."

WWF and three unnamed financial institutions intend to bring the emerging natural capital economic and accounting framework center stage at Rio+20 with the launch of the "Natural Capital Declaration."

Included is an outline of "concrete ecosystem accounting policies that governments can follow" in order to implement "strong legal frameworks for the sustainable use of natural resources that encourage compliance through mandatory national accounting and reporting systems."

The "Natural Capital Declaration" also would require incorporation and disclosure of environmental impacts and risks in financial reports and securities filings. Bolstering regulatory and enforcement frameworks should be taken in concert with these steps.

Another key natural capital-related event to take place at Rio+20 is to be the UN University International Human Dimensions Programme's (UNU-IHDP) release of the Inclusive Wealth Indicator (IWI) report. The Inclusive Wealth Indicator report goes beyond GDP as a measure of economic progress by reporting on the natural capital of 20 countries. These represent 56% of the world's population and 72% of world GDP

FOLHA DE S.PAULO

<http://www1.folha.uol.com.br/ambiente/1105907-bancos-propoem-que-empresas-divulguem-consumo-de-recursos-naturais.shtml>

Bancos propõem que empresas divulguem consumo de recursos naturais

Por Lucas Vettorazzo, Folha de Sao Paulo, 16 Junho 2012

Em um futuro próximo, é provável que as empresas tenham que divulgar em seus balanços financeiros o quanto de recursos naturais elas consumiram durante determinado período. Dependendo do consumo, a companhia teria de propor alguma compensação pelo uso intensivo de energia ou água, por exemplo.

Ainda que esteja distante de se tornar realidade, essa é a intenção de 37 presidentes de bancos, fundos de investimento e companhias de seguros, que assinaram a **Declaração do Capital Natural**, que é um compromisso do setor financeiro com a sustentabilidade, apresentado no **Fórum de Sustentabilidade Corporativa**, evento da agenda da Rio+20.

A ideia é que o consumo das empresas seja visto como ativo ou passivo, dependendo de sua intensidade. A Declaração do Capital Natural é uma iniciativa do Pnuma (Programa das Nações Unidas Para o Meio Ambiente), da fundação GCP (Global Canopy Programme) e da FGV (Fundação Getúlio Vargas).

Entre as 37 signatárias da declaração, estão duas instituições brasileiras, a Caixa Econômica Federal e a Infraprev (Fundo de Pensão dos Funcionários da Infraero). Entre os signatários estão instituições menos conhecidas de Itália, França, Estados Unidos e México. Maiores detalhes do pacto podem ser acessados pelo site www.naturalcapitaldeclaration.org.

"É ideia é incorporar nos balanços das empresas o uso que ela faz dos recursos públicos. Isso é uma tendência que temos que começar a criar para que num futuro próximo as companhias venham, inclusive, a pagar pelo nível de utilização desses recursos. É uma contribuição do setor financeiro para com a sustentabilidade", afirmou Carlos Frederico Aires Duque, diretor superintendente do Infraprev.

No momento, as ideias de como implementar -- se será via governos ou se partirá da própria iniciativa privada -- ainda não estão definidas. No dia 20 de julho, as instituições irão se reunir em Londres para desenvolver o modelo a ser proposto para outras empresas no mundo.

"A declaração pretende trazer a verdadeira riqueza do plano do plano invisível para o plano visível. O objetivo é mostrar o que as empresas consomem e fazer pender a balança da degradação ambiental para a da gestão sustentável das comunidades, empresas e países", afirmou Achim Steiner, diretor executivo do programa e sub-secretário geral do Pnuma.



<http://g1.globo.com/natureza/rio20/noticia/2012/06/setor-financeiro-aposta-em-empresas-com-responsabilidade-socioambiental.html>

Setor financeiro aposta em empresas com responsabilidade socioambiental

**Declaração do Capital Natural foi divulgada em fórum de empresários.
'Crédito pode ser diferenciado para empresas com boas práticas ambientais'.**

Por Lilian Quaino, G1, 16 Junho 2012



Carlos Frederico Aires Duque, diretor-superintendente da Infraprev (Foto: Lilian Quaino/G1)

Diretores e presidentes de 38 instituições financeiras do mundo divulgaram na tarde deste sábado (16) a **Declaração do Capital Natural**, uma iniciativa global em que o setor financeiro se compromete a mirar seus investimentos em empresas comprometidas com práticas de sustentabilidade. O documento foi assinado no segundo dia do **Fórum de Sustentabilidade Empresarial**, que acontece num hotel da Barra da Tijuca, na Zona Oeste do Rio, e será entregue aos chefes de Estado reunidos no Rio+20.

“Temos percebido que as organizações estão cada vez mais sensíveis à volatilidade de seus preços por conta da crise e às questões de percepção de risco. O fundo de pensão vive de sua credibilidade e é grande a preocupação quanto à sua imagem. E os riscos que têm emergido de forma muito avassaladora, afetando muito a lucratividade das empresas, são os riscos ambientais”, disse Carlos Frederico Aires Duque, diretor-superintendente da Infraprev, o Instituto Infraero de Seguridade Social, a primeira empresa brasileira a assinar a Declaração do Capital Natural.

Segundo o executivo, a iniciativa visa a congregar o mercado financeiro para conseguir das empresas que integrem os ativos e os serviços socioambientais dentro de seus balanços para que seja divulgado o uso dos recursos naturais e de que maneira isso impacta sua atividade.

“A empresa é usuária de um recurso natural que não é dela, mas do meio ambiente, de todos. A grande preocupação é manter o desenvolvimento econômico sem levar ao colapso dos recursos naturais. Uma iniciativa é ter linhas de crédito diferenciadas para empresas que têm boas práticas ambientais e sistemas de manejo, porque oferecem menor risco para o investidor. A ideia é desenvolver mecanismos de estímulo a esse mercado”, disse Carlos Frederico.

Ele ressaltou que a indústria dos fundos de pensão é sensível a essa temática porque seus investimentos são de longo prazo, gerindo recursos de terceiros.

“Gerimos a poupança dos trabalhadores acumulada ao longo de 30 anos para que eles possam ter uma aposentadoria tranquila”, disse.

O executivo ressaltou que a crise econômica mundial tem na sua gênese uma crise de valores, por falta de governança dentro das companhias. E citou que o setor financeiro já passou por situações em que investia em grandes empresas que tinham na sua cadeia produtiva e de fornecedores mão de obra escrava.

“É preciso um controle que neutralize esse tipo de risco. A questão está ligada aos critérios da governança corporativa, à arquitetura dos valores que tratam da relação humana no processo produtivo e ao uso dos recursos naturais. Precisamos garantir que investimentos aportados hoje, com ciclo de maturação de dez, 20 anos, não sejam afetados por essas dimensões porque passaremos a investir em empresas comprometidas com o desenvolvimento sustentável”, concluiu.

Transição à economia verde passa por PPPs

Por Bettina Barros e Marli Olmos, Valor Economico, 25 Junho 2012

Passado o furacão de conferências e eventos paralelos da Rio+20, encerrada oficialmente na sexta-feira, representantes de diferentes espectros da indústria e da política parecem ter chegado a um denominador comum: somente através de parcerias público-privadas será possível avançar na agenda da sustentabilidade, cujos preceitos começaram a ser delineados aqui.

Empresas e delegações internacionais acompanhadas ao longo da última semana pelo Valor repetiram em diferentes fóruns que a iniciativa privada deve liderar a transição para um novo modelo de economia, mas não andar sozinha nesse novo caminho. Sem governos dispostos, os investimentos serão tímidos e cairão em um vazio.

"É preciso políticos fortes, com visão de longo prazo e decisões que independam de mudanças de governo", afirmou Roland Busch, presidente global da divisão Cidades & Infraestrutura da Siemens a uma plateia de prefeitos e representantes das Nações Unidas reunidos para discutir o futuro das manchas urbanas. Muito aplaudido, com essa frase o executivo alemão parecia fazer ressoar um sentimento contido do setor privado.

O raciocínio básico para o avanço da agenda verde foi resumido dias depois pela primeira-ministra da Dinamarca, Helle Thorning-Schmidt: "É minha responsabilidade criar políticas públicas que levam à sustentabilidade. E é responsabilidade do setor privado pôr o dinheiro para transformar a sustentabilidade em realidade".

Os dias de Rio+20 se sucederam com anúncios pontuais de alianças e investimentos, sugerindo que alguma mudança de mentalidade pode estar começando a tomar forma. A mais marcante veio do Reino Unido, com a exigência para que as empresas listadas na bolsa de Londres relatem anualmente as suas emissões de CO₂, na primeira iniciativa do gênero no mundo.

Representado pelo vice-primeiro-ministro Nicholas Clegg, o governo britânico anunciou ainda a liberação de 150 milhões de libras para um programa de financiamento de pequenos agricultores da África. Um compromisso firmado por 50 países destinará US\$ 50 bilhões em energia sustentável para o mundo até 2030 e um acordo entre oito bancos de investimento mundiais liberará US\$ 175 bilhões em programas de transporte sustentável, entre outras tantas promessas de ajuda na Rio+20.

Paralelamente, parcerias costuradas havia muitos meses iam sendo apresentadas ao público. Em uma ação liderada pelo Banco Mundial, 86 empresas privadas e 57 países manifestaram a necessidade de dar valor a ativos naturais, conceito ainda hoje amplamente ignorado. **A adesão à chamada "Declaração de Capital Natural" foi uma defesa à inclusão de critérios como água, ar, florestas e ecossistemas nos**

modelos de negócios e nos cálculos de geração de riqueza. Ninguém tem ainda a receita de como fazer isso, mas a Rio+20 foi um ponto de partida para novos encontros e "quebração" de cabeça, dizem os signatários da ideia.

A longa distância desse futuro sustentável, no entanto, podia ser vista nas apresentações dos executivos paralelas às discussões oficiais. Algumas palestras de diretores de sustentabilidade eram tão voltadas à auto-promoção que a sensação de "greenwashing" era quase inevitável.

Houve até quem explicasse que as leis ambiental e trabalhista do país eram cumprida à risca, com um ou outro comprometimento extra. "Cumprir a lei é piso, não teto", diz o advogado Werner Grau Neto, da Pinheiro Neto Advogados. "Sustentabilidade é ir além. É postura ética, melhores práticas. É sair do legal e ser voluntário".

Para ele, a dificuldade da adoção de uma economia verde é negar o capitalismo - o consumo reduzido. O vice-presidente de sustentabilidade do grupo Procter & Gamble, Peter White, discorda que as empresas vão perder com a redução do consumo. "Vamos, ao contrário, ganhar porque haverá redução de custos com embalagens, por exemplo, e desenvolvimento de tecnologias para tornar os produtos mais sustentáveis", afirma.

As empresas também contam com a mudança de hábitos do consumidor, principalmente nas regiões emergentes, para ajudá-las na causa ambiental. Como boa parte da população dessas regiões estreia agora no consumo de produtos que antes não estavam em seu orçamento, os novos costumes se voltarão para embalagens mais simples ou eletrodomésticos menos sofisticados que os usados no Primeiro Mundo. "Hábitos de consumo que começam agora e podem seguir um rumo mais consciente", diz o presidente mundial da Unilever, Paul Polman.

Balancos das empresas deve informar o consumo dos recursos naturais

Por Rodrigo Polito, Valor Economico, 16 Junho 2012

RIO - As empresas deverão informar em seus balanços contábeis a quantidade de recursos naturais que consomem em seu processo produtivo e quais as suas metas de aumento de eficiência no uso desses insumos. Essa é a principal proposta da **Declaração do Capital Natural**, documento assinado por 37 principais executivos de bancos e fundos de investimentos e lançado hoje, no **Fórum de Sustentabilidade Corporativa**, evento da Rio+20, no Rio de Janeiro.

Os representantes dos signatários do documento vão se reunir no próximo mês, em Londres, para definir a agenda de encontros sobre o tema. Na prática, os integrantes vão estudar agora a metodologia que servirá de padrão para a classificação do uso dos recursos naturais nos balanços contábeis.

Segundo o diretor-superintendente do Instituto Infraero de Seguridade Social (Infraprev), Carlos Frederico Duque, um dos signatários da declaração, as empresas brasileiras em geral seguem o Global Report Initiative (GRI) como padrão para informar questões de sustentabilidade. Outro exemplo de medida importante, na opinião dele, é o Índice de Sustentabilidade Empresarial (ISE) da BM&F Bovespa.

"Entendemos que o modelo atual econômico de exploração de recursos naturais não é sustentável. [...] Nosso grande desafio é provar para nossos clientes que a forma tradicional de investir não terá retorno no longo prazo. O desafio é impulsionar investimentos em novas áreas que possam maximizar esse retorno com menor impacto ambiental possível", disse Duque.

Segundo o diretor, aproximadamente 17% do patrimônio da Infraprev estão alocados em ativos e setores econômicos que têm entre seus princípios a governança corporativa e a responsabilidade social. A indústria brasileira de fundos de pensão representa 17% do Produto Interno Bruto (PIB) do país. O total estimado dos investimentos dos fundos hoje é de R\$ 547,36 bilhões.

Além da Infraprev as outras duas instituições brasileiras que assinaram o documento até o momento são a Caixa Econômica Federal e a seguradora Mongeral Aegon.

De acordo com o Programa das Nações Unidas para o Meio Ambiente – Iniciativa Financeira (UNEP-FI), idealizadora da **Declaração do Capital Natural**, o valor anual de bens e serviços ecossistêmicos é da ordem de US\$ 33 trilhões. Esses investimentos estão relacionados a alimentos, água, saúde, energia, segurança climática e serviços essenciais.

O capital natural incorpora todos os ativos naturais da Terra (solo, ar, água, fauna e flora) e os serviços ecossistêmicos a eles associados e que tornam possível a existência da vida humana.



<http://cbn.globoradio.globo.com/comentaristas/miriam-leitao/2012/06/20/BANCOS-DE-TODO-O-MUNDO-DEVEM-ASSINAR-PACTO-POR-CAPITAL-NATURAL.htm>

Bancos de todo o mundo devem assinar pacto por capital natural

Documento estabelece compromissos ambientais para o financiamento de projetos. Entre as instituições brasileiras, informação é de que a Caixa Econômica Federal irá assinar o acordo

Radio CBN –SP, 20 Junho 2012

Corporate Eco Forum



<http://planetasustentavel.abril.com.br/blog/riomais20/2012/06/20/empresas-com-ativos-de-u-500-bilhoes-vao-colocar-valor-nos-recursos-naturais/>

Empresas com ativos de U\$ 500 bilhões vão colocar valor nos recursos naturais

Por José Eduardo Mendonça, Planeta Sustentavel, 20 Junho 2012



Elas pedem práticas de negócios mais sustentáveis na Rio+20

Vinte e quatro das maiores empresas do mundo, com ativos de quase um trilhão de dólares, anunciaram ontem na **Rio+20** um plano para colocar um valor nos recursos mais valiosos do planeta. Companhias como Dow Chemical, General Motors, Kimberly-Clark, Marriott e Xerox juntaram forças para declarar que a governança mais cuidadosa dos recursos naturais é um imperativo necessário e estratégico.

Lideradas pelo **Corporate Eco Forum** e **The Nature Conservancy (TNC)**, estas 24 empresas estão desenvolvendo uma metodologia para colocar valor nas florestas, água e sistemas marinhos. Os defensores das práticas de **negócios mais sustentáveis** vêm afirmando há tempos que uma razão para convencer o setor privado de que adotar a sustentabilidade como parte central de suas estratégias é um desafio é que os **recursos naturais básicos** são subvalorizados. Designar um valor para eles, no entanto, vinha sendo uma coisa problemática. Em um relatório intitulado **O Novo Imperativo dos Negócios: Colocando um Valor no Capital Natural**, estas empresas descrevem o que estão fazendo para priorizar os ecossistemas em planejamento e investimentos que irão reduzir riscos, cortar custos, fortalecer o valor de marcas e alimentar o **crescimento sustentável** a longo prazo.

Para M.R. Rangaswami, um ex-executivo de software, investidor do Silicon Valley e fundador do Corporate Eco Forum, o anúncio é resultado de um trabalho de seis anos.

Rangaswami fundou o Forum com o objetivo de dar a altos executivos das 500 maiores empresas globais um local para partilharem ideias sobre como incorporar ecossistemas em seus processos de decisão. Em uma entrevista antes de deixar a Rio+20, ele disse: “Eu entendo há muito tempo o valor da sustentabilidade, e percebi que tinha três opções: primeiro, eu podia apenas comprar **produtos verdes** e contratar o Greenpeace para advogar **práticas mais responsáveis**. Segundo, eu poderia focar em políticas públicas. E terceiro, trabalhar com as empresas mundiais líderes e empurrá-las para a frente. Eu escolhi a terceira opção.”

Rangaswami sabia que algumas organizações que trabalham com desafios de sustentabilidade vinham fazendo um bom trabalho, mas não existia um local seguro onde executivos das maiores companhias pudessem falar uns com os outros e aprender com seus parceiros. Por isto, Rangaswami lançou o Corporate Eco Forum inicialmente com 30 empresas. A cada ano cinco ou seis se juntam a ele, e elas organizam diversos encontros no ano para discutir maneiras como o setor privado pode trabalhar na questão. Tais encontros são feitos sem qualquer organização patrocinadora ou jornalistas, para assegurar uma “zona segura” na qual líderes possam desafiar uns aos outros a achar soluções pragmáticas para os crescentes **desafios ambientais**, que já estão começando a afetar os resultados destas companhias.

Os resultados têm sido relações de trabalho entre ONGs e empresas líderes, o que a princípio parecia um contrasenso. A cooperação entre TNC e Dow Chemical, por exemplo, levou no ano passado a um acordo que pretende criar ferramentas de práticas de negócios que possam avaliar o valor da natureza. E nesta semana no Brasil outras empresas irão anunciar mudanças radicais de seus modelos estratégicos e práticas de negócios. A Kimberly-Clark, por exemplo, irá reduzir seus **recursos florestais** em 50 por cento e usar em vez deles fibras alternativas até 2025. Mais anúncios virão de diversas empresas, que incluem as mais “verdes” Nike, Unilever e Patagonia, e aquelas mais criticadas pelos ambientalistas, como Clorox, Coca-Cola e Duke Energy, segundo o **Triple Pundit**.

Foto: Pedro Kirillos /Riotur Divulgação



Sustainable Stock Exchanges

<http://www.ft.com/cms/s/0/bd8a251a-b96d-11e1-a470-00144feabdc0.html#ixzz1yMjr09AS>

Nasdaq joins environmental disclosure push

By Pilita Clark, Financial Times, 18 June 2012

Nasdaq OMX has joined forces with four other stock exchange groups to encourage companies listing with them to disclose more about their environmental and social performance.

The five, including Brazil's BM&F Bovespa and the Johannesburg, Istanbul and Egyptian stock exchanges, jointly list more than 4,600 companies in developed and emerging markets.

In a statement unveiled at a business conference in Rio de Janeiro ahead of this week's UN Rio+20 sustainable development summit, they said they wanted to promote "long-term sustainable investment and improved environmental, social and corporate governance disclosure and performance among companies listed on their exchange".

Sandy Frucher, Nasdaq vice-chairman, said the move would not have any immediate impact on companies listed on the US exchange, which had no intention of going it alone to make such disclosure a condition of listing.

"Theoretically you could do it but it would not be very effective, in fact it would be counterproductive," he told the FT, noting that exchanges operated in a globally competitive market. "If we took a position, perhaps someone at this conference would stand up and call it heroic, but all kinds of companies that did not want to have that as part of a mandatory reporting requirement would list on our competitors [so] it would not be particularly effective."

Mr Frucher said Nasdaq and the four other exchanges were keen to work with regulators and their trade group, the World Federation of Exchanges, to try to develop global standards that all exchanges could use to promote sustainable investment.

The announcement was welcomed by corporate sustainability campaigners at the Rio conference, who said Nasdaq was the first exchange in the US or Europe to make such a commitment.

"What Nasdaq is doing is outstanding," said Steve Waygood of Aviva Investors, which has been a leading backer of pushing companies to disclose more about their sustainability actions and strategies.

James Gifford, executive director of the Principles for Responsible Investment group, said: "Nasdaq OMX's announcement is a huge step forward for the sustainable stock exchange agenda and is a clear indication that exchanges worldwide understand the crucial role they have to play in building more sustainable capital markets."

“We know that the majority of exchanges are interested in promoting greater corporate transparency and responsibility on sustainability issues and this will really move the needle for them to do more.”

Bloomberg

<http://www.bloomberg.com/news/2012-06-19/nasdaq-joins-four-exchanges-in-sustainability-effort.html>

Nasdaq Joins Four Exchanges in Sustainability Effort

By Christopher Martin, Bloomberg, Jun 19, 2012

Nasdaq OMX Group Inc. (NDAQ) joined stock exchanges in Sao Paulo, Johannesburg, Istanbul and Cairo in an effort to require listed companies to report material information about environmental, social and governance risks.

The exchanges agreed to urge their more than 4,600 companies to measure and report on environmental and governance issues such as greenhouse gas emissions, water usage and gender equality, or explain why they won't. They are also asking more exchanges to join the effort.



The Nasdaq MarketSite in New York. Photographer: Scott Eells/Bloomberg

The decision gives a boost to the investor groups led by Aviva Plc (AV/) and Hermes Asset Management Ltd. and the United Nations, which have urged stock exchanges to prod companies toward better reporting sustainability issues. They've called for common international standards and have pushed envoys from 190 nations at a UN conference in Rio de Janeiro to support their stand.

"We want the financial world to trigger their capital in the right directions," said David Pitt-Watson, who chairs Focus Asset Management at Hermes in London. "We're saying, let's have a user-friendly regime with comparable data. Most people say this is a no-brainer once they understand it." The investor groups are concerned that sustainability reporting isn't done to a common standard and that a patchwork of differing rules and practices has grown in the past decade. Institutional investors have pushed for better standards in reporting as they consider a broader range of issues affecting the quality of their investments.

Not Material

"The problem with some of the sustainability reports is they're not really material, and they're not as relevant as they ought to be," said David Blood, co-founder of Generation Investment Management with former U.S. Vice President Al Gore. The companies need to work harder to "make it material and make it relevant," he said in an interview.

Efforts by companies, industries and large accounting firms to reinvent performance measures on environmental, social and governance issues, or ESG, demonstrate the challenge ahead. While some metrics, such as emissions or water use, are easier to standardize, social metrics, including board or workforce diversity or community relations, are harder to value.

Stock markets provide a forum for investors and companies to negotiate these issues. That's what makes any possible global framework for changing how listed companies report potentially significant.

'Expecting Companies'

"We're expecting companies to come forward with commitments to improve their reporting on renewables and sustainability goals," said Jacob Scherr, director of global strategy and advocacy at the Natural Resources Defense Council in Washington, which will take part in today's meeting.

Brazil's main stock exchange, Bovespa, issued a policy in January recommending that listed companies declare whether they report ESG data, and if not, why not. This month it announced the first results of its "Report or Explain" project, which is analyzing sustainability disclosures through the end of May.

The Copenhagen exchange, owned by Nasdaq OMX, also has a "comply or explain" principle on corporate-governance transparency, according to spokesman Javier Lopez. "There is a government requirement that applies to the top 1,100 companies that are required to document corporate social responsibility."

Aviva, the U.K.'s largest insurer, Munich Re and other investors have been working with the UN on the Sustainable Stock Exchanges campaign to reach a worldwide commitment on reporting requirements.

Comparable Reports

The initiative will help investors measure a company's sustainability efforts on an "apples-to-apples basis," Abengoa SA (ABG) Chief Executive Officer Manuel Sanchez Ortega said in an interview at the New York Stock Exchange. (NYSE) "If you're part of the global system, it's very important."

While Europe, South Africa and Brazil have led efforts to require more reporting, U.S. exchanges as yet have no plans to require companies to report risks associated with climate change, water use or workplace diversity.

"We don't have any mandates for our listed companies in terms of sustainability reporting," said Rich Adamonis, a spokesman for NYSE. "We don't have a position on that."

According to London-based Aviva, NYSE is in the majority, with 57 percent of global exchanges not providing guidance to listed companies on sustainability reporting.

Meanwhile, voluntary reporting on sustainability measures has grown with investor demand. Corporate signatories to the UN- sponsored Global Compact

jumped 54 percent last year to more than 7,000. The organization is the world's biggest voluntary campaign to introduce standards on sustainability issues.

U.S. companies operating in regions that request reporting on sustainability may face increasingly complicated requirements that they don't get back home, Hermes's Pitt-Watson said.

"If we don't get the framework developed in Rio, it will be hugely costly and take far longer to complete it voluntarily," Pitt-Watson said. "There will be hundreds of different regulations."

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<http://www.bloomberg.com/news/2012-06-18/hermes-aviva-urge-stock-exchanges-on-sustainability-reports-1-.html>

Hermes, Aviva Urge Stock Exchanges on Sustainability Reports

By Christopher Martin, Bloomberg, Jun 18, 2012

Aviva Plc (AV/) and Hermes Asset Management Ltd. are urging stock exchanges to improve the way companies report on sustainability issues, leading calls from investors to introduce common international standards.

They'll be joined by non-governmental groups at a United Nations forum in Rio de Janeiro to debate ways to make the financial industry focus on longer-term concerns such as environmental degradation and energy efficiency.

The organizations are seeking to standardize and improve sustainability reports, covering water use to emissions, after different rules emerged on world stock exchanges over the past decade. Today's meeting also is designed to guide talks at this week's Rio+20 summit in the same city, where delegates from 190 nations will discuss steps to eradicate poverty while stemming environmental degradation.

"We want the financial world to trigger their capital in the right directions," said David Pitt-Watson, Hermes managing director and a senior adviser to Deloitte Consulting. "We're saying, let's have a user-friendly regime with comparable data. Most people say this is a no-brainer once they understand it."

Exchanges in Sao Paulo, Copenhagen, Johannesburg and Singapore already have begun requiring members to report material information about environmental, social and governance risks in a way that allows investors to make comparisons. Others have yet to make such demands.

Five Exchanges

Two of those, in Sao Paulo and Johannesburg, announced today with Nasdaq OMX Group Inc. (NDAQ) in New York and the exchanges in Istanbul and Egypt, to encourage their 4,600 listed companies to measure and report on environmental and governance issues such as greenhouse gas emissions, water usage and gender equality.

"The problem with some of the sustainability reports is they're not really material, and they're not as relevant as they ought to be," said David Blood, co-founder of Generation Investment Management with former U.S. Vice President Al Gore. The companies need to work harder to "make it material, and make it relevant," he said in an interview.

Institutional investors have pushed for better standards in reporting as they consider a broader range of issues affecting the quality of their investments.

Social Metrics

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No Mandates

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<http://www.guardian.co.uk/sustainable-business/rio-20-earth-summit-diary-20-june>

Rio+20: the Earth Summit diaries, Wednesday 20 June

From Rio de Janeiro, Jo Confino provides behind the scenes insight of all that's going on from a business perspective at the Earth Summit

Should we be grateful for small mercies as five stock exchanges commit to encouraging greater disclosure?

By Jo Confino, The Guardian 19 June 2012

Tuesday 19 June 06.30

Seeking to turn around the supertanker that is capitalism is a thankless task.

I was speaking to the staff at UNCTAD and **UN Global Compact** who have been working hard to encourage stock exchanges to play their part in moving towards sustainable development.

For them, Rio +20 has been something of a celebration because after much sweat and tears they finally managed to convince five exchanges to make a vague commitment to being part of the solution rather than the problem.

Exchanges in Egypt, Turkey, South Africa and the US came together to commit to promote long-term sustainable investment in their markets.

But of course, what is more interesting is why the scores of other exchanges in the world have so far not chosen to join the party.

It's difficult to engage the exchanges, of course. because the greater number of trades in equities, the more money they make. So they are unlikely to take the lead on convincing investors to hold shares for the long term.

Where they can be useful is in encouraging companies, as part of their listing requirements, to include environmental, social and governance (ESG) issues.

So let's see what NASDAQ OMX, BM&FBOVESPA, the Johannesburg Stock Exchange (JSE), the Istanbul Stock Exchange (ISE) and The Egyptian Exchange (EGX) have committed to.

Unsurprisingly, not much. The press release says they "have voluntarily committed to work with investors, companies and regulators to promote long-term sustainable investment and improved environmental, social and corporate governance disclosure and performance among companies listed on their exchange."

They also plan to use what clout they have to encourage other exchanges to join the party,

The smaller exchanges in the developing world are likely to show most interest because investors are wary that their governance is not strong and showing leadership on ESG may in time give them a competitive advantage. This may in turn put pressure on the more established exchanges to wake up and take an interest.

But this is a slow process and is the equivalent of watching a snail crawl up Mount Everest, and time is not on our side.

Even Georg Kell, executive director of the UN Global Compact finds it difficult to give a ringing endorsement and instead looks to the future with, I imagine, his arms outstretched in prayer: "We take this opportunity to call on all stock exchanges around the world to join these leading exchanges in making this potentially transformative commitment." Emphasis on the world potentially!

<http://www.reuters.com/article/2012/06/18/idUS166113+18-Jun-2012+HUG20120618>

Sustainable Stock Exchanges Initiative: Exchanges listing over 4,600 companies commit to promoting sustainability

Reuters, June 18, 2012

Rio de Janeiro, 18 June 2012 - A core group of five stock exchanges - NASDAQ OMX, BM&FBOVESPA, the Johannesburg Stock Exchange (JSE), the Istanbul Stock Exchange (ISE) and The Egyptian Exchange (EGX) - today announced a commitment to promote long-term, sustainable investment in their markets.

The announcement comes amid high-profile discussions among governments on the role of the private sector - including finance - in building a green economy and the importance of corporate sustainability reporting, on the eve of the United Nations Conference on Sustainable Development (Rio+20), taking place between 20-22 June.

These leading exchanges, with over 4,600 listed companies in developed and emerging markets, have voluntarily committed to work with investors, companies and regulators to promote long-term sustainable investment and improved environmental, social and corporate governance disclosure and performance among companies listed on their exchange.

"Going forward we would like to publicly recognize those exchanges that are committed to promoting sustainability," said UNCTAD Secretary-General Supachai Panitchpakdi, who announced the commitment in the presence of senior regulators, investors, and representatives from stock exchanges. **"This is the first step of a larger global call to stock exchanges to publicly commit to promoting sustainability"** explained Georg Kell, Executive Director of the Global Compact. **"We take this opportunity to call on all stock exchanges around the world to join these leading exchanges in making this potentially transformative commitment."**

The endorsements came today during the Sustainable Stock Exchanges (SSE) 2012 Global Dialogues, held at the Corporate Sustainability Forum in Rio de Janeiro. The SSE initiative, is co-organized by the Global Compact, UNCTAD, UN-backed Principles for Responsible Investment (PRI) and UNEP Finance Initiative, builds on three years of successful engagement with major stock exchanges. With these new commitments, the SSE initiative is moving into a new phase with a more robust programme of activities and support for greater engagement of stock exchanges with companies and investors.

Committed exchanges provided key insights behind their support for the SSE initiative.

"NASDAQ OMX is happy to be a founding signatory of the Sustainable Stock Exchanges commitment and will work together with the other founding signatories - BM&FBovespa, ISE, JSE and EGX - through the World Federation of Exchanges to encourage all exchanges to sign up to the new SSE commitment," said Sandy Frucher, Vice-Chairman of NASDAQ OMX.

"By encouraging companies to adopt good corporate governance practices where a social and environment dimension is taken into consideration, and by helping investors to make socially responsible decisions the SSE initiative can enhance transparency of information as regards capital markets and help creating more aware investors" said Edemir Pinto, CEO of BM&FBOVESPA.

"We believe that stock exchanges have to play a vital role in encouraging the companies to apply ESG practices to create a responsible investment environment where investors could reward sustainability sensitive companies. Therefore, we strongly support SSE initiative and invite other exchanges to be part of it" said Ibrahim Turhan, Chairman and CEO of the Istanbul Stock Exchange.

"Being one of the leading exchanges in the MENA region, we have been applying highly standardized listing and disclosure rules that are periodically updated to guarantee the highest transparency on ESG criteria. We therefore welcome this initiative as it will allow us to share our practice with other exchanges," said EGX Chairman Dr. Mohammed Omran.

The commitments were welcomed by UN and investor representatives.

"Stock exchanges are uniquely positioned at the intersection between investors, companies, and regulators" said James Zhan, Director of UNCTAD's Division on Investment and Enterprise. "As such, they can play a key role in promoting responsible investment and sustainable development."

"Since 2011, a group of PRI signatories led by Aviva Investors have been engaging with the 30 largest stock exchanges on ESG-related issues" said James Gifford, Executive Director of PRI, who was encouraged by the continued collaboration between investors and exchanges. "Commitment of stock exchange to sustainability is an important element of the PRI's mission to mainstream integration of ESG into financial markets."

This was echoed by Steve Waygood, Chief Responsibility Officer at Aviva Investors: "As a major institutional investor with over \$500bn in assets under management, we've been a big supporter of the SSE since the outset. We strongly welcome these public commitments by stock exchanges. For some years we have made it clear that Aviva Investors would prefer to trade on exchanges that embed better ESG disclosure in their listing rules."

The announcement follows a recent report by the SSE, 2012 Sustainable Stock Exchanges: A Report on Progress, that underscores that the majority of exchange entities are interested in promoting greater corporate transparency and responsibility on sustainability issues.



*Also appeared in InvestEgate (UK)

<http://www.reuters.com/article/2012/06/14/idUS90229+14-Jun-2012+HUG20120614>

Sustainable Stock Exchanges Initiative: Capital markets leaders explore sustainability at Rio+20 side-event

Reuters, June 14, 2012

Geneva/London/New York, 14 June 2012 - Over 20 capital markets leaders from developed and emerging markets are due to convene ahead of the upcoming the United Nations Conference on Sustainable Development (Rio+20), in order to find ways to increase the sustainability of listed companies.

The leaders will meet as part of the Sustainable Stock Exchanges (SSE) Global Dialogue, taking place on 18 June at the Windsor Barra Hotel, Rio de Janeiro. The meeting comes ahead of Rio+20 which will gather global policy-makers in Rio de Janeiro, Brazil, between 20-22 June. Participants include the Chairperson of the Brazilian SEC, the Commissioner of the Securities and Futures Commission of Korea, CEOs and high-level representatives from BM&FBOvespa, Egyptian Stock Exchange, Istanbul Stock Exchange, Johannesburg Stock Exchange, and NASDAQ OMX, along with major investors and asset managers from Aviva in the UK to the Public Investment Corporation of South Africa.

The Sustainable Stock Exchanges initiative is co-organized by four United Nations organizations: the UN Conference on Trade and Development, the UN Global Compact, the UN Environment Programme Finance Initiative, and the UN-backed Principles for Responsible Investment. Launched in 2009 by UN Secretary General Ban Ki-Moon, the SSE has become an international forum for regulators, exchanges and investors to deliberate on issues of sustainability.

The 2012 dialogue will focus on creating a roadmap for enhancing corporate transparency, and ultimately performance, on environmental, social and governance issues amongst companies listed on leading stock exchanges.

The meeting comes amid an increased political momentum on the move for achieving a consistent global approach on corporate sustainability reporting. Recent discussions have, and continue, to take place among governments on whether to include a clause on corporate sustainability reporting within the outcome document for Rio+20.

The push also comes from an Aviva led coalition of investors with assets under management of approximately USD \$2 trillion. The coalition is calling all governments at Rio+20, to commit to develop a policy framework to further corporate sustainability disclosure amongst listed companies.

The dialogue follows in the footsteps of a recent report by the Sustainable Stock Exchange initiative in which it is revealed that the majority of exchange entities

would welcome a global approach to consistent and material corporate sustainability reporting. Based on a survey of 27 of the globe's largest exchanges, the 2012 Sustainable Stock Exchanges: A Report on Progress captures the headway made by exchange entities over the last years in promoting corporate sustainability.

Journalists wishing to attend the Sustainable Stock Exchanges 2012 Global Dialogue can request an invitation by writing to media@unglobalcompact.org.



(Also filed under Partner's Coverage and General)

Rio+20: Earth summit - Expecting the world? Disappointment inevitable

By Eric Marx, Ethical Corporation, Jul 11, 2012

The UN development summit took some laudable steps towards a sustainable future – among them acknowledgement that the world economy needs to change. But the outcomes were hardly earth-shattering

If there was one big takeaway from June's United Nations development summit in Rio it was this: the world has a new way of writing the rules for sustainability that is both bottom-up and leader-driven. We're seeing emerging countries, local communities and global corporations make meaningful commitments to investing in the value of nature.

These efforts are being assisted by various UN agencies, but the UN-sponsored multilateral negotiating process itself has seemingly done very little to reverse the intransigence of world leaders.

The process for developing sustainable development goals – a set of benchmarks to guide countries in achieving targeted outcomes within a specific period – had been a key issue in the negotiations for the main outcome document.

Environmentalists wanted mandatory measures with timelines on the core areas of food, water and energy security, but instead UN member countries delivered an agreement whose generalised tone exposed a lack of urgency or will to take immediate action.

The final text omitted a clause calling for governments to phase out fossil fuel subsidies, which have nearly tripled since 2009, despite a pledge by G20 countries to eliminate them. An eagerly awaited decision on a governance structure for the high seas was also postponed for three years, after the United States, Japan, Canada, Russia and Venezuela opposed strong language to implement it.

Speaking as the conference drew to a close, Kit Vaughn, climate change advocacy coordinator at aid NGO Care, said the document represented "business as usual". The UK deputy prime minister, Nick Clegg, described the outcome of the conference as "insipid", while Gro Harlem Brundtland, the former prime minister of Norway and chair of the UN commission that helped establish the concept of sustainable development, was also critical.

Friends of the Earth International referred to the declaration as "a gift to corporate polluters" and said it would do "nothing to address the environmental and social crises that the world is facing".

Lights in the gloom

Those who welcomed the declaration mostly did so in qualified tones – though there were some bright spots. Principal among these was the explicit valuing of nature both by governments and the private sector. For the first time the so-called “natural capital” of biodiversity and ecosystem services is being valued in newly announced national accounting initiatives and through a number of collaborative declarations launched by individual companies, institutional investors and the banking industry.

“We saw both governments and businesses explicitly recognising that natural capital is the essential core element of sustainable development and that healthy ecosystems must be the foundation of human well-being,” says Russell Mittermeier, president of Conservation International. “This is an extraordinary and transformative change in mindset, as it finally moves the environment from a marginal issue to a central component of future development strategies.”

Jim Leape, director general of WWF International, speaks of a “coalition of the committed” among businesses. “Many [companies] aren’t stepping up,” Leape says, “but among leading companies we have seen a shift in the issue of corporate social responsibility to include sustainability as a core business interest.”

The next step now is to figure out how to elevate the scale of action.

Andrew Deutz, director of international government relations at The Nature Conservancy, says the reason the conference fell short has to do with an understanding of what has already been accomplished since the landmark accords signed at the 1992 Earth Summit in Rio first integrated the environment into the UN’s developmental agenda. Rio 92 resulted in the creation of the Global Environment Facility (GEF) and the drafting of three UN conventions covering climate change, biodiversity and desertification.

Most developing countries at that time didn’t have environmental regulations or even a policy agenda that looked towards the environment. “Twenty years later,” Deutz says, “it’s not about putting the policy framework in place, but about making sure it’s effectively implemented.”

With governments strapped for cash, that’s meant an increased role for business in helping to shape the green economy – a major transformation of the current modes of production and consumption aimed at curbing pollution and the exhaustion of natural resources that will alleviate poverty and bring more jobs. Formulation of the “green economy” concept was in some ways a distraction, for it aligned much of civil society against business involvement.

The expectation was that business would move away from a profit-driven capitalist model as a prerequisite for them to truly align with the objectives of a green economy, says William Bulmer, director of the International Finance Corporation’s environment, social and governance department.

“I don’t think that is the case,” Bulmer says. “Most business will continue to be driven by a profit motive, but with a much greater appreciation of the risks and opportunities that they are now facing in this period of green growth.”

In that equation of risk and opportunity, increasingly it’s the latter factor that is driving the business sustainability agenda, even in the absence of clear regulation. “What I see a lot is a private sector saying ‘sure, we’re concerned about what is happening to the climate’, but also that these things happily coincide with self-interest,” Bulmer says.

Of the UN's eight Millennium Development Goals, by far the most successful effort has been in halving poverty rates by 2015. That's brought a lot more consumers into the market and opens the door to investment in a range of low-carbon goods and services impacting health delivery, water access and energy, to name but a few.

Nearly all UN initiatives coming out of the conference are dependent upon private sector participation, none more so than the UN's Sustainable Energy for All initiative, which mobilised \$50m from Bank of America alone, and an unprecedented show of public-private partnership support gathering in more than 100 commitments, including from many developing world governments and a range of corporate and financial donors.

Aimed at transforming the world's energy systems to ensure universal access to modern energy services by 2030, it's one of the key outcomes the UN secretary-general, Ban Ki-moon, highlighted before the summit conclusion as a "powerful new model for the future".

"The UN is bringing all key stakeholders to the table to work in common cause for the common good," Ban said. "This initiative shows the power of partnership and ability of the United Nations to spearhead transformational change."

Kandeh Yumkella, director-general of the UN Industrial Development Organisation and co-chair of Ban's high-level working group on the project, says the initiative is a way to ensure that 1.3 billion people will gain access to clean energy and to ensure that sustainable development stays on the agenda even after the Rio talks close.

"We are emphasising economic opportunity," Yumkella says. "If we're talking about speed and scale it has to be a business model that is also profitable for some of these guys."

Yumkella credits the initiative's early success to its ability to convene key stakeholders and catalyse specific commitments around a "global action agenda" that has identified high impact opportunities that can guide the work of stakeholders across all sectors of the economy. But it's not a giveaway to business, he stresses, and the focus will also include off-grid solutions which not only make energy accessible but affordable.

"We have made an effort to identify those who are working bottom-of-the-pyramid energy solutions linked with microfinance, and linked with agricultural production or water supply or health," Yumkella adds. That network now includes more than 500 small NGOs and the challenge will be to make sure they are included. "We are emphasising off-grid solutions but they are not getting as much money as they should. We need to scale that up as well."

Moving beyond GDP growth

Perhaps the most important outcome from Rio+20 was putting to rest the erroneous belief that protecting the environment comes at the cost of economic growth. The Rio text itself acknowledged the new impetus in calling for the need for "broader measures of progress to complement GDP" to better inform policy decisions. It also asked the UN Statistical Commission to launch a programme of work to build on existing initiatives.

On the sidelines there was considerable activity, with 10 African nations, united under the Gaborone declaration, signing up to national accounts aiming to place a commercial metric on the value of nature. This was followed by 49 other nations, developed and developing alike, in supporting the communiqué on natural capital of

the World Bank. There are 86 companies now agreed to draw up “natural capital accounting” rules to implement the kind of changes long advocated by Paven Sukhdev, a former banker at Deutsche Bank credited with spearheading the initiative through the UN.

Common standards for world companies are likely to be ready in three to five years, with implementation coming within about seven years, predicts Sukhdev. He estimates that the top 3,000 companies fail to account for \$2.1tn of charges related to the use or pollution of natural assets – say by releasing carbon dioxide into the air or waste into a river. That figure nearly doubles to \$4tn, or about 6.7% of global GDP, when the world’s entire corporate sector is included.

“By 2020 corporations will measure and manage their externalities,” Sukhdev says, citing Puma’s experience with its environmental profit and loss statement as an example of what is possible.

Peter Bakker, president of the World Business Council for Sustainable Development, is reportedly developing natural capital accounting as a key strategic platform over the coming years. Other than Puma, however, no company is now measuring, let alone reporting effectively, on this.

“Valuing natural capital and having methodologies that go along with it is not as simple as it sounds,” warns Robert ter Kuile, PepsiCo’s senior director of environmental sustainability. “While water is a global challenge it is very much a local issue ... different from the impacts of greenhouse gas emissions on climate change.”

The main impact of natural capital accounting in the near future will be in carbon disclosure and with more robust assessments by financial institutions driving change among stock exchanges and in leading companies.

“Hopefully the market will start taking account of that and pricing it through the price of their shares,” says William Bulmer. “So if, for example, energy companies are heavily dependent on fossil fuels and are not sufficiently transforming and mitigating risk in a balanced approach in how they are generating renewables, the market will take a view on that and price it accordingly.”

These developments are also taking hold in emerging markets where central banks are out ahead of their western counterparts. Countries such as India, Brazil and China are all now using their banking sectors to promote environmental and social regulations, said Bulmer.

Disappointingly, however, this hasn’t translated to these countries’ state enterprises. What was seen, instead, in Rio were multinational companies with their local heads engaged in the discussion. Companies from China were present, for example, but these were smaller and medium-sized enterprises whose leadership potential is somewhat limited.

In this regard, Brazil was criticised for not having summoned a larger, more broad-based private sector response. Its leadership seemingly rested upon co-ordinating a smooth-functioning dialogue and in not pressuring the UN bodies themselves to work together in collaboration rather than in competition.

“The risk is that the lack of a clearly defined process in the text means [UN agencies] could choose to compete rather than collaborate,” said Steve Waygood of Aviva Investors, which had been pushing for strengthened corporate sustainability reporting. “If they do this, the sum of the parts will be far less than the whole opportunity.”

Sustainable goals

Skilfully constructed to clear controversy and promote consensus, the final Rio summit communiqué established so-called sustainable development goals (SDGs) across core areas such as food security, water and energy that are intended to drive member states towards fast-track transition to low-carbon forms of green development.

These SDGs will probably build on and overlap with a current round of objectives known as the Millennium Development Goals, which UN members agreed to pursue at least to 2015.

The text commits to “take action to reduce the incidence and impacts of such pollution on marine ecosystems, including through the effective implementation of relevant conventions adopted in the framework of the International Maritime Organisation”. However, an eagerly awaited decision on a governance structure for the high seas was put off for a few years.

The agreement called for a new intergovernmental process to produce a report that evaluates how much money is needed for sustainable development, and what new and existing instruments can be used to raise funds.

The process will be led by a group of 30 experts, which will conclude its work by 2014. Although some developing countries had called for the creation of a \$30bn sustainable development fund, the proposal did not make it into the text. Instead, the text “recognises the need for significant mobilisation of resources from a variety of sources”.

A decision to upgrade the United Nations Environment Programme – an international institution that coordinates UN environmental activities – to a UN agency with power equal to other UN bodies, did move towards implementation. Its final passage, however, awaits approval by the entire UN General Assembly, where countries such as the United States have vowed to oppose the measure when it comes up for a vote.

Regarding sustainability reporting – where progress had been expected – there still exists no compulsion or commitment to a UN process to mandate a minimum standard. Yet, backers of the proposal say they are pleased with the outcome given the scale of resistance from some countries and the lack of historic references to corporate transparency and accountability.

“I think getting reference to the importance of corporate sustainability reporting is useful,” says Steve Waygood of Aviva Investors. “I also think the UN-facilitated process provides a very useful potential mandate for the stakeholders and industry and interested governments to take this agenda further and faster than would otherwise have been the case.”

Sustainable exchanges

One of the heavily trailed issues for Rio was the further development of sustainability transparency and reporting. And at the business summit, held immediately before the main government level meeting, the role of the private sector in driving towards better reporting – as part of overall green economy efforts – was reinforced by a new stock markets-led initiative.

A group of stock exchanges, lead by Nasdaq OMX, and including the Johannesburg, Istanbul and Egypt exchanges, committed to promote long-term sustainable investment and improved environmental, social and corporate

governance disclosure and performance among their listed companies. The commitment came during the Sustainable Stock Exchanges 2012 “global dialogues”. The SSE initiative has been co-developed by the Global Compact, UNCTAD, the Principles for Responsible Investment and the UNEP finance initiative.

World: Sustainable Stock Exchanges 2012 Global Dialogue to be held in Rio de Janeiro, Brazil

Thai News Service, 18 June 2012

Section: General News - The United Nations **Global Compact** Office, the UN-backed Principles for Responsible Investment, the United Nations Environment Programme Finance Initiative, and UNCTAD are working jointly to organize the Sustainable Stock Exchanges 2012 Global Dialogue on 18 June in Rio de Janeiro, Brazil in the lead-up to the Rio+20 UN Earth Summit.

This invitation only event at the Windsor Barra Hotel will bring together CEOs and financial leaders from around the world, along with key policy makers and subject matter experts.

Named by Forbes magazine as one of the World's Best Sustainability Ideas and a finalist for the 2011 Katerva Sustainability Award, the Sustainable Stock Exchanges (SSE) is an initiative aimed at exploring how exchanges can work together with investors, regulators, and companies to enhance corporate transparency, and ultimately performance, on ESG (environmental, social and corporate governance) issues and encourage responsible long-term approaches to investment.

Building on previous SSE dialogues in New York (2009) and Xiamen, China (2010), this event will focus on the role of the world's stock exchanges in encouraging responsible, long-term investment and creating sustainable financial markets.



http://energia24club.it/articoli/0,1254,51_ART_148382,00.html

Cinque Borse nel mondo si impegnano per la sostenibilità

Nasdaq, BM & FBovespa, Johannesburg Stock Exchange, Istanbul Stock Exchange ed Egyptian Exchange lavoreranno con investitori, imprese e autorità di regolamentazione per promuovere investimenti sostenibili

Energia24 Club, 20 June 2012

Cinque importanti società che gestiscono altrettanti mercati borsistici nel mondo (il Nasdaq OMX, il brasiliano BM & FBovespa, il Johannesburg Stock Exchange, l'Istanbul Stock Exchange e l'Egyptian Exchange) hanno annunciato l'intenzione di impegnarsi per promuovere nei loro mercati investimenti "sostenibili".

La notizia, arrivata durante i "Global Dialogues" del Sustainable Stock Exchange (Sse) 2012 presso il **Forum Corporate Sustainability** a Rio de Janeiro, si inserisce nel contesto del confronto tra istituzioni e operatori sul ruolo del settore privato nella costruzione di un'economia verde e sull'importanza della rendicontazione di sostenibilità da parte delle imprese, alla vigilia della Conferenza delle Nazioni Unite sullo sviluppo sostenibile (Rio +20), che si svolgerà dal 20 al 22 giugno.

Le cinque Borse, che complessivamente raccolgono oltre 4.600 società quotate in mercati sviluppati ed emergenti, si sono impegnate a collaborare con investitori, aziende e autorità di regolamentazione per promuovere investimenti sostenibili e per spingere il miglioramento della governance ambientale e sociale tra le società quotate nei loro mercati. «La nostra intenzione è arrivare a un riconoscimento per quei mercati borsistici che si impegnano a promuovere la sostenibilità», ha detto Supachai Panitchpakdi, segretario generale dell'Unctad (la Conferenza delle Nazioni Unite sul commercio e lo sviluppo). Questo dovrebbe dunque essere il primo passo di un appello più globale alle Borse di tutto il mondo.

L'iniziativa Sse, promossa tra gli altri dal **Global Compact** e Unctad, ha alle spalle tre anni di proficuo impegno con le principali Borse mondiali. Con questo nuovo obiettivo, Sse avvia una nuova fase basata su un programma più robusto e concreto di attività. «Le borse sono in una posizione privilegiata all'incrocio tra investitori, imprese e autorità di regolamentazione - ha dichiarato James Zhan, direttore della divisione investimenti e aziende dell'Unctad -. In quanto tali, possono svolgere un ruolo chiave nel promuovere investimenti responsabili e uno sviluppo sostenibile».

http://www.dha.com.tr/imkbden-surdurulebilir-borsalar-girisimine-destek-son-dakika-haberi_328788.html

İMKB'den "Sürdürülebilir borsalar giriřimi"ne destek

İMKB, NASDAQ OMX, BM&FBOVESPA (Brezilya Borsası), Johannesburg Borsası ve Mısır Borsası, 18 Haziran’da Rio de Janeiro’da yaptıkları ortak açıklamada, piyasalarında uzun vadeli ve sürdürülebilir yatırımı teşvik etmeyi taahhüt ettiklerini ifade ettiler.

Dogan News Agency, 19 June 2012

İMKB Başkanı İbrahim TURHAN, Birleşmiş Milletler Küresel İlkeler Sözleşmesi (**Global Compact**), Birleşmiş Milletler Ticaret ve Kalkınma Konferansı (UNCTAD), Birleşmiş Milletler Sorumlu Yatırım İlkeleri (PRI) ve Birleşmiş Milletler Çevre Programı (UNEP) Finans Girişimi’nin ortaklaşa olarak Rio de Janeiro’da düzenlediği “Sürdürülebilir Borsalar Girişimi 2012 Küresel Diyaloglar” toplantısına katıldı.

İMKB, NASDAQ OMX, BM&FBOVESPA (Brezilya Borsası), Johannesburg Borsası ve Mısır Borsası, 18 Haziran’da Rio de Janeiro’da yaptıkları ortak açıklamada, piyasalarında uzun vadeli ve sürdürülebilir yatırımı teşvik etmeyi taahhüt ettiklerini ifade ettiler. Gelişmiş ve gelişmekte olan piyasalarda işlem gören 4.600’den fazla şirketin işlem gördüğü beş öncü borsa, kendi bünyelerinde işlem gören şirketlerin uzun vadede sürdürülebilir yatırımı ve ileri çevresel ve **sosyal** konular ile kurumsal yönetim ile ilgili olarak raporlama ve performansını teşvik etmek amacıyla yatırımcılar, şirketler ve düzenleyici otoritelerle birlikte çalışacak.

İMKB Başkanı İbrahim TURHAN, törende yaptığı konuşmada, “Yatırımcıların sürdürülebilirlik konusunda duyarlı şirketleri ödüllendireceği bir sorumlu yatırım ortamı oluşturmak için, şirketleri çevresel, sosyal ve kurumsal yönetim (ÇSKY) uygulamalarını devreye sokmaya teşvik etme açısından borsaların hayati bir rolü olduğuna inanıyoruz. Dolayısıyla da, Sürdürülebilir Borsalar girişimini güçlü bir şekilde destekliyor ve diğer borsaları da bu girişimin bir parçası olmaya davet ediyoruz” dedi.

Bolsas vão exigir de empresas relatório de sustentabilidade

Por Juliana Ennes e Fernando Exman, Valor Economico, 19 Junho 2012

Cinco bolsas de valores assinaram ontem documento voltado à promoção de investimentos sustentáveis de longo prazo em seus mercados. Mesmo sem consenso sobre quem deveria liderar esse processo, as bolsas tomaram a iniciativa, com a expectativa de que investidores e as mais de 4.600 empresas listadas em seus mercados vão aderir a práticas de governança corporativa, social e ambiental (ESG, na sigla em inglês). Empresas brasileiras também divulgaram ontem uma carta com dez compromissos para o desenvolvimento sustentável e inclusivo.

A opinião do secretário-geral da Unctad (órgão das Nações Unidas para Comércio e Desenvolvimento), Supachai Panitchpakdi, é compatível com a da presidente da Comissão de Valores Mobiliários (CVM), Maria Helena Santana sobre o mercado brasileiro: os governos deveriam liderar a adoção de medidas como a obrigatoriedade de publicação anual de relatórios de sustentabilidade, para que investidores tenham mais consciência na hora de investir e possam transformar isso em exigência para as empresas.

A BM&FBovespa, a Nasdaq OMX e as bolsas de Joanesburgo, Istambul e Egito ressaltaram com a assinatura do acordo a importância do relatório de sustentabilidade, atualmente divulgada somente por 20 companhias no mercado brasileiro. A assinatura serve como uma mensagem para os governos que estão participando da Conferência Rio+20, de acordo com o diretor da Divisão de Investimento e Empresas da Unctad, Jorge Zhan. Seria a demonstração de que empresas e as bolsas já estão se comprometendo de "alguma forma com a sustentabilidade".

Panitchpakdi defendeu que todos os participantes do mercado devem estar mobilizados nesta direção. Mas ele acredita que esse movimento tem que ser liderado pelos governos, que devem participar da criação de regras e ser assertivos na forma de regular o investimento. A adoção dos princípios de ESG pelos próprios governos poderia inclusive evitar crises como a por que passa a Europa atualmente. "Princípios de sustentabilidade são também princípios de responsabilidade", afirmou.

A BM&FBovespa deverá, dentro de dois ou três anos, exigir como pré-requisito de listagem de empresas a publicação anual de relatórios de sustentabilidade, informou o presidente Edemir Pinto. Ele disse ainda não estar definido o modelo, mas poderá ser um requisito para abertura de capital ou para a listagem em níveis de governança corporativa, como o Novo Mercado. Em sua opinião, os órgãos reguladores poderiam ter um papel importante nesse processo.

Para Maria Helena, os reguladores já ficam muito assoberbados com questões de curto prazo para dar segurança aos mercados e, por isso, as questões de sustentabilidade não fazem parte da agenda de curto prazo da autarquia. "É difícil enxergar como prioridade absoluta na agenda do regulador de mercado em seu mandato estrito."

A rede de empresas brasileiras que integra o Pacto Global divulgou ontem, também durante o Fórum de Sustentabilidade Empresarial da Rio+20, documento assinado por 226 das cerca de 400 companhias nacionais que fazem parte da iniciativa lançada pelo ex-secretário-geral da Organização Nações Unidas Kofi Annan com a participação de agências da ONU.

As empresas se comprometeram, por exemplo, a melhorar a eficiência do uso de recursos naturais, gerar empregos dignos, definir metas concretas, relatar seus avanços na busca por maior sustentabilidade e influenciar e apoiar as políticas do governo brasileiro nessa área. Em contrapartida, os executivos pedem incentivos governamentais para o desenvolvimento de tecnologias e produtos sustentáveis.

"Qualquer setor nascente depende de estímulos. Cabe ao governo estimular os produtos mais renováveis", afirmou o presidente da Braskem, Carlos Fadigas, para quem essas medidas podem ser tributárias e de regulação. Outras signatárias do acordo são Petrobras, Itaipu e CPFL Energia.

Na opinião do executivo, a adoção de uma cultura mais sustentável pode reduzir os custos das empresas, mas cabe também à sociedade decidir se paga mais caro por produtos sustentáveis a fim de remunerar iniciativas nesse sentido. O Pacto Global conta com 7.000 empresas associadas em todo o mundo, e pode excluir de seus quadros os grupos que não seguirem os princípios defendidos pela associação.

RIO+20: Investimento responsável é importante para empresas, diz conselheiro

Investimentos e Notícias – Setoriais, 20 Junho 2012

SÃO PAULO, 20 de junho de 2012 - A BM&FBOVESPA, a NASDAQ OMX, a Johannesburg Stock Exchange (JSE), a Istanbul Stock Exchange (ISE) e a Egyptian Exchange (EGX) assinaram ontem, durante a Conferência das Nações Unidas sobre Desenvolvimento Sustentável, a Rio + 20, um acordo para promover o investimento responsável de longo prazo e a divulgação de informações relacionadas às companhias listadas nesses mercados.

Para Carlos Eduardo Lessa Brandão, conselheiro de administração do IBGC e coordenador da Comissão de Estudos de Sustentabilidade para as Empresas, o acordo é muito importante para as empresas. 'Eu espero que as companhias adotem esse relatório e que o enxerguem como um valor adicional a sua empresa', disse.

A iniciativa do Diálogo Global Bolsas de Valores Sustentáveis 2012 (SSE) é um projeto conjunto organizado pelos Princípios de Investimento Responsável (PRI) das Nações Unidas, pela Conferência das Nações Unidas sobre Comércio e Desenvolvimento (UNCTAD), pela Iniciativa Financeira do Programa das Nações Unidas para o Meio Ambiente (UNEP-FI) e pelo **Pacto Global** das Nações Unidas (UNGC), que trabalham no diálogo entre as bolsas para o desenvolvimento do investimento responsável e divulgação de relatórios de governança corporativa e sustentabilidade.

O documento oficial destaca: 'Nós nos comprometemos voluntariamente, através do diálogo com investidores, companhias e reguladores, a promover o investimento responsável de longo prazo e trabalhar pela performance e divulgação de informações ambientais, sociais e de governança corporativa junto às empresas listadas em nossa Bolsa'.

'Precisamos entender que Governança tem tudo haver com tomar decisões e para isso tem que estar atento ao mercado. E se estiver ligado à sustentabilidade a empresa será mais valorizada', afirmou.

Brandão também destacou que as empresas que optarem por divulgar os relatórios sustentáveis entendem que o conceito está mudando, pois a empresa que estiver ligada a sustentabilidade será mais valorizada. Das 448 empresas de capital aberto listadas na BM&FBovespa, apenas 96 (21,43%) publicam relatórios de sustentabilidade ou similares. Do restante, 107 não publicam, mas justificam a ausência do relatório (23,88%) e 245 não se explicaram (54,69%). Os números fazem parte do 'Relate ou Explique', relatório apresentado pela BM&FBovespa durante a Conferência das Nações Unidas sobre Desenvolvimento Sustentável, a Rio + 20. 'Podemos considerar que o número é bastante razoável e espero que mais empresas adotem esse tipo de relatório com o passar do tempo', declarou.

Para finalizar, o conselheiro alegou que o relatório terá um valor adicional. 'Qualquer atividade tem um gasto, neste caso prefiro classificar como gasto, pois vejo como um investimento, uma atividade estratégica', concluiu.

(Michele Rios - Agência IN)

BM&FBovespa assina acordo para promover investimento responsável

Agencia Estado Conjuntura e Finanças, 18 Junho 2012

São Paulo, 18/06/2012 - A BM&FBovespa, a Nasdaq, a Johannesburg Stock Exchange (JSE), a Istanbul Stock Exchange (ISE) e a Egyptian Exchange (EGX) assinaram hoje acordo para promover o investimento responsável de longo prazo e a divulgação de informações relacionadas às companhias listadas nesses mercados.

"Nós nos comprometemos voluntariamente, através do diálogo com investidores, companhias e reguladores, a promover o investimento responsável de longo prazo e trabalhar pela performance e divulgação de informações ambientais, sociais e de governança corporativa junto às empresas listadas em nossa Bolsa", diz o documento.

A assinatura do acordo foi feita durante o Diálogo Global Bolsas de Valores Sustentáveis 2012 (SSE), dentro da Conferência das Nações Unidas sobre Desenvolvimento Sustentável, a Rio+20.

A iniciativa SSE é um projeto conjunto organizado pelos Princípios de Investimento Responsável (PRI) das Nações Unidas, pela Conferência das Nações Unidas sobre Comércio e Desenvolvimento (Unctad), pela Iniciativa Financeira do Programa das Nações Unidas para o Meio Ambiente (UNEP-FI) e pelo Pacto Global das Nações Unidas (UNGC), que trabalham no diálogo entre as bolsas para o desenvolvimento do investimento responsável e divulgação de relatórios de governança corporativa e sustentabilidade.

Na ocasião, também foi apresentado o relatório "Bolsas de Valores Sustentáveis - Relatório de Progresso", desenvolvido pela Responsible Research, com apoio do PRI (Princípios de Investimento Responsável), Unctad, **Pacto Global**, e patrocinado pela Aviva Investors. O relatório pesquisou 30 grandes bolsas de valores globais sobre a abrangência e profundidade de suas iniciativas de sustentabilidade e apresenta os progressos das bolsas nos temas de sustentabilidade desde 2010, ano em que foi publicado o primeiro documento. O relatório está disponível no endereço eletrônico http://tiny.cc/SSE_Report_2012. (Equipe AE)



Principles for Responsible Management Education (PRME)

FINANCIAL

http://finchannel.com/Main_News/B_Schools/112771_Good_News_from_the_Rio%20B20_Earth_Summit/

Good News from the Rio+20 Earth Summit

The Financial, 12 July 2012

The FINANCIAL -- Aston academic, Carole Parkes, was involved with two of the areas successfully agreed on during the Rio+20 Summit.

Carole Parkes, Co-Director Social Responsibility & Sustainability at Aston Business School, was a discussion leader in areas focused on in the summit document 'The Future We Want' - educating future leaders about sustainable development (**PRME**) and encourage businesses to adopt sustainability standards (**United Nations Global Compact**).

'The Rio Declaration on the Contribution of Higher Education Institutions and Management Schools to The Future We Want sets out a Roadmap for Management Education to 2020'. This was agreed by all stakeholders at the summit and sets out specific goals for changing management education. As Aston University reported, commitments were made by the major accreditation bodies on changes to their requirements in ethics, social responsibility & sustainability and a new initiative setting out new benchmarks for management education was formed.

'The Inspirational Guide on Integrating Social Responsibility', which features a case study from Aston University, and was launched at the summit and has been distributed to business and management schools worldwide. In addition the, 'Fighting Poverty as a Challenge for Business & Management Education Report', co-authored by Carole Parkes, was presented. The discussions in Rio about this area were a success and the distribution of these documents has ensured clear guidance to the range of business and universities now in support of sustainable development.

'The Rio+20 Corporate Sustainability Forum report Innovation & Collaboration, Public Policy Recommendations, Commitments to Action' sets out private-public partnerships and the sharing of technological know how that were a key part of the discussions in Rio. The commitment by private sector organisations of finance and technology to work with governments on this agenda is one of the solid outcomes of the summit.

Carole Parkes said: "The focus of most reports from Rio focused on the lack of International agreements and overlooked to positive changes that are happening in business and management education aimed at changing the culture of business organisations and the commitments of businesses. The real story of Rio is how the agenda has shifted to implementation. We do not need to wait for politicians to sign agreements; we need to get on with making the changes".

The summit's final points stated that there is more than \$500bn mobilised, with more than 700 commitments made, prompting the UN secretary-general, Ban Ki-moon, to confirm that "transformation is underway".

MY EDUCATION TIMES

<http://www.myeducationtimes.com/educationTimes/CMSD/Editor%27s-Pick/69/20120702201206291637137681d50c5d0/Bschools-at-Rio20.html>

B-schools at Rio+20

Aligned with the Rio+20 summit on sustainability, a United Nations Global Compact sponsored initiative organised its third global forum for sustainable management education. Ruchi Kumar reports

My Education Times, July 02, 2012

Organised in tandem with the much discussed United Nations Conference of Sustainable Development held recently in Rio de Janeiro, Brazil, **the Principles for Responsible Management Education (PRME), an initiative of the United Nations Global Compact (UNGC)**, recently held its third edition of the Global Forum for Responsible Management Education. The event was a precursor to another UNGC initiative—the Corporate Sustainability Forum.

“The third global forum provided a space to discuss and mobilise action around questions—What is the role of management education in society for the future we want? Further, how can the PRME facilitate individual and systemic change within higher education as the community mobilises action toward achieving the Rio+20 vision on sustainable development?”, explains Jonas Haertle, head, PRME Secretariat, the organising body that comprises of members such as Graduate Management Admission Council, Association to Advance Collegiate Schools of Business, London based Association of MBAs, Association of African Business Schools and Association of Asia-Pacific Business Schools.

This year’s forum intended to provide an official platform to management-related higher education institutions at Rio+20 summit and was represented by leading business schools and universities worldwide. Together they created a roadmap for responsible management education which was later culminated into a series of measures to inject sustainability principles into management and business school curricula and announced at the corporate sustainability forum that followed.

Haertle adds, “Primarily, we intended to take stock of the PRME initiative, ensure that the voice of signatories is heard as genuine owners of the initiative, generate traction and outreach, and provide overall direction to the initiative.”

The resulting outcome culminated into the ‘Rio Declaration on the Contribution of Higher Education Institutions and Management Schools to The Future We Want: A Roadmap for Management Education to 2020’ which was accepted by the 300 leading business school and university from over 50 countries worldwide.

It has been decided upon, through this declaration, to form a leadership group to incentivise the most engaged PRME signatory schools to go further in their implementation of sustainability principles; to delist those signatories that fail to

regularly share information on progress made in implementing PRME; and to launch PRME regional chapters to better engage management education communities on a local level. The roadmap also included comprehensive anti-corruption guidelines for curriculum change; a report on fighting poverty through management education and a gender equality global resource repository. These have been presented to UN Secretary General at the Rio+20.

Haertle elaborates, “The private sector has a critical role to play in this endeavour, and is increasingly putting sustainability - defined as a company's delivery of long-term value in economic, social and environmental terms - on its agenda. Through the UN Global Compact alone, over 6,000 companies have committed to conduct business in line with human rights, labour, environment, and anti-corruption principles.

Speakers at the forum included diplomats such as Henrietta Elizabeth Thompson, UN assistant secretary general, Georg Kell, executive director of UN Global Compact, Antonio Cesar Russi Callegari, secretary of basic education, ministry of education, Republic of Brazil and Nancy McGaw, founding member of PRME and deputy director, Aspen Institute Business and Society Programme. Academicians such as Ángel Cabrera, president-elect of George Mason University and former dean of IE Business School and Kai Hockerts, professor, social entrepreneurship at Copenhagen Business School also contributed to the historical forum.

“Business schools and universities have a unique role to train current and future generations to lead this process. However, as a global sector, management education must make considerable change to be at the forefront of innovation and progress for sustainable development,” he concludes.



SA business schools shine globally

Sowetan, 26 June 2012

‘At the very forefront of new thinking’

SOUTH African business schools shone in the new United Nations guide on the principles of sustainable management education.

The University of Cape Town Graduate School of Business (GSB) and Stellenbosch Business School are among 63 global schools featured in a new guide on the **principles of sustainable management education (PRME)**, which was launched recently.

The Inspirational Guide for the Implementation of PRME: Placing sustainability at the heart of management education, an initiative of the United Nations Global Compact, was launched in Rio on the occasion of the 3rd Global Forum for Responsible Management Education, in conjunction with the Rio+20 Earth Summit and UN Global Compact Corporate Sustainability Forum.

The guide provides answers to the most frequently asked questions concerning the implementation of the principles for responsible management education and seeks to inspire further integration of PRME by highlighting real world examples of the principles in practice at signatory schools and universities.

Speaking from the Global Forum for Responsible Management Education, director of the GSB, Walter Baets said it was a testament to the innovation of the two South African schools that they were featured in the guide.

“Business schools in this guide are at the very forefront of new thinking in management education and it is impressive, I think, that a small country such as South Africa has such a good representation on the global stage.”

The GSB case study featured in the guide is of the newly launched Social Innovation Lab, which runs as a stream on the MBA programme, enabling students to specialise in social innovation and entrepreneurship.

The Lab, which is run in association with the Bertha Centre for Social Innovation and Entrepreneurship at the GSB, seeks to expose students to a range of new thinking in this field and give them practical opportunities to work with social entrepreneurs helping them to become more effective as businesses.

Baets said it was notable that the GSB case study was one of the few that is a practical study. “Other case studies featured in the guide are by and large theoretical. The GSB is one of the few schools in the world that is actually running with some of these ideas rather than just thinking about them.

“My advice to any school would be to make sure that what you offer to students is relevant, applied in real circumstances, meaningful, and of use to a real community (of any kind). The key success factor is the degree to which the exercise, the experiment, the ‘teaching’ is systemic.”

Also with a practical element, the Stellenbosch Business School case study featured in the guide shows how the business schools tried to encourage sustainability research within the constraints of a more traditional academic framework, and how its participation in PRME has been of assistance in this regard.

The Inspirational Guide for the Implementation of PRME is freely available until June 30 (and on a permanent basis to PRME signatories).

Ethics trumps profit motive

By Joanna Mather, The Australian Financial Review, 25 Jun 2012

The next generation of business leaders will put their legal and ethical obligations ahead of profits, an Australian academic has told the Rio+20 **Corporate Sustainability Forum**.

Debbie Haski-Leventhal from the Macquarie Graduate School of Management presented the findings of a global survey of student attitudes to corporate social responsibility in Rio de Janeiro ahead of the United Nations' Rio+20 summit of world leaders over the weekend.

"Students showed more positive attitudes to corporate social responsibility than any other previous survey," Dr Haski-Leventhal said.

"They are seeking more social responsibility education from their institutes, particularly in terms of getting in touch with the real world by hearing from guest lecturers and examining case studies."

Dr Haski-Leventhal surveyed 1250 MBA and master's students attending universities and business schools internationally.

She said that while business academic Archie Carroll's pyramid of corporate social responsibility put profitability first, survey respondents nominated meeting customer needs as the priority for chief executives, followed by producing useful goods and services, obeying the law, investing in employees and then maximising value for shareholders.

Respondents agreed that community, the environment and peace were the next most important objectives, in that order.

"They think the primary responsibility of companies is to first act legally and ethically, and then make a profit," Dr Haski-Leventhal told The Australian Financial Review.

She was a discussion leader at the third Global Forum for Responsible Management Education on June 14-15, where 300 business school and university leaders agreed on a road map for management education called 50+20.

It represents a commitment to developing "globally responsible" leaders. It also calls on business leaders, when recruiting graduates and selecting executive education, to articulate their desire for employees who "generate sustainable value for business and society at large".

Thirty per cent of respondents to the survey, conducted late last year, were Australian, with the remainder from France, China, the US, Britain, India and Argentina.

All are attending institutions that have signed up to the Principles for Responsible Management Education, a voluntary framework of six values committing universities to include ethical, sustainable and responsible activities in curriculum, research and operational management.

Nearly a third of respondents were enrolled in a full-time MBA with another third in a part-time MBA. Others were studying business master's qualifications.

When students were asked if their MBA curriculum should include more content related to social responsibility, just under half said yes. However, 35 per cent said they had a sufficient level of content.

The majority said that bringing in experts as guest speakers was the most effective way to address corporate social responsibility, as well as using case studies.

"Students are expecting educational institutions to demonstrate their commitment to this subject and they would like to get more in touch with what's happening in the real world," Dr Haski-Leventhal said.

Also arising out of the Rio talks was a global higher education sustainability initiative that acknowledges the "responsibility that we bear in the international pursuit of sustainable development". Universities Australia is among the signatories to the initiative.



<http://www.universityworldnews.com/article.php?story=20120623120520443>

Rio+20 coordinator hails role of HE in sustainable development

By Carmen Paun, University World News, 24 June 2012

In an exclusive interview the executive coordinator of the Rio+20 conference on global sustainability, Elizabeth Thompson, told *University World News* why higher education is key to the international strategy she hopes will flow from agreements made at the event.

“Education is transformative. We must build learning societies around the concept of sustainable development and get people to transition from the brown economy to the green economy. And to change their practices and attitudes – that can only happen through education, both formal and informal.”

Speaking between events at the United Nations Conference on Sustainable Development, nicknamed Rio+20, Thompson said the event’s higher education sustainability initiative was “a political step in the education effort”.

Targeted at universities and businesses schools, it has certain basic elements and strategies such as “to get universities and business schools to shrink their ecological footprint by greening their campuses, their buildings, developing strategies around water, energy, and waste management”.

Also, the initiative aims to have institutions “greening their procurement and supply chains, not only for themselves but as an influence on the local economies where they are located; developing a body of literature information and research around sustainable development and green economy and sustainability issues”.

The initiative, according to Thompson, also focuses on “developing a body of case studies for the business sector and teaching sustainable development in the university and business school system across all disciplines, so that every graduate understands what sustainable development means in terms of their area of enterprise and activity – so that you build practitioners of sustainability”.

Thompson said about 200 universities from 50 countries had already signed up to the initiative “and every day more and more universities are just buying into the concept and really giving it very good support and it has many endorsers across the UN system and beyond”.

Looking at the text of the conference declaration, *The Future We Want*, Thompson pointed out that language supporting the higher education sustainability initiative was in paragraphs 233, 234 and 235.

233. We resolve to promote education for sustainable development and to integrate sustainable development more actively into education beyond the United Nations

Decade of Education for Sustainable Development.

234. *We strongly encourage educational institutions to consider adopting good practices in sustainability management on their campuses and in their communities with the active participation of, inter alia, students, teachers and local partners, and teaching sustainable development as an integrated component across disciplines.*

235. *We underscore the importance of supporting educational institutions, especially higher educational institutions in developing countries, to carry out research and innovation for sustainable development, including in the field of education, to develop quality and innovative programmes, including entrepreneurship and business skills training, professional, technical and vocational training and lifelong learning, geared to bridging skills gaps for advancing national sustainable development objectives.*

“Education is therefore one of the critical issues addressed in the text, both formal and informal education.”

UWN: *Are you happy with the three paragraphs that have ended up in the document? Would you have wanted or expected more?*

Thompson: It’s actually eight paragraphs: from paragraphs 229 to 235 – all on education.

Would I have expected more? No. The general assembly resolution relating to this conference asked for a focused political document. It was not therefore in our interest to create a text that was so long that it was impractical and that nobody would read.

You needed text that captured the essence of the strategic issues that you wanted, looked at issues of implementation and spoke to some of the critical areas for sustainable development goals, for which development strategies were needed. Like education, like health, like water, like energy, and so on.

It would have been unrealistic to have expected that you could’ve gotten a much longer text. Clearly education is, in itself, such an important issue that a document of this size could be on education alone. But I’m satisfied that we’ve captured their imperatives.

UWN: *Clause 234 strongly encourages educational institutions to adopt sustainability initiatives and so on. What does this actually mean?*

Thompson: First of all, I think that the market and the means for sustainability and information on sustainability is driving what business schools and universities are going to do. So I think that there will be more and more forces on sustainability.

There is a higher education sustainability, which I mentioned is already in 50 countries and 200 universities, and that happened in three months. That shows there is tremendous will among universities to find an activity and a vision around which they can coalesce. I think that is happening with the higher education sustainability initiative.

And this language is fairly clear – adopting good practices, which means practising

sustainability, greening campuses, reducing water energy consumption, minimising waste, sustainable management of campuses and in their communities.

And it means with the active participation of all the stakeholders on campus – teachers, students, local partners (which would be suppliers, businesses and so forth). And teaching sustainable development across all disciplines. The language is fairly clear.

UWN: *There's another point about support to education in developing countries. Could you elaborate?*

Thompson: Education is transformative both of societies and in creating upward social mobility. It is important to ensure that there is education – proper education services, education standards – in developing countries to take people out of poverty, and [it must be] available to both boys and girls equally.

It also means that where there is technology available, that technology should be used in a way that it can be accessed by developing countries to learn more. And education through the internet is the fastest growing segment of education today.

UWN: *Universities have been seen as instrumental in providing research that would help the world cope with sustainability challenges. Does the document sufficiently support the need for more research, for example, to feed into the indicators of sustainable development goals when they are developed?*

Thompson: The text does speak to the issue of the role of science and I think the scientific community and research is going to be critical in helping us to understand what we call the era of the anthropocene.

And [as regards] our relationship with our natural environment, we need to change that going forward given the many social, economic and ecological challenges we have. I think that it is going to be important for research to inform the targets and time frames for the sustainable development goals and to flesh out the concepts.

A lot of people talk about tipping points, critical thresholds, planetary boundaries: that can only be understood or better understood through research, through the input of the scientific communities.

So these are areas in which I think research is going to be important and having a body of information, learning, literature, and case study that people can look to be authoritative on the issue.

UWN: *Will governments be able to or prepared to provide more money for the research that needs to happen?*

Governments are not the largest funders of university education and research. A lot of that comes from the private sector, from support through the United Nations sector – from the mobilising of private capital and the international foundations and think-tanks...

While I think governments will perhaps commit more resources for education, recognising the urgent need in the current environment it is likely to migrate to the

education sector more from private capital and donor capital.

UWN: *There is a feeling from the declaration that more focus is put on building students' skills and competencies than in having universities conduct sustainability research. Are these conflicting?*

Thompson: No, we underscore the importance of education institutions, especially higher education institutions in developing countries, carrying out research and innovation in sustainable development, including in the field of education to develop quality and innovative programmes, entrepreneurship, skills-building, lifelong learning, training, bridging gaps and so on – so the language is there.

UWN: *What role did universities have in the build-up to Rio+20? What role during the conference and what role in implementing its outcomes?*

Thompson: **In the build-up, certainly in the higher education sustainability initiative and in the whole preparation of the process, through to the global compact...**and its membership and the development of programmes and learning experiences – the education sector was very important. In act, Rio has been a conference in which the civil society has played a very significant role.

UWN: *It has been said that the UN decade of education for sustainable development has had mixed success. Is there anything more universities should be doing, or doing differently?*

Thompson: I think they need to move to a green platform in terms of their own practices and how they teach.

As to the success of the decade for education, these initiatives helped to mobilise and swell momentum in a particular direction. And you have to see them as steps – as a ladder that starts at the bottom and every step takes you to your ultimate goal.

Unfortunately, we don't have any mechanism that can shoot us there in one go. So we're on the ladder – we're climbing upward, we are going forward.

You can always promote these things more – promotion, public education, information sharing, advertising, marketing, all of these things are important and you can always do more of them. That would be ideal. The issue is to what extent have we created a new framework and a step in the right direction in which further building must now take place?

** H Elizabeth Thompson is a former Barbados minister for energy and environment, former health minister, attorney, journalist and lecturer in ecology, economy, energy and politics. She graduated from the University of the West Indies and has an MBA, with distinction, from the University of Liverpool and a master of laws from Robert Gordon University in Scotland.*



<http://www.scidev.net/en/science-and-innovation-policy/science-at-rio-20/news/universities-agree-to-take-action-on-sustainability.html#>

Universities agree to take action on sustainability

By Daniela Hirschfeld, SciDev.net, 22 June 2012

RIO DE JANEIRO] Educational institutions around the world have signed up to a framework for promoting teaching methods that help students acquire the knowledge and skills needed to build a more sustainable society.

The Higher Education Sustainability Initiative for Rio+20 was launched during a side event at the UN Conference on Sustainable Development in Brazil.

The declaration for the initiative was signed by 257 education institutions from 52 countries.

It states that leaders of higher education institutions — including chancellors, presidents, rectors and deans — have agreed to support teaching sustainable development concepts and "ensuring that they form a part of the core curriculum across all disciplines".

Other mainstays within the initiative's five action areas include encouraging research on sustainable development issues, enhancing the diffusion and transfer of knowledge, including new innovative technologies, and taking action to make campuses greener.

Educational leaders will also support sustainability efforts in the communities surrounding their institutions, and engage with and share results through international frameworks such as the UN Decade of Education for Sustainable Development (DESD) so as "to exchange knowledge and experiences and to report regularly on progress and challenges".

"We decided to launch it now to use the momentum of Rio+20," Alexander Leicht, chief of the Section of Education for Sustainable Development at UNESCO (the UN Educational, Scientific and Cultural Organization), told SciDev.Net.

Several institutions have already started thinking about how to incorporate the declaration into their practices, Leicht said.

He gave as an example the Sao Paulo Business School in Brazil, which has proposed to encourage the adoption of sustainable approaches by faculties and students in coursework and final projects. Egypt's Cairo University plans to include environmental studies in its undergraduate and postgraduate curricula, and Addis Ababa University in Ethiopia plans to develop a sustainability strategy for 2013–2017.

Leicht encouraged other educational institutions to adopt the declaration, noting that participation would not necessarily entail any additional costs. "There are many sustainable development activities and themes that you can integrate into the curriculum starting tomorrow", he said.

"For example, in geography you can discuss urbanisation and North–South inequities. And even in mathematics, through different exercises you can teach students using sustainable development-related examples, such as calculating carbon emissions.

"This is one of our main arguments: that there are many entry points for sustainable development within educational institutions and curricula."

The declaration was organised by UN DESD, on behalf of UN Academic Impact, UN Environmental Programme (UNEP), UNESCO, the UN Global Compact, **UN Principles for Responsible Management Education (PRME)**, and the UN University.

[Link to the Higher Education Sustainability Initiative for Rio+20 declaration](#)

This article is part of our coverage on Science at Rio+20. Read more in our live blog.



B-school agree on roadmap for responsible management education

India Infoline News Service, 20 June 2012

A series of measures to inject sustainability principles into management and business school curricula were announced this week at the Rio+20 Corporate Sustainability Forum in Rio de Janeiro, Brazil.

Outcomes of the Third Global Forum for Responsible Management Education include:

Comprehensive Anti-Corruption Guidelines for Curriculum Change, a Report on Fighting Poverty through Management Education: Challenges, Opportunities, and Solutions, and a Gender Equality Global Resource Repository developed by issue area Working Groups of the Principles for Responsible Management Education, an initiative sponsored by the UN Global Compact.

In addition, an Inspirational Guide for the Implementation of **PRME**: Placing sustainability at the heart of management education, details real world examples of how management schools and universities, globally, undertake change processes based on the framework provided by the Six Principles of **PRME**.

Through the Rio Declaration on the Contribution of Higher Education Institutions and Management Schools to The Future We Want: A Roadmap for Management Education to 2020, 300 leading business school and university representatives worldwide agreed on a number of concrete commitments to action, including to:

Form a leadership group to incentivize the most engaged **PRME** signatory schools to go further in their implementation of sustainability principles.

Delist those signatories that fail to regularly share information on progress made in implementing **PRME**.

Launch of **PRME** Regional Chapters to better engage management education communities on a local level.



*Also appeared in Correio Braziliense

<http://agenciabrasil.ebc.com.br/noticia/2012-06-22/desenvolvimento-sustentavel-fara-parte-do-curriculo-nas-faculdades-brasileiras>

Desenvolvimento sustentável fará parte do currículo nas faculdades brasileiras

Por Flávia Villela e Thais Leitão, Agência Brasil, 22 Junho 2012

Rio de Janeiro – A partir do ano que vem, a sustentabilidade deve ser incluída no currículo acadêmico de todas as universidades brasileiras. Esse foi um dos compromissos voluntários anunciados hoje (22), pelo Brasil, durante a Conferência das Nações Unidas sobre Desenvolvimento Sustentável, Rio+20.

De acordo com o conselheiro do Conselho Nacional de Educação e pró-reitor da Fundação Getúlio Vargas, Antônio Freitas Jr., a ideia é que, no futuro, a disciplina seja incorporada também da pré-escola ao ensino médio.

“Não faz sentido ensinar finanças sem ensinar ética ou meio ambiente. Educação superior é o começo, mas tem que ser em todas [as séries]. Incentivo a todos que façam ações. Não é só compromisso financeiro, precisamos de comprometimento dos governos”.

Ele informou que a decisão já foi publicada no *Diário Oficial da União* na semana passada e que o ministro da Educação, Aloizio Mercadante, assinou simbolicamente o compromisso durante a Rio+20.

“A sustentabilidade permeia todas as áreas, os enfoques é que são diferentes. Por exemplo, foi descoberto que o gás que sai do motor a diesel causa câncer. Então, um engenheiro mecânico tem que saber muito mais sobre esse assunto. Também tem a ver com economia, pois o assoreamento dos rios tem um custo”, comentou o conselheiro.

Acompanhe a cobertura multimídia da **Empresa Brasil de Comunicação (EBC)** na Rio+20.

*Colaborou Carolina Gonçalves

Edição: Lana Cristina



<http://g1.globo.com/natureza/rio20/noticia/2012/06/sustentabilidade-precisa-estar-da-pre-escola-ao-doutorado-diz-cldea.html>

Sustentabilidade precisa estar da pré-escola ao doutorado, diz CLDEA

Educação é chave para transição para 'economia verde', diz Antonio Freitas. No Brasil, educação ambiental acaba de entrar nas diretrizes curriculares.

Por Darlan Alvarenga, G1, 15 Junho 2012

A inclusão da sustentabilidade em todos os currículos, da pré-escola aos programas de doutorado, é peça-chave para "a transição para uma 'economia verde' e mais eficiente". A opinião é do presidente do Conselho Latino-Americano de Escolas de Administração (CLDEA) e diretor de integração acadêmica da Fundação Getúlio Vargas (FGV), Antonio Freitas, que participa do **Fórum de Sustentabilidade EmpresarialRio+20, que vai desta sexta-feira (15) até o dia 18, no Windsor Barra Hotel.**

O acadêmico integrou a comissão do Conselho Nacional de Educação que elaborou as diretrizes curriculares para a educação ambiental no Brasil, homologadas pelo ministro da Educação, Aloizio Mercadante, na quarta-feira (13), consolidando o que já estava previsto em lei federal desde a década de 80.

Iniciativa do Brasil pode virar referência

Segundo Freitas, a iniciativa do Brasil é pioneira e pode se transformar em referência. "O Brasil é o primeiro do mundo a incluir a sustentabilidade na educação de forma abrangente", afirma.

Ele explica que a resolução do Ministério da Educação (MEC) estabelece a inclusão da sustentabilidade em todos os níveis, da pré-escola aos programas de doutorado. "Não estamos falando só em administração, estamos falando em todas as áreas e disciplinas. Mas cada escola vai colocar mais, ou menos, de acordo com o seu próprio interesse, como já é para todas as diretrizes curriculares", explica.

Para o professor, a inclusão da sustentabilidade nos currículos é uma das propostas que deveriam ser inclusas no documento que o fórum de sustentabilidade empresarial irá entregar para a conferência oficial da Rio+20.

"Quem está aqui pode mudar isso. É só começar a exigir isso nos sistemas de avaliação", disse Freitas. "Estão falando aqui do futuro que nunca vem, mas o futuro tem que ser agora", completou.

Para o acadêmico, a educação é um dos principais vetores de maior consciência ecológica e social, mas está atrasada na agenda da sustentabilidade.

'Estamos ensinando errado'

"Tudo começa na educação. A sustentabilidade precisa ser encarada como um estilo

de vida, Agora, precisa de liderança para fazer as coisas, porque estamos ensinando errado. Como é que alguém que estuda finanças vai tratar de análise de investimento, se você não fala em meio ambiente? Como é possível fazer a análise de retorno de investimento de uma fábrica e não considerar, por exemplo, os impactos ambientais?”, questiona.

Para Freitas, a transição para uma ‘economia verde’ deve ser tratada como um princípio ético e um contraponto ao “faroeste” praticado pelo modelo monetarista, de “lucro pelo lucro”.

“O modelo de economia verde exige um maior investimento no início, mas diminui os gastos ao longo do caminho. E o ganho não se restringe a maior eficiência global, pois a busca passa a ser não só pelo dinheiro, mas também por um legado para filhos e netos”, diz.

Requalificação dos professores

O acadêmico reconhece, no entanto, que a inclusão da sustentabilidade nos currículos de todos os níveis exige requalificação dos professores e de um período de adaptação. “É preciso entender que isso é um processo, mas o custo é baixíssimo porque nós temos que retreinar os nossos professores de qualquer forma, e não só em sustentabilidade, porque a maioria das escolas públicas tem uma educação básica muito frágil”, avalia.

Segundo ele, a abordagem da sustentabilidade nos exames de qualificação será o melhor mecanismo para disseminar o tema nos currículos. “É um processo em curso, é só uma questão de tempo”, finaliza.

<http://odia.ig.com.br/portal/rio/rio-20/rio-20-chega-ao-fim-com-compromisso-vago-e-triplo-de-p%C3%BAblico-da-rio-92-1.455298>

Rio+20 chega ao fim com compromisso vago e triplo de público da Rio-92

O Dia Online, 23 Junho 2012

Rio - Encerrada ontem com relatório aprovado por unanimidade, sem alterações, pelas delegações de 193 países, a Rio+20 é o maior evento da história da ONU. A conferência sobre sustentabilidade atraiu três vezes mais gente do que a Rio-92: 45,4 mil credenciados e outras 2 mil pessoas da sociedade civil incluídas de última hora.

Se os governos vão colocar em prática as intenções — criticadas como vagas pelas ONGs — o tempo dirá. Mas, só em promessas feitas pela iniciativa privada, o evento já soma 513 bilhões de dólares — R\$ 1,06 trilhão.

Com essa quantia, é possível comprar mais de 42 milhões de carros populares 0Km ou 4 bilhões de cestas básicas no Rio. Para o secretário-geral da Rio+20, Sha Zukang, os compromissos voluntários pelo desenvolvimento sustentável são o grande legado da cúpula carioca.

“Na de Copenhague, em 2010, foram assinados 20 compromissos”, destacou, comparando aos 692 firmados até ontem à tarde por grupos de empresas, instituições financeiras e organismos de desenvolvimento.

Oito bancos se comprometeram a estimular o transporte sustentável e 16, a incentivar projetos de baixa emissão de carbono, num total de 165 milhões de dólares para países em desenvolvimento.

Os EUA, representados pela secretária de Estado, Hillary Clinton, anunciaram 20 milhões de dólares (R\$ 41,3 milhões) para projetos de energia limpa na África.

Hillary elogiou a liderança brasileira e considerou o relatório um avanço: “Graças à liderança brasileira nos reunimos em torno de um documento”.

A presidenta Dilma Rousseff afirmou que o consenso em torno do documento foi uma vitória. “Nós, de fato, mudamos o patamar”, sentenciou ao encerrar o evento, cujo site contabilizou mais de 50 milhões de acessos. Só no Twitter em inglês, ‘Rio+20’ apareceu mais de 1 bilhão de vezes

Sustentabilidade será incluída no currículo e será questão no Enem

Pró-reitor da FGV e presidente do Conselho Latino-americano de Escola de Administração, Antônio Freitas Jr. afirmou ontem que, a partir do ano que vem, a sustentabilidade deve ser incluída no currículo de todas as universidades brasileiras. Foi um dos compromissos voluntários anunciados ontem pelo Brasil.

Ele também defendeu a mudança na Educação Básica, da Pré-escola ao Ensino Médio, com inclusão de matérias como ética e finanças com meio ambiente: “No Brasil, todas as escolas serão obrigadas a ensinar sustentabilidade, porque o Enem terá questões sobre o tema. Além disso, 10% do PIB brasileiro será investido em educação”.

Ele informou que a decisão foi publicada no Diário Oficial semana passada e que o ministro da Educação, Aloizio Mercadante, assinou o compromisso na Rio+20. “Sustentabilidade permeia todas as áreas. Foi descoberto que o gás do motor a diesel causa câncer. Então, um engenheiro mecânico tem que saber sobre o assunto”, exemplificou.

<http://exame.abril.com.br/economia/meio-ambiente-e-energia/sustentabilidade/noticias/faculdades-brasileiras-terao-sustentabilidade-no-curriculo>

Faculdades brasileiras terão sustentabilidade no currículo

A ideia é que no futuro, a disciplina seja incorporada também da pré-escola ao ensino médio

Por Flávia Villela e Thais Leitão, Agencia Brasil, 22 Junho 2012

Cartilha da Rio+20: “Não faz sentido ensinar finanças sem ensinar ética ou meio ambiente” disse conselheiro do Conselho Nacional de Educação, Antônio Freitas Jr.

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FGV NOTÍCIAS

<http://fgvnoticias.fgv.br/pt-br>

<http://fgvnoticias.fgv.br/noticia/diretor-de-integracao-academica-da-fgv-defende-inclusao-da-sustentabilidade-no-curriculo-esc>

DIRETOR DE INTEGRAÇÃO ACADÊMICA DA FGV DEFENDE INCLUSÃO DA SUSTENTABILIDADE NO CURRÍCULO ESCOLAR EM FÓRUM DA RIO+20

FGV Notícias, 18 Junho 2012

O diretor de Integração Acadêmica da FGV, presidente do Conselho Latino-Americano de Escolas de Administração (CLADEA) e membro do Conselho Nacional de Educação e do Principles for Responsible Management Education (PRIME – ligado a ONU), professor Antonio Freitas, participou do Fórum de Sustentabilidade Empresarial da Rio+20.

Freitas – que é membro do Conselho Nacional de Educação (CNE) que elaborou o as diretrizes curriculares para a educação ambiental no Brasil, homologadas pelo ministro da Educação na última quarta-feira – defende que a inclusão da sustentabilidade nos currículos escolares é fundamental para uma economia verde e mais eficiente. “Tudo começa na educação. A sustentabilidade precisa ser encarada como um estilo de vida”, comenta o professor em entrevista ao portal G1.

Freitas foi palestrante de um dos painéis do 3rd. Global Forum for Responsible Management Education (dentro do fórum de Responsabilidade Empresarial), mas afirma que a iniciativa é pioneira e abrange a educação como um todo. “Não estamos falando só em Administração, estamos falando em todas as áreas e disciplinas. Mas cada escola vai colocar mais, ou menos, de acordo com o seu próprio interesse, como já é para todas as diretrizes curriculares”, explica.

Ainda segundo o professor, a inclusão da sustentabilidade nos currículos é uma das propostas que deveriam ser incluídas no documento que o fórum de sustentabilidade empresarial irá entregar para a conferência oficial da Rio+20.

O Fórum de Sustentabilidade Empresarial da Rio+20 acontece até hoje, no hotel Windsor Barra.



Sustainia

(Also filed under Opinion)

<http://huff.to/M5yZVM>

The Revolution in Rio

By Erik Rasmussen, Huffington Post, 18 June 2012

The U.N. Conference on Sustainable Development in Rio can be the take-off for the next industrial revolution driven by business and civil society. The conference can mark a change in leadership from a political top down process to a bottom up movement.

On the 20th of June, the U.N. Conference on Sustainable Development can celebrate a sure success. The day marks the end of a week's intensive meetings between thousands of business leaders, institutions, NGOs, universities, etc. Through hundreds of sessions, they have presented and discussed concrete solutions to the biggest challenges of our time: How to transition the world society to a sustainable economy - and on the 20th of June, their efforts will be put into perspective. Thus, Rio is without comparison the biggest and most important business summit about sustainability we've ever seen.

At Copacabana Palace, a hundred examples of what is possible within sustainability are presented with the initiative Sustainia 100. Sustainia100 is one hundred best practice cases from 56 different countries gathered to illustrate how we already possess realistic and groundbreaking solutions to even the most complex problems.

It is no coincidence that action hero Arnold Schwarzenegger is leading the Sustainia100 initiative together with three active contributors to the sustainability agenda; the mother of the Rio process, Gro Harlem Brundtland, the Chairman for the IPCC, Rajendra Pachauri and finally the EU Commissioner for Climate Action, Connie Hedegaard. Nor is it a coincidence that the initiative is launched the day before the political negotiations begin. In the shades of the many long and tough political negotiations to reach climate agreements, businesses and institutions all around the globe have worked hard at finding new answers to the big challenges. But the effort has been scattered and without seeing the bigger picture. Sustainia 100 is an attempt to ensure correlation and overview of the development -- hereby describing the frontrunners.

A new leadership

At the same time, it reflects a new process and a change of roles in the process of completing the transformation from today's industrial society to tomorrow's sustainable society. Rethinking the traditional top-down political process, Rio will demonstrate the strength and the perspective in a broad bottom up movement. Whether or not Rio becomes a success, is not determined by what politicians can agree on -- since the possibility of reaching a global agreement about a sustainable economy has pretty much been deemed impossible in advance.

Rio+20 could mark a new leap forward and a new distribution of roles to the key players. Bearing this in mind, Rio+20 could go down in history as one of the international events which made a difference for the world society.

However, success has in reality been long on the way and describes a logical and natural process, which began 20 years ago with the first conference in Rio. Under the chairmanship of Gro Harlem Brundtland, sustainability became an important issue on the world's agenda. This event didn't start any revolutions but resulted in more international meetings between experts and the most environmentally aware businesses, politicians and opinion leaders. However, the seeds were planted and the agenda was revitalized in 2006 with the publication of the Stern Review and again in 2007 with IPCC's Fourth Assessment Report. Both reports describe in clear terms, climate changes as a burning platform that is challenging our civilization and our way of life. They furthermore contributed to the build up to Cop 15 in Copenhagen and enabled a broad, global discussion about the need for a joint response to global warming.

Drivers of change

The breakdown of the negotiations in Copenhagen was a huge setback for this development -- a setback reinforced by the financial crisis, which abruptly moved the public focus from melting icebergs to the banking industry and the survival of the western economies. One would think that the sustainability agenda died out due to lack of interest in the subject -- but quite the opposite. The following two conditions have increased the interest for sustainability:

- 1) The business world has acknowledged that climate changes and an increasing shortage of important natural resources present both a threat and an opportunity for their way of conducting business. Energy efficiency has in itself become a crucial competitiveness factor. At the same time, the chase for finding solutions to global challenges has in itself become a big and expanding market.
- 2) The financial crisis became a wake-up call awakening a strong focus on our overspending of money in order to maintain our overspending of material goods. This has left deep marks with many people and increased our interest for simple living, where we are forced to rethink what quality of life really means. This trend is moving slowly, but will in the following years create a different understanding of what sustainable values are.

Rio+20 can become a catalyst for these two conditions, thereby achieving results that will overshadow the political outcome. This is where success has already been achieved. A review of the different programs for Rio+20 illustrates how comprehensive and widespread the sustainable agenda is. This kind of interest has also been present at other summits/conferences of this caliber -- but the business summits and their themes are the ones that send new and more precise signals.

Take for instance U.N. Global Compact's Corporate Sustainability Forum, which will gather over 2,000 business leaders to about 100 sessions, which all relate to concrete challenges. A subsequent conference organized by The International Chamber of Commerce, World Business Council for Sustainable Development and U.N. Global Compact is pursuing the same track and has about 500 business leaders attending 20 sessions -- all discussing essential challenges that businesses are to solve. The themes and participants signal a strong focus on action.

Mobilizing bottom up

That was the good news. The bad news is that the many sessions and initiatives are spread out and discussed in closed rooms. Hence, it is difficult to obtain an overview of how far the world's gotten in the transition towards a sustainable economy. And what does it look like? What kind of life can we prepare ourselves for? Sustainia will aim at answering these questions. Sustainia is founded by Monday Morning in cooperation with a group of international businesses and institutions with the main purpose of gathering the best bricks -- best practices -- and building the sustainable society of tomorrow. It is the story of what can be done in the next ten years if we use the best available and sustainable technologies.

It is this joyous message, Rio can send to the world and which the business world and civil society can bring to the politicians when they begin the negotiations the next day. But the message is about more than that. As much as the Rio+20 will demonstrate how far we've gotten with developing solutions, as much will it also demonstrate that the attempts at reaching global agreements is no longer a viable option. The top down process must be abandoned -- or significantly downgraded -- in favor of stimulating the bottom up development that Rio+20 in reality is an exponent for. In order for the bottom up movement to succeed, the politicians and the business and science world need to keep the public involved with a convincing and attractive narrative of the future. This, especially, is Sustainia's mission.

Revolutions usually begin bottom up and gain ground with time. That a revolution should be initiated in Rio wasn't part of the plan, but 10 years from now, when we meet at Rio+30, Rio+20 could very well be looked back on as the event that triggered the revolution and changed the world. Thus, all the conditions for a surprising success at Rio are present.

REAL ESTATE WEEKLY

*Also appeared in EnergyTrend, iStockAnalyst

SolarCity; SolarCity Honored at Rio+20 as a Top Sustainable Solution for Making Solar Affordable for the Masses

Real Estate Weekly News, 6 July 2012

2012 JUL 6 (VerticalNews) -- By a News Reporter-Staff News Editor at Real Estate Weekly News -- SolarCity, a national leader in clean energy products and services, was honored this week at **Rio+20**, United Nations Conference on Sustainable Development, by Sustainia for pioneering innovations that made solar power affordable and accessible to everyday homeowners and businesses. SolarCity is featured in the first edition of the Sustainia100 guide that describes the economic, social, and environmental benefits of various sustainable concepts from 56 countries across six continents.

Mr. Arnold Schwarzenegger, honorary chair of Sustainia and former governor of California, said, "I am very excited and inspired by this as it makes it absolutely clear that our mission is possible. That we do have the ammunition we need to tackle this challenge. That we have what it takes to create fun and attractive societies without destroying our planet."

Sustainia was developed by world-leading companies, organizations and experts in close collaboration with UN Global Compact and Mr. Arnold Schwarzenegger's initiative Regions20. The Sustainia initiative was launched earlier this year to create a vision for a sustainable future building on ready and available solutions. Individually, the solutions represent sustainable innovation in different areas. Collectively, they provide the building blocks available now for transforming societies.

"We are excited to be named as a Sustainia100 solution and we share Sustainia's vision that sustainable solutions don't have to be expensive," said SolarCity CEO Lyndon Rive. "SolarCity has always focused on the customer experience and it has been our driving motivation to find a way for homeowners to pay less for solar electricity than they pay for utility power."

SolarCity revolutionized the clean energy industry by selling solar electricity at a discount to utility power. SolarCity is the only company that offers a full-service model by taking care of financing, custom design and installation, monitoring and required maintenance. By making solar accessible, SolarCity has created jobs across the U.S. and increased awareness about solar energy. About SolarCity SolarCity(R)-a national leader in clean energy products and services-provides homeowners, business and government organizations cleaner, more affordable alternatives to their utility bills. The company makes it simple for customers to lock in lower, long-term rates for clean energy by providing everything from permitting and installation to ongoing

monitoring and maintenance. Additional information about the company is available on the Web at www.solarcity.com.

Two Cambridge spin-outs named top sustainable solutions at Rio+20

Science Business, 28 June 2012

University of Cambridge spin-outs Eight19 and Breathing Buildings were named to the Sustainia100 list of solutions for building sustainable societies. The announcement was made at the **Rio+20** Earth summit earlier this week.

Gathered from 56 countries spread over six continents, Sustainia100 is a complete guide to innovative and scalable solutions instrumental in creating sustainable societies. Building on ready and available solutions only, Sustainia100 is as a tangible tool for sustainability professionals – from politicians to CEOs - dedicated to create desirable and sustainable societies.

Individually, the 100 solutions represent sustainable innovation in areas such as city planning, energy, fashion, water and waste management, high-tech and transportation. Collectively, they provide a guide of the building blocks available for transforming societies.

By combining mobile and solar technology, Eight19's Indigo solution provides the benefits of solar with the affordability of pay-as-you-go phones delivering energy, health and economic benefits for rural communities in developing countries.

Indigo pay-as-you-go solar is a residential solar system paid for with scratchcards through a service model. Users receive eight hours of smoke-free lighting for two rooms and mobile phone charging, while cutting their weekly energy expenses by 50% or more. Customers can progressively upgrade to larger systems over time, to access more electricity and ultimately reach full home electrification. This "pay-as-you-grow" business model assists users to earn their way out of poverty without handouts or charity.

Breathing Buildings' e-stack system ensures optimal indoor climate is achieved with minimal energy consumption. Using the principles of natural mixing ventilation in winter and natural upward displacement ventilation in the summer, Breathing Buildings offers a cost-effective and energy-efficient alternative to traditional ventilation systems.

The e-stack system is controlled by a device that responds to variations in temperature and CO2 levels. The system also includes low-energy fans, which may be used to enhance the flow in extreme conditions and thereby provide a reliable, engineered low-energy ventilation system.

Developed by world-leading companies, organisations and experts in close collaboration with **UN Global Compact** and Governor Arnold Schwarzenegger's initiative Regions20, Sustainia is the first holistic introduction to the attractive sustainable future.

Sustainia100 solutions are nominees for the Sustainia Award, which honours outstanding performance within sustainability. The winner will be announced at a ceremony later this year in Copenhagen.

Arnold Schwarzenegger, Honorary Chair of Sustainia said: “I am very excited and inspired by this as it makes it absolutely clear that our mission is possible. That we do have the ammunition we need to tackle this challenge. That we have what it takes to create fun and attractive societies without destroying our planet.”

Eight19’s CEO Simon Bransfield-Garth said: “Eight19 is delighted to be included in the first Sustainia100 list of innovative and scalable solutions for building sustainable societies. The Indigo pay-as-you-go solar solution is providing affordable power in Africa, where still 4 out of 5 people lack access to mains electricity, instead relying on expensive and potentially dangerous candles or kerosene for light. Indigo is currently available in Kenya, Zambia, Malawi and South Sudan and will extend to other countries in Africa later in 2012.”

INDIA INVESTMENT NEWS

*Also appeared in iStockAnalyst, TMCnet.com

Esri: Eye on Earth Honored as a Top Sustainable Solution at Rio+20

India Investment News, 22 June 2012

New Delhi, June 22 -- Last night, Prime Minister of Denmark Helle Thorning-Schmidt, sustainability legend Gro Harlem Brundtland, IPCC Chair Rajendra K. Pachauri, EU Commissioner for Climate Action Connie Hedegaard and 150 VIP guests celebrated the first concrete outcome at **Rio+20**: The launch of Sustainia100. Esri is proud to announce that Eye on Earth has been chosen for this prestigious list of solutions.

Eye on Earth is an environmental application leveraging Esri's ArcGIS Online, developed with Microsoft and the European Environment Agency (EEA), to deliver air, noise, and water data to European citizens.

"Eye on Earth's place in the Sustainia100 shows real recognition for information sharing," said Jacqueline McGlade, Executive Director of the European Environment Agency. "Knowledge can change our relationship with the environment, helping us become more sustainable and resilient to the challenges ahead. We hope the award will encourage even more citizens and organizations to get involved in Eye on Earth."

The Eye on Earth network provides tools for creating maps, accessing thousands of readily available maps and datasets, and managing geospatial content. The Eye on Earth platform makes it possible for users to share content with the public and among groups or to use privately. Governments, research organizations, nongovernmental organizations, and the public can use the network to work together to understand problems, develop policy, design plans, and take action. Furthermore, the cloud-configured network provides the foundation for other regions to create similar environmental platforms.

"Being included on the Sustainia100 is a tremendous honor," said Jack Dangermond, Esri President. "The Eye on Earth application puts environmental and social information into the hands of many people and provides them with the tools to participate in policy and truly make a difference. The Eye on Earth network will become a catalyst for conversation. We think this is going to bring people to their feet by empowering them to understand problems and be part of the solutions."

The Eye on Earth Watch program application is used by citizen scientists, who use their mobile devices to report environment ratings for air, bathing water quality, and noise pollution to the network.

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"I am very excited and inspired by this as it makes it absolutely clear that our mission is possible. That we do have the ammunition we need to tackle this challenge. That we have what it takes to create fun and attractive societies without destroying our planet," said Governor Arnold Schwarzenegger, Honorary Chair of Sustainia.

Individually, the solutions represent sustainable innovation in areas such as city planning, energy, fashion, water and waste management, high-tech and transportation. Collectively, they provide a guide of the building blocks available for transforming our societies.

Sustainia100 is a cornerstone in Sustainia - a construction site for the desirable society we could live in if we implemented ready and available solutions. Developed by world-leading companies, organizations and experts in close collaboration with UN Global Compact and Governor Schwarzenegger's initiative Regions20, Sustainia is the first holistic introduction to the attractive sustainable future.

Sustainia100 solutions are nominees for the Sustainia Award, which honors outstanding performance within sustainability. The winner will be announced at a ceremony later this year in Copenhagen.

"Securing the planet for future generations is a global collaborative task," said Gro Harlem Brundtland, Former Prime Minister, Member of The Elders Team.

"Sustainia100 demonstrates that since the first Earth Summit in 1992 solutions and innovations to tackle this challenge have been developed all over the world. We need to make more people aware of these solutions and inspire more to act. With the Sustainia100 there is no excuse for not choosing a sustainable path to the future. The solutions are there and ready for use."



<http://www.istockanalyst.com/business/news/5912134/chicago-lakeside-development-honored-as-a-top-sustainable-solution-at-rio-20>

Chicago Lakeside Development Honored As A Top Sustainable Solution at Rio+20

iStockAnalyst, June 22, 2012

CHICAGO, June 22, 2012 /PRNewswire/ -- At its Rio+20 conference in Rio de Janeiro, the United Nations launched its newest worldwide initiative focused on sustainability solutions and sustainable cities. International sustainability legend Gro Harlem Brundtland, media guru and philanthropist Ted Turner, EU Commissioner for Climate Action Connie Hedegaard, and 150 VIP guests celebrated the launch of "Sustainia100" by naming 100 world leading projects and undertakings. Among the named winners of this prestigious global honor is Chicago Lakeside, a development on the southeast side of Chicago, IL.

Led by the Chicago development firm McCaffery Interests, Inc., Chicago Lakeside is a master-planned, 600-acre mixed-use development in Chicago located on the former U.S. Steel South Works site. The development will serve to be the catalyst for the rebuilding of the southeast lakefront of Chicago and its surrounding environs. When complete, this new master-planned community will provide a new way of living based on 21st century infrastructure and technologies.

Plans include over 15,000 residential units and more than 15 million SF of retail restaurants, commercial, institutional and research and development facilities. This mix of uses is integrated with robust solutions for advanced clean energy technologies, excellent access to transportation, compact neighborhoods, and innovations in water stewardship -- all distributed through an intelligent ICT network.

Hearing of this prestigious recognition from Sustainia, Chicago Mayor Emanuel congratulated McCaffery Interests and Chicago Lakeside Development and said,

"Creating a sustainable, multi-use community on the southeast lakefront of Chicago will provide huge economic impact in the area, creating important jobs and opportunity on the South Side. I commend all involved in the Lakeside project for their long-term commitment to this effort and the growth of Chicago."

Embraced by 56 countries spread over six continents, Sustainia100 is a complete guide to innovative and scalable solutions instrumental in creating sustainable societies. Building on readily available solutions, Sustainia100 is designed as a tangible tool for sustainability professionals -- from politicians to CEOs -- dedicated to create desirable and sustainable societies.

"I am very excited and inspired by this as it makes it absolutely clear that our mission is possible. That we do have the ammunition we need to tackle this challenge. That we have what it takes to create fun and attractive societies without destroying our planet" says Arnold Schwarzenegger, Honorary Chair of Sustainia.

Individually, the solutions represent sustainable innovation in areas such as city planning, energy, water and waste management, high-tech and transportation. Collectively, they provide a guide of the building blocks available for transforming our societies.

Speaking about the prestige and honor of the Sustainia100 recognition, McCaffery Interests' Founder, Chairman and CEO Daniel McCaffery said, *"McCaffery Interests is proud of the partnership it has worked to create between Chicago Lakeside, U.S. Steel and the City of Chicago under the leadership of Mayor Emanuel. The collaboration between the city and our international team of experts is unprecedented. I am thrilled that this new way of thinking builds on Chicago's already strong reputation as a leader in green-tech, clean-tech solutions."*

Sustainia100 solutions are developed by leading companies, organizations and experts in close collaboration with **UN Global Compact** and Governor Arnold Schwarzenegger's initiative Regions20, Sustainia is the first holistic introduction to the attractive sustainable future. Sustainia100 solutions are nominees for the Sustainia Award, which honours outstanding performance within the sustainability community. The winner will be announced at a ceremony later this year in Copenhagen.



<http://www.istockanalyst.com/business/news/5911406/powermatching-city-honored-as-a-top-sustainable-solution-at-rio-20>

PowerMatching City Honored as a Top Sustainable Solution at Rio+20

iStockAnalyst, June 22, 2012

ARNHEM, THE NETHERLANDS -- (Marketwire) -- 06/22/12 -- This week, former California Governor Arnold Schwarzenegger, sustainability legend Gro Harlem Brundtland, Media guru and philanthropist Ted Turner, and 150 VIP guests celebrated the first concrete outcome at Rio+20, the United Nations Conference on Sustainable Development in Rio de Janeiro, Brazil: The launch of Sustainia100. Sustainia is proud to announce that PowerMatching City, the world's first total-concept smart grid deployment project, has been chosen for this prestigious list of solutions.

PowerMatching City, the first real-life smart grid community in the world

PowerMatching City -- a live smart grid project involving 25 households in the Hoogkerk district in the Northern part of the Netherlands -- has demonstrated that it is possible to create a smart grid with a corresponding market model, using existing technologies. The system enables consumers to freely exchange electricity and keeps the comfort level up to par. Being the first real-life smart grid community in the world and having delivered the world's first results from a total-concept smart grid deployment project, PowerMatching City is playing an important role in the development of smart grids and the transition towards a sustainable energy system. Twenty-five homes were connected with each other as part of the trial, and equipped with micro combined heat and power systems (High Efficiency boilers), hybrid heat pumps, smart meters, PV panels, charging stations for electric vehicles and other smart household appliances. These homes collectively constitute a smart energy system. The project is conducted by distribution system operator Enexis, energy company Essent, gas infrastructure company Gasunie, system integrator ICT Automatisering and knowledge institute TNO, led by energy consulting and testing & certification firm DNV KEMA Energy & Sustainability. Knowledge partners of PowerMatching City are Delft University of Technology, Eindhoven University of Technology and Hanze University of Applied Sciences Groningen. In view of the successful results, the project has been continued and expanded. This follow-up phase is focusing more on the effects of the expansion (from 25 to approximately 70 households), consumer involvement (via an interactive interface) and the effect of the introduction of real-life propositions to the customer, developed by the energy company.

Connie Hedegaard, EU Commissioner for Climate Action: "By 2030, the world will need at least 50 per cent more food, 45 per cent more energy and 30 per cent more water. These figures show that continuing with business as usual is clearly not an

option. It would be very costly in economic, environmental and human terms. This is why we need a more sustainable growth model that captures the value of a country's natural wealth, of a clean environment, of social cohesion. Sustainia shows that many of the solutions are already there."

Frits Blik, programme coordinator PowerMatching City: "With the share of renewable energy going up strongly over the next decades, the rising demand for electricity, and consumers who are increasingly providing in their own energy supply, it is evident that smart grids will have an essential position in our future energy system. PowerMatching City plays a pioneering role in the development of smart grids and in the transition towards a sustainable energy system. We are therefore very proud that our project has been selected for this prestigious list of sustainable solutions. It is a strong recognition for all the work the partners have together realized."

Gathered from 56 countries spread over six continents, Sustainia100 is a complete guide to innovative and scalable solutions instrumental in creating sustainable societies. Building on ready and available solutions only, Sustainia100 is as a tangible tool for sustainability professionals -- from politicians to CEOs -- dedicated to create desirable and sustainable societies.

Individually, the solutions represent sustainable innovation in areas such as city planning, energy, fashion, water and waste management, high-tech and transportation. Collectively, they provide a guide of the building blocks available for transforming our societies.

Sustainia100 is a cornerstone in Sustainia. A construction site for the desirable society we could live in if we implemented ready and available solutions. Developed by world-leading companies, organizations and experts in close collaboration with **UN Global Compact** and former California Governor Arnold Schwarzenegger's initiative Regions20, Sustainia is the first holistic introduction to the attractive sustainable future.

Sustainia100 solutions are nominees for the Sustainia Award, which honors outstanding performance within sustainability. The winner will be announced at a ceremony later this year in Copenhagen.

About Rio+20

At the Rio+20 Conference, world leaders, along with thousands of participants from governments, the private sector, NGOs and other groups, will come together to shape how we can reduce poverty, advance social equity and ensure environmental protection on an ever more crowded planet to get to the future we want. The United Nations Conference on Sustainable Development (UNCSD) is being organized in pursuance of General Assembly Resolution 64/236 (A/RES/64/236), and takes place in Brazil on 20-22 June 2012 to mark the 20th anniversary of the 1992 United Nations Conference on Environment and Development (UNCED), in Rio de Janeiro, and the 10th anniversary of the 2002 World Summit on Sustainable Development (WSSD) in Johannesburg. The Rio+20 Conference is envisaged as a Conference at the highest possible level, including Heads of State and Government or other representatives. The Conference will result in a focused political document.



*Also appeared in NewsBlaze

<http://www.istockanalyst.com/business/news/5908698/verne-global-honored-as-a-top-sustainable-solution-at-rio-20>

Verne Global Honored as a Top Sustainable Solution at Rio+20

KEFLAVIK, Iceland and RIO DE JANEIRO, June 21, 2012 /PRNewswire/ -- (Rio+20) – Last night, sustainability legend Gro Harlem Brundtland, media guru and philanthropist Ted Turner, EU Commissioner for Climate Action Connie Hedegaard, and 150 VIP guests celebrated the first concrete outcome at Rio+20: The launch of Sustainia100. Verne Global, an innovative, UK-based developer of power conscious data center campuses, is proud to announce that the company has been chosen for this prestigious list of solutions.

(Logo: <http://photos.prnewswire.com/prnh/20111005/CL80535LOGO>)

Verne Global develops data centers in optimized geographic areas that offer companies the best total cost of ownership and 100% renewable power without a price premium. Verne Global's first data center campus, located in Keflavik, Iceland, is 100% powered by renewable energy, dual-sourced between geothermal and hydroelectric, and is 100% carbon-neutral. This enables companies which store their data at Verne's site to reduce costs and cut down their carbon footprint – an increasingly important point across all corporate agendas. The site is connected to Europe and the United States with multiple high-speed cables, providing connectivity for businesses of all sizes across many industries.

"We're honored to be named one of the world's top sustainable solutions by an organization as prestigious as Sustainia," said Jeff Monroe, CEO of Verne Global. "We established Verne Global in 2007 to tackle rising sustainability concerns over carbon emissions associated with power usage by data centers – some of the highest consumers of power in the world – and this honor clearly validates Verne's achievements. We're proud to be playing a part in the global movement towards embracing the true value of sustainable solutions and renewable energy, and Verne's growing success proves that renewable power sources are the only way to reduce the carbon output of high power consumers like data centers while still guaranteeing sustainability."

Gathered from 56 countries spread over six continents, Sustainia100 is a complete guide to innovative and scalable solutions instrumental in creating sustainable societies. Building on ready and available solutions only, Sustainia100 is as a tangible tool for sustainability professionals – from politicians to CEOs- dedicated to create desirable and sustainable societies.

"I am very excited and inspired by this as it makes it absolutely clear that our mission is possible. That we do have the ammunition we need to tackle this challenge. That we have what it takes to create fun and attractive societies without destroying our planet," said Arnold Schwarzenegger, Honorary Chair of Sustainia. "Sustainia is my kind of world: A desirable place where we live life to the fullest, without damaging the only planet we have."

Individually, the solutions represent sustainable innovation in areas such as city planning, energy, fashion, water and waste management, high-tech and transportation. Collectively, they provide a guide of the building blocks available for transforming our societies.

Sustainia100 is a cornerstone in Sustainia. A construction site for the desirable society we could live in if we implemented ready and available solutions. Developed by world-leading companies, organizations and experts in close collaboration with **UN Global Compact** and Governor Arnold Schwarzenegger's initiative Regions20, Sustainia is the first holistic introduction to the attractive sustainable future.

Sustainia100 solutions are nominees for the Sustainia Award, which honors outstanding performance within sustainability. The winner will be announced at a ceremony later this year in Copenhagen.



<http://www.tmcnet.com/usubmit/2012/06/21/6386540.htm>

Lucid Honored As a Top Sustainable Solution at Rio+20 Conference

TMCnet.com, 21 June 2012

(PR Web Via Acquire Media NewsEdge) Oakland, Calif. (PRWEB) June 21, 2012
Last night, sustainability legend Gro Harlem Brundtland, media guru and philanthropist Ted Turner, and 150 VIP guests celebrated the first concrete outcome at Rio+20: the launch of Sustainia100. Lucid, innovator and pioneer provider of real-time feedback technology for buildings, is proud to announce that it was chosen for inclusion in this prestigious list of transformative solutions.

“We believe that smarter occupants enable greener buildings, so we’re honored that this panel of global sustainability leaders considers Lucid among the top sustainable solutions available today,” said Lucid CEO, Michael Murray.

Gathered from 56 countries spread over six continents, Sustainia100 is a complete guide to innovative and scalable solutions instrumental in creating sustainable societies. Focused on ready and available solutions, Sustainia100 serves as a tangible tool and guide of products that can be leveraged by sustainability professionals from politicians to CEOs who are implementing solutions to create desirable and sustainable societies. Sustainia100 was announced at the Rio+20 Conference, a gathering of world leaders, along with thousands of participants from governments, the private sector, NGOs and other groups.

“By 2030, the world will need at least 50 percent more food, 45 percent more energy and 30 percent more water. These figures show that continuing with business as usual is clearly not an option. It would be very costly in economic, environmental and human terms,” said Connie Hedegaard, Commissioner for Climate Action. “This is why we need a more sustainable growth model that captures the value of a country’s natural wealth, of a clean environment, of social cohesion. Sustainia shows that many of the solutions are already there.” Individually, the Sustainia100 solutions represent sustainable innovation in areas such as city planning, energy, fashion, water and waste management, high-tech and transportation. Collectively, they provide a guide of the building blocks available for transforming our societies.

Sustainia100 is a cornerstone in Sustainia a collaborative vision of a desirable society we could live in if we implemented today’s solutions. Developed by world-leading companies, organizations and experts in close collaboration with **UN Global Compact** and Governor Arnold Schwarzenegger’s initiative Regions20, Sustainia is a holistic vision for an attractive, sustainable future.

Sustainia100 solutions are nominees for the Sustainia Award, which honors

outstanding performance within sustainability. The winner will be announced at a ceremony later this year in Copenhagen.

About Lucid Founded in 2004, Lucid is a privately held cleantech software company and a pioneer in providing real-time information feedback to teach, inspire behavior change, and save energy and water resources in buildings. Over the past eight years, Lucid's team has made resource use visible, accessible, and engaging so that building occupants have the data visualization and communication tools to manage and reduce their consumption. Today, hundreds of thousands of people live and work in schools, companies, and organizations enhanced by Lucid's award-winning Building Dashboard® technology. Visit <http://www.luciddesigngroup.com>, or follow Lucid on Twitter, Facebook, and LinkedIn.



Freiburg als einzige deutsche Stadt in Rio ausgezeichnet.

Dapd Landesdienste, 21 June 2012

Freiburg (dapd-bwb). Als einzige deutsche Stadt ist Freiburg am Rande des UN-Gipfels **Rio+20** für seine Nachhaltigkeitspolitik ausgezeichnet worden. Bei einer Präsentation der 100 besten Lösungen aus aller Welt zur Umsetzung von nachhaltiger Entwicklung wurde die Stadt im Breisgau als beispielgebend in den Kreis der «Sustainia100» berufen, teilte die Kommune am Donnerstag mit. Neben zahlreichen Projekten aus Wirtschaft und Wissenschaft kamen sieben Städte als Vorzeigemodelle nachhaltiger Entwicklung zum Zuge: Kopenhagen (Dänemark), Curitiba (Brasilien), Guangzhou (China), Kristianstad und Malmö (Schweden), Oslo (Norwegen) sowie Freiburg.

In der Begründung der Jury heißt es, «durch eine einzigartige Kombination aus politischen, wirtschaftlichen, geografischen und historischen Faktoren ist Freiburg zu einer Erfolgsstory im Bereich der Forschung und dem Einsatz von erneuerbaren Energien geworden». Gelobt wurden Dezentralisierung der Energiequellen und Steigerung der Energieeffizienz. Als Besonderheit wurde die Einbindung aller gesellschaftlichen Gruppen in wichtige Entscheidungen hervorgehoben. Damit gelinge es Freiburg, alle Schichten der Bürgerschaft sowie die Wirtschaft für Nachhaltigkeit zu sensibilisieren.

«Sustainia100» ist ein Projekt der Initiative Sustainia, die von führenden Unternehmen, Institutionen und Experten in enger Zusammenarbeit mit dem UN Global Compact und der von Arnold Schwarzenegger ins Leben gerufenen Initiative Regions20 entwickelt wurde.

«Sustainia», un monde virtuel et écologique

Arnold Schwarzenegger et la Commission européenne lancent un site pour une planète plus propre

By Pauline Curtet, Le Monde, 16 March 2012

Sustainia» aura-t-il le même succès que «Second Life»? Ce nouveau monde virtuel sur Internet a été présenté par Arnold Schwarzenegger, acteur et ancien gouverneur de Californie, et Connie Hedegaard, commissaire européenne en charge du climat, mercredi 7 mars à Genève. Une initiative unique en son genre, dont le lancement est prévu lors du sommet RIO+20, qui se tiendra au Brésil du 20 au 22 juin. Dans l'univers de «Sustainia», l'internaute se retrouve en 2020. Les émissions en CO₂ ont diminué, grâce à des technologies qui existent déjà aujourd'hui. «Nous montrons, concrètement, avec des images, à quoi ressemblerait une vie plus écologique», promet Laura Storm, directrice exécutive du think-tank danois «Mandagmorgen», à l'origine du projet. Son objectif? Convaincre les internautes que les efforts de réduction en dioxyde de carbone n'affecteraient pas leur confort de vie. Chaque utilisateur se retrouve dans une ville imaginaire, dans laquelle il décide d'habiter. Il peut alors prendre part à l'amélioration de son environnement. Les amateurs de «Second Life», cette communauté virtuelle gérée par ses propres résidents, reconnaîtront le principe. «Devant les échecs successifs des traités environnementaux, nous nous sommes dit qu'il fallait adopter une approche positive de l'écologie», justifie Laura Storm. En d'autres termes, les créateurs de «Sustainia» l'ont pensé comme un moyen de communication, mais aussi comme un vecteur de changement.

Reste à attirer des utilisateurs au-delà du cercle des convaincus. «On va tout faire pour enthousiasmer les gens, l'image va beaucoup compter», indique Laura Storm. Parmi les partenaires du projet figurent les entreprises Microsoft, Ikea et Philips. «Elles nous aident à créer le site en nous apportant leur expertise, et certaines nous épaulent financièrement.

» Le site a aussi reçu le soutien du Pacte mondial des Nations unies, regroupant 4000 membres (entreprises et ONG) qui se sont engagés à respecter l'environnement. Un livre en anglais intitulé «Guide to Sustainia» complète le site. Il esquisse le portrait d'une ville durable en 2020. Par ailleurs, un «prix Sustainia» viendra récompenser chaque année une initiative écologique. Arnold Schwarzenegger a pris la tête du comité qui décernera ce prix. «Une première cérémonie de remise devrait avoir lieu à l'automne. Mais on ne connaît pas encore la date, tout dépend du calendrier de tournages de M. Schwarzenegger», sourit Laura Storm.

<http://www.guardian.co.uk/environment/2012/mar/07/arnold-schwarzenegger-sustainable-world?newsfeed=true>

Arnold Schwarzenegger launches virtual 'sustainable world' project

The initiative, with the support of the UN, hopes to help people envisage a sustainable future using low-carbon resource

By Fiona Harvey, The Guardian, 7 March 2012



California Governor Arnold Schwarzenegger. Photograph: Claus Bech/EPA

Arnold Schwarzenegger and [Europe's](#) climate chief, Connie Hedegaard, are spearheading a new push to help people envisage a sustainable future using low-carbon resources.

The Sustainia initiative, [launched on Wednesday with the support of the United Nations global compact](#), aims to take dozens of new and developing technologies from renewable energy to hydrogen-powered buses, and use designers to create visual representations and recreations that will allow people to imagine what a more environmentally friendly world would be like.

This is needed in order to allay people's fears that opting for more environmentally sustainable practices may lead to a lower quality of life, according to the founders.

"We've done this because it is hard for people to understand what a sustainable future could look like," Hedegaard told the Guardian. "Many people do not want to give up what they know because they fear that if we get away from business as usual, we will go to a grey and uninteresting life. But we can show that doesn't have to be – we can create cities where there is cleaner air, where people have better transport and nice houses to live in. Showing that vision is very important."

The initiative is aimed at the Rio+20 conference this June, where governments, businesses and civil society will discuss ways to encourage environmental sustainability. The theme of the Rio+20 conference is "the future we want", and Sustainia is meant to allow people to envisage what such a future would look like.

As well as creating a virtual model of a future sustainable world, and publishing a book laying out what that world will look like, the organisers of Sustainia will set up an award they are billing as a "Nobel prize for sustainable development". It will reward technological breakthroughs and designs that tackle environmental problems.

Schwarzenegger said: "Being a champion in body building, in movies and in politics where I was able to lead California to renewable energy, energy efficiency, green jobs ... I believe it is important to demonstrate that sustainability is the better choice for all of us. For communities around the world and for the individual, the Sustainia award offers a multitude of benefits in terms of better health, more liveable regions and cities and increased productivity. But we need to actually see it to understand it. And this is what we will make possible."

The head of the Intergovernmental Panel on Climate Change, Rajendra Pachauri, and Gro Harlem Brundtland, the former politician, many regard as the founder of environmental sustainability thinking, after she coined the definition of sustainability at the first Rio conference 20 years ago, are also taking part in Sustainia.

Businesses are also involved, including Microsoft, General Electric, Philips and TetraPak.

Georg Kell, executive director of the UN Global Compact, said: "Sustainia is a clear articulation of the future we want" and aligns well with the message the UN wants to convey in Rio and beyond: we can build a desirable, sustainable future. Sustainia is a fresh and much-needed approach to communicating sustainability, engaging key stakeholders, and inspiring tangible action."



BASD / WBDA

(Also filed under Opinion)

http://articles.economictimes.indiatimes.com/2012-07-16/news/32698293_1_sustainable-development-outcome-document-rio-20

India Inc must have ambition beyond Rio+20

By Kris Gopalakrishnan, The Economic Times (Times of India), 16 July 2012

The dust has settled on Rio+20 Conference that concluded with an outcome document, The Future we Want. The outcome has been severely criticised for being devoid of any goals or action. It has been dubbed "Rio-20" or "The future we don't want".

Amid the criticism is lost the uncompromising role of business in sustainable development. Most solutions for sustainable development will come from business. Solutions exist with the ability to have profound impacts on areas including energy and climate, water, biodiversity, agriculture and food, corruption and gender equality. Despite positive developments and shifting trends, corporate sustainability as practised today is insufficient - a quantum leap is needed. With the right incentives and enabling environments, business can make significant and lasting contributions to sustainable development.

There were two tracks at Rio. One was the government negotiation track that received most attention, and rightly so. The other was the business track that ran during June 15-19. The UN Global Compact's Corporate Sustainability Forum was organised during June 15-18 as a key platform for business involvement in sustainable development. The forum served as a launching ground for many new activities and commitments to action by business. About 200 commitments were announced by companies during the forum, representing both individual and collective actions, in social, economic and environmental areas.

The other important business platform was Business Action for Sustainable Development's (BASD) Business Day on June 19. I had the privilege to Chair BASD 2012. Over 800 leaders met throughout the Business Day during interactive workshops and plenary sessions to develop recommendations for the frameworks necessary to move forward on sustainability solutions.

It noted that business is already activated and making progress on sustainability solutions. But it is nowhere near enough. The truth is that business can't do it alone or with top-down control from government. A new framework for cooperation must be developed where business, government and civil society are working together to create solutions that will solve real-world problems.

Having emphasised the importance of business in sustainable development, improving regulations that ensure business accountability and responsibility are required. This is one important point where the Rio outcome document disappoints except for references to UN Global Compact principles and sustainability reporting.

Business has been one of the main contributors to causing environmental damage, inducing social inequity, increasing unsustainable consumption and promoting unjustifiable lifestyles. Business should take the lead but not on its own terms, else, its sustainability action will be viewed with suspicion and considered a hogwash. This is a partnership with governments, civil society and people of the planet.

The Rio outcome document offers business the opportunity to work on various thematic areas and cross-sectoral issues as outlined in Section V of the document. In many areas, business already has solutions that need to be shared and scaled with other business, civil society and government partnership. Business should also work with civil society and governments to develop Sustainable Development Goals (SDGs). Many businesses globally and in India used Millennium Development Goals to outline development initiatives. SDGs can help businesses articulate their sustainability goals and get a sense of how collective efforts could make a dent on sustainable development.

Sustainability is the only future for the world and for business. The urgency is to advance this reality rather than wait for time to take its course. At Rio, UN Secretary General Ban Ki-moon warned, "We recognise that the old model for economic development and social advancement is broken. Let us not forget the scarcest resource of all: time. We are running out of time. We no longer have the luxury to defer difficult decisions."

Unfortunately, the decision was deferred. The deference may hurt India the hardest. India has one of the most significant developmental challenges to tackle and most to pay for lack of action. India has to take responsibility of its affairs and contribute to progress of global dialogue. I beg to differ with those who seek to protect Indian industry based on the argument that it may hurt its competitiveness. Contrarily, much of the lack of progress on corruption, labour, transparency and poor implementation on environmental and social standards is hurting the industry. If there is any cost competitiveness as a result of protecting the industry on the issues, then it is short-term focus. Increasingly, business action on the issues is becoming a norm to doing business in a globalised world. Many Indian companies now disclose their sustainability performance including carbon and water footprints and supply-chain performance.

India also offers the critical mass to scale innovation. That makes India a hotbed for affordable and disruptive innovation. India business and entrepreneurs have had successes in decentralised energy access, mobile telephony, distant healthcare delivery, e-governance and digital information services. These successes are being replicated in many parts of the developing world and some solutions being also deployed in developed countries. Innovations that make a difference to millions of people and make substantial reductions on emissions or resource use are necessary for sustainable development. That's where India has the edge to contribute globally.

The Confederation of Indian Industry (CII) has an important role to play. Most of the Indian businesses known for their work in sustainability are members of CII and are actively engaged in improving domestic policies concerning sustainable development. CII is also uniquely structured to provide technical assistance on sustainability to government and business. Its Centres of Excellence on sustainable development, green buildings, water and agriculture are best suited to work with government and

civil society to articulate sustainable development goals, and also to work with business in achieving them.

India will continue to be one of the most promising economies for the next 30 years. This is the most critical period to repair our planet. This is no coincidence. India should wake up to seize the opportunity. Business should step up the action and the government should show direction.

(The author is president-designate at the Confederation of Indian Industry)

Sustainability can be used by India to build new global businesses

By Asha Rai, The Economic Times, 18 June 2012

SGopalakrishnan , executive co-chairman , Infosys, believes that businesses need to drive a strong sustainability agenda. **In his role as chairman of Business Action for Sustainable Development (BASD), he will present the organization's prescriptions to Rio+20** --United Nations' sustainability conference (June 20-22) -- at the Brazilian city. He spoke to TOI on the hot topic. Excerpts.

How did you get involved with sustainability and BASD?

Four years ago Infosys decided that as we are a large employer, a large user of power, water etc., we must be an efficient user of resources, that we must reduce our own consumption. Over the last 18 months, our consumption of power has come down by 20%, in water our campuses are now self-sufficient . We have reduced our per capita consumption of water. We have very aggressive targets, including looking at becoming carbon neutral by 2017. We now have buildings that consume 50% less power than similar buildings constructed in the past. Zero waste from our campuses is our ultimate goal.

While doing this we started working with World Business Council for Sustainable Development. I am now on the executive council. For Rio+20, WBCSD, UN Global Compact and International Chamber of Commerce have come together to coordinate responses from businesses.

What kind of history does India have on this issue?

The first conference on sustainability, I am told, was in Stockholm, 40 years ago. It was the first time when the issue of climate change, sustainability were discussed at a global platform and the keynote was given by Mrs Indira Gandhi. India took leadership at that point on this issue.

Are companies jumping onto the sustainability platform because there's a push from their customers?

Two things are happening. One, awareness among consumers is increasing. They are choosing products that are environmentally friendly. Consumers are making their voices heard. Level of transparency is increasing and they are also putting pressure on governments to regulate. Product labelling with list of ingredients has become standard. Similarly where the product is manufactured, listing its carbon footprint is becoming part of product labelling in some countries and others will eventually follow suit. There's an expectation that regulation will increase .

The second aspect is the response from business: Can we be ahead of regulation ? Can we comply? Can we become better ourselves than wait for regulation ? Also businesses are looking at this as an opportunity to launch new products and services.

What has Infosys' experience been?

We have found that the things we are doing for Infosys are relevant to our clients. It's a huge business opportunity . It impacts every aspect in a business . If you are a retailer, how much power, water you consume, what products you sell, the carbon footprint of the supply chain, of employees, are all important. Most companies, including Infosys, now produce a sustainability report along with annual report.

We have created a separate sustainability business unit. We see this as a business opportunity both from a consulting perspective and for developing applications. For example, generating energy from renewable sources, battery/storage technology, measurement of sustainability like smart buildings , smart grid. We are doing a project for Karnataka government on smart grids

In the last 12 months, the savings for Infosys from sustainability initiative are \$7 million. In the past five years, savings from energy efficiency alone are Rs 170-cr . This is real money.

Is there consensus on this across the board amongst the business community?

The reason businesses are reluctant to invest in sustainability is because the costs are high in the near term. What we are saying is that there are real savings here, and real business opportunities . Lastly, we will be forced into this by regulation. Then why don't we take leadership and be ready? It benefits all people. At present the Indian IT industry's taking the lead because we are large employers, have large campuses.

How does this work for the country as a whole?

For India there are two opportunities: use this as an opportunity to start new businesses and industries of the future which are going to be in demand globally . If we create those breakthroughs, there's a huge opportunity. Second, we don't want to end up cleaning up afterwards .



the guardian

Sustainable business

Business On The Road To Rio

<http://www.guardian.co.uk/sustainable-business/rio-20-earth-summit-diary-20-june>

Rio+20: the Earth Summit diaries, Wednesday 20 June

From Rio de Janeiro, Jo Confino provides behind the scenes insight of all that's going on from a business perspective at the Earth Summit

A tale of two conferences

By Jo Confino, The Guardian, 20 June 2012

Wednesday June 20 07.30am

Would businesses have a better chance of saving the world if they had more fun?

Progressive companies have recognised that it is no longer true that the business of business is not business.

Now they could do with learning that the art of life is to enjoy yourself and not to take everything so seriously. Paradoxically you get far more done if you don't suck lemons all day.

The reason I write this is because I attended two major events at Rio yesterday in the same posh beachfront hotel.

On the second floor in a spacious and airy conference hall was the Business Action for Sustainable Development (BASD), a coalition of business groups, while in the darker basement was a social media conference, Rio+Social.

While the social media conference was fast and furious and based on innovation and challenging the status quo, with speakers such as Richard Branson and Mohammad Yunus, BASD spent the day looking sector by sector at how to scale up change.

While Kumi Naidoo, the head of Greenpeace International, was downstairs calling the Rio+20 outline agreement a betrayal of humanity, upstairs the head of the negotiations described it as a triumph.

If I had unlimited powers, what I would have done is mix up the two conferences, because they could both learn so much from each other.

The more youthful and energised audience in the basement could learn that most change comes, not from having a vision, but from the grunt end work of making things happen one step at a time.

What the suits could learn is to challenge their ingrained thinking and recognise the power of inspiration and of dreams.

There was just one business leader who attended both conferences and looked at home in either setting and that is Jochen Zeitz, the chief sustainability officer of the luxury goods brand PPR and chairman of Puma.

At Rio+Social, he talked about the dream of what the perfect world would look like to him, regarding the role of business, and to his credit he did the same upstairs.

"Let me just say that it is a world in which business is inclusive and holistic by working with nature and society combined in peace" he told the BASD. "Call it paradise or a perfect word. It's certainly a world I would love to be a part of and live in."

ITC wins World Business and Development Award at Rio

The multi-business conglomerate was conferred the honour for its transformational rural initiatives in social and farm forestry programmes in India

Tehelka, 28 June 2012

In a prestigious development for India at the Rio+20 United Nations Conference on Sustainable Development at Rio de Janeiro, Indian multi-business conglomerate, **ITC Limited**, was presented the **2012 World Business and Development Award** for its transformational rural initiatives in social and farm forestry programmes in India. The only Indian company to receive this honour at the ongoing historic summit, this award has been instituted by the United Nations Development Programme (UNDP), the International Chamber of Commerce and the International Business Leaders Forum (IBLF) in partnership with the Netherlands Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency and the UN Global Compact. ITC was among 5 large global companies to win this honour.

Y C Deveshwar, Chairman, ITC, received the award at a ceremony held at Rio, which was presided over by Helen Clark, Administrator, UNDP, Georg Kell, Executive Director, UN Global Compact, Gunilla Carlsson, Minister for International Development Co-operation, Sweden and the CEO of the IBLF, Clare Melford. In his acceptance address, Mr Deveshwar, said, “I receive this award with humility and pride, on behalf of the hundreds of thousands of tribals and poor farmers whose lives have been transformed by ITC's Social and Farm Forestry initiative. It gives us tremendous encouragement to witness the global appreciation for this initiative, and the recognition will indeed help us in taking this initiative to newer heights.”

Commenting on the awards, Georg Kell, Executive Director, UN Global Compact said, “Congratulations to the winners of the World Business and Development Awards who have demonstrated that inclusive business models can generate tremendous positive impact on communities. The UN Global Compact fully supports sustainable, commercially viable business initiatives that expand access for low income people to goods and services and improve livelihoods while generating growth.”

Minister Gunilla Carlsson, Minister for International Development Cooperation, Sweden, also pointed out, “Innovation in inclusive business lies at the heart of the fight against poverty. It creates income possibilities and builds bridges between business and people living in poverty. Therefore, I am delighted to see that innovation is a common theme for all the WBDA winners.”

ITC's Social and Farm Forestry programmes provide sustainable livelihood to rural wasteland owners by helping them convert their wastelands into pulpwood plantations. They are supported by ITC's R&D developed high-yielding, disease-resistant clonal saplings with shorter harvesting cycles. While Farm Forestry focuses

on farmers owning wastelands, Social Forestry targets resource-poor tribals and farmers.

Currently the programmes cover over 125,000 hectares. It has generated over 56 million person-days of employment. Regenerating green cover on this scale has enabled carbon sequestration, making ITC carbon-positive for 7 years, besides improving moisture conservation, groundwater recharge and reducing erosion.

The international judging panel for this award comprised global luminaries such as: Sir Mark Moody-Stuart, Vice Chairman, UN Global Compact and Chairman of the Global Compact Foundation, the Innovative Vector Control Consortium and Hermes Equity Ownership Services; Jean-Guy Carrier, Secretary General, International Chamber of Commerce; Lisa Dreier, Director of Food Security and Development Initiatives, World Economic Forum USA; Jane Nelson, Director, Harvard Kennedy School's Corporate Social Responsibility Initiative and Non Resident Senior Fellow, Brookings Institution; Ted London, Senior Research Fellow, William Davidson Institute (WDI) and faculty member of University of Michigan's Ross School of Business; Graham Baxter, Senior Adviser, International Business Leaders Forum; Susan Chaffin, Head of Business Call to Action Secretariat; Ying Chen, Director, Beijing Rongzhi Institute of Corporate Social Responsibility and Vice President, China Enterprise Confederation (CEC); Sameer Hajee, Co-founder and CEO, Nuru Energy; Alan Detheridge- Associate Director of the Partnering Initiative and Board Member of the Synergos Institute, the International Foundation for Education and Self- Help, Management Sciences for Health and the Revenue Watch Institute



http://impeller.net/magazine/News_en/doc6087x.asp

Grundfos Lifelink Wins Global Award at Rio+20

Grundfos was honoured with a World Business and Development Award in recognition of its effort to provide some of the poorest people in the world with sustainable drinking water systems.

Impeller.net, 26 June 2012

June 19th, at a ceremony at the UN conference for sustainable development, Rio+20, Grundfos Lifelink received an award for our efforts to improve the living standards for the people in some of the world's most disadvantaged communities. Along with 11 other specially selected organisations and companies, **Grundfos Lifelink was announced winner of the World Business and Development Awards (WBDA).**

The award recognises innovative business models that deliver both commercial success and help improve social, economic or environmental conditions.

Ensures sustainable development through innovation

"Long-term access to clean water is one of the first steps towards development, and in this way, the Grundfos Lifelink solutions are capable of providing the basis for sustainable development for the poorest people in the world. This award emphasises the fact that there is room for companies like Grundfos Lifelink, which uses technology to focus on long-term sustainability and thus safe water", says Managing Director for Grundfos Lifelink, Peter Todbjerg Hansen.

The Grundfos Lifelink water systems have been specifically designed to deliver sustainable drinking water in both urban and rural areas in developing countries. The system consists of quality pumps driven by solar energy as well as an innovative service platform with an automatic payment system and remote surveillance. Since 2009, Grundfos Lifelink has implemented clean drinking water supply systems for 100,000 people in Kenya. Now, the company expands its activities in a number of countries in Africa and Asia.

"The award winners show that companies can help boost sustainable growth and development. They can be a tremendous source of innovative and sustainable solutions which help transform people's lives for the better", says Helen Clark, UNDP Administrator.

Grundfos in good company

"Being awarded among so many strong initiatives is a great boost to both Grundfos Lifelink and the Group as such. We are in good company among present and past award winners who are all leaders within sustainable activities", says Group Vice President Kim Nøhr Skibsted.

Celebrating a decade of biennial award giving, the World Business and Development Awards is organised by International Business Leaders Forum (IBLF), International

Chamber of Commerce (ICC) and the United Nations Development Programme (UNDP) in partnership with the Netherlands' Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency and the UN Global Compact.

The awards demonstrate how companies, through their core business activities, can help achieve the Millennium Development Goals – eight internationally agreed targets to reduce poverty and environmental degradation.

Global honour for ITC at Rio de Janeiro

The Times of India Jaipur Edition, 26 June 2012

ITC Ltd received the 2012 World Business and Development award at the **Rio+20 United Nations Summit** at **Rio de Janeiro** last week for its transformational rural initiatives in social and farm forestry programmes.

The award has been instituted by the United Nations Development Programme (UNDP), the International Chamber of Commerce and the International Business Leaders Forum (IBLF) in partnership with the Netherlands Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency and the **UNGlobal Compact**.

ITC was among five large global companies to win this honour.

While accepting the award, ITC chairman Y C Deveshwar said, "I receive this award with humility and pride, on behalf of the hundreds of thousands of tribals and poor farmers whose lives have been transformed by ITC's social and farm forestry initiative.

It gives us tremendous encouragement to witness the global appreciation for this initiative and this recognition will indeed help us in taking this initiative to newer heights."TNN

ITC wins World Business and Development Award 2012

MoneyControl, 26 June 2012

In a prestigious development for India at the Rio+20 United Nations Summit at Rio de Janeiro, Indian multi-business conglomerate, ITC Limited, was presented the 2012 World Business and Development Award for its transformational rural initiatives in social and farm forestry programmes in India.

The only Indian company to receive this honour at the ongoing historic Rio+20 Summit, this award has been instituted by the United Nations Development Programme (UNDP), the International Chamber of Commerce and the International Business Leaders Forum (IBLF) in partnership with the Netherlands Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency and the **UN Global Compact**. ITC was among 5 large global companies to win this honour.

ITC conferred World Business & Development Award 2012

The Economic Times, 22 June 2012

NEW DELHI: In a prestigious development for India at the Rio+20 United Nations Summit at Rio de Janeiro, Indian multi-business conglomerate, ITC Limited, was presented the 2012 World Business and Development Award for its transformational rural initiatives in social and farm forestry programmes in India. The only Indian company to receive this honour at the ongoing historic Rio+20 Summit, this award has been instituted by the United Nations Development Programme (UNDP), the International Chamber of Commerce and the International Business Leaders Forum (IBLF) in partnership with the Netherlands Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency and the **UN Global Compact**. ITC was among 5 large global companies to win this honour.

Mr. Y C Deveshwar, Chairman, ITC received the Award at a Ceremony held at Rio which was presided over by Helen Clark, Administrator, UNDP, Georg Kell, Executive Director, **UN Global Compact**, Gunilla Carlsson, Minister for International Development Co-operation, Sweden, Ben Knapen, Minister for European Affairs and International Cooperation, Netherlands and the CEO of the IBLF, Clare Melford. Mr Deveshwar in his acceptance address said "I receive this Award with humility and pride, on behalf of the hundreds of thousands of tribals and poor farmers whose lives have been transformed by ITC's Social and Farm Forestry initiative. It gives us tremendous encouragement to witness the global appreciation for this initiative and this recognition will indeed help us in taking this initiative to newer heights." Commenting on the Awards, Georg Kell, Executive Director, **UN Global Compact** said "Congratulations to the winners of the World Business and Development Awards who have demonstrated that inclusive business models can generate tremendous positive impact on communities.

The **UN Global Compact** fully supports sustainable, commercially viable business initiatives that expand access for low income people to goods and services and improve livelihoods while generating growth". Minister Gunilla Carlsson, Minister for International Development Cooperation, Sweden also pointed out that "Innovation in inclusive business lies at the heart of the fight against poverty. It creates income possibilities and builds bridges between business and people living in poverty. Therefore I am delighted to see that innovation is a common theme for all the WBDA winners." ITC's social and farm forestry programmes provides sustainable livelihoods to rural wasteland owners by helping convert their wastelands into pulpwood plantations. They are supported by ITC's R&D developed high-yielding, disease resistant clonal saplings with shorter harvesting cycles.

While Farm Forestry focuses on farmers owning wastelands, Social Forestry targets resource-poor tribals and farmers. Currently the programmes cover over 125,000 hectares. It has generated over 56 million person-days of employment. Regenerating green cover on this scale has enabled carbon sequestration making ITC carbon positive for 7 years, besides improving moisture conservation, groundwater recharge and reducing erosion.

ITC, HCC get global recognition for green initiatives

When it comes to world's best-known corporate nameplates, ITC certainly figures in the top bracket.

By Ritwik Mukherjee, Financial Chronicle, 21 June 2012

The hotels to cigarettes diversified conglomerate figured in a selected group of 11 companies across the world to have received the World Business and Development Awards (WBDA) 2012 at the Rio+20 United Nations Summit at Rio de Janeiro, for its transformational rural initiatives in social and farm forestry programmes in India. The other companies who bagged the award in the large companies' category, included Blue Skies, UK, Grundfos LIFELINK, Denmark, Nestle, China and Unilever, UK. ITC incidentally is the only Indian company in the list.

The award was instituted by United Nations development programme (UNDP), International Chamber of Commerce and International Business Leaders Forum (IBLF) in partnership with the Netherlands ministry for foreign affairs, the Swedish International Development Cooperation Agency and the **UN Global Compact**. The award recognises innovative business models that deliver both commercial success and help improve social, economic or environmental conditions—otherwise known as inclusive business models.

Senior ITC officials on Thursday said, “ITC's social and farm forestry initiatives have so far created a green cover of over 125,000 hectares, consolidating its position as a 'Carbon Positive' corporation for seven years in a row.”

“ITC invests significantly in research and development to create clonal saplings that are disease resistant, grow faster, and have higher survival rates,” one of the officials said.

The other significant feat by an Indian company at **Rio+20** United Nations Summit came when the UN report titled “Caring Business and Climate Change Adaptation: toward Resilient Companies and Communities” featured HCC (Hindustan Construction Company), a leading infrastructure construction and development company, as one of the ten case studies from among ten global companies, illustrating how businesses are responding creatively and effectively to address climate change opportunities, risks, and impacts in developing countries and emerging economies.

According to HCC officials the HCC case study highlighted its efforts towards water neutrality and showcases its initiatives at two HCC projects---the strategic oil storage cavern project at Visakhapatnam and at the Delhi-Faridabad elevated expressway.

“It has almost become a fad or luxury to take up green causes. If large companies come forward and work for the environment and community with proper knowledge

and awareness, it would set precedence,” Dipankar Chakraborti, director, School of Environmental Studies (SOES) Jadavpur University, told FC.



http://www.africanews.com/site/Ghana_Bamboo_Bikes_Initiative_wins_award/list_messages/41830?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+AfricaNewsUpdate+%28AfricaNews+Update%29

Ghana Bamboo Bikes Initiative wins award

Kofi Adu Domfeh, Africa News, 25 June 2012

The Ghana Bamboo Bikes Initiative has been announced as one of eleven winners at the 2012 World Business and Development Awards (WBDA) for its efforts to improve living standards in some of the world's most disadvantaged communities. The Awards recognize innovative business models that deliver both commercial success and help improve social, economic or environmental conditions - otherwise known as inclusive business models.

The Initiative was recognized at a ceremony concluding the Business Action for Sustainable Development Business Day taking place as part of the UN Conference on Sustainable Development (Rio+20), where world leaders along with thousands of participants from governments, the private sector, NGOs and other groups convened.

“I am truly honoured and inspired to receive this award”, said Bernice Dapaah, Chief Executive of Bright Generation Community Foundation, proponents of the Ghana Bamboo Bikes Initiative. “Sustainable and innovative social enterprises are measured beyond what they deliver to the bottom line-they are also measured by the impact they have on their communities. We are not resting on our oars as there is a lot of work to be done to move to the next level of growth.”

The Initiative takes advantage of the abundant bamboo found in Ghana to design, develop, and market bamboo bikes and frames and related products and services.

The bamboo bikes can be used for personal or cargo transportation, as well as for commercial purposes. It can carry a much heavier load due to better design and greater strength. Have a better replacement rate of approximately once every five years as the replacement material is locally grown.

It also offers basic course and practical lessons on building bamboo bikes and frames as a way of encouraging entrepreneurship and providing sustainable livelihood job skills.

A panel composed of nine independent judges selected winning initiatives, under the categories of small- and medium-sized enterprise and large organizations.

The 2012 Awards attracted 115 applications from 38 countries showcasing a variety of inclusive business endeavours undertaken by associations, non-governmental organizations and individual companies.

Celebrating a decade of biennial award giving, the World Business and Development Awards are organized by the International Business Leaders Forum (IBLF), the International Chamber of Commerce (ICC) and the United Nations Development

Programme (UNDP) in partnership with the Netherlands Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency, the UN Global Compact and sponsored by Cemex.

The Awards demonstrate how companies can, through their core business activities, help achieve the Millennium Development Goals (MDGs)—eight internationally agreed targets to reduce poverty and environmental degradation and improve education, health conditions and gender equality by 2015.

“When businesses apply the full force of their core business activities to development challenges and measure their success both by profit and social outcomes, there is no limit to what can be accomplished. The World Business and Development Award winners showcase what businesses of all sizes and in all regions can do to accelerate progress towards achieving the Millennium Development Goals,” said Clare Melford, CEO, International Business Leaders Forum.

According to Helen Clark, UNDP Administrator, “past Award winners have shown how companies can help boost sustainable growth and development. They can be a tremendous source of innovative and sustainable solutions which help transform people’s lives for the better”.

The 2012 Awards have been awarded explicitly to companies delivering inclusive business models: sustainable, commercially-viable business initiatives that expand access for low-income people to goods and services, or improve their livelihoods by engagement in the business process as direct employees, suppliers or distributors, while also generating sales and profit growth.

“As progress towards the Millennium Development Goals comes under threat in the current economic climate, the Awards highlight the critical role of the private sector in stimulating sustainable economic growth and development,” said Jean-Guy Carrier, Secretary General, International Chamber of Commerce.



http://www.csreurope.org/news.php?type=&action=show_news&news_id=4893

Nestlé awarded for efforts to help farmers grow coffee in China

CSREurope, 20 June 2012

Nestlé's efforts to help farmers successfully grow coffee in a remote region of China have been recognised with a World Business and Development Award

The international award acknowledges the company's long-term commitment to providing farmers in Yunnan province with free agricultural assistance and training in coffee growing techniques.

It was presented to Nestlé at a ceremony at the Business Action for Sustainable Development Day, on the eve of the United Nations' Conference on Sustainable Development Rio+20, in Rio de Janeiro, Brazil.



Long-term partnership

Nestlé has been helping farmers in Yunnan province develop the mountainous region into a thriving coffee growing district for the past 20 years.

Over that time, the company's agronomists have trained more than 5,000 farmers in improved farm management, planting, quality control and processing techniques.

Nestlé has set up buying stations to procure coffee directly from farmers, helping them obtain better prices and a steady income. In turn, this has helped the company obtain a regular supply of quality coffee.

This is part of an approach to business Nestlé calls 'Creating Shared Value', which aims to create value for the company's shareholders at the same time as for those communities where it operates.

Today, Nestlé purchases 8,000 tonnes of coffee annually in Yunnan province, or about 20% of the region's total crop.

In total, the company's coffee buying programme supports the livelihoods of up to 20,000 people.

Video interview with coffee farmers in China

Nestlé started coffee development in Yunnan in 1988. The company established an agricultural assistance service in 1992 and inaugurated an experimental and demonstration coffee farm in 1997.

In 2011, the company extended its support for local farmers with the introduction of the Nescafé Plan in the region.

The ten-year, worldwide, CHF 350 million initiative brings together Nestlé's commitments on coffee farming, production and consumption. It will see the company double the amount of coffee it buys directly from farmers and their associations by 2015.

World Business and Development Awards

The bi-annual **World Business and Development Awards** are organised by the International Chamber of Commerce, the United Nations Development Programme (UNDP) and the International Business Leaders Forum (IBLF).

They were created ten years ago to recognise the important role of the private sector in implementing the United Nations' Millennium Development Goals.

The awards seek to acknowledge innovative and productive business practices that help companies make the societies where they operate better places to live and work.

Nestlé is one of 11 winners of the 2012 awards, which are being supported this year by the Swedish International Development Cooperation Agency, the Netherlands Ministry of Foreign Affairs and the **United Nations Global Compact**.

This year's awards attracted 115 applications from organisations and companies in 38 countries.

(Also filed under Opinion)

<http://www.publicserviceeurope.com/article/2092/corporate-hijack-the-business-lobby-at-rio20>

Corporate hijack - the business lobby at Rio+20

There is a growing outcry at the corporate capture of United Nations action on sustainable development - a campaigner reports from the Rio Summit

By Olivier Hoedeman, Public Service Europe, 20 June 2012

The lobbyists will be out in force at this week's Rio Summit on sustainable development - fighting to make sure that any proposals to tackle the severe environmental and social crises we face do not get in the way of business as usual. When world leaders met at the first Earth Summit in Brazil, in 1992, there was widespread recognition that global levels of consumption - particularly in the developed north - were stretching the planet's limits. Since then, demand has increased, but the agenda for action has shifted away from international agreements and regulation towards voluntary partnerships with the private sector.

Which is why business leaders, including representatives from companies with controversial environmental records such as Shell, Monsanto and Coca-Cola will be at the heart of the negotiations - working with the United Nations agencies and politicians to set the agenda and agree on the text. Is it any wonder that expectations are low for this summit? One of the key channels of influence is via a corporate campaign coalition called **Business Action for Sustainable Development, which is coordinated by the UN's global compact - a voluntary initiative bringing together some 6,000 companies**, the World Business Council for Sustainable Development and the International Chamber of Commerce.

The BASD claims to be the official voice of business for the Rio+20 summit and brings together many of the world's largest corporations including Monsanto, Shell, BASF, ArcelorMittal and Suez who are promoting the idea of a "green economy" to save the planet. Regulations that restrict their activities should be avoided, they argue, with environmental targets pursued through market-based mechanisms such as carbon trading or biodiversity offsets. The WBCSD has also been a prominent voice in the run up to the conference, allegedly 'greenwashing' business by promoting case studies of 'environmentally-friendly' actions, highlighting supposed 'good practice' and selectively overlooking other activities by the same corporation which may be considered less than ideal.

One such example is the German chemicals giant BASF, which has been promoting tree planting in Brazil. The WBCSD does not mention BASF's core business, promoting the sale of pesticides across the world - including in the vast soy monocultures of Latin America, which have devastated local environments, leading to deforestation, destroying soil fertility and polluting water resources. And BASF was

also recently accused of misleading the public and European Parliamentarians when it was found to be behind a recent parliamentary event on bees and biodiversity, which included a bee-friendly garden set up as publicity stunt outside the EP.

The BASD was the host of the summit's 'business day', which took place on the eve of the event. It was organised in partnership with the global compact, the WBCSD and the ICC - allowing companies such as BP and Shell to highlight the 'sustainable' activities in the oil and gas sector. Yet, a citizens' petition demanding an end to the subsidies received by the oil and gas sector to help them extract fossil fuels and promote greater energy use - exacerbating climate change - appears not to have made it into the draft negotiating text.

There has been a growing outcry at this corporate capture of the Rio process, with organisations and individuals from around the world signing an open letter to the UN calling for action. The close cooperation between UN agencies and large corporations, the letter points out, imperils the UN's ability to pursue people-centred policies that effectively address the social and environmental crisis. The green economy model promoted for the Rio summit, centred around market-based mechanisms, is a clear example. Many are calling on the UN to restart efforts to ensure that global corporations are effectively regulated and can be held accountable for their environmental impact.

Olivier Hoedeman is research and campaign coordinator at the Brussels-based campaign group Corporate Europe Observatory. He is currently in Rio de Janeiro for the United Nations summit on Sustainable Development



<http://www.cambridgenetwork.co.uk/news/eight19-wins-world-business-and-development-award-rio20/>

Eight19 announced winner at World Business and Development Awards at Rio+20

Cambridge Network, 19 June 2012

Eight19 was announced as one of eleven winners today at the 2012 World Business and Development Awards (WBDA) for its efforts to improve living standards in some of the world's most disadvantaged communities.

Eight19 was recognized at a ceremony concluding the Business Action for Sustainable Development Business Day taking place during the UN Conference on Sustainable Development (Rio+20), where world leaders along with thousands of participants from governments, the private sector, NGOs and other groups, convened.

The Awards recognize innovative business models that deliver both commercial success and help improve social, economic or environmental conditions—otherwise known as inclusive business models. The high up-front costs of solar have been the major factor prohibiting wider uptake of small solar systems in off-grid emerging markets. By combining solar and mobile phone technology, the Indigo 'pay-as-you-go' solar system is paid for with scratchcards through a service model. Users receive eight hours of fume-free household lighting per day and mobile phone charging, whilst cutting their weekly energy spend by 50% or more. Indigo is eliminating kerosene for lighting and having a transformational impact on peoples' lives.

A panel composed of nine independent judges selected winning initiatives, under the categories of small- and medium-sized enterprise and large organizations. The 2012 Awards attracted 115 applications from 38 countries showcasing a variety of inclusive business endeavours undertaken by associations, non-governmental organizations and individual companies.

Simon Bransfield-Garth, CEO said "Eight19 is hugely honoured and delighted to be the recipient of a 2012 World Business and Development Award at the RIO+20 United Nations Conference on Sustainable Development. Indigo aims to provide sustainable solar power to off-grid communities in Africa, eliminating the carbon footprint of kerosene lamps and providing access to high quality power. The prestigious World Business and Development Award is an important recognition of this work and the tremendous support of our partners throughout Africa to provide clean and safe energy to many more people currently living off grid."

Celebrating a decade of biennial award giving, the **World Business and Development Awards** 2012 are organized by the International Business Leaders Forum (IBLF), the International Chamber of Commerce (ICC) and the United Nations

Development Programme (UNDP) in partnership with the Netherlands Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency, **the UN Global Compact** and sponsored by Cemex.

The Awards demonstrate how companies can, through their core business activities, help achieve the Millennium Development Goals (MDGs)—eight internationally agreed targets to reduce poverty and environmental degradation and improve education, health conditions and gender equality by 2015.

“When businesses apply the full force of their core business activities to development challenges and measure their success both by profit and social outcomes, there is no limit to what can be accomplished. The World Business and Development Award winners showcase what businesses of all sizes and in all regions can do to accelerate progress towards achieving the Millennium Development Goals,” said Clare Melford, CEO, International Business Leaders Forum

“Past Award winners have shown how companies can help boost sustainable growth and development. They can be a tremendous source of innovative and sustainable solutions which help transform people’s lives for the better,” said Helen Clark, UNDP Administrator.

The 2012 Awards have been awarded explicitly to companies delivering inclusive business models: sustainable, commercially-viable business initiatives that expand access for low-income people to goods and services, or improve their livelihoods by engagement in the business process as direct employees, suppliers or distributors, while also generating sales and profit growth.

“As progress towards the Millennium Development Goals comes under threat in the current economic climate, the Awards highlight the critical role of the private sector in stimulating sustainable economic growth and development,” said Jean-Guy Carrier, Secretary General, International Chamber of Commerce.

About the World Business Development Awards

In addition to IBLF, ICC and UNDP, supporting Partners include the Netherlands Ministry of Foreign Affairs, the Swedish International Development Agency (SIDA), the United Nations Global Compact (UNGC) and Cemex. Details at www.worldbusinessawards.net

<http://www.ecoticias.com/sostenibilidad/67302/2012/06/21/Rio+20-regalo-empresas-contaminantes>

Río+20: Un regalo para las empresas contaminantes

Durante los últimos 20 años, las empresas multinacionales han estado presionando en las negociaciones de Naciones Unidas, para garantizar la prevalencia de sus intereses económicos en las decisiones de la ONU.

ECoticias.com, 21 June 2012

Decenas de miles de personas se movilizan por un acuerdo justo en la Cumbre de Río+20

El acuerdo sobre la mesa en la Cumbre de Río+20, que debería establecer soluciones para afrontar las crisis que estamos viviendo, no refleja los compromisos necesarios, ni siquiera aceptables, para corregir el camino que está tomando Naciones Unidas. Al contrario, el documento da carta blanca a multinacionales y demás agentes económicos para continuar sobreexplotando los recursos naturales y a la gente sin tener en cuenta los límites del planeta, afirma Amigos de la Tierra Internacional.

Durante los últimos 20 años, las empresas multinacionales han estado presionando en las negociaciones de Naciones Unidas, para garantizar la prevalencia de sus intereses económicos en las decisiones de la ONU. La justicia económica o social han sido solo tintes verdes para utilizar en sus memorias de responsabilidad social, ya que no aparecen por ningún lado en los acuerdos de Río.

Mientras están teniendo lugar las negociaciones de la ONU, la Cumbre de los Pueblos se celebra de forma paralela en Río de Janeiro, y se legitima como foro social, donde las propuestas de la sociedad civil son debatidas, manifestando las necesidades reales y las soluciones viables para afrontar las crisis ambiental, social y económica que estamos viviendo.

Ayer, Día de Acción Global, 50.000 personas se movilizaron desde la Cumbre alternativa [1]. Sin embargo, la Cumbre de Río+20 ignoró las demandas de la gente, sin apartar los ojos de un acuerdo, que ya parece inamovible. Así las grandes empresas continuarán poniendo en venta la naturaleza, patrimonio de toda la humanidad, sin que se les exija ningún tipo de responsabilidad por los abusos cometidos.

“Aunque las empresas seguirán contando con una situación privilegiada en el acuerdo, al menos, la mal llamada “economía verde” no va a desempeñar el papel tan hegemónico que el sector privado hubiese deseado firmar en la declaración. Una pequeña victoria para la sociedad civil en la Cumbre de La Tierra”, afirmó Lucía Ortiz, portavoz de Amigos de la Tierra [2].

El 22 de junio, último día de la Cumbre, Nnimmo Bassey, presidente de Amigos de la Tierra Internacional, junto a otras organizaciones de la Cumbre de los Pueblos, entregará una declaración de la sociedad civil a Ban Ki-moon, secretario general de Naciones Unidas. Más de 400 organizaciones, representando a millones de personas, firmaron este manifiesto para frenar la excesiva influencia empresarial en el seno de la ONU.

Un ejemplo reciente de la influencia excesiva que ejercen las empresas dentro de la ONU es el “Premio Mundial de Negocios y Desarrollo” que el PNUMA le otorgó el 19 de junio al gigante Nestlé, empresa del sector alimenticio, que ha sido acusada por permitir el trabajo infantil, y explotar a trabajadores y agricultores durante muchos años, con sus productos lácteos, de café y cacao. **El Pacto Mundial de Naciones Unidas** nunca investigó adecuadamente estas violaciones de derechos y no tomó ninguna medida para detener los supuestos abusos de la multinacional. El premio elogia a Nestlé y permite a la empresa continuar con el 'lavado verde' de sus actividades.



(Also filed under General)

<http://g1.globo.com/natureza/rio20/noticia/2012/06/mundo-corporativo-nao-sabia-o-que-era-sustentabilidade-diz-executivo.html>

'Mundo corporativo não sabia o que era sustentabilidade', diz executivo

**Segundo empresário, hoje empresas têm departamentos sobre o tema.
Executivos de todo o mundo se reuniram na Barra para o Dia de Negócios.**

Por Lilian Quaino, G1, 19 Junho 2012



*Empresários brasileiros e estrangeiros falam sobre sustentabilidade em reunião do Dia de Negócios
(Foto: Lilian Quaino/G1)*

“Há 20 anos o mundo corporativo não tinha a menor ideia do que era sustentabilidade. Hoje, todos os empresários aqui reunidos têm departamentos e estratégias de sustentabilidade em suas empresas e fazemos coisas fabulosas. Todos esses líderes estão integrados de verdade em sustentabilidade em todos os seus processos”, disse na tarde desta terça-feira (19) Peter Bakker, presidente do Conselho Empresarial Mundial para o Desenvolvimento Sustentável, no **Dia de Negócios**, reunião de empresários num hotel na Barra da Tijuca, na Zona Oeste do Rio

Ele disse que os eventos no Rio em torno do tema são um momento importante em que “governos têm que concordar com um documento e o mundo corporativo tem que mostrar seu comprometimento”, mas, para ele, não se trata apenas de um momento pois “práticas de sustentabilidade têm que se integrar na maneira como conduzimos nossos negócios atualmente”.

Georg Kell, diretor-executivo Pacto Global das Nações Unidas, que realizou no mesmo hotel da Barra um evento que congregou 1.400 executivos e empresários, disse que é a primeira vez que o mundo dos negócios está presente de forma maciça num evento em torno da sustentabilidade.

“A Rio- 92 já teve a presença de alguns representantes do setor privado, e outras conferências também, mas nada se compara como que está acontecendo aqui”, disse ele. Peter Bakker ressaltou que na reunião do Pacto Global, os empresários firmaram 200 compromissos sobre temas relacionados à sustentabilidade.

“Agora não se trata de discutir esses compromissos, mas debater como desenvolvê-los. Temos que discutir o que podemos melhorar em nossas áreas e como trabalhar de forma coordenada com diferentes setores para desenvolver melhores formas de uso de recursos naturais, como a água, ou como melhorar o diálogo com os governos”, disse.

Kris Gopalakrishnan, presidente da Infosys, assegurou que o progresso em sustentabilidade nos negócios serão os maiores possíveis.

“Alguns setores da iniciativa privada estão impacientes pelos avanços dos governos. Em nenhuma circunstância devemos esperar pelos governos para fazer a coisa certa. Sustentabilidade corporativa é um compromisso sério e vai ser desenvolvida. E o mundo dos negócios quer que os governos façam progresso”, disse.

Já Vania Somavilla, diretora-executiva de Recursos Humanos, Saúde & Segurança, Sustentabilidade e Energia da Vale, disse que o importante é aumentar ainda mais a conscientização sobre os conceitos de sustentabilidade.

“No setor privado, temos o consumidor como principal elemento; em relação aos governos, são os eleitores. Temos que educar a população em relação à sustentabilidade para que ela peça mais”, disse ela.

Vania contou que a Vale opera em áreas remotas, que não têm serviços essenciais, mas a empresa mantém seu padrão.

“Isso educa as pessoas a agirem da mesma forma. Temos a licença formal para operar e temos a licença social, para nós tão importante quanto a formal. E aprendemos a fazer isso, mesmo cometendo erros. Trabalhamos em áreas pobres e remotas usando o conceito de dividir valores. Começando minimizando impactos, depois, compensando impactos e evoluímos para o modo de agir de dividir valores. É o único modo de trabalhar”, disse.



*Also appeared in UOL Noticias, Veja, Diario do ABC, Jornal do Commercio do Rio de Janeiro, AE Noticario

<http://noticias.uol.com.br/ultimas-noticias/agencia-estado/2012/06/19/diretor-ve-impaciencia-empresarial-com-saldo-da-rio20.htm>

Diretor vê impaciência empresarial com saldo da Rio+20

Agencia Estado, 19 Junho 2012

Rio - O setor privado global terá assumido cerca de 300 compromissos (entre individuais e coletivos) ao fim da Rio+20. A conferência foi a primeira em que a indústria e o setor financeiro tiveram participação relevante, avalia Georg Kell, diretor executivo do Pacto Global da Organização das Nações Unidas (ONU).

"A indústria quer ver o maior progresso possível (nas negociações da Rio+20). Alguns líderes empresariais estão impacientes com o que os governos conseguiram até agora", admitiu Kell, quando indagado sobre o texto zero da Rio+20, que será entregue na quarta-feira aos chefes de Estado.

Mais de 800 líderes de companhias multinacionais estão reunidos nesta terça-feira no Business Day, no Rio, para discutir como avançar em termos de boas práticas sociais, ambientais e de governança. Segundo Kell, o entendimento dos empresários é que sob nenhuma circunstância o mundo corporativo deve esperar os governos agirem para avançar em temas de sustentabilidade, como a inclusão do capital natural na contabilidade das empresas.

O presidente do World Business Council for Sustainable Development (WBCSD), Peter Bakker, destacou que será fundamental estreitar os diálogos entre setor público e privado no que tange aos chamados Objetivos de Desenvolvimento Sustentável (ODS), após a Rio+20.

"Vamos tentar desenvolver as metas juntos porque a implementação disso (dos ODS) em grande parte dependerá do setor privado. Então terão que ser traduzidos como objetivos para os diferentes setores (da indústria)", disse Bakker. Ele lembrou que hoje as companhias privadas respondem por mais de 50% do PIB mundial, o que elevou sua importância em relação a 20 anos atrás.

A avaliação dos empresários e do Pacto Global é que houve uma mudança de patamar em relação à Eco-92, quando boa parte das companhias não sabia do que se tratava o conceito de sustentabilidade. "Agora todos estão integrando a sustentabilidade a seus negócios. O Rio (a Rio+20) é um momento no tempo para governos tentarem chegar a diretrizes, mas nada além disso", declarou Bakker.

Apesar dos avanços, há consenso de que ainda é preciso progredir na conscientização do setor privado. Hoje o Pacto Global reúne cerca de 7 mil empresas, mas apenas 10% das multinacionais.

<http://www.panoramabrasil.com.br/ecoelce-transforma-lixo-em-creditos-na-conta-de-energia-id89518.html>

Ecoelce transforma lixo em créditos na conta de energia

Projeto cearense, que promove coleta seletiva e gera economia para os participantes, está na Mostra Sebraetec

Por Agência Sebrae, 22 Junho 2012

RIO DE JANEIRO

A Companhia de Energia do Ceará (Coelce) apresenta na Mostra Sebraetec o Ecoelce, projeto de reciclagem de resíduos sólidos que permite ao consumidor entregar certos tipos de lixo reciclável em pontos de coleta e receber um crédito, que é abatido na conta de energia elétrica. Criada em 2007, a ação abrange todo o estado do Ceará e atende a mais de 400 mil clientes cadastrados.

A Mostra Sebraetec integra a programação do Sebrae na Rio+20, Conferência das Nações Unidas sobre Desenvolvimento Sustentável, e funciona até este sábado (23), no Parque do Flamengo, ao lado do Museu de Arte Moderna (MAM), das 10h às 20h.

Segundo o professor de gestão de economia ambiental Albert Brasil Gradvoh, idealizador do projeto, só em Fortaleza (CE) são recolhidas cerca de 20 toneladas de lixo reciclável por mês por meio do Ecoelce. Ele conta que a participação na mostra tem sido muito proveitosa. “É uma oportunidade ímpar. O Sebrae é um grande parceiro, que agora nos ajuda na ampliação do projeto, quando é preciso profissionalizar as empresas que recebem os resíduos”, esclarece.

Horácio de Oliveira Melo, consultor da MM Consultoria, prestadora de serviço cadastrada no Sebraetec, explica que a meta é fechar parcerias com prefeituras para disseminar o Ecoelce em pequenas cidades. “Estamos capacitando em gestão do negócio as micro e pequenas empresas de reciclagem”.

Por seus resultados, o Ecoelce já conquistou mérito no Brasil e exterior. O prêmio mais importante foi o **World Business and Development Awards (WBDA)**, da Organização das Nações Unidas (ONU). O projeto foi reconhecido como alinhado aos princípios do **Pacto Global**, estando entre os 20 mais relevantes no mundo.

O Projeto

Após o cadastro no Ecoelce, o cliente poderá levar todos os resíduos pré-separados por tipo até o ponto de coleta de sua preferência. Utilizando uma máquina como as de cartão de crédito e um sistema on line, o material é pesado e o valor em bônus é creditado automaticamente na conta de energia do cliente.

Cada resíduo tem seu valor em quilo, unidade ou litro e caso o valor da bonificação seja superior ao total da conta, o excedente é creditado automaticamente na fatura seguinte. O Ecoelce aceita vários tipos de resíduos, como papel, papelão, garrafas PET, latas, vidro, ferros em geral, tetrapak, plásticos e óleo de cozinha.



UN Coverage

<http://www.un.org/apps/news/story.asp?NewsID=42281&Cr=Sustainable+Development&Cr1=>

Rio+20: UN Conference on Sustainable Development kicks off with call to action

UN News, 20 June 2012

More than 100 Heads of State and government today gathered in Rio de Janeiro, Brazil, for the start of the United Nations Conference on Sustainable Development (Rio+20), which seeks to shape new policies to promote global prosperity, reduce poverty and advance social equity and environmental protection.

“We are now in sight of a historic agreement,” Secretary-General Ban Ki-moon said in his address to Rio+20’s opening session this morning. “Let us not waste this opportunity. The world is watching to see if words will translate into action, as we know they must.”

After intensive and protracted informal negotiations on how to accelerate the implementation of sustainable development, 191 countries reached agreement yesterday on the Conference’s outcome document. The text will now be put forward for adoption by Heads of State at the conclusion of Rio+20 on Friday.

“I am pleased that negotiations have reached a successful conclusion and I commend the Presidency of Brazil for facilitating this resolution,” Mr. Ban said.

More than 40,000 people – including parliamentarians, mayors, UN officials, chief executive officers and civil society leaders – are attending Rio+20 from 20-22 June. The event follows on from the Earth Summit in 1992, also held in Rio de Janeiro, during which countries adopted Agenda 21 – a blueprint to rethink economic growth, advance social equity and ensure environmental protection.

“We have been given a second chance,” Mr. Ban said, adding that since the Earth Summit twenty years ago progress has been too slow, and much more needs to be done. “Rio+20 is not an end but a beginning. It is time for all of us to think globally and locally.”

Rio+20’s outcome document, entitled “The Future We Want,” calls for a wide range of actions.

These include: beginning the process to establish sustainable development goals; detailing how the green economy can be used as a tool to achieve sustainable development; strengthening the UN Environment Programme (UNEP); promoting corporate sustainability reporting measures; taking steps to go beyond gross domestic product to assess the well-being of a country; developing a strategy for sustainable development financing; and, adopting a framework for tackling sustainable consumption and production.

It also focuses on improving gender equity; recognizing the importance of voluntary commitments on sustainable development; and stressing the need to engage civil society and incorporate science into policy; among other points.

“We think the text contains a lot of action, and if this action is implemented, and if follow-up measures are taken, it will indeed make a tremendous difference in generating positive global change,” Rio+20’s Secretary-General, Sha Zukang, said after the conclusion of the outcome document negotiations on Tuesday.

In addition to the outcome document, there have been nearly 500 voluntary commitments on sustainable development activities by civil society groups, businesses, governments and universities. The UN’s Global Compact initiative, which concluded its Corporate Sustainability Forum yesterday, announced more than 200 commitments to sustainable development by businesses.

Speaking at Rio+20’s ceremonial opening, on Wednesday afternoon, Secretary-General Ban thanked Brazil for hosting the Conference, and expanded on the opportunity it presented to the world.

“We recognize that the old model for economic development and social advancement is broken,” he said. “Rio+20 has given us a unique chance to set it right, to create a new model, to set a new course that truly balances the imperatives of robust growth and economic development with the social and environmental dimensions of sustainable prosperity and human well-being.”

“But, we need to keep our eyes on the prize. We need to act with vision and commitment, commitment and vision in the largest sense,” the UN chief added. “Let us not forget the scarcest resource of all: Time. We are running out of time. We no longer have the luxury to defer difficult decisions. We have a common responsibility to act in common cause, to set aside narrow national interests in the name of the global public good and the betterment of all.”

In his remarks to the same ceremonial opening – at which Brazil’s President, Dilma Rousseff, and the Rio+20 Secretary-General, Sha Zukang, also spoke at – the President of the General Assembly, Nassir Abdulaziz Al-Nasser, said Rio+20 is the “opportunity of a generation.”

“It is our chance to transform ideas and aspirations into bold actions and everyday realities. It is the moment to take steps to shape the future for generations to come – the future we want,” Mr. Al-Nasser said.

UN News Centre

<http://www.un.org/apps/news/story.asp?NewsID=42245&Cr=Sustainable+Development&Cr1=>

Rio+20: At forum, business leaders discuss shifting to sustainable path

UN News, 15 June 2012

More than 2,000 business leaders, investors and labour activists will today gather at a United Nations forum seeking to reach consensus on sustainable policies that will protect the environment, provide safe and fair conditions for workers, and stimulate economic growth, ahead of the UN Conference on Sustainable Development (Rio+20) taking place in Rio de Janeiro, Brazil, next week.

During the Rio+20 Corporate Sustainability Forum: Innovation & Collaboration for the Future We Want, also taking place in Rio de Janeiro, business leaders will have the opportunity to discuss with government and civil society representatives ways in which to implement sustainable policies and trigger innovations, through a series of workshops and thematic sessions linked to Rio+20, such as on energy, water, agriculture and urbanization.

“It is absolutely critical that business leaders be involved in the sustainable development dialogue,” the spokesperson for the Corporate Sustainability Forum, Timothy Wall, said in an interview. **“The kind of movement that has been developing around the Rio Summit and the issues that are covered by sustainable development cannot be dealt with satisfactorily without the business community.”**

Mr. Wall emphasized that constructive dialogue on the challenges faced by the business community in making their practices more sustainable.

“Labour leaders and activists concerned about the economic arena will take part in the forum providing criticism which is good to get the ideas out on the table and so we have a multi-dimensional view of what businesses are doing, and how can their current activities can be scaled up and increase the momentum for sustainability,” he said.

The four-day forum aims to spark public-private partnerships and encourage commitments and contributions from the business community towards a sustainable future. Participants will also make recommendations to governments on how they can support the private sector in achieving corporate sustainability. “Business is not against regulations,” Mr. Wall said. “They like to know the rules of the road. Responsible corporations do not mind sanctions for damaging corporate behaviour, and they like incentives to move in a direction that will help the environment and combat poverty.”

The *Rio+20 Corporate Sustainability Forum* is organized by various organizations including the UN Global Compact, a sustainability scheme joined by more than

6,000 companies that have committed to conduct business in line with human rights, labour, environment and anti-corruption principles.

“Almost all our activities every day are economic activities – buying food, driving a car, saving for retirement, putting money in the bank – all involve the private sector,” Mr. Wall said. “If the activities that we engage in are going to be leading to the future we want and taking into account considerations for the planet and for others, we need to adjust and it is crucial that we involve private businesses.”



Sha Zukang – Rio+20 Conference is a success

UN Radio, 22 Jun 2012



Sha Zukang, Secretary-General of Rio + 20 Conference

"The Rio+20 Conference is about making and delivering commitments. The Conference is a real success," says Sha Zukang, the Conference's Secretary-General, in an exclusive interview with UN Radio.

He said more than 500 concrete commitments have been registered at the Conference, from governments, business and industry, financial and intergovernmental institutions, the UN system, civil society and others.

He explained that the Rio+20 Secretariat, together with the UN Global Compact and the Secretary-General's Sustainable Energy for All initiative, has been working to capture these commitments, which already total in the hundreds of billions of dollars.

Mr. Sha told UN Radio's Maha Fayek that he was very encouraged by the outcome of Rio+20.

Duration: 3'26"



<http://www.unmultimedia.org/radio/english/2012/06/corporate-social-forum-examines-the-business-of-sustainability/index.html>

Corporate forum examines the business of sustainability

UN Radio, 15 Jun 2012

More than 2,000 business leaders are meeting this weekend in Rio de Janeiro, Brazil, to examine the role of the private sector in creating a sustainable future.

The Corporate Sustainability Forum, which opens on Friday, is taking place on the sidelines of the Rio+20 conference on sustainable development.

The forum is an initiative of the UN Global Compact, a United Nations initiative to encourage business leaders to adopt sustainable and socially responsible policies.

Dianne Penn reports.

The Corporate Sustainability Forum brings together business leaders, academics, civic groups and government representatives for more than 100 sessions related to the Rio+20 agenda.

These include energy and climate, water and eco systems, and social development. The forum takes place just days before the start of Rio+20 which is under the theme "The Future We Want."

Forum Spokesman Tim Wall says it is "absolutely critical" that the business community is involved in the process.

"If the activities that all of us in the world engage in are going to be leading to the future we want, to consideration for the planet, to consideration for each other on a social basis, then the economic activities are going to have to be adjusted and changed and that movement is already underway in the world today. Most of that activity is the private sector."

The outcome of the four-day Corporate Sustainability Forum will be more than 150 individual commitments from companies supporting sustainable development practices.

From Rio de Janeiro, Brazil, I'm Dianne Penn.

Duration: 1'05"



<http://www.unmultimedia.org/radio/english/2012/06/business-leaders-meet-ahead-of-rio20/index.html>

Business leaders meet ahead of Rio+20

UN Radio, 15 Jun 2012

The United Nations Global Compact is holding its own conference in Rio de Janeiro, Brazil just ahead of the UN's Sustainable Development conference, known as Rio+20.

Over 1,000 business people from 130 countries are expected to attend the “The Rio+20 Corporate Sustainability Forum” from 15-18 June.

They are discussing how to align their operations and strategies with ten universally accepted Global Compact principles in the areas of human rights, labor, environment, and anti-corruption.

Dianne Penn who is in Rio caught up with Global Compact spokesman Tim Wall to discuss the conference.

Duration: 4'34"



<http://www.unmultimedia.org/radio/english/2012/06/big-gaps-between-big-business-and-sustainability-un-global-compact/index.html>

Big gaps between big business and sustainability: UN Global Compact

UN Radio, 4 Jun 2012

As sustainability commitments and policies gain ground, corporate practice still lags behind according to the United Nations Global Compact, a voluntary initiative for responsible corporate citizenship.

The public-private partnership's 2011 Implementation Survey finds large gaps when it comes to sustainability efforts made by big business.

UN Global Compact Executive Director Georg Kell says commitments need to translate into tangible action.

"There is a huge gap between policy statements on the one hand and leadership commitment and effective implementation on the ground and these gaps are quite significant in some areas."

The survey was completed anonymously by more than 1,300 companies participating in the UN's Global Compact.

Duration: 13"



<http://www.unmultimedia.org/radio/english/2012/05/transition-to-a-green-economy-could-yield-up-to-60-million-jobs-2/>

Private sector gears up for Rio+20

UN Radio, 31 May 2012

Ahead of the UN's Rio+20 conference on sustainable development, the Global Compact, a UN voluntary initiative for responsible corporate citizenship will hold its own forum.

Over 1,000 business people from 130 countries are expected to attend from 15-18 June in Rio de Janeiro, Brazil.

They will be discussing how to align their operations and strategies with ten universally accepted Global Compact principles in the areas of human rights, labor, environment, and anti-corruption.

Samuel Di Piazza, Vice Chairman at Citigroup tells Julie Walker that business is embracing sustainability as a strategic issue, not just a social good.

Duration: 4'14"

UN DEVELOPMENT PROGRAMME (Zambia)

(Also filed under BASD)

<http://bit.ly/MO5zIG>

World Business and Development Awards announce winners at Rio+20: Fighting poverty can benefit businesses

UNDP, 20 June 2012

London, Paris, New York, Rio de Janeiro, 19 June 2012—Eleven companies received today the 2012 World Business and Development Awards (WBDA) for their efforts to improve living standards in some of the world's most disadvantaged communities. Winners were recognized at a ceremony concluding the Business Action for Sustainable Development Business Day taking place during the UN Conference on Sustainable Development (Rio+20), where world leaders along with thousands of participants from governments, the private sector, NGOs and other groups, have convened.

The Awards recognize innovative business models that deliver both commercial success and help improve social, economic or environmental conditions—otherwise known as inclusive business models—with winning companies engaged in diverse initiatives such as providing affordable clean energy to low-income communities in Kenya and boosting reforestation in India to providing micro-credit in Brazil.

A panel composed of nine independent judges selected the winning initiatives, under the categories of small- and medium-sized enterprise and large organizations. The 2012 Awards attracted 115 applications from 38 countries showcasing a variety of inclusive business endeavours undertaken by associations, non-governmental organizations and individual companies.

Celebrating a decade of biennial award giving, the World Business and Development Awards 2012 are organized by the International Business Leaders Forum (IBLF), the International Chamber of Commerce (ICC) and the United Nations Development Programme (UNDP) in partnership with the Netherlands Ministry for Foreign Affairs, the Swedish International Development Cooperation Agency, **the UN Global Compact** and sponsored by Cemex.

The Awards demonstrate how companies can, through their core business activities, help achieve the Millennium Development Goals (MDGs)—eight internationally agreed targets to reduce poverty and environmental degradation and improve education, health conditions and gender equality by 2015.

“When businesses apply the full force of their core business activities to development challenges and measure their success both by profit and social outcomes, there is no limit to what can be accomplished. The World Business and Development Award winners showcase what businesses of all sizes and in all regions can do to accelerate progress towards achieving the Millennium Development Goals,” said Clare Melford, CEO, International Business Leaders Forum.

“Past Award winners have shown how companies can help boost sustainable growth

and development. They can be a tremendous source of innovative and sustainable solutions which help transform people's lives for the better," said Helen Clark, UNDP Administrator.

The 2012 Awards have been awarded explicitly to companies delivering inclusive business models: sustainable, commercially-viable business initiatives that expand access for low-income people to goods and services, or improve their livelihoods by engagement in the business process as direct employees, suppliers or distributors, while also generating sales and profit growth.

"As progress towards the Millennium Development Goals comes under threat in the current economic climate, the Awards highlight the critical role of the private sector in stimulating sustainable economic growth and development," said Jean-Guy Carrier, Secretary General, International Chamber of Commerce.

The 11 winners of the 2012 World Business and Development Awards are:

Small- and medium-sized enterprise 2012 category:

Bright Generation Community Foundation: Ghana Bamboo Bikes Initiative, Ghana
Dream Light Solid Waste Cleaning and Recycling, Ethiopia
Eight19: IndiGo, United Kingdom
Sproxil®, Mobile Product Authentication™, United States
ToughStuff, Kenya

Large organization 2012 category:

Blue Skies: Joint Effort Enterprise, United Kingdom
Grundfos LIFELINK™, Denmark
ITC: Social and Farm Forestry Programmes, India
Nestlé: The Nescafe Plan: Nestlé's Visionary Coffee Development, China
Unilever, United Kingdom

Winner of the special Brazil-based company category in honour of the Rio+20 host country:

Itaú Unibanco S.A, Itaú Microcredit, Brazil

UN DEVELOPMENT PROGRAMME

<http://on.undp.org/QmAUTD>

Building tomorrow's markets: Governments and businesses join UNDP to boost sustainable agriculture

UNDP, 18 June 2012

Rio de Janeiro/New York– The United Nations Development Programme (UNDP) presented today an initiative to boost sustainable agriculture in developing countries through partnerships between governments, businesses and smallholder farmers to coordinate the production and export of key commodities like coffee, grains and cocoa.

UNDP's 'Building Tomorrow's Markets' initiative is an alliance with donor and producer governments including Denmark, Costa Rica, Ghana, Indonesia and companies like Kraft, Johnson & Johnson and IKEA. It aims to assist governments in establishing commodity platforms where public and private sector partners convene to help scale up sustainable production, also improving policy reform and planning, increasing access to finance and providing training—particularly to low-income producers, many of them women.

“Adopting and promoting sustainable production practices requires concerted effort, something which in practice is too often missing or insufficient. Making this shift at the scale required demands forward-looking leadership in the public and private sectors alike,” said UNDP Administrator Helen Clark, presenting the initiative at the Rio+20 Corporate Sustainability Forum, which gathered thousands of representatives from hundreds of governments, private sector and NGOs to strengthen businesses’ contribution to sustainable development in Rio de Janeiro, Brazil, from 15-18 June.

“Concerted action and collaboration between the public and private sector to scale up sustainable production of agricultural commodities can pave the way for smallholder farmers’ right to a better life,” said Christian Friis Bach, Danish Minister for Development Cooperation, also expressing support for the initiative and the Government of Denmark’s intentions to initially support the development of a new national platform for sustainable coffee production in Ethiopia.

As the main driver of growth and the largest employer in many developing countries, agriculture represents an opportunity to reach the poor population. More than two-thirds of people living on less than \$1 a day work in agriculture—with women being a significant proportion.

In Indonesia, a national palm oil platform will be launched next month to boost smallholder palm oil producers’ livelihoods and reduce deforestation by engaging major producing groups and large buying companies, including IKEA, Kraft and Johnson & Johnson, in a new UNDP-Government of Indonesia partnership.

In Ghana, where 1.4 million people’s livelihoods depend on cocoa production, UNDP is partnering with the Government, Kraft Foods and other actors such as the World

Cocoa Foundation to establish the public-private commodity platform by the end of 2012.

“We need to make cocoa production more sustainable and inclusive if we want to ensure stable supplies in the longer term, said Fabio Acerbi, Corporate Affairs Director at Kraft. “This makes sense both from a development as well as a business standpoint and it can only be achieved if we make cocoa farming more attractive for the next generation, and work closely with cocoa communities, in partnership with governments, the private and nonprofit sectors.”

In Costa Rica, the Government and UNDP recently established a National Pineapple Platform which has brought together local producers, domestic and international buyers, NGOs, and other stakeholders to scale up the sustainable production of pineapple, one of the country’s most profitable crops. As a result, regulations are being updated and national and multinational companies have stepped up efforts to support farmers’ shift to sustainable practices, helping share best practices and encouraging research.

The event ended with a call for governments, business and other partners to join the initiative and help build the sustainable and inclusive markets of tomorrow.

<http://www.unep.org/NEWSCENTRE/Default.aspx?DocumentID=2688&ArticleID=9183>

UN and Insurers Launch Global Insurance Principles to Propel Sustainable Development Tue, Jun 19, 2012

Landmark principles create United Nations-backed global insurance industry initiative to support the development of a green economy and resilient communities

Rio de Janeiro, 19 June 2012 - Close to 30 leading companies from the insurance industry, worth over USD 5 trillion in total assets and representing over 10 per cent of world premium volume, together with insurance associations from different regions around the world, have joined a UN-backed process to promote a set of *Principles for Sustainable Insurance* that aim to green the sector and provide insurance tools for risk management in support of environmental, social and economic sustainability.

The Principles provide a holistic approach to managing a wide range of global and emerging risks in the insurance business, from climate change and natural disasters to water scarcity, food insecurity and pandemics.

They represent the first-ever global sustainability framework tailored for the insurance industry that takes into account the fundamental economic value of natural capital, social capital and good governance.

The Principles also aim to position the insurance industry as a lever for a green economy and sustainable development.

Signatory companies will publicly disclose their progress in implementing the *Principles for Sustainable Insurance* on an annual basis.

The Principles are a result of a six-year global development process carried out by the UN Environment Programme's Finance Initiative (UNEP FI), a strategic initiative involving the UN Environment Programme (UNEP) and financial institutions worldwide. In 2006, UNEP FI created a working group of leading insurers to study the impacts of a wide range of environmental, social and governance issues on the insurance business and sustainable development. This group was initially co-chaired by AXA and Insurance Australia Group and is currently chaired by Munich Re.

UN Secretary-General, Ban Ki-moon, and UNEP Executive Director, Achim Steiner, lauded *the Principles* as a historic initiative and a major contribution to the aims of the Rio+20 Conference, which seeks to advance good governance and environmental, social and economic development. The Green Economy in the context of poverty alleviation and sustainable development is a major Rio+20 theme.

Ban Ki-moon, said: "For years, insurers have been at the forefront of the corporate world in alerting society to the risks of climate change and, more recently, threats such as the loss of biological diversity and the growing pressures on forests, freshwater and other essential ecosystems. Insurers are also increasingly recognizing the need to develop products and services that address the needs of a rapidly changing

world, including inclusive insurance that caters to low-income communities, people with HIV/AIDS or disabilities, and ageing populations.

"The Principles for Sustainable Insurance provide a global roadmap to develop and expand the innovative risk management and insurance solutions that we need to promote renewable energy, clean water, food security, sustainable cities and disaster-resilient communities. The United Nations looks forward to working with all sectors of society towards the global embrace of this important new initiative as we shape the future we want," the UN chief stressed.

The Principles were unveiled by the UN and insurance leaders at a major global event attended by hundreds of CEOs and senior executives. The event was co-hosted by the International Insurance Society and the Brazilian Insurance Confederation (CNseg).

Achim Steiner, said: "Over the past six years, the UN Environment Programme's Finance Initiative has been exploring the possibility of establishing sustainability principles for the global insurance industry that can catalyse and amplify transformational change. Principles that tailor to the needs and aspirations of the insurance industry and the clients and citizens it serves.

"Seven billion people, rising to over nine billion by 2050, are not going to stand still and wait for the future they want. We need to green our economies, build resilient communities, deliver wider ranging social outcomes, and better conserve our forests, freshwaters and other critical ecosystems.

"The Principles for Sustainable Insurance are a foundation upon which the insurance industry and society as a whole can build a stronger relationship - one that puts sustainability at the heart of risk management in pursuit of a more forward-looking and better managed world," Steiner concluded.

The launch of *the Principles* marks the start of a United Nations-backed insurance industry initiative that would promote the adoption and implementation of *the Principles* globally.

Nikolaus von Bomhard, CEO of Munich Re, which currently chairs the UNEP FI group of insurers that led the multi-stakeholder development of *the Principles*, explained: "The insurance industry plays a vital role in developing our economy and society. By managing and carrying risks, our industry protects the welfare of society and fosters innovation. Our industry gives it clients the promise that we will always fulfil both our short-term and long-term obligations assumed under insurance contracts. Therefore, our industry has a duty to act in a responsible and forward-looking manner. The Principles for Sustainable Insurance will contribute significantly to the sustainability of the insurance industry and society as a whole.

"It is now time to turn the Principles into practice. I invite my peers in the global insurance industry to support this landmark initiative and bring the Principles to life through their commitment," he added.

The Principles emerged out of a pioneering global, inclusive and consultative process, involving over 500 senior representatives from the insurance industry, governments, regulators, intergovernmental and non-governmental organisations, industry associations, academia and the scientific community.

With the world's leading insurers backing the *Principles for Sustainable Insurance*, it is expected that *the Principles* will be quickly and widely adopted by the global insurance industry.

***The Principles for Sustainable Insurance* build on the Principles for Responsible Investment (PRI), which were conceptualised and delivered by UNEP FI and the UN Global Compact for the investment industry, and launched in 2006 by the UN Secretary-General together with some of the world's largest institutional investors.**

To date, over 1000 investors from 50 countries, representing over USD 30 trillion in assets under management, have adopted the PRI and are building sustainable capital markets and a green economy by implementing the PRI across all asset classes and geographies.

Messages from CEOs of founding signatory companies and founding supporting institutions of the UNEP FI Principles for Sustainable Insurance
Founding signatory companies (country of domicile):

1. Achmea (Netherlands)

Willem van Duin, Chairman of the Executive Board of Achmea, said: "Being a cooperative insurance company, Achmea sees it as her natural duty to sign the principles. The PSI will strengthen the base under our daily business and our efforts to provide citizens worldwide with the best possible insurance solutions. Achmea is pleased to see that the PSI put extra stress on raising awareness for social issues in our branch. We feel that we came a long way, since a group of farmers established our company over 200 years ago. However we also acknowledge that knowing your customers and working together with them is the key to a solid financial future; for ourselves as a company, but mainly for those who need insurance."

2. AEGON (Netherlands)

Alex Wynaendts, CEO and Chairman of the Executive Board of AEGON NV, said: "We're proud to be one of the founding members of the Principles for Sustainable Insurance. The global insurance industry already plays a vital role in helping tackle social and environmental problems. These principles, once again, highlight our industry's determination to help meet the challenges of global aging, climate change, population growth and increasing urbanization."

3. Aviva (United Kingdom)

John McFarlane, Executive Deputy Chairman of Aviva plc, said: "As a founding signatory of UNEP FI in 1995, through to our founding membership of LEAD Global Compact in 2011, Aviva has demonstrated that we actively recognise our responsibility to help tackle the environmental, social and governance challenges facing our business and society today. Every industry should champion sustainability and especially ours which for hundreds of years has been protecting the things that matter most to people. We are proud to be a founding signatory of the Principles for Sustainable Insurance and would ask every insurer to sign up."

4. AXA (France)

Henri de Castries, Chairman and CEO of AXA, said: "As an insurer, our business is to protect people over the long term; we therefore have a responsibility to leverage

our skills to help build a stronger and safer society. I am very proud the AXA Group is signing the Principles for Sustainable Insurance. I believe that by integrating, with the other signatories, environmental, social, and governance (ESG) issues into decision-making across the insurance value chain, we will contribute to a more sustainable insurance industry. This is another step for us in our engagement towards corporate responsibility, but also a call for action for the coming years. I am convinced that, with these Principles, we will better serve our clients and society as a whole."

5. Bradesco Seguros (Brazil)

Marco Antonio Rossi, President of Grupo Bradesco Seguros, said: "It is an honor for the Grupo Bradesco Seguros - as part of the Bradesco conglomerate - to join UNEP FI and support the launch of Principles for Sustainable Insurance - especially at this moment when Brazil is hosting a major event like Rio+20. We constantly strive to raise awareness of environmental, social and governance issues within the insurance industry, while working toward designing sustainable solutions capable of reducing risks."

6. Delta Lloyd (Netherlands)

Niek Hoek, CEO of Delta Lloyd, said: "The activities of Delta Lloyd have a direct bearing on our customers' daily lives. We therefore aim to develop and offer products and services that testify to our involvement and integrity, striking the right balance between entrepreneurial spirit and social responsibility. We see commercial success and sustainability as inextricably linked. For us, sustainability boils down to contributing to sustainable value creation for all our relevant stakeholders. We therefore fully support the Principles for Sustainable Insurance and feel proud to be one of the founding partners in the Dutch market."

7. ING (Netherlands)

Jan Hommen, Chairman of the Executive Board of ING Group NV, said: "Over the past years ING has been working on integrating sustainability in our overall corporate strategy and business activities. We consider it our most important challenge to better demonstrate that we provide real value that benefits our customers and society. Being a member of UNEP FI and a partner for PSI is very meaningful to our organisation. We are determined to help create a more sustainable future."

8. Insurance Australia Group (Australia)

Michael Wilkins, CEO and Managing Director of Insurance Australia Group, said: "IAG is delighted to be a founding signatory of the Principles for Sustainable Insurance. The insurance industry plays an important role in the economy and it is critical that we take account of the changing and complex risks that we and our communities face. Through education, sharing insights, working with government, regulators and through community partnerships, we will continue to focus on the proactive management of risk. At IAG risk matters; it doesn't just matter to our business, it matters to our economy, to our communities and it matters to our way of life. That's why it is at the heart of why we exist and is core to our purpose."

9. Interamerican Hellenic Insurance Group (Greece)

George Kotsalos, CEO of the Interamerican Hellenic Insurance Group, said: "The promise of insurance towards a safely growing, sustainable local and global society becomes even more vital in our times. UNEP FI's Principles for Sustainable Insurance do provide an excellent framework of forward looking, material, challenging but

absolutely necessary actions the insurance industry should integrate in its daily quest, so to remain a reliable pillar of support for a much needed and robust, environmental, social and economic growth. Interamerican Hellenic Insurance Group will continue to strive towards meeting these challenges."

10. Itaú Seguros (Brazil)

Marcos Lisboa, CEO of Itaú Seguros, said: "Over the last few years, Itaú Seguros has been progressively incorporating ESG issues into its products, services, and clients relations. We believe that joining the PSI contributes to this process by strengthening the ESG discussion within the insurance market. In addition, we welcome the opportunity of exchanging experiences with other members of the PSI Global Team and the entire network of UNEP FI, which we perceive as a very relevant forum for developing new partnerships towards sustainable finance."

11. La Banque Postale (France)

Danielle Wajsbrot, Head of Insurance and Member of the Executive Board of La Banque Postale, said: "In the field of insurance, as in every other, La Banque Postale remains faithful to its core values: Accessibility, simplicity, transparency, usefulness, sustainability and solidarity. Dedicated to turning those words into real action, we constantly seek to emphasise the social function of our business. Given its 'restorative' power, insurance is indeed essential to our clients' protection, especially for the most vulnerable ones. Signing the PSI, which fully transcribe our vision for the Insurance industry and provide us with a challenging framework for collaborative work and collective progress, definitely gives our commitment new perspective and dynamics."

12. MAPFRE (Spain)

Antonio Huertas Mejías, Chairman and CEO of MAPFRE, said: "The UNEP FI Principles for Sustainable Insurance are the expression of some of the most outstanding qualities of enduring companies, along with the virtues proper to the insurance industry. On the one hand, these 'Principles' support the company's ability to create around a sustainable market for their products and services together with the most loyal and productive collaboration with its stakeholders, while on the other hand they align with the best policy of risk management and adaptation to change. Therefore, MAPFRE, consistent with the values that characterize it as a company, decided to promote and support this initiative."

13. Mitsui Sumitomo Insurance (Japan)

Yasuyoshi Karasawa, President and CEO of Mitsui Sumitomo Insurance, said: "Congratulations on the adoption of the Principles for Sustainable Insurance. I extend my appreciation and respect to those who worked so hard on creating these Principles. Mitsui Sumitomo Insurance is dedicated to helping develop a vibrant society. Our goal is to secure a sound future for the planet through safety and security as a signatory to these principles. Japan's non-life insurance industry is dealing with ESG issues toward the formation of a sustainable society. In this, Mitsui Sumitomo Insurance will take a central role as one of the leading non-life insurance companies in Japan."

14. Mongeral AEGON (Brazil)

Helder Molina, CEO of Mongeral AEGON, said: "Sustainability is being handled with determination inside Mongeral AEGON. Through this commitment, we have built a history of tradition, always basing our actions on our corporate values of transparency, excellence, investment in our employees, innovation and social responsibility. To become signatories of the Principles for Sustainable Insurance

reaffirms that sustainability is incorporated to our strategy, and it could not be different in a company providing services for the financial security and the well-being of people in the future."

15. Munich Re (Germany)

Dr. Nikolaus von Bomhard, Chairman of the Board of Management of Munich Re, said: "Munich Re has adopted an active role in developing the PSI. Our success factors include not only efficient risk and capital management but also forward thinking and action. This is how we create lasting value. Putting quality before quantity enables us to achieve long-term profitable growth. We will use the Principles as a blueprint to further integrate environmental, social and governance factors into our core business. In doing so, we enhance our risk management. The Principles will complement the commitments we have already signed, first and foremost the UN Global Compact and the Principles for Responsible Investment."

16. RSA Insurance Group (United Kingdom)

Simon Lee, Group CEO of RSA Insurance Group, said: "RSA is pleased to become a founding signatory of the Principles for Sustainable Insurance. As a leading global insurer, we are committed to managing our business in a responsible and ethical manner. By doing so, we can identify and serve new markets for our products, reduce operating costs by driving environmental improvements, enhance our reputation and attract the best individuals to work for us. The Principles will act as an important framework to highlight the vital role insurance can play in enhancing the environment and society."

17. Sanlam (South Africa)

Dr. Johan van Zyl, CEO of Sanlam, said: "Sustainability is an overriding objective of Sanlam's activities. We are a long-term business that is dependent on building and maintaining long-term relationships based on trust. We believe focusing on long-term competitiveness rather than short-term profit ensures that we do not borrow from the future. For this reason, our decisions are made to safeguard the sustainability of our business. Sanlam's support of the UNEP FI Principles for Sustainable Insurance as founding signatory is a natural consequence of our business philosophy. We look forward to working with others to stem and revert the collective undermining of our long-term capacity to create value. As an industry, we could play a bigger role in driving sustainability more broadly. The global adoption of the PSI is a step in this direction, to our collective benefit."

18. Santam (South Africa)

Ian Kirk, CEO of Santam, said: "Santam's brand position of 'Insurance, good and proper' entrenches the concept that our value proposition extends beyond premium rates. As a founding signatory of the UNEP FI Principles of Sustainable Insurance, our values are complimented. We recognize that insurance plays an active role in promoting pragmatic and collaborative systemic risk management in society and the economy. As industry leader we understand that systemic events can have a significant impact on our operations. The UNEP FI principles give us a good foundation to spread this message. We look forward to ground-breaking work and insights as we move forward on the sustainable insurance journey."

19. SCOR (France)

Denis Kessler, Chairman and CEO of SCOR SE, said: "The present time is marked by a rapidly changing risk landscape. In a more complex and interconnected world, the

insurance industry promotes risk culture and provides Society with the risk sharing mechanisms essential to growth and resilience. To achieve this, a sound dialogue must be maintained between the various key stakeholders. The Principles for Sustainable Insurance is an opportunity to expand this dialogue and to further understand and manage the risks associated with environmental, social and governance trends, through knowledge accumulation and a forward-looking mindset."

20. Sompo Japan Insurance (Japan)

Kengo Sakurada, President and CEO of Sompo Japan Insurance Inc., said: "I would like to celebrate the successful launch of the Principles for Sustainable Insurance in Rio+20. Sompo Japan integrates broad ESG considerations into our core business operations, including tackling environmental challenges such as climate change and biodiversity loss, respect for human dignity and diversity, and proactive community involvement. Drawing on core strengths in the insurance business cultivated over our 120-year history, we will continue our challenge to create new value and contribute toward realization of an inclusive, resilient and sustainable society."

21. Sovereign (New Zealand)

Charles Anderson, CEO of Sovereign, said: "Sovereign routinely protects people's lives with policies that will remain in-force for 50+ years and a long term view is critical if we are to deliver on the promise we make to our policyholders. By adopting the Principles of Sustainable Insurance, we aim to embed sustainability throughout our business - from core operations to engagement with civil society. We believe that the Principles for Sustainable Insurance establishes a framework for establishing a global insurance industry that will be stronger, healthier, better adapted to the needs of society and the environment, and which will make a more positive difference to people's lives."

22. Storebrand (Norway)

Odd Arild Grefstad, CEO of Storebrand ASA, said: "Storebrand will implement the PSI in all core activities. Developing innovative sustainable pension and insurance solutions is a central task now and in the future. The ambition is to be the leading sustainable insurance company in the Nordic region, and hopefully it can inspire other insurance companies in the region."

23. SulAmérica (Brazil)

Thomaz Cabral de Menezes, CEO of SulAmérica, said: "By becoming one of PSI founding signatory companies, SulAmérica reinforces its commitment to sustainable development. This important initiative will help the insurance market to become an influencer for change within its clients, employees and business partners to build an economically viable, socially fair and environmentally correct society for the future."

24. Swiss Re (Switzerland)

Michel Liès, Group CEO of Swiss Re Ltd., said: "The Principles for Sustainable Insurance create a global framework to manage environmental, social and governance challenges. I am proud that the insurance industry has now formally agreed to take the necessary steps towards this important common goal of making societies more resilient, innovative and inclusive in the interest of all."

25. The Co-operators Group (Canada)

Kathy Bardswick, President and CEO of The Co-operators Group Ltd., said: "The insurance industry's role in overcoming global economic, social and environmental challenges will be crucial to our ability to shape the future we want for coming

generations. To be successful, insurers must embed sustainability into all aspects of risk management and, working in collaboration with all stakeholders, transform the Principles into practice. They are a foundation upon which we can build our capacity to support and advance sustainable development around the world. This is our generation's opportunity. Let us make the most of it."

26. Tokio Marine and Nichido Fire Insurance (Japan)

Shuzo Sumi, CEO of Tokio Marine and Nichido Fire Insurance Co., Ltd., said: "There are many social issues, such as natural disaster risks, aging populations and poverty, which also need to be worked on. It is evident that consumers and investors are increasingly paying attention to 'E, S, and G' elements. It will be very important for our insurance business to be sensitive to these changes and to align our business model to better respond to emerging 'ESG' issues. We will participate in the UNEP FI PSI initiative to find solutions for the relevant social issues we face, as we work toward the realization of a sustainable society."

27. Zwitserleven (Netherlands)

Maarten Edixhoven, CEO of Zwitserleven, said: "En route to a responsible Zwitserleven with a feel for people and the environment. For now and later. Zwitserleven thinks ahead and therefore signs these Principles with conviction."

Founding supporting institutions (country of domicile):

1. Brazilian Insurance Confederation (Brazil)

Jorge Hilário Gouvêa Vieira, President of the Brazilian Insurance Confederation (CNseg), said: "CNseg is proud to be a PSI supporting institution. We recognize the leading role of Brazil in the world's sustainability affairs, especially in the environmental and social dimensions, and we are committed to use our direct access to the Brazilian insurance market to highlight the importance of adopting sustainability as a permanent posture in business, and to stimulate the observance of the PSI to improve the quality of life in our society."

2. Insurance Association of the Caribbean (Barbados)

Douglas Camacho, President of the Insurance Association of the Caribbean, said: "For the small island developing states of the Caribbean, a region known for its vulnerability and constant threat from natural disasters, the launch of the PSI bears great importance to its citizens and to the Caribbean insurance industry. Our association is pleased to be a part of this initiative and were proud to be the champions to help introduce this initiative to our members and colleagues. The IAC is committed to developing, incorporating and promoting sustainable programmes to help our region prepare for and cope with the impact of climate change and looks forward to playing an active part in making the initiative a success."

3. Insurance Council of Australia (Australia)

Robert Whelan, Executive Director and CEO of the Insurance Council of Australia, said: "After a year in which the world has experienced an unprecedented number of natural disasters and where ever increasing numbers of communities are exposed to these unpredictable and devastating events the importance of a sustainable insurance industry has never been more relevant. So it is for these reasons that the Insurance Council of Australia is in full support of the Principles for Sustainable Insurance as the foundation towards a more engaged and socially relevant insurance industry."

4. Insurance Council of New Zealand (New Zealand)

Chris Ryan, Chief Executive of the Insurance Council of New Zealand, said: "Sustainable insurance is common sense once you consider it. The insurance industry is in the front line of calculating risk and accepting responsibility for it on a commercial basis. Sustainable insurance means sustainable communities that thrive and prosper. We can globally enhance lives beyond insured people with this UN initiative. It is commercial common sense."

5. International Cooperative and Mutual Insurance Federation (United Kingdom)

Shaun Tarbuck, Chief Executive of the International Cooperative and Mutual Insurance Federation, said: "The members of the International Cooperative and Mutual Insurance Federation are hallmarked by values that reflect sustainability objectives: protection of individuals, support of communities in which they live, and development of an environment in which they can thrive. Sustainability is truly in the DNA of cooperative/mutual insurers, with many already demonstrating leadership in addressing the challenges associated with emerging climate and socio-economic change. Becoming a founding supporting institution of the Principles for Sustainable Insurance is a crucial sign of ICMIF's commitment to encouraging our members to fully embrace the Principles and help move our industry towards a more sustainable future."

6. International Insurance Society (United States)

Michael J. Morrissey, President and CEO of the International Insurance Society, said: "As the leading forum for cross border exchange of ideas and strategies in the global insurance industry, with our members in over 90 countries sharing the goal of sustainable development, the IIS is proud to work with the UNEP Finance Initiative as a founding supporting institution of the Principles of Sustainable Insurance. With member insurers large and small, from developed and emerging markets, the IIS looks forward to actively working to advance the global initiative of promoting sustainable insurance."

7. South African Insurance Association (South Africa)

Barry Scott, CEO of the South African Insurance Association, said: "The Principles for Sustainable Insurance make good business sense for our members and our Association. The application of the Principles within the South African Insurance Association (SAIA) has added value across all our efforts from planning to implementation as well as the manner in which we engage with our value chain. Essentially the Principles for Sustainable Insurance have become a way of 'doing' at SAIA."

<http://www.unep.org/newscentre/Default.aspx?DocumentID=2688&ArticleID=9173&l=en>

Going Green: Pioneering Private Sector Already Embracing Sustainable Future Sat, Jun 16, 2012

Rio+20 Opportunity to Deliver Transformational Policies to Fast Track Sustainability Across Corporate Sector

Rio de Janeiro, 16 June 2012 - Businesses making the transition towards the green economy are already reaping rewards worth hundreds of millions of dollars in savings and high return on investment, while benefiting consumers, communities and the environment, says a new report entitled *The Business Case for the Green Economy: Sustainable Return on Investment*.

The report, produced by the UN Environment Programme (UNEP) in partnership with SustainAbility and GlobeScan, uses compelling economic and scientific data and a wide-ranging collection of real-life case studies to demonstrate the advantages of the green economy in action.

- **Unilever's** Sustainable Living Plan, which aims to integrate sustainability into business models, has led to savings of over US \$10 million dollars annually. At the same time, their "one rinse" washing formulas, which save an average of 30 litres per wash, are now used across 12.5 million households worldwide - a 60 per cent increase over 2010.
- **Siemens** produces half of the installed capacity of offshore wind turbines worldwide (2,000MW), saving about 4 million tonnes of CO₂ annually. It has recently announced investment of €150 million to offshore wind R&D and the expansion of its wind business.
- **Grupo Bimbo** in Mexico saved approximately US \$700,000 and 338,400 m³ of water in 3 years through its water reduction programme.
- **AVIVA**, who launched its insurance product for Low-Carbon and Environmental Goods and Services in 2011, expects the sector to grow by an estimated UK £45 billion by 2015, supported by government decisions and financial incentives.
- **PUMA** conducted the first Environmental Profit and Loss Account in 2010, in collaboration with Pricewaterhousecooper and Trucost. The value of environmental impact was calculated at €145 million (seen as negative financial impact). Using the tool allows PUMA to reduce future financial loss while strengthening its operating margin by taking into account emerging risks. The company committed itself to having 50 per cent of its products made from sustainable materials by 2015.
- In Egypt, **SEKEM Group's** compost project helped save more than 300,000 tonnes of CO₂ equivalent s between 2007 and 2011 and increased sales from EGP 788,400 to over EGP 10.5 million in 2010.
- **General Motors** saved more than US \$30 million in 6 years through their resource productivity programme, they also reduced waste volume by 40 per cent.

- In China, the **Zhangzidao Fishery Group** saw revenues grow by 40 per cent annually between 2005 and 2010 (compared to the industry's 13 per cent average) through offering an alternative to monoculture methods. The integrated Multi-Tropic Aquaculture approach employed by the company provided for a more balanced ecosystem, taking into account local conditions and environmental quality.
- **The Colombian Coffee Growers Federation** ensures a sustainable income for more than 27,000 coffee growers with its Rainforest Alliance certified coffee, as part of the Nespresso AAA Sustainable Quality™ program
- **Markets for biodiversity offsets** are predicted to grow to US \$10 billion by 2020.
- In the **offshore wind sector** alone, employment in Europe is projected to grow to 150,000 by 2020 and to over 200,000 by 2030, while global revenues for companies involved in the **renewable energy markets** are projected to rise to more than US \$300 billion annually by 2020.

According to experts, companies investing in sustainable innovation to increase resource efficiency and responsible operations ahead of formal regulatory frameworks are achieving competitive advantage by positioning themselves to capture the mainstream markets of the next decade.

UN Under-Secretary General and UNEP Executive Director, Achim Steiner, said, "Many businesses are already seizing the opportunities represented by a transition to an inclusive Green economy where resource efficiency and a low carbon pathway are the norm not the exception. Indeed pioneering companies are already reaping the rewards and positioning themselves for sustained success that benefits their customers and communities."

"The challenge and the opportunity of Rio+20 are the putting in place of the practical and political landscapes that will accelerate and scale-up positive private sector engagement in a defining and decisive outcome that sets in train actions that deliver social, environmental and economic outcomes," he added.

Analysis shows that from utility companies in emerging markets to consumer goods companies in developed markets, sustainable goods and services are moving from niche to the mainstream.

Paul Polman, Unilever's Chief Executive Officer, said, "At Unilever we see no conflict between sustainability and economic growth. We have to have both, and increasingly we see that one is not possible without the other. This new report from UNEP confirms this, with cases drawn not just from our own business but many others in a variety of sectors, exploring the ways in which sustainability reduces risk, generates cost savings, and creates opportunities for growth, providing the foundation for a new business model for the 21st century."

Leveraging Benefits

Research shows that the provision of sustainable products and services bolsters sales growth, market share, brand value and reputation, while increasing customer loyalty. Jeff Erikson, Senior Vice President at SustainAbility and a contributor to the report, said, "In the 25 years we have worked on corporate sustainability, we have witnessed time and again the multiple ways that sustainability delivers business value to companies that adopt it as a strategic principle."

He added, "The companies currently leading the transition to the Green Economy realize it's not about bravery - it's about the bottom line."

There is strong evidence that in recent years demand for sustainable products has been resilient, with many customers willing to pay a premium for sustainability credentials. A National Geographic/Globe Scan survey in 2010 found that consumers in Brazil, India and China scored the highest in terms of environmentally sustainable consumer behavior.

Other survey results show that in future business-to-business and business-to-consumer transactions, customers will expect all products to be environmentally and socially responsible.

The new lifestyle markets, markets for sustainable cities, the service markets, the organics and certified markets are all examples of opportunities to be cultivated and seized.

Financial institutions play a dual role in the transition towards a green economy through both investing in sustainable projects and integrating environmental, social and governance indicators (ESG) into the decision making criteria of their everyday operation - from lending to investment and insurance.

ESG performance is increasingly seen as a proxy for management quality; hence the growing interest on the part of businesses in sustainability rating schemes.

Experts estimate that the annual financing required to create the green economy is in the range of US \$1-2.5 trillion. The investment represents an opportunity for the private sector to provide the infrastructure, equipment, goods and services that will drive the transition.

Business alone, however, cannot deliver the speed and scale of change required. Collaboration with regulators, customers and the financial community is essential.

Public policies linked to clear principles of sustained economic success are necessary to support this transition.

Preferable Taxation and Reduced Capital Cost

Improving tax regimes to award sustainable innovation is seen as an important incentive.

Locations with higher environmental standards and tax subsidies are more attractive to investors.

In Guatemala, tax breaks are provided on equipment for projects designed to support the goal of generating 60 per cent of electricity from hydro and geothermal sources by 2022.

The OECD has confirmed a growing movement towards environmental tax breaks and tradable permits in OECD economies over the last decade. The value of green taxes to boost innovation is evident through increased investment in research and development and registration of patents on new, cleaner technologies.

Other examples of national and city-level tax incentives for cleaner energy include:

- Brazil, Belo Horizonte: Tax credits for residential solar power.
- China: Subsidies on green cars and financing for the construction of infrastructure for charging electric cars across five cities.
- India: Carbon tax on local production.
- Zambia: Tax reductions in mining areas to stimulate investment in renewables.
- Argentina, Bolivia, Colombia, Spain, Belgium, France, UK, Greece, Ireland, USA, South Africa, Sweden, Slovenia, Lithuania, Italy: Fuel tax exemption in favour of biofuels.

Risk Profile and New Opportunities

According to the report, businesses that have effective environmental and social risk management systems in place are in a position to secure a better risk profile, thus enabling them to obtain capital at lower cost.

It indicates that climate change, for example, is opening up new opportunities for sustainable products and services in the finance sector.

For instance, there is a pressing need to increase the availability of capital to further develop insurance schemes against environmental risk.

Equity Bank of Kenya made profits of over Ksh12.8 billion in 2011 by providing loans at competitive interest rates to farmers who introduce environmental practices such as drip irrigation and water efficiency projects.

In addition to that, the bank's customer base reached Ksh7.15 million in the same year, making it the largest bank by consumer base in sub-Saharan Africa.

Overcoming Challenges

A survey of sustainability experts and practitioners - conducted by UNEP, GlobeScan and SustinAbility in 2011 - examined the reasons why more businesses are not joining the race towards a green economy transition.

Results of the survey indicate that the majority of stakeholders perceived a disconnect between the stated political goals of sustainability and actual policies on the ground.

- An overwhelming 88 per cent of respondents cited the long-standing problem of financial short-termism as the most important barrier for developing sustainability-focused business models; with some investors exploiting the rise in demand - driven by resource scarcity - to push prices up.
- 65 per cent of respondents cited inefficient regulatory regimes as key barrier; referring to regulations that inhibit change, combined with lack of regulation that encourages more sustainable practices.
- Similarly, 65 per cent of those surveyed indicated that the low level of awareness of the sustainability imperative among business leaders was a significant barrier.

If more business leaders and executives developed better understanding of the risks and opportunities that issues such as human rights, climate change, and water scarcity represented to their business, the pace of the transition would significantly increase.

- The lack of formal international standards represented another barrier.

International guidelines and standards such as the Global Reporting Initiative (GRI) and the ISO 26000 Social Responsibility Standards are being widely adopted by major corporations around the world, albeit on voluntary basis.

These leading businesses are now calling for mandatory social and environmental reporting to drive up performance and create fair market advantage.

The Way Forward: An Action Plan for Business

Experts recommend businesses to adopt a set of transformative actions to help drive the transition to the green economy by:

- Driving policy change in support of responsible business investment.
- Encouraging stakeholder and employee engagement.
- Establishing sustainability as a core governance issue on the board agenda and communicate its value to investors and consumers.
- Enhancing resilience and business growth by adopting valuation techniques that go beyond monetary valuation to adequately capture the value of human, social and natural capital.
- Creating incentives and mechanisms to embed sustainability within the company's culture.

According to the report, the successful transition to the green economy over the long term will require new skills, diverse collaborations, continuous innovation, investments with uncertain return and a change in market values.

Companies, like governments, will need to choose wisely if they are to capitalize on the opportunities ahead.

The gathering of leaders from government, business and civil society at the Rio+20 UN Conference on Sustainable Development presents a historic opportunity to accelerate the transition to a Green Economy. While public policy is an essential ingredient in making the Green Economy a reality, it is the actions of the private sector that will ultimately determine the pace and shape of the transition.



<http://www.mediaterre.org/international/actu,20120626155208.html>

Allocution de de Son Excellence Doris Leuthard, Premier Ministre de la Suisse.

Media Terre, 26 June 2012

Mme DORIS LEUTHARD, Premier Ministre de la Suisse, a estimé que la participation du groupe des ONG aux délibérations devrait être améliorée, de même que celle du secteur privé. De nombreux entrepreneurs ont déjà démontré leurs engagements en prenant part au Pacte mondial par exemple, a-t-elle notamment fait observer.

Mme Leuthard a ensuite indiqué que la Suisse avait pris des mesures concrètes pour promouvoir le développement durable, notion consacrée par la Constitution suisse depuis 1999. Elle a appelé à la mise en place d'un mécanisme de coopération efficace, avant de se féliciter de la décision de renforcer le PNUE. Si l'adoption de politiques économiques vertes est essentielle pour l'avenir, il faudrait prendre en compte tous les aspects permettant de lutter efficacement contre la pauvreté et avancer dans la voie du développement durable, a par ailleurs estimé le Premier Ministre, qui a insisté sur la nécessité de préciser clairement la voie à suivre. Elle a estimé que les " petites mesures " réalisées jusqu'à présent restaient insuffisantes. Il faudrait, a-t-elle souligné, reconnaître le droit des femmes et encourager la mise en oeuvre de politiques de santé génésique.

Source : ONU

Afrique: Dernière étape des négociations avant RIO+20, la plus grande conférence jamais organisée par l'ONU

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Rio+20 à l'ouverture officielle des travaux

Gouvernements et société civile tiendront du 13 au 15 juin les troisième et dernière négociations sur le projet de document politique de Rio+20, la Conférence des Nations Unies sur le développement durable, prévue dans la ville brésilienne du 20 au 22 juin 2012. Avec plus de 50 000 participants attendus, Rio+20 est la plus grande conférence que les Nations Unies aient jamais organisée.

En 1992 au Sommet de la Terre qui s'est tenu dans la même ville, le développement durable avait été défini comme un développement assis sur les trois piliers d'importance égale que sont la croissance économique, le bien-être social et la protection de l'environnement.

Deux décennies plus tard, Rio+20, dont les deux thèmes principaux sont l'économie verte et le cadre institutionnel du développement durable, devrait produire trois types de résultats: le document politique, les recommandations de la société civile et l'annonce d'initiatives et d'engagements concrets.

« Au sein des délégations, on sent un réel esprit de compromis et une vraie détermination à parvenir à un document acceptable pour les chefs d'État et de gouvernement », a affirmé M. Sha Zukang, Secrétaire général de la Conférence Rio+20 et Secrétaire général adjoint aux affaires économiques et sociales.

Les délégations buttent encore sur les éléments constitutifs de l'économie verte et les moyens d'en faire l'instrument du développement durable. Quant au cadre institutionnel de ce développement, les discussions portent sur la manière de renforcer le Programme des Nations Unies pour l'environnement (PNUE) et de rendre la Commission du développement durable plus apte à répondre aux questions urgentes et émergentes.

« Les négociations n'ont pas toujours été faciles. Nous avons passé des jours et des nuits à peaufiner les propositions mais le monde est tellement connecté que seule la coopération internationale peut nous emmener là où nous devons aller », a prévenu le Secrétaire général de la Conférence Rio+20.

Après les négociations finales auxquelles elle participe sans droit de « signer », la société civile s'est donnée rendez-vous aux « Journées du dialogue », du 16 et 19 juin, pour finaliser ses recommandations sur les sept domaines prioritaires*. Rio de Janeiro attend quelque 19 000 acteurs des neuf « grands groupes »** identifiés en 1992 lors du Sommet de la Terre. Pour la première fois dans une conférence de

l'ONU, les représentants des pays en développement seront plus nombreux que ceux des pays développés.

Parmi ces « grands groupes », les affiliés au Pacte mondial*** ont prévu de tenir du 15 au 18 juin, le « Forum de l'entreprise durable ». Quelque 2 000 patrons devraient ainsi annoncer des initiatives et engagements concrets en matière d'énergie, de transport, d'accès à l'eau, de protection des océans ou de sécurité alimentaire.

Annex: UN Global Compact Press Announcements

2012-06-21

[Rio+20: Final Business Forum Text Packed with Commitments and Innovations Presented to UN Secretary-General at Rio+20](#)

2012-06-20

[Rio+20: Statement by the Higher Education Sustainability Initiative](#)

2012-06-18

[Rio+20: Business Puts in a Bid to Engage in Sustainable Development Goals Process, at Closing of Corporate Sustainability Forum in Rio](#)

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[Rio+20: Action Pledges by Business Kick Off Rio Drive for Sustainability Solutions](#)

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[Rio+20: Leading into Rio+20 Summit, Business Makes a Pitch for Corporate-based and Public-Private Sustainability Solutions](#)

2012-06-18

[Rio+20: Exchanges Listing Over 4,600 Companies Commit to Promoting Sustainability](#)

2012-06-18

[Rio+20 Corporate Sustainability Forum Daily Wrap: 18 June](#)

2012-06-18

[Rio+20: New Web-Based Platform Highlights Gender Equality and Business](#)

2012-06-18

[Rio+20: Building Tomorrow's Markets: Governments and Businesses join UNDP to Boost Sustainable Agriculture](#)

2012-06-18

[Rio+20: Supplier Inclusion: Good for Business, Good for Women, Good for Sustainable Development](#)

2012-06-18

[Rio+20: Business Leaders Commit to Water Sustainability at Rio+20; In Special Communiqué, CEOs Urge Complementary Action From Governments](#)

2012-06-17

[Rio+20: Business Models for Small-Scale Farmers and Solutions for Big Cities among the Innovations Put forward at Private Sector Track to Rio+20](#)

2012-06-17

[Rio+20: UN Global Compact and The Rockefeller Foundation Announce A Framework for Action on Social Enterprise and Impact Investing](#)

2012-06-16

[Rio+20 300 Leading Business School and University Representatives Worldwide Agree on a Roadmap for Responsible Management Education](#)

2012-06-16

[Rio+20: Business Leaders in Rio Respond to UN Secretary-General's Call for "Tipping Point" in Corporate Sustainability](#)

2012-06-15

[Rio+20: Business Leaders to Deliver on Strategies for Sustainability at 15-18 June Forum, Ahead of the Rio+20 Summit](#)

2012-06-14

[Rio+20: PRME Global Forum Announcements](#)