

Business Day Output Document

June 2012



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Executive summary

Business Action for Sustainable Development (BASD 2012), the official representative of Business & Industry at Rio+20, hosted more than 800 leaders of government, business, UN, NGO, and other organizations at the BASD 2012 Business Day on 19 June 2012 in Rio de Janeiro. The oneday formed the culmination of a year-long process to ensure the business input to the Rio conference was heard. Other events included providing input to the Zero Draft document, various side events in New York, and the co-hosting, along with the government of The Netherlands and UNDESA, of a B&I consultation in The Hague. During the Business Day, 25 sessions were held, addressing a broad range of industry sectors and cross-sector issues. Key messages coming out of the day included:

- Business recognizes the need for urgent action to address sustainability challenges, and urges government to engage with the private sector to address this need.
- Business, and other organizations, are actively moving forward, with or without formal action at the international level, to promote both corporate sustainability, and sustainable development in general.
- While celebration of the progress made since 1992 is merited, particularly in terms of the investments made by business in global sustainability, we recognize that these efforts have not had the desired impact at the global level. We remain on an unsustainable path.
- Business commits to 'scale up' collective efforts to address the growing lack of sustainability in our global consumption patterns.
- Business is the primary investor in, and the primary solution provider for sustainable development.
- The vast majority of the technology and skills necessary to achieve sustainable development at scale already exist.
- Collectively, we face an implementation gap.
- Collaboration between business and government, particularly at the local level, provides the best hope for an accelerated transition to a green economy, and to a sustainable future.

The day after the Business Day, BASD 2012 organised an official side event at the Rio Centro, during which it presented the outcomes of the Business Day, and the other preparatory events, to the delegations in the Rio+20 process.

BASD 2012 was a temporary coalition of 13 international business organizations, and will be disbanded after Rio+20. However, the BASD partners remain committed to engaged, collaborative, and urgent action by business, to put us on a path to global sustainability.

Introduction

On 19 June 2012, the Business Action for Sustainable Development (BASD2012) convened a high-level platform for interaction between business leaders, civil society and policy-makers, under the theme “Achieving Scale”. The Business Day dialogues focused on scaling up business-driven solutions to achieve global sustainability, defined as 9 billion people living well and within the limits of the planet by 2050. The BASD Business Day featured participation from a broad group of companies, representing a diverse range of sectors and geographies; major international business associations, a diverse range of NGOs, and government decision-makers.

More than 800 leaders met throughout the Business Day, during interactive workshops and plenary sessions, to develop recommendations for the framework necessary to move forward on sustainability solutions. Discussions centered on sector-specific advances and also thematic challenges that must be overcome to achieve results.

The participants were able to draw from a variety of resources, including the World Business Council for Sustainable Development (WBCSD) *Vision 2050* and *Changing Pace* reports, the ICC’s Green Economy Roadmap, and the 10 principles from the UN Global Compact, that lay the foundation for a common understanding of the challenges we face, and a set of policy recommendations designed to spark dialogue between the business community and governments.

The BASD Business Day was able to achieve recommendations and conclusions on four primary themes: 1.) Business is the delivery mechanism for sustainable development solutions; 2.) While progress towards a sustainable planet is being made, the results so far are not nearly enough to achieve the results we need; 3.) There are technical solutions already available, but the implementation needs to be scaled up; 4.) There needs to be a coordinated effort by government, civil society and business to create a sense of urgency, necessary to create the conditions for change. Specifically, the BASD event was able to solidify support for the main theme that business and government collaboration is the quickest and most efficient way to achieve a Green Economy.

The BASD Business Day started with a plenary session, providing an overview of progressive industry sector activities to promote sustainability, with perspectives from leading Brazilian CEOs, and underscoring the need to scale up sustainable activities to reach a global impact. The morning plenary broke up into 10 sector sessions to address the following topics: oil and gas, power utilities, cement, chemicals, forests, materials, agriculture, consumer goods, transport, and small and medium enterprises. The High Level Lunch convened CEOs, High Government Officials and Heads of UN agencies around two discussion themes: Enabling Frameworks and the Role of Trade and Investment, Achieving Scale and Transitioning to a Green Economy. The afternoon was comprised of 10 thematic breakout sessions covering the topics of access to energy, corporate sustainability reporting, green economy, inclusive business, governance, policy frameworks for sustainable development, technology in sustainable development, urbanization, water (cross-sector), and sustainable consumption. Finally, the closing plenary provided a summary of the Business Day, highlighting key conclusions and recommendations from the sessions, presenting the outcomes of the negotiations, and sharing perspectives on the pursuit of sustainable development.

This document captures the key recommendations from the participants for the national delegations working on a meaningful outcome in Rio+20.

Opening Plenary

Speakers

- Peter Bakker, President, WBCSD
- Fabio Barbosa, CEO, Grupo Abril
- Carlos Fadigas, CEO, Braskem
- Murilo Ferreira, CEO, Vale
- Georg Kell, Executive Director, UN Global Compact
- Jose Luciano Penido, Chairman, Fibria
- Marcial Portela, CEO, Santander Brazil

Summary

Featuring leading Brazilian CEOs, as well as the Executive Director of the UNG Global Compact, and the President of the World Business Council for Sustainable Development (WBCSD), this opening plenary session provided an overview of the Business & Industry growing involvement with sustainable development, as well as the activities of Business Action for Sustainable Development in the Rio+20 process.

Fabio Barbosa, CEO of Abril Group, noted that since 1992, consumers have changed their behavior, and the private sector has incorporated sustainability into business. He underscored that sustainability is a driving force for business' innovation, and emphasized the need for business to continue incorporating the principles of sustainability in its daily activities. He highlighted the need for business to do their share, and not wait or delegate it to other parties. Peter Bakker, WBCSD President, highlighted that, despite progress since 1992, poverty is still pervasive, environmental damage is severe, and carbon emissions are increasing. He noted that business is providing innovative solutions to lead the future. He underscored that nowadays all companies are integrating sustainability into their strategies, and said there is a need to scale this up quickly. He invited participants to address the challenge of scaling up sustainability strategies during the sector breakout sessions to transform best practices to standards, and find new solutions. Georg Kell, Executive Director of the UN Global Compact, underscored the need to build a multilateral framework to support the progress and scaling up of business. He said there is currently greater political volatility than we have seen in decades, and that governments are turning inwards, and becoming more self-focused. He emphasized the need to build a sustainable global market. He explained that the UN Global Compact is proud of working with the partners ICC and WBCSD to make a difference. Carlos Fadigas, Braskem CEO, said the use of chemicals has increased, and highlighted that the chemicals industry is subscribing to global carbon strategies, especially the UN objectives on chemicals. He said future innovation will rely heavily on chemicals. Jose Luciano Penido, Chairman of Fibria, underscored that industry will reshape its contribution to society through innovation, creating new business opportunities. He said this is a significant time of transition for industry, and noted the importance of contributing to greening the economy. Marcial Portela, Santander CEO, underscored the role of the business community, together with other stakeholders, in finding solutions for promoting sustainability. He also noted the role banks play in making sure sustainable goals are reached by their clients, and the bank itself. Portela highlighted Santander's partnership with a number of Brazilian universities. Murilo Ferreira, Vale CEO, highlighted the need to address the future of the mining industry, noted its opportunity to offer jobs and promote responsibility in the sector. He said the mining industry has a crucial part to play in combating poverty, and noted that the challenges of bringing value to shareholders, and ensuring water, forest and job preservation, are enormous. Marcos Bicudo, Phillips CEO, noted that lighting represents 20% of world energy consumption, especially regarding commercial buildings and street lighting, and that LEDs can provide more than 85% energy savings.

Key conclusions & recommendations

- Business need to continue incorporating the principles of sustainability in its activities and strategies.
- Business needs to do its share to enhance sustainability, and not wait or delegate it to other parties.

- Business needs to transform best practices to standards, and find new solutions, leading to a more sustainable planet.
- A multilateral framework needs to be developed to support the progress and scaling up of business.
- Business has a key role to play in contributing to greening the economy.
- Although business is developing more and more sustainable activities and strategies, there is a crucial need to scale these up, to reach global impact.

Morning breakout sessions

Agriculture

Leading for sustainability in agriculture: what role for business?

Speakers

- Joe Bradley, Head of Intergovernmental Organizations and Partnerships, WIPO
- Iain Hope-Johnstone, Senior Director of Sustainable Agriculture, PepsiCo
- Lucy Muchoki, PanAfrican AgroBusiness Consortium (PanAAC)
- Dawn Rittenhouse, Director, Sustainability, DuPont
- Puvan Selvanathan, Special Advisor on Global Sustainable Agriculture, UN Global Compact

Background

Agriculture embodies the potential of Rio+20's objectives in terms of the green economy, sustainable development and poverty reduction. Although the majority of the world's population no longer live in rural areas, there is still a significant concentration of poverty, and a need for rural development. The growing demand for food, feed, fibre and fuel offers an opportunity, but needs to be balanced with models that promote inclusive economic development, and intensify sustainably. The food crisis of 2008 spurred a number of initiatives, aimed at improving coordination in the food policy area, accompanied by pledges for increased investment in the sector. The L'Aquila Summit in 2009 resulted in significant commitments by G8 countries to increase support for agriculture, and brought agriculture and food security back on the agenda of the group. The focus has lasted, with initiatives taking place both at the international and regional levels, such as through CAADP in Africa, and through the G20 and Committee on Food Security at the international level. While government support for agriculture is essential, the food crisis also brought renewed attention to the role played by the private sector, big and small, around the world, in promoting agricultural growth and increased sustainability. The triple goal of meeting food needs, while reducing environmental footprint and poverty, is challenging businesses around the world and along the supply chain to find innovative solutions to improve their operations, address the needs of a range of farmers, and increase productivity. Companies have joined new initiatives, such as the WEF New Vision for Agriculture, but are also taking on individual commitments, and addressing productivity and sustainability through their own operations and product development.

Summary of the session

The panel featured two companies and the UN agency WIPO, discussing the role of science, technology and good farming practices in sustainable agriculture, and the underlying conditions needed for agriculture to thrive.

Joe Bradley discussed the mission of WIPO, and how the UN agency is assisting developing countries and companies to engage in, and address, the promotion of good enabling environments for the technologies and farming practices needed for sustainable agriculture. He noted a number of tools and services WIPO offers to governments and companies, as well as WIPO's efforts in the green economy and food security to document critical technology needs and gaps.

Mr. Ian Hope-Johnstone, PepsiCo discussed how the company is rethinking its sourcing, returning to direct linkages to farmers. Recognising that more than 50% of their environmental footprint was outside their supply,

they sought to integrate backward to address the inefficiencies. Pepsico seeks to bring knowledge, expertise and information to farmers, while enabling them to gain access to the financing and means of risk mitigation in order to upgrade their production. Ian highlighted a number of examples of how the company is working in its supply chains in Ethiopia, India and other countries.

Ms. Dawn Rittenhouse, DuPont, discussed the company's strategy for sustainability, the division of their research and development portfolio among global issues in food security, energy, public safety and materials. She highlighted the range of indicators the company tracks and measures across social, environmental and economic dimensions, to gauge their progress. Dawn highlighted partnerships, such as African Biofortified Sorghum, which leverages DuPont's technologies to bring more nutritious crops to African markets.

Other underlying issues that impact sustainability in agriculture, that are often not within the remit of companies, but critical to catalysing systemic change, particularly for smallholder farmers, include: access to land, gender and nutrition. These were also discussed. This discussion emphasized the need for public-private partnerships.

Key conclusions & recommendations

- Sustainable intensification will drive the gains that agriculture needs to reduce our footprint in water, energy and land. Landscape approaches and ecosystem services are at the forefront for measurement of sustainability in agriculture.
- Engagement of farmers is critical—they are on the front lines of sustainability for agriculture. Farmers are very entrepreneurial—they respond well to incentives, and need support in the market place to forge the development and adoption of farming practices and technologies.
- To promote the development and dissemination of agricultural technologies—a relevant policy and regulatory environment need to be in place.

Cement

Cement Sustainability Initiative: engaging in a new decade

Speakers

- Philippe Fonta – Managing Director WBCSD, CSI and EEB (moderator)
- Walter Schalka, CEO Votorantim Cement
- Gabriel Restrepo, Cementos Argos and President of FICEM (InterAmerican Cement Trade Association)
- Matthew Gubb, Director of International Environmental Technology Centre (IETC), UNEP
- Gerard Bos, Head - Global Business and Biodiversity Program. IUCN
- Fabio Feldmann, Executive Secretary, Paulista Forum on Global Climate Change and Biodiversity, CSI Assurance Group

Background

In 2002, the founding members of the World Business Council for Sustainable Development's (WBCSD) Cement Sustainability Initiative (CSI) published their Agenda for Action. It set out a program of work, focusing on certain specific areas. In each area, there are two kinds of action: joint projects, in which companies work together to tackle a specific environmental or social issue; and individual actions, which are implemented by each company in its own operations (including target setting and performance reporting), applying both innovation and good practice. The CSI launches its progress report on June 19, 2012, which provides a snapshot of CSI's achievements over the past ten years, as well as an outlook onto the future issues the cement industry will need to tackle, and how the CSI and its member companies are planning to respond to change, and new sustainability challenges. Indeed, moving on to the second decade of the 21st century, businesses are not only expected to manage their own response to sustainability challenges, but also to help society to deal with wider issues. The cement industry has a key role to play in providing the material to ensure affordable and sustainable constructions, while at the same time offering potential solutions for society's issues (such as the use of various waste as alternative fuels for cement kilns, for example).

Summary of the session

The session highlighted the significant progress made by the cement industry since 1992, and, more particularly, since the creation of the Cement Sustainability Initiative in 1999, and its first *Agenda for Action* in 2002. Cement is the basic element to produce concrete, and concrete is the second most used element in the world, after water. With a growing population and, moreover, the associated urbanization, concrete will play a key role in ensuring a safe, affordable and durable housing and infrastructure material. However, as for any other activity, it is essential that its impacts on the environment, and on surrounding societies, are highly reduced, and the session highlighted the need for CSI to expand its scope of activities, moving from the considerations of the cement plan to the full value chain, including concrete in its usage and recycling phases. The work undertaken on responsible sourcing schemes and on the possibility to develop Environmental Product Declarations for concrete, are some paths that need to be further explored and accelerated.

Although CSI is a worldwide voluntary, member-driven initiative, it covers about one third of the whole cement production, and needs to further expand its geographical coverage, to include regions in which the membership is limited or non-existent, and to expand representation in other regions, particularly those of fast growing activities, such as China, India and Latin America. Bottom-up inputs from these regions are essential to the development of worldwide, applicable methodologies of reporting and guidelines, one of the key added values of the collective actions running through CSI. The “Getting the Numbers Right” (GNR) database, which is the most comprehensive database gathering CO₂ and energy indicators, is a key MRV tool, based on commonly recognized reporting protocol. The CSI has built its credibility on its ability to develop such sets of data, and needs to undertake deep diving exercises in existing and emerging issues, such as biodiversity and ecosystem services, water, alternative fuels use, or safety. In addition, this set of best practices should be better communicated to the outside world, and to the policy and regulation-makers, and CSI should reinforce its capability to influence governments and local authorities to transform this set of best practices into standards, in order to scale up the potential for improvement of the whole sector.

Partnerships should be considered as a key element to expand the work of CSI, and UNEP and IUCN, who contributed to the debate, are key examples of entities with whom the CSI is looking forward to cooperating. These partnerships would also enable a better cross-sectoral cooperation, that has been identified as a necessity for the future. The industry has made significant efforts towards achieving the goals set up in the first *Agenda of Action*, set up in 2002, and must keep playing a leadership role in continuing to address current and future challenges of our modern society.

Key conclusions & recommendations

- The session emphasized the deep diving work on data measurement and reporting, on the basis of collectively agreed methodologies, that has been the success of the sector for the first decade of CSI, and would increase the sector's influence towards governments to turn these best practices into binding standards and regulations.
- The session underscored the need to enlarge the scope of the work program in order to:
 - Move fast towards a whole value chain consideration, starting with an extension from cement to concrete, and integrating the value of ecosystems.
 - Cover a broader geographic scope, and get a wider bottom-up input from these regions.
- The session identified the need to improve communication, advocacy and capacity building activities, to scale-up the real commitments, as well as the number of members and partnerships (private-public-civil society).

Chemicals

Chemical Industry – Solution provider for sustainable development

Speakers

- Gregory Bond, Corporate Director of Product Responsibility, Dow Chemical & Co-Chair Chemical Policy & Health LG, ICCA
- Carlos Fadigas, CEO, Braskem and Board member of ICCA (International Council of Chemical Associations)
- Nilton Freitas, Senior Advisor on Social and Public Policies, Union of Workers on Chemical Industries
- Arab Hoballah, Head of the Sustainable Consumption and Production Branch, UNEP-DTIE

- Martin Kayser, Senior Vice President Product Stewardship, BASF & Co-Chair Chemical Policy and Health LG, ICCA
- Herman Mulder, Chairman of the GRI Board of Directors, GRI
- Francis Sherman, President, Akzo Nobel

Background

Twenty years ago, the governments of 172 countries, along with thousands of concerned stakeholders, came together at the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, to lay out a path toward more sustainable environmental practices, economic growth, and global development. Today, Rio+20 offers a unique opportunity to assess our collective progress, and to address new challenges that have emerged in the years since. The world faces a daunting challenge: to meet the needs of a growing population and encourage opportunity for all, with increasingly fewer resources, in a way that does not harm our shared environment, or our health and safety. The global chemical industry is playing a vital role in meeting this challenge, through development of new, innovative products, and more efficient technologies. The International Council of Chemical Associations (ICCA) participated at the UNCED conference in 1992, and the World Summit on Sustainable Development in 2002, and is actively engaged in intergovernmental efforts to promote sustainability, safety and responsible use of chemicals in the industry, and throughout the entire supply chain. Around the world, the chemical industry is enabling the very solutions we need to meet global challenges, by providing; more reliable and cleaner sources of energy, improvements in the development and delivery of life-saving medicines, safer, more efficient transportation options, access to cleaner, safer drinking water and effective, non-polluting sanitation systems, sustainable agricultural methods that enable more abundant, nutritious food, new construction materials that provide energy-efficient, low-cost alternatives for housing and infrastructure, and enhancements and innovation in global manufacturing processes.

Summary of the session

The session highlighted the significant progress made by the chemical industry since 1992, and the need for the industry to address future challenges and opportunities. The various events surrounding Rio+20 have highlighted that the world faces a daunting challenge in meeting the needs of a growing population, and encouraging opportunity for all, but with fewer resources, and in a way that does not harm health, safety and our shared environment. The chemical industry, through its ability to develop new and innovative products and processes, is a key solutions provider for sustainable development in such sectors as alternative energy, transportation, communications, building and construction, as well as health and medicine.

Governments have a key role to play in developing frameworks that promote, rather than stifle, private sector innovation. At the same time, the industry has a responsibility to collaborate more closely with the supply chain to build trust, and increase public confidence, that chemicals are managed safely. Although the industry does not sell many products directly to consumers, it needs to do a better job of communicating and educating consumers about the importance of chemistry to modern life. Through programs such as Responsible Care and the Global Product Strategy, the chemical industry has made significant progress towards integrating sustainability into its operations. Compared to other sectors, the chemical industry has had the largest increase in sustainability reporting in recent years. However, further efforts are needed, e.g. transparent pricing of externalities throughout the lifecycle of the products.

Multi-stakeholder frameworks, such as the Strategic Approach to International Chemicals Management (SAICM), provide the most effective mechanism for promoting sound chemicals management internationally. SAICM has helped to build trust and facilitate partnerships between different stakeholders, e.g. ICCA's Memorandum of Understanding with UNEP, and partnerships between workers and business at local and national levels. The industry has made significant efforts towards achieving the 2020 goal for sound chemicals management, set at the 2002 World Summit on Sustainable Development, and must play a leadership role in continuing to address current and future challenges.

Key conclusions & recommendations

- Innovation is a key component of sustainable development, and governments have a key role in developing policy frameworks that promote, rather than stifle, private sector innovation.
- The chemical industry has a responsibility to collaborate more closely with the supply chain to build trust, and increase public confidence, that chemicals are managed safely throughout the lifecycle.

- Multi-stakeholder frameworks, such as the Strategic Approach to International Chemicals Management, provide the most effective mechanism for promoting sound chemicals management internationally.

Forests

The Future from Fibre - Forest Solutions for a Sustainable World

Speakers

- Suhas Apte, Senior VP Sustainability, Kimberly-Clark
- Marcelo Castelli, CEO, Fibria
- Marcelo Cordaro, President, Pöyry Tecnologia
- Elizabeth de Carvalhaes, President and CEO, Bracelpa
- Marvin “Gene” Hundley, President - Forestry, MWV
- Antonio Maciel Neto, CEO, Suzano
- Bruce McIntyre, Partner & Forest Industry Practice Leader, PwC
- Teresa Presas, Director General, CEPI
- Marvin Ray Risco, President, Weyerhaeuser Solutions and VP Timberlands, Weyerhaeuser
- Stefan Sundman, VP Corporate Relations and Development, UPM

Background

What are forest-based companies doing to scale up forest-based solutions for a sustainable developed world? Forests, which cover 30% of the world's land area (just under 4 billion hectares), are the natural infrastructure that provide a very wide range of critical goods and services to meet essential (e.g. climate regulation, water quality) and everyday (e.g. timber, paper) needs. Ongoing deforestation and permanent loss of forests – mainly conversion to agriculture, including bio-energy fuel crops in developing countries (about 13 million hectares loss p.a.) – represent a significant concern and challenge to sustainable development.

In a natural-resource constrained world, business must provide leadership in expanding sustainable forest-based solutions to meet the needs of people, both now and in the future. The forest industry has a long history of change and expansion, from papyrus to Gutenberg and modern paper machines and bio refineries. It now stands before another period of change and transition. There are three main foundations for the success of this change: sustainable management of a renewable raw material in natural forests and plantations; new processes and technologies and, finally, new types of bio-based products for the consumer.

The forest-based industry is central to a new, low-carbon economy. Wood-based products can substitute for many less sustainable, non renewable alternatives. Forests represent the best investment option for large-scale carbon storage. Innovation, including through biotechnology, will be essential for expanding the sustainable supply of biomass in a resource-limited world. All-in-all, the forest industry is embracing this change as an opportunity. In an age of resource scarcity, the road is open for its sustainable, renewable, material-efficient products, satisfying needs at the heart of the consumer's daily life.

Sustainable forest management is the key strategy to produce more fibre. The key sustainable development opportunity is to use this fibre wisely, as a foundation of a bio-based economy.

Summary of the session

Forests lie at the very heart of the green economy. Their sustainable management can protect against climate change and biodiversity loss, ensuring the on-going provision of ecosystems services critical to life on earth, while also meeting the industrial resource needs of society. To optimize these benefits, effective, coherent and facilitating public policies are needed, to promote the transition to a bio-economy, incentivise forest conservation and sustainable management, including the deployment of well- managed plantations, as well as to develop and grow markets for forest- based solutions. A multi-sector approach and business leadership are required, to expand sustainable forest-based solutions to meet the needs of people both now and in the future – specifically the sustainable management of a renewable raw material in natural forests and plantations; new innovative processes and technologies as an example biotechnology, to improve productivity, and the use and reuse of wood and fibre; and, finally, the development of new types of bio-based materials, bio fuels and bio-

based chemicals, on a fully renewable and sustainable basis. Joined up stakeholder strategies and shared actions are needed to ensure that by 2050, nine billion people live well, and within the limits of the planet.

Key conclusions & recommendations

- There is a need for a multi-sector approach to boost collaboration and partnerships, to turn challenges into opportunities.
- Development of new technologies, to supply future growing demands for food, fibre, fuel and forests.
- Effective, coherent and facilitating policies are needed to promote the transition to a bio economy.
- Increase consumer's perception of the renewable aspects of forest-based products, and the development of bio-based products.

Materials

The contribution of the mining and metals industry to sustainable development and the low carbon economy

Speakers

- Ajit Advani, Director - Sustainable Energy, International Copper Association
- Edwin Basson, Director General, World Steel Association
- Rodolfo Camacho, Environment and Community Manager, BHP Billiton
- Samantha Hoe-Richardson, Head of Sustainable Development and Energy, Anglo American
- Vania Somavilla, Executive Director of Human Resources, Health & Safety, Sustainability and Energy, Vale
- Johnny Undeli, Executive Vice President, Bauxite & Alumina, Hydro

Background

The next decades will see rapid growth in the global population, and high levels of industrialization and economic development. Predicted future trends, and the transition to a green economy, are anticipated to increase aggregate and per capita consumption levels of metals in supplying the materiality required to implement any future economy.

The mining and metals industry contributes to sustainable development through our management of operations, and community interactions. We also have a role to play in participating positively in resolving the climate change challenge; firstly, by managing emissions at our operations, and, more significantly, by supplying the materials needed to build a future low-carbon economy.

Summary of the session

Mining makes a vital contribution to economies and local communities by the way it runs its operations, and to society at large, through the materials it provides. The green economy will be built upon increased demand for raw materials – particularly metals, which are vital for the technology and infrastructure of a low-carbon future. Participants in the *Materials* session heard how metals are contributing in many ways, including:

- Platinum group metals are being used in fuel cells for clean, efficient power generation. Scaling up this technology will not only reduce emissions, but will provide jobs, and contribute to the infrastructure of many developing economies in areas such as Africa.
- Converting electricity into motion is the single largest use of energy in the world. Increasing the amount of copper used in industrial motors leads to greater energy efficiency. Furthermore, the CO₂ burden of the extra copper production is more than offset by the increase in efficiency of the motor.
- Aluminium is being used for its strength and its lightweight properties to provide lightweight transport and durable construction material. Coupled with high rates of recycling of the material itself, this is reducing life cycle energy consumption, compared to many other materials that could be used in the same applications.
- Steel production and consumption has, for over a century, been a good indicator of society's progress in development; it has become an integral part of society, however, new steels continue to be designed, and their properties facilitate the creation of infrastructure for efficient technologies. By using modern-day steels, up to 6 times the carbon emissions of production can be saved in the downstream application.

A common theme with all these messages is that metals have attributes, such as strength, durability, conductivity and recyclability, which make them vital in the green economy. While there are impacts associated with their production, their application in products can often result in an overall reduction of impact over the life cycle of a product. Addressing the specific question of achieving scale, panellists noted that, in a way, this will happen naturally with an increasing population, and investments in efficient technologies – but it will not happen overnight. Having clearer metrics to understand the contribution that this industry and its materials are making at both local and global level, was agreed to be one factor that would assist.

Key conclusions & recommendations

- The mining industry has an important role to play in sustainable development. It provides employment and stimulates investment in some of the poorest areas of the world, but the sector recognizes that there are challenges, and that it must go beyond simply minimizing impacts. It is necessary to leave a positive legacy, promote a more inclusive development, and share benefits with greater equity. The mining sector is learning to build this legacy for the future and for better results; partnerships with communities, civil society and governments are fundamental to achieving this.
- Mining can be part of the solution for a green economy, not only by reducing its own operating carbon foot print, but perhaps more significantly in its contribution through the use of its materials in more efficient products. In many cases, the energy saved over the life cycle of a product because of the increased use of metals outweighs that consumed in the production phase.
- Strong leadership and new partnerships will be central to achieving scale, and realizing the potential for mining and metals in the green economy. Sustainable solutions cannot be built by stakeholders acting in isolation.

Oil & Gas

The oil and gas industry and sustainable development

Speakers

- Renato Bertani, Chair and President (The Brazilian Petroleum, Gas, and Biofuels Institute (IBP), World Petroleum Council (WPC))
- Brian Sullivan, Executive Director (IPIECA)
- Milton Costa Filho, Chair (ARPEL)
- Jon Hutton, Director (UNEP-WCMC)
- Hege Marie Norheim, Senior Vice President, Corporate Climate (Statoil)
- Manoelle Lepoutre, Executive Vice President, Sustainable Development & Environment (Total)
- Allard Castelein, Vice President Environment (Shell)
- Ricardo Castello Branco - Director of Ethanol Ventures (Petrobras Biocombustível S.A.)
- Ellen Williams, Chief Scientist (BP)
- Sabina Ratti, Senior Vice President Sustainability (eni)
- Jennifer Morgan, Director Climate and Energy program (World Resources Institute)

Background

The International Energy Agency predicts that in 2035 oil and gas will meet around half of the world's energy needs– down slightly from current levels – with oil and gas remaining the largest contributors to the energy mix. Energy in general – and oil and gas in particular – help to meet basic human needs, such as food and shelter. Oil and gas also contribute to social development, by improving education and public health. Access to affordable and reliable energy is fundamental to reducing poverty and improving health, increasing productivity, enhancing competitiveness and promoting economic growth. In the course of providing this essential energy, the oil and gas industry stimulates economic activity as a major source of income, tax revenues and jobs along the supply chain. None of the Millennium Development Goals can be met without the discovery, production and supply of energy in the form of oil and gas.

Summary of the session

The oil and gas industry is committed to the principle that sustainable development is a shared responsibility that needs action today. Our industry's challenge is to continue to find and provide essential fuels in ways that are environmentally and socially responsible. The session illustrated a number of examples of how the industry is working to meet that challenge:

- Contributing to the UN's Sustainable Energy for All initiative by reducing gas flaring. Instead, the gas is used to produce oil in a more energy efficient way, and facilitates the use of renewable energy sources.
- Developing solar photovoltaic solutions to the market by providing access to solar lamps and kits to low income people, through the growth of an efficient and sustainable social business, a large scale warranty system, and effective recycling solutions; all achieved by developing strong local partnerships.
- Developing new models of partnership and collaboration, to address the additional strain placed on the world's water supplies caused by rising energy consumption.
- Developing biofuels to supply affordable, safe and sustainable energy to consumers, contributing to socioeconomic development and at the same time, reducing Greenhouse Gas emissions.
- Partnering with leading research universities to explore the key issues that could shape future energy supply and demand.
- Deploying effective solutions to some of the challenges posed by local development needs, such as using previously flared gas to generate electricity for local markets.

The final panelist challenged the industry with contributing to the transition to a lower carbon economy and building a profitable and sustainable energy system. Moving forward, oil and gas companies will continue to invest in new sources of energy and technology to meet growing demand and the challenges of climate change, as well as in researching and developing low-carbon energy sources and technologies, including advanced biofuels, other types of renewables and carbon capture and storage. The industry will also play its part in further encouraging efficient use of energy, and continue its commitment to safe, clean, reliable, efficient and ethical operations, while at the same time providing energy products that contribute to global economic and social development. It was recognized that scaling up current efforts can only be achieved through partnerships between governments, consumers, communities, NGOs and business and industries around the world.

Key conclusions & recommendations

- The oil and gas session demonstrated how oil and gas companies continue to invest in new sources of energy and technology to meet growing demand and the challenges of climate change, as well as in researching and developing low-carbon energy sources and technologies, including advanced biofuels, other types of renewables and carbon capture and storage.
- The industry will play its part in further encouraging efficient use of energy and collectively aims to operate responsibly; meaning a commitment to safe, clean, reliable, efficient and ethical operations. The oil and gas industry also has a responsibility to provide energy products that contribute to global economic and social development.
- It was recognized that doing this with scale can only be achieved through partnerships between governments, consumers, communities, NGOs, business and industries around the world.

Power (Utilities)

Scaling sustainability actions to meet growing electricity demand

Speakers

- Carmen Becerril, President, Acciona Energy
- Steve Lennon, Divisional Executive-Corporate Services, Eskom
- Philippe Joubert, Special Advisor, WBCSD
- Claude Nahon, Senior Vice President for Sustainable Development, EDF
- Dr. Jeanne Chi Yun Ng, Director – Group Environmental Affairs, CLP Holdings Limited
- Samantha Smith, Leader - Global Climate & Energy Initiative, WWF

Background

Electricity demand is projected to double current consumption by 2050. Demand will grow mainly in developing countries, which, in general, are heavily dependent on fossil fuels. At the same time, if the power sector wants to meet the climate scenario (450 ppm), the carbon intensity of its generation must be reduced dramatically. Finally, the risk of lock-in in the power sector reinforces the need to urgently scale up action. Since there is no supranational regulation that will come in time to drive action, and current low carbon prices will not drive change, where would the drive for change come from?

While urgent action is needed, the power companies face important challenges when deploying low carbon infrastructure (generation plants, transmission and distribution lines and end user equipment):

- Low carbon technologies exist, but each presents its own challenges.
- The lack of public acceptance of the technologies (“not in my backyard syndrome”) is delaying investments.
- Energy costs of low carbon solutions are high, and there are significant economic and political sensitivities around power affordability and competitiveness.

Summary of the session

The session discussed the different alternatives to address the barriers to low carbon deployment in the power sector that would allow scaling up sustainability action. It further covered three important areas that influence scaling action in the power sector: energy access, carbon prices, public acceptance and global governance.

The participants and the audience agreed that in a world of 9 billion people, we need different solutions than the ones we have been using for the last 60 years, which will be delivered if there is commercial value. There was also general agreement that when CO₂ subsidies are removed, and there is a real carbon price in the market, low carbon energy can progress without subsidies. Public acceptance can be an opportunity, and a threat, for the development of low carbon technologies. Public acceptance is often not based on understanding of facts, but a consequence of emotions, trust and media coverage. In any case, companies need to do more to address public acceptance concerns, in order to overcome the barrier to technology diffusion, and to get the license to operate from society. Ensuring global and sustainable energy access demands supranational governance to share sustainable behaviors worldwide. This global governance should include global challenges such as energy poverty, CO₂ and environment, fair trade /competition, security of supply, and safety of all energies.

Key conclusions & recommendations

- CO₂ subsidy should be disbanded. A real Carbon Price needs to be established.
- Public acceptance is both a threat, and an opportunity, for low carbon technology diffusion. Business should take its share for building acceptability.
- Multi local approaches can go a long way, but sectoral and cross- sectoral (including supply chain) are needed to achieve scale up.
- Supranational and global governance is a must to shared sustainable behaviors worldwide.

Small and Medium Enterprises

SME's, part of the solution

Speakers

- Marcelo Drügg Barreto Viana, ICC Brazil (moderator)
- Ludovico Alcorta, Director Development Policy, UNIDO
- Hon. Min. Diana McQueen, Minister of Environment, Government of Alberta (Canada)
- Wendy Poulton, General Manager –Organisational Strategy, Eskom
- Patrice Rollet, Managing Director, Inventec
- Hans Schulz, Structured and Corporate Finance, Inter-American Development Bank

Background

It is widely recognized that diverse actors in the private sector play a key role in helping achieve sustainable development and poverty eradication. Small and medium-sized enterprises (SMEs) in particular play a key role

as they account for over 90% of businesses and 50-60% of worldwide employment, particularly in developing countries (USAID estimates).

SMEs are clearly an important source of employment, and represent an important source of innovation. They possess extensive local knowledge on resources, supply patterns and purchasing trends, as well as constituting an important source of local supply and service provision for larger corporations. In short, SMEs are a crucial component of their global supply and value chains.

Given their fundamental role, SME's have been, and will play, a critical role for green growth, and thus to poverty eradication, environmental responsibility and social welfare. Rio+20 provides a critical opportunity for governments to provide the right enabling framework conditions to insure SMEs, and the overall private sector, achieve a green economy.

This is especially important as SME's, due to their size, are particularly constrained by limited access to finance, inefficient institutions, overly burdensome regulations, poor infrastructure, and lack of technology, among others. SMEs will also play a critical role in the transition towards a green economy, through partnerships across supply chains with larger corporations.

Summary of the session

The session discussion reemphasized the critical role SMEs play as innovator and job creator, while also exploring their need for capacity building, and access to finance, in order to contribute effectively to a green economy.

SMEs can offer unique solutions, serve as innovation hubs, and assist large companies to green their value chains, as they are closer to the customer, their employees, and are more reactive and flexible. Inventec, a French-based medium sized high-tech company, showcased this, for example, through their technological solutions for parts of value chains of large companies. Eskom – a large South African electricity public utility – have vice versa integrated their small and medium sized partners throughout their energy efficiency value chain. Their innovative and collaborative programme enables access to affordable energy for customers, while having significant impacts on skills, jobs, infrastructure and regional development. Lessons learnt showed that such close relationship can create permanent jobs.

Given SMEs strong integration in the local and regional level, governments have an important role to facilitate SME participation towards a green economy. The provincial government of Alberta, Canada, for example, has launched, in regard to this, diverse tools to facilitate SMEs contribution towards green growth. This includes e.g. a "Climate Change and Emissions Management Fund" which invests in SMEs that are developing clean-energy projects, the "Alberta Innovates" initiative, that helps to fund energy and environmental research, or the ecoTrust program, from which Alberta has invested approximately \$27.5 million towards sustainable energy projects by SMEs.

However, scalability of solutions for green growth, and access to finance at large, remain a challenge for SMEs. Investments in energy efficiency alone have great potential to strive economic growth, while reducing environmental footprints. Yet, very few financing sources are offered in this regard to SMEs.

In order to enable SMEs more access to sources of finance, both commercial, and new and niche banks need to better understand the challenges, opportunities, and risks for investments in SME activities. Awareness raising and knowledge transfer, such as through United Nations bodies and development banks, combined with clear regulatory frameworks and technical assistance, can help path the way in both directions: helping new and niche banks to catch up the learning curve, and encouraging commercial banks to explore and increase sources of financing offers for SMEs, as well as to further streamline sustainability into their operations, e.g. by implementing the Equator principles.

Key conclusions & recommendations

- It is paramount to recognize the crucial role of SMEs within the value chain, not only as innovators that contribute to often niche "green" technologies and collaborators for job creation and in overcoming poverty, but also their need for assistance to raise their performance and enhance capacity building for a "green economy". SMEs should be more often used as incubation labs.
- The requirements and needs of SMEs for investment, finance, and specific schemes, such as micro-financing and e-finance, is a critical challenge. The cash flow requirements of SMEs, and financing time

frames (very short term help and long term accompaniment) need to be understood and integrated into financing and investment schemes. Banks should also consider SMEs as key sources to detect successful approaches, before scaling them up. Capacity building for commercial and niche banks about financing SME business activities, and understanding related risks, as well as the integration and implementation of sustainability within banks (such as Equator principles) is important.

- To allow SMEs to efficiently participate and shape “green economies” locally, the following points are critical:
 - Simplified and clear legal and regulatory frameworks; public funding support and incentives to help to deliver quicker solutions, and scale them up.
 - Capacity development of SMEs, to implement good governance schemes.
 - Full inclusion of SMEs, through value chain and life cycle approaches; partnerships between multinational enterprises and SMEs should be encouraged, especially by sectoral and global business associations, through greater promotion of the many successful existing cases.
 - Holistic partnership approaches, intra-industry and public private partnerships are critical.

Transport

Building a sustainable transportation system for Rio + 40

Speakers

- Giles Dickson, VP Environmental Policies and Global Advocacy, Alstom
- Jörg Henning Dornbusch, President, BMW Brazil
- Chris O'Brien, Principal, PwC and CIO (former), City of Chicago
- Paul Steele, President of Governmental Affairs, Air Transport Action Group
- Dominic Waughray , Senior Director & Head of Environmental Initiatives, World Economic Forum

Background

Transportation is a key driver of economic development, trade and social cohesion. It is also a significant emitter of carbon, accounting for around a fifth of total emissions. But there exists an opportunity to develop sustainable transportation systems, using technology, new infrastructure, advanced fuels and comprehensive forward planning. Policy experts from automobile, rail, air and municipal public transport sectors can work together to look at the opportunities for scaling up sustainable transportation projects "in time for Rio+40". Factors such as planning; intermodal operations; infrastructure; behaviour change; capacity; financing; fuel and energy; and technology development are important concerns for any such dialogue.

Considering the needs of both local and long-distance transport networks in a symbiotic way, as well as integration of next generation personal transportation alongside public transport options, will be a vital part of long-term planning. Making best use of the most appropriate transport mode for each journey type, while encouraging and planning for fully integrated intermodal operations and attractive passenger experiences, will ensure a transportation system that is well utilised, robust, and sustainable.

Summary of the session

The session introduced presentations from automobile manufacturers, air transport and rail, with experts in public transport policy, and from governments responding. The discussion brought up several key areas of action, with all parties agreeing that an integrated transport system is achievable, desirable, and would provide significant benefits.

Technology is not a barrier, with many innovative approaches in existence, or on the horizon. However, the ability to scale up the technology, build it in to infrastructure planning processes, and to finance such projects, tends to be the challenge. Continued investment in R&D for future technology and energy possibilities by the private sector, governments and research institutions is also required.

Delegates were reminded that the transport system includes all modes, from walking and cycling, to individual automobiles and public transport, local trams, high-speed long-distance rail, shipping and air transport. All must be taken into account when planning and operating transport as a holistic experience and asset.

Passenger education on transport choices is an important area for progress, with new internet technologies and real-time information potentially providing a valuable tool for transport decision-making, on a journey-by-journey basis.

Delegates conveyed that building a sustainable transport system is key to social and economic development, and that governments should be urged to take an holistic approach to sustainable mobility, through integrated local, national and regional plans which focus on interconnectivity and ease of access to transport modes for citizens around the world.

Key conclusions & recommendations

- Governments are invited to consider the inclusion of a sustainable development goal (SDG) on mobility as part of the post-Rio+20 process.
- States should be asked to prepare national sustainable mobility plans, developed through cross-stakeholder dialogues of transport users, operators and government planners, and which encourage long-term planning programmes incorporating full interconnectivity between transport modes.
- Linkages are vital between transport and energy policy at a national and regional level, prioritizing energy sources for appropriate modes of transport, and taking into account future transport energy needs.
- Long-term financing of sustainable transportation projects through both private and public initiatives, with appropriate access to financial instruments, should be given priority as a means of decarbonizing a sector that enhances the quality of citizens' lives, and can make a significant reduction in mankind's footprint.

Consumer Goods: Ecosystem Services

Leveraging natural capital to enhance brand, reduce costs & risks and fuel growth

Speakers

- Neil Hawkins, Vice President of Sustainability and Environment, The Dow Chemical Company
- John Hickox, Leader, Sustainability & Climate Change, KPMG
- Bea Perez, Chief Sustainability Officer, The Coca-Cola Company
- Beth Stevens, SVP Corporate Citizenship, Environment, and Conservation, Disney Worldwide Services
- Glenn Prickett, Chief External Affairs Officer, The Nature Conservancy
- MR Rangaswami, Founder, Corporate Eco Forum
- Francisco Suarez, Chief Sustainability Officer, FEMSA

Background

Our economy depends on an estimated \$33-72 trillion dollars of services provided by nature – natural capital that is traditionally not accounted for in decision making or profit and loss statements, and therefore not sufficiently valued, or invested in. Companies depend on an extensive network of natural infrastructure – watersheds that supply our factories, fields and cities with water; forests that capture water, purify air, cool the temperature and prevent erosion; wetlands that remove pollutants from water; reefs and mangroves that reduce the impact of coastal storms and protect assets; and more. Yet two thirds of these are degraded. In recent years the risks and lost opportunities of not maintaining material ecosystem services and biodiversity have become more apparent, as businesses have experienced disruptions to some of the services they depend on.

In September 2011, at the Clinton Global Initiative, Corporate Eco Forum and The Nature Conservancy agreed to bring new company commitments to invest in natural capital to Rio+20, to provide real tangible examples and an actionable framework to catalyze and demonstrate the material importance of natural capital. Leading multi-national companies are developing systems to assess the most crucial natural services they depend on, and developing systems to invest in the protection and restoration of natural capital.

Summary of the session

The newly launched e-report <http://www.corporateecoforum.com/valuingnaturalcapital/> includes new commitments from 24 companies, an additional 70 examples, a pragmatic 9-step action framework, and a four-pronged business case. Companies who value and invest in natural capital reduce risk, cut costs, enhance brand and fuel growth. The companies in the report identified the types of natural capital their company most depends on or impacts – and is working to value, protect and restore these.

Each of the companies shared new commitments to value and invest in natural capital. During the session, four company examples were highlighted, to convey the compelling business case companies are finding, how they got started, the value they are realizing along the way, and how they are scaling up solutions.

Dow: Dow depends on many ecosystem services – freshwater, coastal protection from wetlands, improved air quality from forests. Dow's commitment: through the collaboration with The Nature Conservancy, tools are being created to assess ecosystem service value locally, so plant managers can understand it, and make investments in natural infrastructure locally. These tools will be applied to the new joint venture in Brazil, the world's first fully integrated sugarcane to bioplastics plant. By working locally, and then generalizing across Dow's whole system, business decision makers can be equipped to integrate the value of nature into sustainable business decisions.

Disney: As part of their mission, Disney works to inspire people about all the values of forests, both customers and employees. Internally, every Disney business pays a carbon tax, based on emissions. The tax goes into the Climate Solutions Fund, and Disney commits to use this fund to invest in projects that can offset 100% of company emissions through certified carbon projects that support reforestation and afforestation in China, the US and Brazil. Disney announced a new commitment to fund 6,000 acres of reforestation projects, and one forest management project that results in enhancing carbon sequestration, and provides certified wood/paper. They will also conduct a pilot study, in partnership with leading organizations, to quantify ecosystem benefits and services other than carbon.

Coca-Cola: The largest beverage brand in the world clearly depends on water. In 2007, Coca-Cola committed to replenish 100% of water usage by 2020. In 2004, the company conducted a detailed assessment across the business, and all bottlers. Coca-Cola's new commitment is to scale this across their system: every Coca-Cola bottler worldwide will understand the source of their water, the natural capital, and have a source water protection plan. This will be auditable, and impact watersheds all over the world.

FEMSA: One of the world's biggest natural resources, and one of the most threatened, is water. FEMSA sees water funds as the best way to connect water users downstream with water producers upstream. FEMSA Foundation, the company's social investment instrument, commits \$1.1M to start three new water funds in Brazil that will benefit 50 million people, and conserve 150 million trees. Water funds can help educate and address water management collectively, identify the activities that will produce the greatest improvements in water quantity and quality, reduce treatment costs, ensure continued supply, and create a long term financing mechanism for implementation.

While individual approaches of these companies vary, together these commitments underscore a compelling case for safeguarding critical forest, freshwater and marine systems, that produce goods and services pivotal to long-term business continuity, and global economic growth. The bottom-line message: taking action today to protect ecosystems can advance core business interests by reducing risks, controlling costs, protecting brands, and fueling growth.

Key conclusions & recommendations

- **Start Local and Scale Up:** Corporate Eco Forum and The Nature Conservancy hope these 24 commitments will inspire more – there are over 55,000 multi-national companies globally, and every one can, and should, value and invest in natural capital. Companies should understand that it will be a journey, but once started, they will realize value along the way. As Vidal Garza of FEMSA Foundation said, "We need a way to connect social entrepreneurs with natural capital solutions to multi-nationals. But how can we justify funding these? Quantify the impacts of each – how much water will be replenished, or carbon removed or emissions prevented – and then we can add this up, put a dollar value on it, and justify the value of these projects."

- What should government do? Governments have the opportunity to take a leading role in promoting valuing and investment in nature, in key areas:
 - Regulation and financial management: putting a price on carbon, cutting subsidies to fossil fuels and other unsustainable products, applying sustainability frameworks and standards in their own government procurement, and increasing the bar on the governance of water and other natural resources, would make significant headway to protecting and managing these resources.
 - Investment: governments are the largest funders of infrastructure projects. They can investigate and invest in natural infrastructure options – such as restoring reefs and mangroves in place of levees for coastal hazard protection, restoration to prevent floods, or wetlands for water treatment – instead of traditional options. Natural infrastructure is often more cost-effective than manmade.
 - Promote the issue: government can work to create an enabling environment for businesses to work with their supply chain, raise the importance of ecosystem issues, and raise the level of where these are managed, including raising the level of the environmental minister to that of the finance minister.

High Level Lunch

Speakers

- HSH Prince Albert of Monaco
- Paul Polman, Chief Executive Officer, Unilever
- Achim Steiner, UN Under-Secretary-General, Executive Director, UNEP
- Peter Brabeck-Letmathe, Chairman, Nestle
- Brian Dames, CEO, Eskom
- Sam Di Piazza, Vice Chair, Institutional Clients Group, Citi, USA
- Kris Gopalakrishnan, Chair of the BASD and Executive Co-Chairman of Infosys
- Chad Holliday, Chairman, Bank of America
- Malcolm Preston, Global Head of Sustainability Services, PwC
- Martha Tilaar, Founder and Chairperson, Martha Tilaar Group
- Mr. Stanley Hirsch, CEO, Futuragene, Ltd.
- Mr. Suhas Apte, Vice President, Global Sustainability, Kimberly-Clark

Background

The luncheon, which was by invitation only, provided an interactive platform for leaders from business, government and the United Nations, to exchange views on actions needed to scale-up sustainability. Topics discussed included: innovative business examples on sustainability; what enabling actions are needed from governments to achieve scalability, focusing on the role of trade and investment frameworks as accelerators for green growth; and company commitments to drive sustainable development.

Summary of the Session

The luncheon opened with welcome and keynote remarks that set the stage for discussion. Over lunch, participants discussed one of two themes, with each table Chair facilitating and moderating the discussion:

- **Achieving Scale and Transitioning to a Green Economy:** companies all over the world have taken action to achieve a green economy. While businesses can make significant contributions to sustainable development independently, transition towards a green economy can only succeed in partnership with other stakeholders to address systemic, and other, challenges. The convergence of interests between the public and the private sector has provided an opportunity for exploring innovative models for collaboration that achieve greater impact and scale. Collective action on innovation and technology development, and their appropriate deployment via sustainable production and consumption concepts, are at the heart of greening economies.

- **Enabling Frameworks and the Role of Trade and Investment:** today's interdependent world calls for economic growth and environmental responsibility to work together in a mutually reinforcing fashion. To create a healthy business environment, states must ensure that markets and entrepreneurial activity are not stifled by excessive regulation and taxation, unfair competition, corruption, or an unstable policy environment. Furthermore, states have an important role to play in ensuring that business behaves responsibly. Multilateral trade and investment have historically been two of the most important tools that have raised millions out of poverty. Cooperation between businesses, government and policy makers can help create the enabling environment necessary to promote green growth, so that business can fully contribute to sustainable development.

Key conclusions and recommendations

- Bring decision-making back to the lowest, local level possible, and increase individuals' sense of responsibility and power with knowledge.
- Elevate multi-stakeholder engagement, and further explore the possibility of involving the UN to find new models of partnership.
- Governments should be encouraged to work with other stakeholders to formulate a consensus approach, to avoid conflicting interests, and establish consistent, long-term policies.
- Transparency and coherent policies are essential to help improve overall governance.
- Share value and best practices throughout the whole supply chain, involving small and medium sized companies.
- Capacity building should work to the long term benefit of the people.

Afternoon breakout sessions

Access to Energy

Business solutions to enable energy access for all: achieving scale

Speakers

- The Hon. Heikki Holmas, Minister of International Development, Government of Norway
- Gérard Mestrallet, CEO, GDF SUEZ
- Jean-Pascal Tricoire, CEO, Schneider Electric
- Brian Dames, CEO, Eskom
- Giuseppe Recchi, Chairman, Eni
- Sven Mollekleiv, Senior Vice President, DNV
- Dr. Christoph Beier, Managing Director, GIZ
- Prof. Abeeke Brew-Hammond, Board Chairman, Energy Commission of Ghana
- Seethapathy Chander, Director General, Asian Development Bank
- Sagun Saxena, Co-Founder & Managing Director, CleanStar Ventures
- Mark Spelman, Global Head of Strategy, Accenture

Background

Addressing the lack of access to clean, reliable and affordable energy services for billions of people is one of the world's most urgent development imperatives. Worldwide, approximately 2.7 billion people rely on traditional biomass for cooking and heating, and about 1.3 billion have no access to electricity. Up to a billion more have access only to unreliable electricity networks. A recent report by the International Energy Agency found that little progress will be made in reducing these numbers by 2030 without significant additional action.

Business is a critical actor in addressing global energy challenges. Business is a primary solution provider, bringing to the table innovative products and services, efficient service delivery, essential technologies, management and technical capabilities, and financial resources. This role includes not just extending the reach of energy services, but also supporting the quality and reliability of the services that are delivered, which significantly increases the benefits that energy access has for low-income consumers and producers. The recent WBCSD Report – *Business solutions to enable energy access for all* – documents 19 case studies of business action and innovation to deliver energy access solutions.

Universal energy access by 2030 is one of the three objectives of the UN Secretary-General's Sustainable Energy for All (SE4All) Initiative, and the year 2012 has been declared the International Year of Sustainable Energy for All, to bring a greater level of attention to the issue. The SE4All Initiative, along with a number of other key international initiatives and partnerships (e.g. The Global Alliance for Clean Cookstoves, the Energy+ Initiative, the Asian Development Bank's Energy for All Partnership) has made scaling business up action and investment a central focus of their implementation strategies. Many national governments are also seeking to integrate the role of business within their national plans and strategies to expand energy access and address energy poverty.

However, it must be highlighted that this is not an easy area for business investment. Despite the potential size of the market, involvement in expanding access to energy for the poor is often highly challenging, or commercially unattractive, for business.

The vision for the Business Day session was to provide a platform for detailed discussion on how real progress can be made in overcoming these challenges, to promote the necessary major increases in business investment.

Given the importance of the business role and the magnitude of the challenge, additional action must be taken to scale up the business contribution. Companies cannot do everything; there are a number of areas where investment and service provision need to come from governments and other stakeholders. However, maximizing the opportunity for commercially-viable and sustainable investments to support energy access will:

- Help mobilize private capital and reduce the financial burden on governments and development assistance.
- Allow energy access objectives to be achieved efficiently and effectively.
- Catalyze the role of business as a primary solution provider within the energy system.

Summary of the session

The session was initiated with three excellent keynote speeches.

Gérard Mestrallet, Chairman and Chief Executive Officer (CEO) of GDF Suez, the world's largest utility, described how the company develops its businesses around a model based on responsible growth to address the global energy and environmental challenges, particularly the lack of access to energy. Mr Mestrallet highlighted how GDF Suez is demonstrating its leadership through the launch of a major global initiative focused on access to energy – *Rassembleurs d'Énergies* – and through Co-Chairing the WBCSD Access to Energy Initiative.

Jean Pascal Tricoire, CEO of Schneider Electric, presented how, as one of the world's leading energy solutions providers, the company's role is to help energy to be used more efficiently, so that it can be distributed more equitably. Mr Tricoire described how the company had taken its early lessons from providing energy access to poor communities, to develop the BIPBOP program (Business, Innovation and People at the 'base of the pyramid'). This highly-successful program targets three key challenges for expanding access to energy – support for local businesses, product innovation, and skills development - and has already helped expand access to over one million people.

The Hon Heikki Holmås, Minister of International Development of Norway, provided an overview of Norway's leadership role within the international community in catalysing action to expand access to energy and to address climate change. Norway has initiated the Energy+ partnership, a major new international initiative to expand access to energy through renewable energy and energy efficiency. The Energy+ Initiative is focused on catalyzing business investment, and the Minister identified a number of concrete ways that development partners and business can work together to scale up energy access solutions.

The second half of the session consisted of a high level panel discussion, moderated by Mark Spelman (Accenture). The panelists were: Brian Dames (CEO, Eskom); Giuseppe Recchi (Chairman, Eni); Sven Molleklev (Senior Vice President, DNV); Sagun Saxena (Managing Director, CleanStar Ventures); Prof. Abeeku Brew-Hammond (Board Chairman, Energy Commission of Ghana); Seethapathy Chander (Director General, Asian Development Bank) and Dr Christoph Beier (CEO, GIZ). The panel addressed three key opportunity areas for scaling the business contribution to access to energy – business model innovation; enabling policy frameworks; and financial mechanisms. The discussions further highlighted how business leadership, innovation and technical and managerial capacities will play a critical role in expanding access to energy.

While there was consensus on the panel that there is ‘no magic bullets’ for addressing the energy access challenge, there was agreement that scaling up action to expand energy access could be greatly accelerated by learning from a number of existing successful business models and from the planning and policy experiences of countries like South Africa, Ghana, and others. A range of financing instruments and sources will be needed to support the diverse range of business models needed to deliver local solutions. However, it is critical that public and development finance mechanisms are specifically designed to leverage additional private investment. Finally, there was a clear message that partnerships and multi-stakeholder approaches will be essential for success.

Key conclusions & recommendations

- **Business model innovation.** The technology solutions exist to deliver access to energy – the key challenge is to build business models that deploy these technologies so that they deliver clean, reliable and affordable energy solutions to customers, while ensuring commercial sustainability for business. There is significant scope for the large number of proven energy access business models to be scaled and replicated with additional policy, financing and capacity building support. However, it must be recognized that no size fits all, so local innovation for local challenges is particularly important.
- **Enabling policy frameworks.** Well-designed and stable policy and regulation are critical for facilitating business participation in the energy sector, and the expansion of access to energy. The success of countries like South Africa and Ghana in expanding access to energy in recent decades was built on the right planning and policy support. Policy-makers need to focus on prioritizing energy access in national development planning using a multi-stakeholder approach; market creation; improving the investment climate; and implementing enabling measures to promote the primary energy access solutions.
- **Financing mechanisms.** Meeting universal energy access targets will require mobilization of significant additional financial resources – perhaps as much as USD 50 billion per year until 2030. A range of financing instruments and sources will be needed to support the diverse range of business models needed to deliver local solutions. However, it is critical that public and development finance mechanisms are specifically designed to leverage additional private investment, if this financing gap is to be closed. The broader financing architecture must give appropriate consideration to the quality of the regulatory and investment climate, which impact risks and returns associated with private investment.

Corporate Sustainability Reporting

Integrating and Reporting Sustainable Value

Speakers

- Yvo de Boer, Special Global Advisor on Climate Change and Sustainability, KPMG
- Paul Druckman, CEO, International Integrated Reporting Council (IIRC)
- Holly Dublin, Director and Special Advisor, Sustainability, PPR
- Ursula Mathar, Head of Corporate Sustainability, BMW
- Vânia Somavilla, Executive Director, Vale
- John Tobin-de la Puente, Managing Director, Sustainability Affairs, Credit Suisse
- Monika Weber-Fahr, Manager, Sustainability Business Innovator, IFC

Background

In the two decades since the landmark “Earth Summit” put sustainability on the world’s agenda, all segments of society, in all parts of the world, have embraced the notion that sustainability is crucial to our shared future.

And while the concept of sustainability is far more widely recognized than it was in 1992, it is a concept that is neither clearly understood, nor fully integrated into core business strategies and practices.

The integration of sustainability into business strategy will require new business models and ways of thinking about how business contributes to society. Michael Porter and Mark Kramer's concept of "shared value" further illustrates this, as business moves beyond actions focused on "social responsibility" to reconnecting company success with societal and economic progress. To advance this, new ways to measure value creation and "good corporate performance", the valuation of externalities, and new reporting standards to accelerate this transition to long-term sustainability, will need to be established.

Today, the challenge is a lack of standardized benchmarks to assess "good performance", as well as an incomplete understanding of how to translate these indicators into agreed valuation tools that integrate environmental, social and governance considerations into economic analysis. At present, this means that companies trying to incorporate the idea on their management playbooks must chart their own course. Therefore, the need for a new reporting framework that drives performance management and comparability of progress to investors and stakeholders is critical.

This session at the Rio+20 BAsD Business Day presented a truly unique opportunity to bring together leading business experts and other stakeholders, to deepen our understanding of what the concept of shared value means in practice, to catalyze efforts to re-define what "good corporate performance" should mean in practice, and advance discussions on the most effective ways to report and reward companies across the globe.

Summary of the session

This session discussed the need for integrating sustainability into the core of business strategy, and how new concepts of value and profit need to be created, so that the true performance of a company can be reported and assessed. A movement has already begun. The concepts of creating shared value and sustainable capitalism, as well as the work on valuing natural capital and integrated reporting, are positive steps forward. However, voluntary action will not be enough.

Participants expressed the challenges for scaling up and accelerating the pace because of a lack of standardized benchmarks to assess "good performance", as well as an incomplete understanding of how to translate these indicators into agreed valuation and reporting tools that integrate environmental, social and governance considerations into economic analysis. Participants expressed support for the framework document paragraph 47, but the scale and pace of acceleration will need to increase.

Key conclusions & recommendations

- Valuing and pricing the natural and social capital is the way forward to urgently act on integrating and reporting the true performance and value of businesses. This means that natural capital accounting, and the pricing of externalities, are needed.
- Integrated reporting, to report a forward- looking performance and strategy is essential.
- New ways of measuring and rating performance of companies and countries is needed.
- Voluntary standards will not be enough. Smart policy frameworks are also needed to scale up the integration, valuation and reporting of sustainability globally.

Green Economy

Roadmap for the transition towards a green and inclusive economy

Speakers

- Ms. Maria Cristina Frias, Grupo Folha (moderator)
- Mr. James Bacchus, Chair, Global Practice
- Mr. Bernd Eisenblaetter, Chairman of Management Board, GIZ
- Mr. Neil C. Hawkins, Vice President, Sustainability & EH&S, The Dow Chemical Company
- Mr. Thomas Nagy, Executive Vice President & Chief of Staff, Novozymes
- Ms. Jeanne Chi Yun Ng, Director – Group Environmental Affairs, CLP Holdings Limited

Background

Whilst the green economy concept is global in scope, the challenges, as well as opportunities, priorities, and actions needed to transition towards a “Green Economy” may vary from sector to sector, value chain to value chain, and for specific national circumstances. Governance structures at local, regional, national and global level need to be aligned, and mutually reinforce each other, to allow all actors to meet their shared responsibilities.

Business is herein a substantive participant to shape and implement the Green Economy concept, at both the policy and market level. Regardless of company size or location, companies view sustainability issues from both a risk management perspective, and the increasingly evident and appealing benefits and opportunities – particularly associated with green growth and poverty alleviation. There are some interesting insights coming from these figures:

- The amount of private finance is almost three times greater than public finance, with carbon finance playing a small role (USD 2 billion).
- OECD (2011) counts between \$2.1 to \$6.3 trillion of potential commercial opportunities related to environmental sustainability in natural resource sectors alone by 2050.
- IEA estimates that the 17% (USD 46 trillion) increase in energy investment required globally between 2010 and 2050 to deliver low-carbon energy systems would yield cumulative fuel savings equal to USD 112 trillion (IEA, 2010).

In short, the business case for sustainability has strengthened, as a response to the deep interdependencies in today’s globalized world. However, today we also face a time of multiple and interlocking crisis: climate change, food, water, energy and of course the current economic crisis, which has led to a crisis of confidence created by volatile economic conditions, including the risk of increased economic nationalism and protectionism, which hinders solutions in an interdependent world.

In this panel discussion, leading green economy experts with diverse backgrounds discussed conditions required to encourage and accelerate a transition towards an inclusive green economy, and share best practice examples. The panel particularly evaluated the role of innovation, collaboration, and trade and investment as accelerators and enablers for a green inclusive economy.

Summary of the session

A “green economy” requires the three dimensions (economic, social, and environmental) of sustainable development to work in a mutually reinforcing fashion. Economic growth is, and will continue to be, essential to provide the livelihoods, resources and development necessary to build capacity and finance actions in a transition towards a “green economy”. Efforts by all actors need hereby to reconcile the need for short and medium-term pressures, with longer-term shared value.

Leaders in the private sector have taken concrete and measurable actions towards building a “green economy”, including reducing environmental impacts across value chains, increasing resource efficiency, investing in a full range of clean energy options. Companies, such as Dow, CLP, and Novozymes have placed sustainability at the heart of their business strategies as competitive advantage. However, more needs to be done to scale up best practices that exist today, and raise the bar of performance within the chain of commerce. Challenges emerge and remain which include, for example, finding solutions on global agreements under the WTO rules.

Finally, while values differ by different stakeholder groups and cultures, value frameworks are, and will be, crucial for a transition towards a green economy and creating shared value. Dialogue, and engagement with stakeholders, are vital to find long term and sustainable win-win solutions and new forms of collaboration such as public-private partnerships that can help to spur a transition.

Awareness raising, education, skill transfer, entrepreneurship, job transfer, lifelong learning, and good governance are the basis for both transformational and incremental changes required to reach sustainability goals.

Key conclusions & recommendations

- Today’s collective sustainability challenge requires all actors, whether business, government or civil society, to accept shared responsibility and shift towards more collaborative and solutions-oriented thinking.

- To meet today's sustainability challenges, innovation, collaboration and governance aspects on the economic, environmental and social dimension of sustainable development need to be worked on simultaneously, both bottom up and top down, and in the short and long term, for a transition towards a "green economy".
- Multilateral and cross-cutting approaches across countries and sectors are indispensable. Multilateral approaches are of critical importance to bring solutions to sustainable development, with open trade and investment remaining at the heart of greening the global economy.

Inclusive Business

Eradicating poverty through inclusive business solutions

Speakers

- Marcel Engel, Managing Director – Development Focus Area, WBCSD
- Stuart L. Hart, Samuel C. Johnson Chair in Sustainable Global Enterprise and Professor of Management, Cornell University's Johnson School of Management
- Yogesh Chander Deveshwar, Chairman, ITC Ltd.
- Susanne Dorasil, Head of Division, Economic Policy; Financial Sector, German Federal Ministry for Economic Cooperation and Development (BMZ)
- José López, Executive Vice President – Global Operations, Nestlé
- Luiz Ros, Manager, Opportunities for the Majority Sector Office, Inter-American Development Bank
- Roberto Salas, President, GrupoNueva and CEO, Masisa
- Filippo Veglio, Deputy Director - Development Focus Area, WBCSD

Background

Business is well aware that poverty remains one of the biggest obstacles to sustainable development. As an engine of growth and development, business can significantly improve the lives of people in developing countries through increasing investment, creating jobs, increasing skills, and developing goods and technologies. Companies are most notably taking a proactive role in addressing development challenges through *inclusive business*. This term, coined by the World Business Council for Sustainable Development (WBCSD) in 2005, refers to sustainable business solutions that expand access to goods, services, and livelihood opportunities for low-income communities in commercially viable ways.

Inclusive business leads to the creation of employment opportunities for low-income communities – either directly or through companies' value chains as suppliers, distributors, retailers and service providers. Alternatively, companies can develop ways to supply affordable products and services, to meet basic needs for food, water, sanitation, housing and health care. Or they can develop innovative business models, to enhance access to key development enablers such as energy, communications, financing and insurance. In essence, inclusive business models try to find synergies between development goals and the company's core business operations. Sound inclusive models can deliver higher socio-economic value for communities, and present an exciting opportunity for the private sector because it is good for business. A variety of commercial returns – market entry, market share, secure supply chains, product line innovation, competitive advantage – all help to build market value.

Summary of the session

The session highlighted inclusive models from different sectors and countries as examples of sustainable, market-based solutions in support of poverty eradication and social inclusion in the developing world. It encouraged companies to embrace inclusive business activities by identifying key success factors and opportunities. Finally, it facilitated a discussion between companies and stakeholders from bilateral and multilateral donor organizations as to how the business contribution can be effectively scaled up in practice.

Marcel Engel, Managing Director of the WBCSD's Development Focus Area, kicked off the session by introducing the agenda items, objectives, and speakers. The session was initiated with three keynote speeches. Stuart L. Hart, Samuel C. Johnson, Chair in Sustainable Global Enterprise and Professor of Management at Cornell University's Johnson School of Management, set the scene for the afternoon's discussions, reflecting on the evolution of this area of work among the business community. As the thought leader in this space, Prof. Hart, with the late C.K. Prahalad, wrote the path-breaking 2002 article "The Fortune at the Bottom of the Pyramid," which provided the first articulation for how business could profitably serve the needs of the four billion poor in the developing world. Yogesh Chander Deveshwar, Chairman, ITC Ltd., provided a perspective

on the “Business of Development”, highlighting ITC’s e-Choupal initiative, a farmer empowerment program, as a tangible example of how substantial (i.e., large scale) the impact of a business-led initiative can be, at the level of achieving both business targets (distribution, product design & innovation, etc.) and socio-economic development (enabling sustainable livelihoods in rural areas). Luiz Ros, Manager, Opportunities for the Majority Sector Office (OMJ), Inter-American Development Bank (IDB), shared his thoughts on how the Bank is leveraging inclusive business models to transform the lives of the poor in Latin America and the Caribbean. Created in 2008, OMJ has invested some US\$200 million over 34 projects to support the implementation of inclusive business models in the region.

The second half of the session consisted of a high-level panel discussion, moderated by Prof. Stuart L. Hart. It included the abovementioned speakers, in addition to: Roberto Salas (President, GrupoNueva & CEO, Masisa), José López (Executive Vice President, Operations, Globe, Nestlé), Susanne Dorasil, Head of Division, Economic Policy; Financial Sector, Federal Ministry for Economic Cooperation and Development (BMZ).

Filippo Veglio, Deputy Director of the WBCSD’s Development Focus Area, wrapped up the session by inviting the audience to see “inclusive business in action” during a half-day visit to Rio’s *favelas* on 20 June, co-organized with the Brazilian Business Council for Sustainable Development (CEBDS). The visit featured the inclusive business work of Itaú Unibanco (in Complexo do Alemão), Banco do Brasil (in Complexo do Alemão) and Banco Santander (in Vila Cruzeiro), in enabling access to finance to local communities. Participants had the opportunity to visit local clients and their respective income-generating activities.

Key conclusions & recommendations

- Valuation - we need to go beyond shareholder value by creating an institutional mechanism that appropriately values and rewards the social contribution of business.
- Competiveness - inclusive business can be a unique source of competitive advantage for a company, provided that it is founded on a long-term engagement that aligns a company’s purpose, values and operations.
- Policy – governments should work as an enabler, in view of making the policy environment act as a tailwind, rather than headwind.

Governance

Delivering sustainable development: enhancing partnerships with the private sector

Speakers

- Paula Bennati, Climate Change Senior Advisor in the Environment and Sustainability, CNI
- John Drexhage, Director - Climate Change, ICMM
- Dr Martin Kayser SE Sr. Vice President Product Stewardship BASF SE / Co-Chair ICCA Chemical Policy and Health LG, ICCA / BASF
- Norine Kennedy - Vice President, Energy and Environmental Affairs, BIAC (Business and Industry Advisory Committee)
- Yoshiharu Tachibana, Sustainability Advisor, Keidanren
- Brent Wilton, Secretary General, IOE

Background

There is a growing desire within industry at international level to have the opportunity to play an active and more formalized role in the process. Since the 1992 Rio Earth Summit, there has been a profound change in the way that the business sector is regarded – with firm recognition now that it is ‘part of the solution’ when it comes to delivering sustainable development, or a green economy. However, despite this recognition, and the increasing expectation in fora such as the United Nations for industry to both contribute and to be fully accountable, there is often a lack of formal structure and process for meaningful business engagement in multilateral initiatives.

While the solution to this is not straight-forward, business urges governments to consider this situation, and perhaps look to successful models elsewhere – such as the Business and Industry Advisory Committee (BIAC) which has played a constructive role for many decades as ‘the voice of industry at the OECD’. Such structures would better enable the UN and the business sector to translate the commitments that the latter is making in

sustainable development at the operations and corporate-policy level, into commitments and actions on the international stage.

Summary of the session

Participants noted that we have witnessed a growing recognition of the contribution and role of all stakeholders, and, in particular, business to multilateral processes such as Rio+20. We see in Rio+20 an increasing talk of the role of industry in implementation and funding towards global outcomes on sustainable development. However, there has been little addressed in the way of governance implications and the ways in which interaction is enhanced. Panel members all had experience in working in public-private partnerships, and several successful examples were presented as possible models. The Business and Industry Advisory Committee to the OECD (BIAC) was discussed as one particularly successful model. BIAC is formally structured, with permanent representation, and a structure that mirrors that of the OECD. This structure, and the permanency of the BIAC structure, were seen as key factors in its success. A similar structure has emerged through the Asia Pacific Partnership to specifically address the issue of climate change.

Less formal structures were also discussed, including voluntary partnerships. The example of the International Council of Chemicals Association Memorandum of Understanding with the UN was presented as an example of industry taking a lead in engagement to bring forward its expertise.

As well as discussing external initiatives, participants also reflected that there is not enough coordination within the business industry to come to a common voice on what it is that business can deliver at an early stage in processes. Numerous organizations represent the various business sectors, and there is a need to have one coordinated voice so that governments understand clearly what the position of industry is, and what exactly it can contribute to the process.

A final note of discussion is that currently industry tends to leave things too little, and too late, in its coordination. There needs to be more input at the national level through business chambers to place the messages we want early, at national level. In addition, a common voice from the beginning of processes would help – in simple terms, why not hold business days early, to agree on a consolidated, coherent input to the zero draft of negotiations?

Key conclusions & recommendations

- Technical expertise and inputs, through voluntary programs, can be an excellent way of establishing a role in processes before more meaningful engagement – this will help government to identify business as a vital resource.
- Create better partnerships at all levels – from the local to international - to create greater clarity around the contribution that industry makes to sustainable development.
- There is a need to improve business' capacity and coordination well in advance of entering into multilateral negotiations to ensure a coherent voice. The same model will not necessarily work in all instances, and therefore needs to be defined well in advance.

Policy frameworks for Sustainable Development

Public policies to boost sustainable business solutions fast

Speakers

- Sam Di Piazza, Vice-chairman, Citi and Board Member, UN Global Compact
- Chad Holliday, Chairman, Bank of America and Chairman, WBCSD
- Adriana Machado, CEO, GE Brazil
- Feike Sijbesma, CEO, DSM
- Simon Upton, Head of environmental division, OECD
- Masesa Oosterman, Permanent Mission to the UN, The Netherlands

Background

There is no denying that the world population is growing to over 9 billion by 2050, and consumption increases have meant that planetary boundaries are reached on biodiversity loss, climate change, and nitrogen and phosphorus inputs to the biosphere and oceans. The time for decisive action and the scaling up of solutions is now. All stakeholders in society have to take their responsibility, and act alone and together, to address the challenges. We are at a point now where we could all agree on a shared vision of 9 billion people living well, while preserving the resources of the planet. However, this vision alone proves powerless to break the lock of existing assets, technologies, interests and behaviours. We also have most of the technologies and practices to start the journey, and all the intelligence to innovate and succeed. But innovation alone does not create spontaneous progress. There is a clear need for smart public policies to enable vision and innovation to break from business-as-usual. Markets, as long as they are guided to that end, can deploy sustainable solutions at the scale and speed demanded by our social and environmental challenges.

Summary of the session

The roles of business and government are different, but complementary, and should be coordinated as such. Given business' increased global impact over the past 100 years, the sector bears a great responsibility to address the distribution of wealth and consumption. Business responses need to be cross-border, have a predictable framework and level the playing field, all requiring the engagement of policy makers and governments. Success stories should be highlighted, such as the wind industry, which has established wind farms leading to a drop in energy prices, thanks to a push forward from the government. "Governments make the rules, business brings the tools," and the better each plays their part, the better the other can play theirs. Governments can contribute by: stimulating innovation to enable "doing more with less", so people will not have to "do less with less"; standardizing labeling, helping to define what is "green;" pricing externalities; and involving the financial sector regarding share price.

As the UNCSD outcome document agreed earlier that day contained nothing concrete, such as targets or commitments, it has now come time for implementation. The result is that bases of production, value chains, and consumers must all be better geared toward sustainability. Since diplomats strive for ambiguity with language, they ultimately cover up important differences and economic realities. Governments should be pushed to stop environmental harmful subsidies, fund transformative policies, as well as to value assets properly, and price pollution.

In the ensuing discussion, participants addressed, *inter alia*: the feasibility of pricing externalities in national and business accounts by 2020; the role of rule of law in the relationship between business and government; and how policy makers can engage business effectively.

Key conclusions & recommendations

- Change taxation from labor to resources, while allowing an adjustment period for Group of 77 (G-77) countries, and include a focus on transparency and measurement.
- Add text to reinforce Paragraph 47 in the draft outcome document of the Conference, as follows: "we demand national States to set up mandatory measuring and reporting of environmental externalities, among which at least GHG emissions in absolute volumes." For other externalities, use precise and clear definitions, and discuss these definitions with industry. Begin with a period of experience with only measurement and reporting, with a view to pricing by 2020 (or another date). Predictability is important.
- Suggest local governments reassess their investments and transfer the surplus to new, sustainable investments, which would positively impact a green economy and the integration of sustainable development in communities. As "for sustainable development you need sustainable regulations," the policy measures must be kept in place for longer than a few years at a time.

Technology

Technology Enabled Sustainable Development

Speakers

- Rob Bernard, Chief Environmental Strategist, Microsoft
- Kris Gopalakrishnan, Chair of the BASD and Executive Co-Chairman of Infosys
- Stephen Harper, Chair, Digital Energy and Sustainability Solutions Campaign (DESSC) and Global Director for Environment & Energy Policy, Intel Corp
- Clay Nesler, Vice-President Global Energy and Sustainability for Building Efficiency, Johnson Controls

Background

Information and communication technologies (ICT) are enabling tools that will help to drive green growth. The ICT sector provides the intelligent products that support solutions in the areas of water resources, energy efficiency, sustainable cities, sustainable biodiversity, ecosystems and education. There remain barriers to the full deployment and scaling of ICT-enabled sustainability solutions. Governments should support policy actions that encourage the development and deployment of ICT-enabled solutions to achieve sustainable development goals, and the commitments agreed to in Rio.

Summary of the session

Participants discussed the gains already made, and the greater gains possible in the future, through ICT enabled solutions. These solutions include intelligent transportation, smart buildings, smart logistics, telework, telepresence, and the like. Such solutions have already contributed 10x efficiency in the US economy historically, and they have an even greater future potential to save 15% of global emissions in 2020, according to several studies.

However, the participants also noted that market, and other, barriers could stand in the way of achieving the full potential and industry, acting alone, cannot remove these barriers. On the other hand, governments, civil society, and business will need to work together. The participants were therefore excited by the announcement made earlier in the week, with support from the US government, of a new partnership commitment entitled the "ICTs for Sustainable Energy Partnership" (ISEP). The participants expressed the hope that the ISEP will help realize the ICT industry's important further potential and key role in achieving the goals of the UN's Sustainable Energy for All (SE4All) initiative: doubling energy efficiency; doubling the share of renewable energy resources; and ensuring universal access to energy.

Key conclusions & recommendations

- Information and communication technologies (ICT) are enabling tools that will help drive green growth. The ICT sector provides the intelligent products that support solutions in the areas of water resources, energy efficiency, sustainable cities, sustainable biodiversity, ecosystems and education.
- There remain barriers to the full deployment and scaling of ICT-enabled sustainability solutions. Governments should support policy actions that encourage the development and deployment of ICT-enabled solutions to achieve sustainable development goals, and the commitments agreed to in Rio.
- ICT companies are taking actions to fully realize the benefits of ICT-enabled solutions. In the area of energy efficiency, the Sustainable Energy for All ICT Guidance Document outlines priority opportunities for technology companies who are considering additional actions to help achieve international energy efficiency goals.
- Industry, governments and other stakeholders should work together to help mobilize the deployment of ICT in support of sustainable development. This week, with support from the US government, the Digital Energy and Sustainability Solutions Campaigns (DESSC), the UN Foundation, The Climate Group (TCG), and the Center for Climate and Energy Solutions (C2ES) announced a new partnership commitment entitled the "ICT's for Sustainable Energy Partnership" (ISEP).

Urbanization

Transitioning to Better Living: Urban Infrastructure

Speakers

- Marina Grossi; Executive President; Brazil BCSD (CEBDS)
- Stéphane Quéré, SVP Urban Development, GDF Suez
- Susanne Salz, Head of Secretary General's Office, ICLEI
- Juan Ramon Silva, Sustainability Executive Director, Acciona
- Moderator: Nicholas You, Director, Strategic Planning and Knowledge Management, Sustainability

Background

Now that a growing majority of the world's people are city dwellers, if cities are not sustainable, then the world cannot be. Contrary to common beliefs and experience in many parts of the world, cities can create inclusive communities, and be highly efficient in their use of energy, water and other resources, as well as offering better conditions for citizens. Success is possible with the right approach. The example of the Urban Infrastructure Initiative (UII) has demonstrated how business involvement can help to define sustainable city strategies.

The Urban infrastructure Initiative (UII) set out to show the benefits of early business involvement, rather than companies being held at arm's length until tenders are issued. Because the UII engagements are several steps removed from tendering and procurement processes, a wide-ranging conversation is possible, without compromising any subsequent commercial relationship. The cities have been able to explore and test different options in an urban sustainability "laboratory". The project has shown that business expertise, combined with cities' skills and knowledge, can develop solutions to complex, inter-connected infrastructure challenges. These systemic solutions cut across "silos" in municipal organisations, to find holistic answers on water, mobility and energy in a unified fashion.

Several cities have welcomed assistance from UII to translate their sustainability vision into strategies that will work on the ground. They include Turku in Finland, Tilburg in the Netherlands, four cities in Gujarat, India, Guadalajara in Mexico, and Philadelphia in the U.S. UII continues to work with Surabaya, Indonesia; Yixing, in the Jiangsu province of China; and Kobe City, Japan. The engagements generated many promising ideas, some of which the cities are already pursuing. Another good model that integrates businesses, individuals and governments that could be rolled out and scaled up for implementation in other cities in the country and in the world is The Morar Carioca Verde project, promoting urban infrastructure that takes account of sustainability issues in its planning and execution. CEBDS (BCSD Brazil) is involved in the initiative, through the Rio Cidade Sustentável (Rio Sustainable City) project, that enjoys the support of the government of the State of Rio de Janeiro, and the collaboration of companies whose core business is concerned with sustainable solutions. The CEBDS brings to the project the know-how and sustainable technologies developed by its members, as part of efforts to promote sustainable development in urban areas.

Summary of the session

Companies that have placed sustainability at the forefront of their core business model have been trying to engage cities in policy dialogue and strategic thinking for quite some time. One of the challenges has been the concern for conflict of interest when companies try to engage cities on an individual basis. Nor does such an approach necessarily result in more integrated and holistic approaches to problem solving and investment. The Urban Infrastructure Initiative (UII), involving more than 14 member companies of the WBCSD, represents a novel attempt at availing private sector knowledge and expertise to cities and regions at the early stages of planning and policy shaping, several steps removed from the tendering or procurement processes. The expertise is provided in the form of multi-disciplinary teams, comprised of experts selected from different companies, to work with local authorities in exploring new ideas, new approaches, new technologies and new business models. The results from 5 pilot cities including Turku in Finland; Tilburg in the Netherlands; Gujarat in India; Guadalajara in Mexico; and Philadelphia in the U.S.A. have shown some very promising results and outcomes. These range from helping cities to better understand the cross-sectoral nature of the challenges they are facing, and developing more holistic approaches to, for example, water, energy, transport and logistics;

helping translate long-term goals and visions into concrete action plans; incorporating lessons learned from other success stories into policy making; and exploring new technology options.

These outcomes have led WBCSD to extend the initiative to Surabaya in Indonesia; Yixing in Jiangsu Province in China, and Kobe in Japan.

Another model that integrates businesses, individuals and governments is the Morar Carioca Verde project, promoting urban infrastructure, that takes account of sustainability issues in its planning and execution. CEBDS (BCSD Brazil) is involved in the initiative through the Rio Cidade Sustentável (Rio Sustainable City) project, that enjoys the support of the government of the State of Rio de Janeiro, and the collaboration of companies whose core business is concerned with sustainable solutions. The CEBDS brings to the project the know-how and sustainable technologies developed by its members, as part of efforts to promote sustainable development in urban areas. It does so by engaging low-income communities in learning about how they can transition to better living conditions through a better understanding of the benefits of going green. A key lesson learned is that bringing sustainability to low-income communities is not only feasible, but can also generate tangible impact; it does, however, require a different approach to the project cycle, and overcoming the conventional sectoral approaches to housing, infrastructure and services.

Key conclusions & recommendations

- The different experiences of engagement between business and cities effectively demonstrates that dialogue at the policy and strategic planning levels between local authorities and the private sector is desired by both parties, and can indeed produce positive outcomes.
- Although we still have quite a lot to do to implement a truly integrated approach to urban development, the multi-company engagement involving different areas of expertise within cities is definitely one way forward; it demonstrates the value of harnessing expertise and experience across sectors to address systemic issues.
- Private sector involvement at the early stages in the policy shaping and planning process is a big plus for both parties: it allows cities to explore new ideas and new approaches, and for business to better understand local challenges and contexts and, based on that understanding, to provide more appropriate ideas and targeted advice.
- In addition to these very practical outcomes, one of the lessons learned is the generation of new knowledge and new know-how, through the leveraging of global and local expertise and experience, to contribute to locally relevant solutions - herein lies, perhaps, the true promise of the green economy.

Water (cross-sector)

Water's fundamental role for business in green growth and poverty alleviation

Speakers

- Kersten-Karl Barth, Sustainability Director, Siemens AG
- Jean-Louis Chaussade, CEO, Suez Environment
- Joppe Cramwinckel, Director - Water Program, WBCSD
- Jack Moss, Senior Advisor, Aquafed
- Gerard Payen, President, Aquafed
- Xavier Ursat, Deputy Vice President, EDF Hydro Division, EDF

Background

Water, a resource and provider of services, is fundamental for all businesses to survive and grow. Water is essential for societies, the environment, and all economies. Both green growth and poverty alleviation depend on water. Water issues weave a complex tissue of relationships that are challenging for all parts of society to understand and to manage. This means that water is often neglected in political and industrial decision making. The consequences are serious, and the loss of opportunity and neglected potential significant. Increasing pressures of population, urbanization, climate change, and lifestyles that require more energy and food, are all

placing growing demands on the earth's finite stock of water, and the way it is allocated and managed for different uses. The situation is urgent, but still poorly recognized. BASD and its member companies have been working with other stakeholders to ensure that key aspects of the water challenge are recognised at Rio+20. BASD has focused on four key issues that governments, international organizations and the business community need to focus on urgently, to ensure sustainable development, green growth and poverty alleviation: i) access to safe drinking water and sanitation, ii) wastewater management, iii) coordinated processes in the water – energy – agriculture nexus and iv) sustainable finance. The future we want depends on every actor in society fulfilling their role and acting responsibly: - governments for policy and leadership - businesses (both publicly and privately owned) to provide solutions and innovations - consumers to consume water and water related products carefully. The purpose of this session was for businesses to look at the four key business messages on water outlined above, to determine what actions they could take themselves, and what they could do to convey urgency to act, both to policy makers and consumers.

Summary of the session

The session brought together a wide range of perspectives from both business and non- business backgrounds, and addressed four key challenges of water as the bloodstream of the green economy:

- Managing the significant increase in water , food and energy demand.
- Accelerating universal access to safe water and sanitation.
- Increasing water availability by re-use of industrial, agriculture and utility water.
- Accessing sustainable financing for water infrastructure.

During very intense discussions, the many dimensions of the importance of water resources and water services to business were understood in new ways. The need for clear water strategy within business, and water policy in government, was underlined. These would be helped significantly by meaningful sustainable development goals, that need to be backed up by good indicators and accurate data. Such indicators will help to raise the profile of the many dimensions of water, and drive the action needed to ensure that decision- makers place higher value on water in their list of priorities and actions. Discussions highlighted the necessity for society to have reliable water, sanitation and water pollution management services in place. Without these social functions, good environments and vibrant economies are not possible. Business is recognizing its potential to contribute in many ways, including through technology, partnerships and investment. Faced with increasing water scarcity, recycling and reuse of water provides an important resource, and can be used much more extensively. In many cases, mindsets among water users and consumers present significant barriers which need to be overcome by education and awareness building. The role of city- level action was highlighted as a key area where actions take place, and need to be coordinated between business and local authorities. Water relevance for business can be summarized as: conserve it - deserve it / use it - lose it. It is also highly dependent on the type of "water business" the companies are in, - water service providers, process water users, or water dependent in their supply chain.

Key conclusions & recommendations

- Global goals with local relevance for water and sanitation are essential to address the economic, social and environmental water challenges. These goals need to be supported by indicators and monitoring tools which recognize the interdependence of water with other issues, particularly energy and food.
- There is a real need for deeper understanding and engagement between the finance sector and the water sector. Key to adequate financing is recognition of the business risk, and a good understanding of the economic, social, environmental and cultural value of water for all competing users.
- Enhanced CSR programs can help to accelerate access to safe water and sanitation. However, substantial scale up can only be achieved through core business interests triggering the development and implementation of inclusive business models which provide sustainable products and services, tailored to the demand of the urban and rural low income consumers in an integrated manner.
- Technology is available to respond to most of the water and sanitation challenges, particularly water re-use. 80 % of used water is currently discharged without treatment, with significant consequences in all dimensions of sustainable development. This used water should be seen as an important future source of water that will help to reduce water scarcity. The principal issues to

address are lack of economic incentives and social acceptance, which will be tackled by the WBCSD industrial water re-use initiative.

Sustainable Consumption

The missing link in the drive to achieve scale

Speakers

- Gail Klintworth, Chief Sustainability Officer, Unilever
- Peter Madden, Chief Executive, Forum for the Future
- Rohan Parikh, Head of Green initiatives, Infosys
- Robert Ter Kuile, Senior Director of Environmental Sustainability and Global Public Policy, PepsiCo
- Peter White, Director of Global Sustainability, Procter & Gamble

Background

Consumption of energy and materials is known to be one of the major reasons for natural capital loss. But progress in sustainable consumption is ad hoc, while the need for action is more pressing than ever. The discussion in this session will be around shaping the best policies that can help launch the transformation to more sustainable consumption and production, without delay.

To scale up sustainable consumption solutions, we need an innovative mix of policy initiatives to provide the right incentives to break away from usual consumption and production patterns. The goal is to make sure that material demand, consumption and production have been transformed to match the limits of both renewable and non-renewable resources. Prices can include the use of ecosystems and biodiversity services to reflect the economic warning signals of scarcity. Closed-loop recycling can become normal business practice, making the concept of waste obsolete. Used products and materials can be reengineered to function again for other processes. Optimal and innovative eco-efficiency in key sectors will further respect the limits of resources. And consumers can be educated to understand their consumption impact on the biosphere, leading to individual awareness and responsibility.

There is currently an inability, or unwillingness, to take measures and implement policies that can advance reaching the goals described above and avoid the further permanent loss of natural capital. What are the immediate policy priorities that national governments can focus on, to force a paradigm shift? Which policies can willing governments realize, to contribute to continuous progress towards sustainable consumption?

Summary of the session

Many impactful business actions can be scaled up without government intervention. For example, working together more with different stakeholders, creating the power of peer pressure, seeking sector initiatives, implementing new business models, and leading by example with best practice standards. It is also important for companies to understand consumer habits, and to be aware of where the hotspots are in the life cycle of their products. It may turn out that elements outside the immediate control of the company create the largest footprint, which requires new ways of thinking and working with other parties. But there are some areas where government action would help to create the right frameworks; in particular, in education and behaviour change. One cannot separate sustainable production and consumption from sustainable lifestyles, and therefore it is important for government to focus on raising awareness and improving conscious decision making. While companies have to set more challenging goals, government should support with incentives. Government should also look to turn the best practice available into standards, particularly with a focus on product efficiency standards.

Going forward, companies are increasingly looking at choice influencing. There is a new tool to support business which is social media – what the new generation wants is the power in their hands. Social media can lead to more honest engagement, and understanding real consumer needs. Direct and open access will mean companies will be “poked” more, which is good, as it will lead to getting better, and real, solutions. Companies should base their business models on value creation and not resource consumption, like zip cars and e-bay. However, mostly companies need to make real commitments to strive for inclusive growth.

Key conclusions & recommendations

- More educated consumers.

- Gradual phasing out of perverse subsidies.
- Make green public procurement a reality.

The 50+20 Agenda

Redefining the job of business school – the launch of the 50+20 Agenda of Management Education for the World

Speakers

- Paul Shrivastava, Director, David O'Brien Center for Sustainable Enterprise, Concordia University
- Derick de Jongh, Director, A. Luthuli Centre for Responsible Leadership, University Pretoria
- Michael Flanning, Sustainability Officer, Michelin
- Dr. Katrin Muff, Dean, Business School Lausanne (representing the 50+20 project)

Background

To date, business and management education efforts at large function in line with an agenda that was set during the 1950s, by the Carnegie and Ford Foundation reports. Over 50 years have therefore passed since the agenda for management education has been set. The RIO+20 United Nations Conference on Sustainable Development (June 2012) marks the 20th anniversary of the 1992 Rio Earth summit: 20 years have passed since governments were urged to rethink economic development, and find ways to halt the destruction of irreplaceable natural resources. It is at this juncture in history where the 50+20 project takes action to reset the management education agenda. 50+20 offers a vision of how management education can contribute to a world worth living in. At its core, the vision creates a space: a collaborator platform for stakeholders to resolve transdisciplinary issues. To achieve this, business and management schools must educate and develop globally responsible leaders; enable business organizations to serve the common good; and engage in the transformation of business and the economy. 50+20 is a collaborative initiative between GRLI, WBCSD, and PRME, reflecting the concerns of students, parents, entrepreneurs and scholars world-wide. The 50+20 initiative is an ambitious effort that highlights the urgent need for radical change in what we teach, and how management education is delivered today. It defines 3 roles for business schools: redefining education for the development of globally responsible leaders; giving a concrete purpose to research, and introducing public engagement as a new responsibility for business schools. 50+20 not only raises the sights for the development of our future leaders, but also provides a clear roadmap for delivering on that ambition.

Summary of the session

A key success factor in implementing such redefined and new roles for management schools consists of strengthening links to the business world, and to society in general. We have identified a number of opportunities and synergies for a closer collaboration of business schools and businesses. The education of leaders able to deal with real world issues such as poverty reduction, creating inclusive markets, diversity management, or innovations for greater resource efficiency, requires the direct involvement of actors from business. An extended role for service learning and social entrepreneurship in education promises direct contributions to solving societal issues and reducing inequalities, while preparing students to better deal with challenging social situations. Similarly, a stronger business implication in research would help to focus management and business research on developing solutions for real world issues, and to redirect the research agenda towards practical relevance and applicability. Opening the doors between academia and business practice, and creating productive ways for academics to understand the complexities of business decisions, as well as for business practitioners to reflect their practical experiences in an academic context, would help bridge the gap between the two worlds, and could enrich both partners. The initiators of 50+20 call on business leaders to jointly define and engage in relevant and applied projects that serve the global common good, or advance the integration of sustainability in corporate strategies and operations.

Key conclusions & recommendations

The following are critical levers to achieve scale and speed in our journey toward a sustainable world:

- There is a need for business schools to:

- Establish a close connection for action between business and business schools to collaborate towards a sustainable world.
- Take actions toward educating globally responsible leaders.
- Take actions to ensure that business organizations serve the common good.
- Take actions to jointly engage in the public debate on transforming business and the economy.
- There is a need for a close cooperation between business, society and business schools to:
 - Fix the education of leaders: responsibility of business schools.
 - Ensure applied transdisciplinary research that contributes to businesses scaling up their sustainability efforts: requires a close collaboration of businesses and business school.
 - Set the agenda for the transformation of business and the economy: requires the interaction and engagement of business schools, the business sector and civil society.

Closing Plenary

Speakers

- Peter Bakker, President, WBCSD
- Kris Gopalakrishnan, Chair of the BASD and Executive Co-Chairman of Infosys
- Georg Kell, Executive Director, UN Global Compact
- Vania Somavilla, Executive Officer of Human Resources, Health & Safety, Sustainability and Energy, Vale
- Jochen Zeitz, Chairman, Puma
- Sha Zukang, Secretary General, Rio+20

Summary

Kris Gopalakrishnan, Chair of the BASD and Executive Co-Chairman of Infosys, invited speakers to summarize the reflections of the day. Peter Bakker said discussions reflected the need to ensure that growth is inclusive, and to empower women. He highlighted that more than 200 commitments were made by companies, and that the sectoral approach is the best way to: speed up best practices; develop methodologies; and include all players. He called for an immediate halt to subsidies for fossil fuels. Louise Kantrow, ICC Permanent Representative to the UN, noted that business and industry is the second largest delegation in Rio+20. She noted the wide consulting mechanism in the business community to reach a common position, and highlighted the importance of governments to create enabling environments for sustainable development, and the UN to establish platforms. Georg Kell observed that businesses increasingly understand UN goals and principles, which helps them be ready to cooperate, and align strategies. He invited business to scale up, since the market system depends on investments. He underscored the importance of anticorruption mechanisms, and of creating inclusive marketplaces. Vania Somavilla said we have failed to deliver a better world, but welcomed the fact that the business sector has joined together to create one now. She said there are many good experiences to share and scale up. Sha Zukang, Secretary-General of the United Nations Conference on Sustainable Development (Rio+20), joined BASD 2012 for the closing plenary, to announce the outcomes of the negotiations. Here are the outcomes as described: agreement to establish a set of sustainable development goals (SDGs) and a process to do so; agreement on green economy as an important tool for sustainable development; consensus language on green economy, a menu of policy options and toolkits, and a platform for discussion; agreement to establish a high-level political forum to energize the follow-up to Rio+20; agreement to strengthen UNEP with specific mandates, and enhance the engagement of the private sector and partnerships, including by inviting the private sector to conduct corporate sustainability reporting. The outcomes also included: agreement to start a process to go beyond GDP as a measure of prosperity and well being; agreement to establish a mechanism to ensure focus on means of implementation, especially finance and technology, and a timeline; reaffirmation of all past principles, including common, but differentiated, responsibilities and human rights; reaffirmation of political commitment to sustainable development; adoption of the 10-year framework program on sustainable consumption and production; and unprecedented emphasis on the role of civil society and Major Groups. Sha added that all political groups had agreed that Heads of State and government should adopt the draft text without change, and avoid reopening the document.

Key conclusions & recommendations

- Business present at the BASD Business Day is aware of the urgent need to address sustainable development. This includes ensuring that growth is truly inclusive, women are empowered, environmental and ecosystem degradation is carefully managed, resources productivity strives to prevent resource limitations.
- Business present at the BASD Business Day has already developed a significant amount of sustainability activities inside their own business activities, as CSR programs notably, but gradually more as an integrated part of their core strategies.
- Business present at the BASD Business Day, however, also recognizes that in order to achieve a sustainable economy and planet, much more needs to be done, and done faster. The key question is how to scale up.
- Ideas to scale up include:
 - At sector level:
 - Sectoral approaches are the best way for bottom up development of best practice.
 - Develop joint methodologies and measurement.
 - Agree on best-practice, and make these standards for all players.
 - Share sector best practices amongst other sectors.
 - Joint communication, advocacy and capacity building.
 - At cross sectoral level:
 - Sustainability should be measured up and down the value and supply chain.
 - Optimization of sustainability requires a value chain approach.
 - Development of sustainable transport system (local, national, regional) and intermodal mobility.
 - At government level:
 - Subsidizing fossil fuels to be stopped immediately.
 - Dialogue with business around SDG's is required, to avoid breakdown in actionable targets and projects.
 - Cities are the most promising platform for implementation between business and government.
 - At company level:
 - Value and price the natural and social capital.
 - Promote Natural Capital accounting.
 - Price externalities.
 - Integrated reporting to be developed (forward not backward looking).
 - Create a rating system (for countries and companies).
 - Charge externalities to end consumers.
 - Use social networks to create a virus.
 - Ensure capital markets and banking sectors get involved.
 - Ensure SME's are involved through supply chains (both as innovators, job creators, and for capacity building).

Side Event June 20, 2012

The day after the Business Day, BASD 2012 organized an official side event at the Rio Centro, during which it presented the outcomes of the Business Day, and the other preparatory events, to the delegations in the Rio+20 process. The presenters reflected on the progress made by business since the 1992 Summit, discussed the many commitments made by business to sustainable development, and identified a priority set of actions that should be taken, in order to address the scale of the challenges that we are facing.

About BASD

As a key driver of employment, growth and innovation, business plays an integral role in advancing the sustainable development agenda. Business Action for Sustainable Development 2012 (BASD 2012) has been the United Nations coordinator of business and industry at the UN Conference on Sustainable Development (Rio+20), held in Rio de Janeiro on June 20-22, 2012.

As a coalition of business organizations, BASD 2012 ensured the voice of business is heard – both at the Conference and in the preparatory process leading up to Rio.

BASD 2012 is convened by the International Chamber of Commerce (ICC), the World Business Council for Sustainable Development (WBCSD) and the United Nations Global Compact (UNGC). A number of global business associations and initiatives have joined BASD 2012 as partners.

The Business Action for Sustainable Development 2012 (BASD 2012) encourages businesses of all sizes to embrace voluntary sustainability principles such as those embodied in the UN Global Compact.

The ultimate objective of BASD 2012 is to strengthen the overall contribution of Rio+20 to sustainable and inclusive markets and promote joint action between stakeholders – business, government, civil society and consumers – toward green growth.

BASD 2012 Conveners:
WBCSD, ICC and UNGC

BASD 2012 Partners:
Aqua Fed, ATAG, The Business Council for Sustainable Energy, CropLife, Cement Sustainability Initiative, DESC, IAI, ICCA, ICMM, IPIECA, Worldsteel Association.

Business Day sponsors:

