



Thinking **globally**,  
acting **locally**

The Regional Network



# Regional Network

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# Foreword

The world is experiencing a historic shift of economic and political power from the traditional base of industrialized countries in Europe and North America to emerging economies. They will be home to 85% of the world's estimated 9 billion inhabitants in 2050, and therefore constitute tomorrow's growth markets. This will also be a highly urbanized world with 70% of the world's population living in cities and with the majority of the world's megacities located in developing countries.

Yet poverty and inequity in many countries remain critical challenges for sustainable development and global stability. Poverty comes in many forms: about 2 billion people live on less than 2 dollars a day, 1.6 billion have no access to electricity, 2.5 billion have no access to proper sanitation, 1.8 billion have no access to safe drinking water, and 900 million no access to transportation.

Poverty alleviation will create substantial pressure on the world's ecosystems. The world is faced with the seemingly conflicting imperatives of meeting the demands of rapid population growth and improving standards of living, while at the same time reducing negative impacts on society and the environment.

Beyond the short-term impact of the current economic crisis, the move to an inclusive, low-carbon and resource-efficient world appears inevitable – and business has a key role to play as a provider of smart systemic solutions. This transition entails enormous opportunities and will drive future innovations, investments and business strategies.

As the title of a recent bestseller emphasizes, we live in a “hot, flat and crowded” world in need of a green revolution.<sup>1</sup> Such a revolution requires effective cooperation between all social actors – globally and locally. The WBCSD's Regional Network does just that – it creates global-to-local-to-global linkages and seeks to facilitate local action for global impacts.

The pages that follow provide a snapshot of how partner organizations belonging to the WBCSD's Regional Network worldwide put sustainable development into practice. Examples have been classified according to the WBCSD's four Focus Areas (Business Role in Society, Development, Energy & Climate and Ecosystems) and in reference to major projects dealing with key issues, such as water, buildings, cement, forests and electricity. A special emphasis is made on the BRICS,<sup>2</sup> whose growing economic power and global footprints make them key players in efforts to achieve sustainable development.



1 - See Thomas L. Friedman: *Hot, Flat, and Crowded: Why We Need a Green Revolution – And How It Can Renew America*, September 2008.

2 - The acronym BRIC (Brazil, Russia, India and China) was first coined by the investment firm Goldman Sachs. The WBCSD has also chosen to include South Africa, as the African continent's most prominent economy, and uses the acronym BRICS to reflect this.

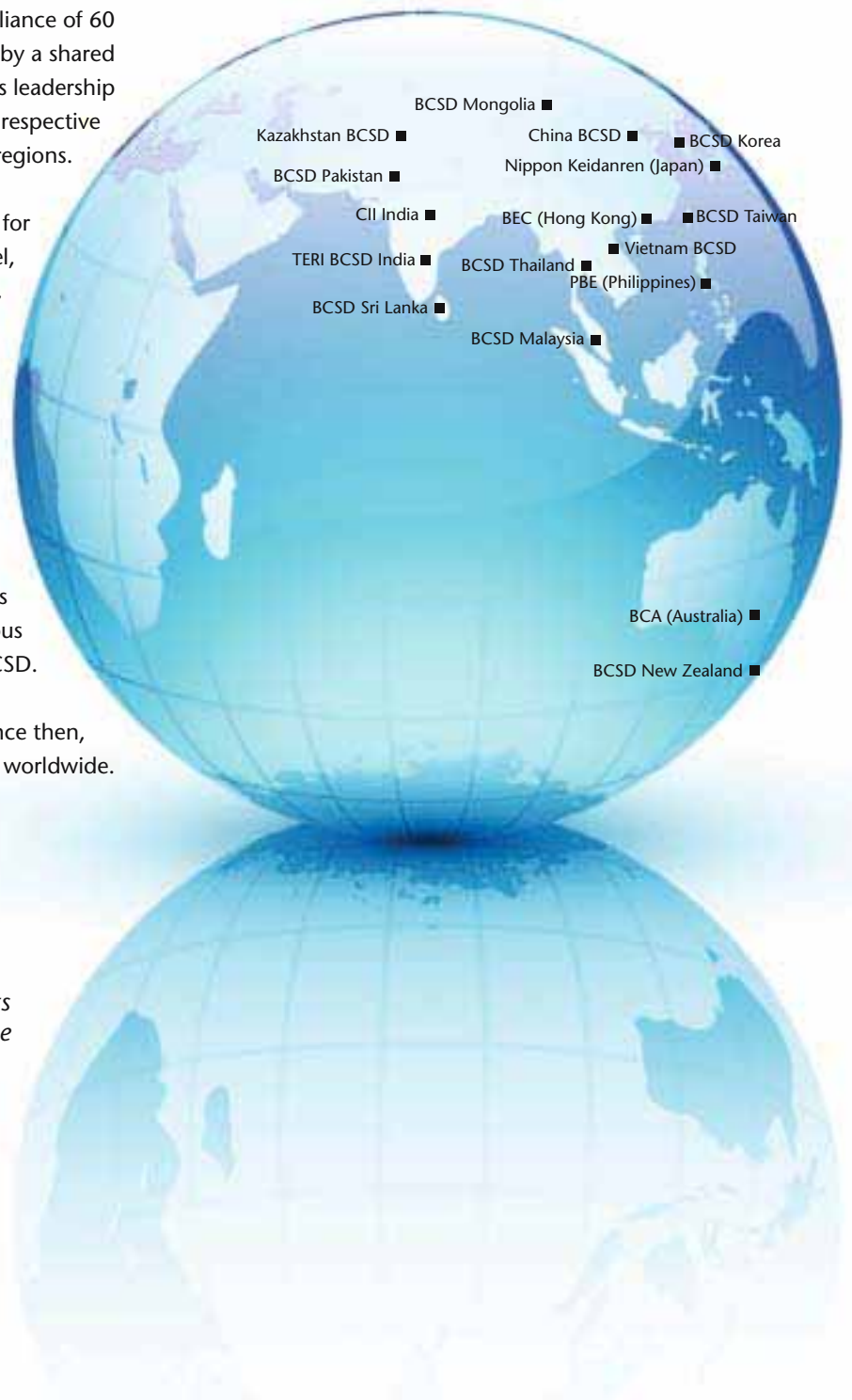
# What is the Regional Network?

The WBCSD's Regional Network is an alliance of 60 CEO-led business organizations united by a shared commitment to providing business leadership for sustainable development in their respective countries or regions.

While the WBCSD makes the business case for sustainable development at the global level, the members of the Regional Network, through their local and regional initiatives and activities, help to promote sustainable development at the local and regional levels.

Regional Network members, many of them created as Business Councils for Sustainable Development (BCSDs), are composed of leading local companies and subsidiaries of foreign corporations, including numerous members of the WBCSD.

The first BCSDs were established in 1992. Since then, the Network has expanded steadily worldwide.



*"As global governance shifts from the G8 to the G20, the Regional Network acts as a key channel to engage emerging economies on sustainable development*

*issues. The Network also supports the WBCSD's increased emphasis on advocacy and sustainable development implementation."*

**Björn Stigson**  
President, WBCSD

More information about the WBCSD's regional partners, their projects, initiatives and publications can be found in the Regional Network section of the WBCSD's website at:

[www.wbcd.org/web/regional.htm](http://www.wbcd.org/web/regional.htm)

# The added value of the Regional Network

The Regional Network has an integral role to play in creating awareness, advocating action and concrete implementation of the WBCSD's message and activities in favor of sustainable development. It adds value to the work and activities of the WBCSD at several levels.



**For WBCSD member companies** it adds value by:

- Advocating business **messages** at the local level, thereby supporting their license to operate, innovate and grow
- Offering a key channel to reach out to influential **business** and **opinion leaders** at national and regional levels
- Providing additional means to engage with **like-minded companies** and implement local initiatives
- Creating links to new suppliers, sources of raw materials and markets by **engaging with SMEs**.



**For the WBCSD** it adds value by:

- Ensuring that it remains a truly **global** organization representing varied perspectives worldwide
- Supporting global **advocacy** efforts by disseminating messages to a wide range of players, including in developing nations where two-thirds of Regional Network members are situated
- Enhancing its **legitimacy** in the eyes of governments and international organizations, thereby making it a preferred partner for both
- Validating **messages** of the WBCSD through the inclusion of localized input and experiences
- Offering **best practice** case studies from companies around the world
- Providing a local **platform** to engage with small and medium enterprises (SMEs) and implement pilot projects.



**For Regional Network partners** it adds value by:

- Providing access to the **latest thinking** and business best practices on sustainable development
- Facilitating mutual **exchange**, particularly among partner organizations in countries with similar socio-economic and cultural characteristics and which often share common challenges
- Offering access to WBCSD **learning by sharing** opportunities, tools and capacity building material
- Providing access to key **international players** and platforms concerned with business and sustainable development
- Enabling contacts and linkages with **global corporations**, thereby facilitating learning across countries and sectors.

# The Business Role

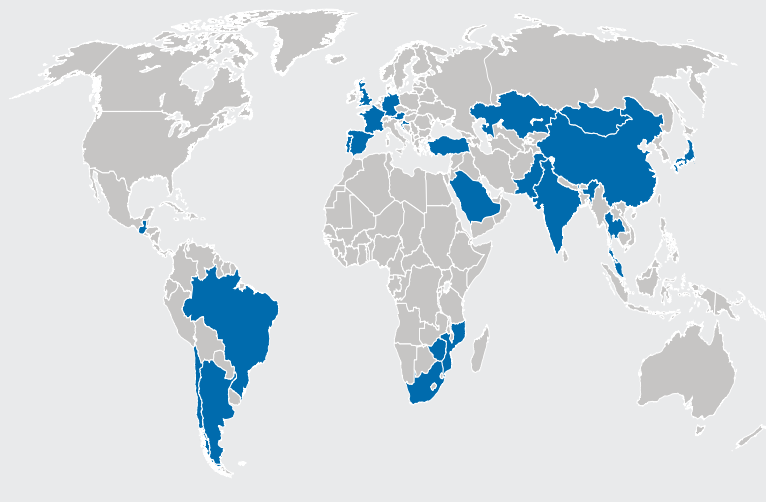
## The challenge

As the foremost driver of economic growth, business is expected to contribute to sustainable development. What are the boundaries of business' responsibility?

Like society at large, business has to meet global sustainability challenges. Solutions to current and future challenges will require massive change, innovation and the use of market mechanisms – all underpinned by appropriate policies.

The role of business is to produce goods and services that people want at prices they can afford, while at the same time helping society to address its main challenges – poverty, climate change and ecosystem degradation. Within the WBCSD, member companies and their Regional Network partners are looking to:

- Define the boundaries of responsibility around different sustainability issues now and in the future
- Influence key stakeholders to help them understand the business contribution to sustainable development
- Implement sustainable development to help companies manage change and demonstrate progress.



## Regional Network Activities ■ Business Role

- A business vision for the future
- Interaction with society
- Labeling
- Capacity building
- Valuation & capital markets
- Training future leaders

# The response

## ■ ■ ■ A business vision for the future

The global business context is changing, driven by demographic growth, economic development, growing competition for finite resources and climate change. If business is to ensure its long-term sustainability it will have to change the way it operates. The WBCSD and its members have been developing Vision 2050 to outline business' view of its role in making the world sustainable. Vision 2050 will address hard questions, including, importantly, what is the role of business?

### Regional dialogues on Vision 2050

A series of dialogues on Vision 2050 have been held with WBCSD Regional Network partners in Argentina, Brazil, France, India, Malaysia, Mozambique, Pakistan, South Africa, Spain, Turkey, United Arab Emirates and the United Kingdom. Future dialogues are planned with the regional partners in China and Russia.

See [www.wbcسد.org/web/vision2050.htm](http://www.wbcسد.org/web/vision2050.htm)

### Zimbabwe ■ Shaping the future of business

During the BCSD Zimbabwe's last annual meeting, a Zimbabwean business vision was discussed. Issues were highlighted, including the importance of education, of "leapfrogging technology", and of public-private partnerships to address the sustainability requirements of the global market place. Members concluded that once the situation is back to normal there is every chance that the nation will attract significant investment.

## ■ ■ ■ Interaction with society

Traditionally, there has been a tendency on the part of civil society organizations, governments and business to view each other in terms of "them" and "us". As a result,

interaction has been characterized by confrontational relations. This has started to change and there is a transition on the part of all three towards collaborative engagement.

### Germany ■ Strengthen dialogue, transparency and partnership

econsense actively promotes open dialogue between business, politics, science, non-governmental organizations and the public-at-large in order to improve mutual understanding and speed up the implementation of sustainable solutions. To do so, econsense provides various platforms, including the annual "in Dialogue" meetings, workshops on specific issues, and informal "Sustainability Get-togethers". See [www.econsense.de](http://www.econsense.de)

### Japan ■ Experts discuss sustainability issues

Nippon Keidanren has convened expert groups to discuss stakeholder engagement to meet the challenges of sustainability. The issues include: public affairs and the value of information; building trust in business; transforming Japanese politics; education to meet future challenges; and building a disaster-prepared society. See [www.keidanren.or.jp](http://www.keidanren.or.jp)

## ■ ■ ■ Labeling

Labeling of "green" or sustainably produced goods can be important for promoting more sustainable consumption patterns.

### Mongolia ■ Delivery of green labels and certification

BCSD Mongolia, hosted by the Mongolian National Chamber of Commerce and Industry (MNCCI), has encouraged the export of healthy and organic products. In 2005, MNCCI, in collaboration with local chambers



*"Today, the role of business in society is to strive for profitable production without prejudice to posterity and have a strong sense of community involvement."*

**George Foot**  
Administrator, BCSD Zimbabwe

of commerce, organized a "Bio and Eco-product Development Council". This resulted in "One Aimag – One organic product", an initiative to promote business activities and identify Mongolia's "99" products eligible for green certification. MNCCI has now developed a system of eco-standards in collaboration with the relevant health bodies and is responsible for issuing the "Green-label" and "Green Bar Code". To qualify for certification, products must use leading-edge technology and promote healthy production and consumption among consumers. See [www.mongolchamber.mn](http://www.mongolchamber.mn).

#### **Thailand ■ Green labeling scheme**

As an Asian pioneer of green labeling, BCSD Thailand developed the Thai Green Label Scheme. The Green Label is a voluntary environmental certification awarded to specific products – excluding food, drinks and pharmaceuticals – that are produced with minimal impact on the environment. Products or services that meet the criteria are authorized to carry the Label. See [www.tei.or.th](http://www.tei.or.th)

### ■ ■ ■ Capacity building

Sustainability reporting is increasingly commonplace in business. It is also becoming an integral part of the business license to operate. While many large corporations have understood the added value and importance of reporting and are integrating it into their business strategies, many smaller enterprises, particularly in developing countries, lack the capacity to do so.

#### **Chile ■ CSR implementation in SMEs**

AccionRSE Chile is working to build capacity among the small and medium enterprise (SME) suppliers of large global corporations to integrate corporate social responsibility (CSR) into their value chains. AccionRSE has developed a technical assistance program and methodology to provide gradual integration of social, environmental and corporate governance into SME management strategies. Under this program it helps SMEs obtain credit and access technology, and provides training in management. See [www.accionrse.cl](http://www.accionrse.cl)

#### **Croatia ■ Non-financial ranking of companies**

BCSD Croatia and the Association for CSR of the Croatian Chamber of the Economy have designed a methodology to rank companies based on their contribution to sustainable development objectives. The methodology is based on a number of well-known international methodologies that have been adjusted to the Croatian business environment. See [www.hrpsor.hr](http://www.hrpsor.hr)

#### **Germany ■ Sustainability ratings and rankings**

The increasing significance of non-financial indicators for corporate success and corporate valuation reflects the growing interest of financial markets in issues concerning sustainable development and corporate social responsibility (CSR). Sustainability ratings rank companies according to the way they handle economic, ecological and social opportunities and risks and therefore provide valuable information to the market. econsense's discussion paper provides background for discussions with rating agencies and others on the further development of integrated corporate valuation. See [www.econsense.de](http://www.econsense.de)

#### **Guatemala ■ Measuring and reporting**

BCSD Guatemala's (CentraRSE) IndicaRSE CSR indicators assess the implementation of CSR policies and practices in companies. Composed of a

## The Business Role



*"To recover confidence in business, we need both functioning markets and regulation. Regaining legitimacy will require open minds as well as realism. This is undoubtedly one of the key roles of responsible business."*

**Sebastian Bigorito**  
Executive Director, BCSD Argentina (CEADS)



*"The role of business in the fast growing societies of Brazil, Russia, India, China and South Africa is to provide leadership on the question of how to speed up economic growth while simultaneously making certain that a wider portion of societies experience the anticipated economic gains and the natural environment is protected."*

**Andre Fourie**  
Chief Executive, National Business Initiative, South Africa

## The response

single questionnaire applicable to all industry sectors, the results will help identify internal and external strengths and weaknesses and allow companies to compare their performance with other companies. See [www.centrase.org](http://www.centrase.org)

### **Kazakhstan ■ Pooling resources**

BCSD Kazakhstan's Center for Environmental Education and Career Development pools the resources of the key promoters of sustainable development in the country. Among the priorities of the center are environmental education and professional development.

### **Valuation & capital markets**

For business to wholeheartedly take on the role of provider of goods and services that address global challenges, markets and market mechanisms (such as business valuation) need to work for sustainable development. Designed as such, they will provide incentives for companies to drive innovation in goods and services that address global challenges and promote sustainable development.

### **Austria, Malaysia, South Africa ■ Valuation**

The WBCSD, BCSD Malaysia and the United Nations Environment Programme Finance Initiative (UNEP FI) held a valuation dialogue with Malaysian and South Asian companies and investment institutions. The aim of the dialogue was to provide a platform for the business and investment communities to come together to discuss common challenges and build consensus on how sustainable development can be valued in the capital markets. Similar dialogues were held with respACT Austrian BCSD in Vienna, and the National Business Initiative and the Johannesburg Stock Exchange. See [www.wbcd.org](http://www.wbcd.org)

### **Training future leaders**

Faced with increasing social and environmental challenges, tomorrow's managers will need new skills and leadership experience to respond to sustainable development opportunities and challenges. The WBCSD's Future Leaders Team (FLT) provides learning and networking opportunities for team members as well as the companies they represent. Other FLT programs are currently ongoing in Spain and Portugal and in development by BCSDs in the United Kingdom and Turkey.

### **Portugal ■ Portuguese young managers team**

BCSD Portugal has put together a team of young managers. This program provides its own member companies with an opportunity to sensitize their most promising young executives on issues of sustainability and to establish a network of contacts in this area. Participants are able to discuss and share experiences across a wide range of sustainability issues. See [www.bcsdportugal.org](http://www.bcsdportugal.org)

### **Spain ■ Innovation, competitiveness, sustainability**

Fundación Entorno – BCSD Spain's FLT produced a publication entitled "Innovation, Competitiveness and Sustainable Development". Participants in the program also developed a video focused on innovation, competitiveness and sustainable development: "A glance to 2020". See [www.fundacionentorno.org](http://www.fundacionentorno.org)

### **Germany ■ Young journalists as future experts**

Through its "Corporate Responsibility Walking Tours" econsense offers young journalists the opportunity to visit its member companies and learn about the sustainability strategies and challenges of globally operating corporations. See [www.econsense.de](http://www.econsense.de)

## The challenge

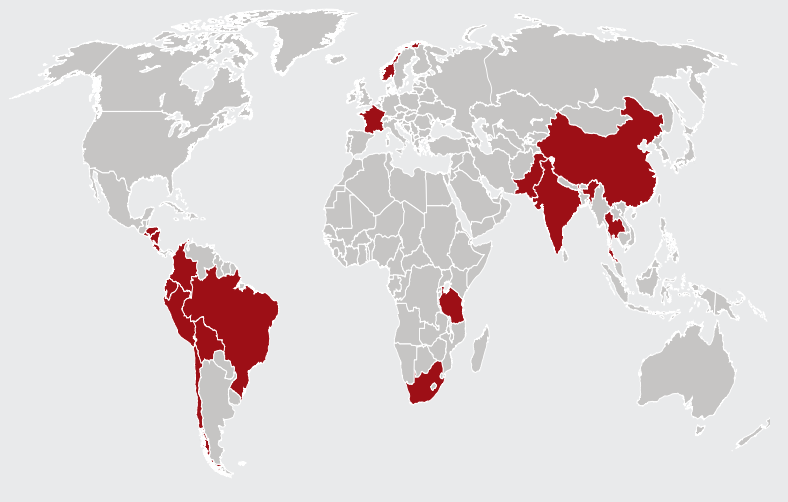
Poverty remains a major stumbling block to the achievement of sustainable development and global stability. At the same time, the low-income segment represents a considerable source of untapped wealth. Companies will have to develop new technologies, nurture skills and provide products and services to be successful.

- Global wealth has almost doubled since 1990, yet half of the world's population lives on less than two dollars per day
- The developing world accounts for 80% of the world's population, yet consumes only 12% of global electricity, has 16% of the telephone lines and 20% of the roads
- The world is not on track to meet the Millennium Development Goals by 2015
- Emerging and developing country economies account for more than half of the world's total gross domestic product, but great disparities persist – the world's richest 20% control 75% of global wealth, while the poorest 20% control just 2%.

Business, as the prime driver of economic growth, is a key player in alleviating poverty. While business alone cannot eradicate poverty, poverty will never be eradicated without business. Emerging economies are the markets of tomorrow: the global population is forecast to reach 9 billion by 2050; 85% of them will be in the so-called "developing world". Business can contribute to development by: providing goods and services that people want and need at prices they can afford; creating direct employment; building capacity among local suppliers and bringing them into the formal economy; providing basic services such as water, sanitation, energy, housing and healthcare; and collaborating with others to promote good governance and improve investment framework conditions. For business to do this, governments need to create fair and competitive, non-discriminatory market conditions; ensure effective legal and regulatory frameworks; support small and medium enterprises (SMEs), provide adequate financial services; and invest in core infrastructure.

With two-thirds of its partner organizations situated in emerging economies and developing countries, the Regional Network is an important platform to drive positive change and contribute to development.





## Regional Network Activities ■ Development

- WBCSD-SNV Alliance for Inclusive Business
- Corporate HIV/AIDS responses
- Corruption
- Reaching out to small and medium enterprises
- Business' contribution to development
- Mobility for development

# The response

## ■ ■ ■ WBCSD-SNV Alliance for Inclusive Business

The WBCSD, several of its Latin American Regional Network partners, and the Netherlands Development Organization (SNV) have formed an alliance to help companies identify, develop and implement inclusive business ideas that specifically target the low-income segment as part of their value chain – as suppliers, distributors/retailers or consumers.

Members of the Alliance collaborate with BCSDs in Bolivia, Chile, Colombia, Ecuador, El Salvador, Honduras, Nicaragua, Panama and Peru. They deal with over 300 business leaders from some 100 companies. Some 40 business ideas are now being developed and progress is being made in engaging governments to improve investment conditions. Sectors of activity include supply chain opportunities in the agricultural sector, low-income housing, micro-insurance and mobile banking, forestry and biofuels.

The Alliance is being scaled up for other Latin American countries, for Africa with BCSD Zimbabwe and BCSD Mozambique (FEMA), and for South-East Asia (Vietnam).

### Colombia ■ Inclusive business book

Published by BCSD Colombia and the SNV, this book provides numerous examples of how the inclusive business concept can be turned into reality through innovative business practices. See [www.cecodes.org.co/negociosinclusivos/documentos/](http://www.cecodes.org.co/negociosinclusivos/documentos/)

### Latin America ■ Business leaders network

The Latin American Business Leaders Network on Inclusive Business will leverage their networks and champion the cause of inclusive business and the importance of measuring the impact of business on society. This initiative

will be rolled out in 2009 in close collaboration with Regional Network partners. See [www.inclusivebusiness.org](http://www.inclusivebusiness.org)

**El Salvador ■ Following up on the “Green Book”** “Environmental Governability for Sustainable Development of El Salvador”, BCSD El Salvador’s follow up to the “Green Book of 1997”, highlights the urgency of environmental and developmental risks associated with ignoring sustainable development and makes suggestions for new actions to promote and implement environmental management as a path to easing poverty. See [www.cedes.org.sv](http://www.cedes.org.sv)

## ■ ■ ■ Corporate HIV/AIDS responses

The HIV/AIDS pandemic presents a serious threat to development. For business, staff absences, lost days of productivity and increased costs resulting from AIDS-related illnesses present a significant burden. Ignorance and prejudice that still surround the disease coupled with a lack of access to affordable anti-retroviral drugs serve to complicate matters further. Yet raised awareness and relatively small gestures on the part of business actors could improve the livelihoods of HIV/AIDS sufferers and reduce the risks to business.

### India ■ The corporate response to HIV/AIDS

The Energy and Resources Institute (TERI)-BCSD India, in collaboration with German Technical Cooperation (GTZ), organized a “Capacity building workshop to scale up the corporate response to HIV/AIDS” in Bangalore as part of efforts to strengthen Indian industry’s response to the HIV/AIDS pandemic. Among the conclusions was the need for a global information platform where companies could gather information, plan AIDS awareness and action programs, and share information about best practices and success stories. See [www.bcsd.teri.res.in](http://www.bcsd.teri.res.in)



*"The methodology of the Measuring Impact Framework is not only applicable to inclusive business projects, but to any type of organization or business. I have no doubt that the Framework will help us in the search for partners in the fight against poverty."*

Henri Le Bienvenu  
Executive Director, Peru 2021

## Development



*"Business should mobilize its core competencies to create new products, processes and markets that maximize the value to shareholders and society at large, while providing innovative responses to sustainability challenges."*

Amjad Janjua  
Executive Director, BCSD Pakistan

### ■ ■ ■ Corruption

#### Norway ■ Rooting out corruption

The Confederation of Norwegian Enterprise's (NHO) document on "Ethics and Corruption" contends that good leadership and good corporate culture are important for companies. It argues that corruption undermines culture, markets and societies. It demonstrates how companies can take action to encourage serious and responsible industries. See [www.nho.no.etikk](http://www.nho.no.etikk)

### ■ ■ ■ Reaching out to small and medium enterprises

Small and medium enterprises (SMEs) form the backbone of the global economy. In OECD (Organization for Economic Co-operation and Development) economies, SMEs and micro-enterprises account for over 95% of firms, 60-70% of employment and 55% of gross domestic product (GDP). In developing countries, more than 90% of all firms outside the agricultural sector are SMEs and micro-enterprises and generate a significant portion of GDP. However, many occupy the unofficial labor market, which varies in size from an estimated 4-6% in developed countries to over 50% in developing countries. The Regional Network provides a channel for reaching out to SMEs.

#### Bolivia ■ Reverse trade fairs

BCSD Bolivia, in partnership with Procal and Swisscontact, strengthens the capacity of SMEs to win contracts during trade fairs, by using specialized professionals to advise on sales presentations and contract bidding processes. At a reverse trade fair, the exhibitors are the customers for products and services who advertise their requirements, while the visitors are potential suppliers. This setting gives buyers and suppliers the possibility to meet and learn about each other. It strengthens relationships and understanding between public institutions and private businesses, and between large corporations and SMEs. See [www.cedesbolivia.org](http://www.cedesbolivia.org)

#### Peru 2021 ■ Promoting best practice among SMEs

Peru 2021's CADENA project, sponsored by the Multilateral Investment Fund of the Inter-American Development Bank and Peru's Environmental Council, seeks to implement environmental management systems (EMS), such as ISO 14001, among their small and medium suppliers. The initiative hopes to raise the level of efficiency, quality and competitiveness among SMEs. The initiative has scored several successes, among them the development of a local market for consulting on ISO 14001. It has attracted the participation of 16 leading companies from various sectors of activity, 10 of which have been certified, and resulted in the implementation of an EMS in 44 SMEs. See [www.peru2021.org](http://www.peru2021.org)

#### Thailand ■ Greening the supply chain

BCSD Thailand encourages SMEs to use supply chain management principles to improve environmental performance. Mechanisms put in place include a mentoring process, strengthened internal cooperation, and external cooperation between suppliers and buyers to improve awareness of customer requirements. Through this project customers are able to build capacity among their suppliers. As part of this initiative several training courses have been organized by the Thailand Environment Institute on environmental technologies and environmental management tools. See [www.tei.or.th](http://www.tei.or.th)



*"The Inclusive Business initiative we have been implementing in Ecuador since 2006 has clearly demonstrated that business can effectively contribute to poverty alleviation while making a profit. The Latin American Inclusive*

*Business Leaders Network will enable us to leverage our advocacy and learning efforts across the region in view of promoting inclusive business practices."*

**Jimmy Andrade**

Executive Director, BCSD Ecuador

## The response

### **Pakistan & South Africa ■ Empowering women**

BCSD Pakistan, in collaboration with the National Business Initiative, organized a seminar on "Business & Women's Empowerment: Challenges & Opportunities". This event provided a platform for discussion and brainstorming between business and other leaders. It highlighted issues related to the empowerment of women and suggested policies, tools and actions that could contribute towards strengthening the role of women and helping them to break the glass ceiling.

### **Business' contribution to development**

The WBCSD Measuring Impact Framework is designed to help companies understand their contribution to society and use this understanding to inform their operational and long-term investment decisions and to have better-informed conversations with stakeholders.

### **Latin America, Africa & Asia ■ Measuring impact**

The BCSDs in Ecuador, Honduras, Nicaragua, Peru, El Salvador and Colombia organized Measuring Impact workshops in cooperation with the WBCSD and SNV. The workshops sought to: build capacity among companies and their partners to implement the Framework; initiate a "train the trainer" system; and position the Framework as the methodology to measure impact across inclusive business operations being brokered in Latin America. Partnerships with the Association of Latin American Industry and with Fundación Latinoamerica Posible are being discussed with a view to the wider promotion and uptake of the tool across the region. See [www.wbcsd.org](http://www.wbcsd.org)

### **Mobility for development**

Mobility is essential for economic and social development. But mobility demand outpaces transport service and infrastructure supply in many countries. The situation is most acute in the cities of the developing world that are grappling with the challenge of enabling people and goods to move about sustainably.

### **Brazil, China, India & Tanzania ■ Case studies**

The WBCSD researched the state of mobility in Bangalore, Dar es Salaam, São Paulo and Shanghai with the aim of learning more about their mobility needs, challenges and solutions. Dialogues tested the findings of the research with stakeholders and highlighted the need for integrated planning to reduce land and resource use, congestion and air pollution, and to provide mobility opportunities for low-income communities. See [www.wbcsd.org](http://www.wbcsd.org)

### **France ■ Scenarios on mobility**

Entreprises pour l'Environnement's (EpE) series of scenarios on meeting global mobility needs and challenges includes proposed developments for 2050 in terms of technological, organizational, economic and societal change with regard to securing energy efficiency and fighting climate change. See [www.epe-asso.org](http://www.epe-asso.org)

## The challenge

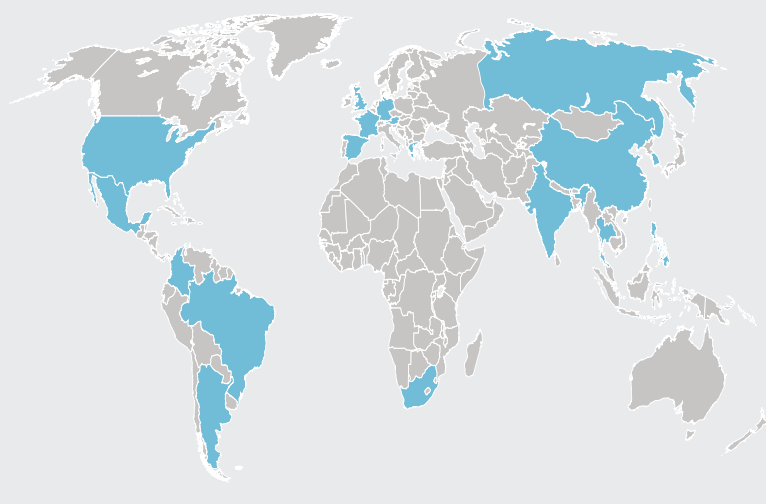
Demand for energy is expected to increase by 50% between now and 2030, with the lion's share coming from the developing world. Yet emissions resulting from fossil-fuel combustion, the primary source of energy, are now widely acknowledged as the foremost cause of man-made climate change.

A green industrial revolution is required to respond to growing demand for energy without adding to the global volume of emissions and compromising economic growth. This is a challenge as well as an opportunity for business, as massive investments will be required into new energy infrastructure, energy-efficiency solutions, transportation and communications systems, and building materials, among others. There will be winners and losers among countries, sectors and companies.

The WBCSD and its Regional Network partners have spent more than a decade focusing on how business can support a transition towards a low-carbon economy. The growing extent of energy and climate challenges for society means that limiting and mitigating emissions requires a greater scale of action across several fronts, including on "big ticket items" such as power generation, industry and manufacturing, mobility, buildings and consumer choices. In turn, this requires a greater level of collaboration between businesses, as the purveyors of capital and technology innovation, governments, as the shapers of policy and framework conditions, and civil society as important consumers of energy and its by-products.

In response to this urgency, the WBCSD and its regional partners are focusing their efforts on building a "Copenhagen Roadmap". The output of the 2007 United Nations climate change conference in Bali set the key priorities that are guiding our work towards providing input to a post-2012 climate agreement. Three critical elements in moving towards a low-carbon economy are: financing, technology and markets. Significant scaling up of investment flows into the development and deployment of low-carbon energy technologies is urgently required in both developed and in developing countries. By addressing investment barriers, extending and streamlining the Clean Development Mechanism (CDM), and establishing new mechanisms to drive large scale investments, financial flows to rapidly growing emerging economies can be enhanced. Moreover, a price for carbon is required to create a global carbon market. Competitive markets will drive the search for better solutions and more efficient use of resources and stimulate customers to buy low carbon-products and services.





## Regional Network Activities ■ Energy and climate

- The Greenhouse Gas Protocol
- Eco-efficiency and energy efficiency
- Energy efficiency in buildings
- Towards a low-carbon economy
- Advocacy on energy and climate
- Cement

## The response

### Focus on the BRICS



The BRICS account for over 40% of the world's population. They have a combined Gross Domestic Product (GDP) of over US\$ 7 trillion and represent a major future growth market. According to estimates, their share of world GDP could rise to US\$ 130 trillion in 2050. In the short term they are expected to

play a particularly important role in driving global growth in the face of the protracted stagnation of advanced economies. By 2015 it is estimated that over 800 million people in these countries could achieve an annual income of US\$ 3,000 and around 200 million people an income above US\$ 15,000, thereby creating huge markets not only for basic goods but also higher value-added products and services.

China and India have become important global suppliers of manufactured goods and services, while Brazil, Russia and South Africa are similarly important as suppliers of raw materials. While the BRICS hold economic promise to lift millions out of poverty, their emergence is not without its perils. Each of these countries faces serious but different challenges in terms of sustainable development that pose important threats to their continued prosperity and global environmental progress.

Deforestation, fossil fuel usage, resource depletion, localized pollution problems, loss of biodiversity, water scarcity, etc. are all major issues in the BRICS. China has recently become the largest emitter of greenhouse gases (GHG), while Brazil, Russia, and India are predicted to figure among the 10 most important GHG emitters by 2025. The BRICS appetite for energy and natural resources will push world commodity prices upwards, putting

additional pressures on the poor in other countries who cannot keep up with their growth. Concerns also extend to the sustainability of consumption patterns: meeting the rising demand for products and services of the growing middle classes in the BRICS will exert serious pressure on the carrying capacity of the planet if current Western consumption patterns are followed.

Given their economic, political and environmental significance, the BRICS play an increasingly important role in global policy-making. The WBCSD has made it a priority to engage with business communities in the BRICS and reach out to key policy-makers both at national and international levels. The Regional Network provides a means to make this possible. A sample of the initiatives undertaken by Regional Network partners in the BRICS countries, particularly related to energy and climate issues, are highlighted in the following boxes.

### ■ ■ ■ The Greenhouse Gas Protocol

Developed through a decade-long partnership between the World Resources Institute (WRI) and the WBCSD, the Greenhouse Gas Protocol (GHG Protocol) has become the international standard for government and business leaders to understand, quantify and manage greenhouse gas emissions. It provides the accounting framework for nearly every GHG standard and program in the world, as well as hundreds of GHG inventories prepared by individual companies. It also offers an internationally accepted management tool to help developing country businesses compete in the global marketplace and their governments to make informed decisions about climate change. Work is ongoing to promote the application of the GHG Protocol along the value chains of companies.



*"We, at SEV BCSD Greece, want to generate substantive dialogue on sustainable development challenges and*

*opportunities for our country. As businesses, we will strive to earn a legitimate place in this discussion, to express our views on the issues, and to resolve the tough trade-offs that confront our society before it is too late."*

**Efthimios Vidalis**  
President, SEV BCSD Greece

## Energy and Climate



### France ■ GHG Protocol and waste management

Entreprises pour l'Environnement (EpE) has developed guidelines to assist local authorities, waste management companies, and others who reuse their own waste to measure and manage the emissions arising from their activities. Thanks to this tool and the GHG-emissions inventories it provides, waste management groups are able to report on and verify their GHG emissions, and establish best practice guidelines and standards.

See [www.epe-asso.org](http://www.epe-asso.org)

### Mexico ■ Measure and manage GHG emissions

Initiated by the Mexican Environment Ministry (SEMARNAT) in collaboration with BCSD Mexico (CESPEDES), the Mexico GHG Program is a voluntary, multi-sectoral GHG accounting and reporting program. It brings together companies that have made a commitment to conduct and publicly report a corporate GHG inventory, including Mexico's entire cement, petroleum, and beer brewing sectors, as well as a significant portion of its steel sector. In late 2006, the GHG Program transformed from an initiative into a permanent program. Participation is free and open to any private- or public-sector organization with operations in Mexico. Participants receive training, calculation tools and technical assistance for preparing corporate GHG inventories, identifying GHG-reduction opportunities and participating in GHG markets. See [www.geimexico.org](http://www.geimexico.org)



### Brazil ■ The Brazil GHG Protocol program

The Brazil GHG Protocol Program, a partnership between the Ministry of Environment, BCSD Brazil, the Fundação Getúlio Vargas, the World Resources Institute (WRI) and the WBCSD, will serve as a national public registry for corporate GHG inventories, calculation methodologies and emission factors. Voluntary participants receive training and capacity-building on GHG accounting issues in exchange for publishing annual GHG inventories. See [www.wri.org](http://www.wri.org)



### China ■ GHG management for emission reductions

The first stage of the China BCSD's GHG management program seeks to assist energy-intensive industries to customize GHG calculation tools for the Chinese context and then adopt them as protocols and national standards. The second phase aims to help businesses reduce energy consumption and GHG emissions. The program focuses on four major goals: developing national GHG standards; designing and implementing training and capacity-building programs based on the GHG Protocol; developing customized GHG calculation tools and software; and establishing national, provincial or industry-level GHG registries. It represents a major step forward in China's ability to measure – and manage – its GHG emissions. See [www.ghgprotocol.org](http://www.ghgprotocol.org)



### India ■ Indian GHG inventorization program

In 2008, the Confederation of Indian Industry (CII), in partnership with the US Environmental Protection Agency (EPA) and the World Resources Institute (WRI), launched a national GHG Inventorization Program. It will enable corporations to measure and manage their GHG emissions based on internationally recognized standards and monitor their progress towards voluntary reduction goals. It will be the first step towards establishing a national model for emissions accounting, and creating business and institutional capacity to undertake comprehensive GHG inventories and programs that can serve multiple business objectives nationally as well as globally. See [www.ghgprotocol.org](http://www.ghgprotocol.org)



*“Energy-consuming and highly polluting industries are the key targets of the China BCSD’s program on energy conservation and emissions reduction. They need to take leadership in addressing sustainable development.”*

Zhai Qi  
Executive Secretary General, China BCSD

## The response



### China and South Africa ■ Electricity utilities

According to the International Energy Agency’s (IEA) scenarios, growth in the electricity sector will require huge investment and its GHG emissions are predicted to double by 2030. Despite this, an estimated 1.4 billion people will still be without access to a reliable source of electricity. The WBCSD’s Electricity Utilities project examines impediments to access to energy and looks at how different technologies could be used to avoid predicted shortfalls in an environmentally and socially sustainable way. It develops strategies and communications tools for member companies to use as building blocks for policies and solutions.

Given the localized nature of electricity challenges, the project is organizing meetings to bring together regional partners from the BRICS to discuss the challenges, starting with workshops in China, organized by the China BCSD, and in South Africa, organized by the National Business Initiative (NBI). See [www.wbcسد.org](http://www.wbcسد.org)



### India ■ Energy for development

Participants at the WBCSD and The Energy and Resources Institute (TERI)-BCSD India dialogue on access to energy focused on understanding India’s current and future energy needs and the government’s on-going efforts to reach remote rural areas; on exploring viable business models for sustainable energy services at the local level; and on identifying the enabling factors and incentives to scale up successful models. See [bcسد.teri.res.in](http://bcسد.teri.res.in)



### Eco-efficiency and energy efficiency

Eco-efficiency is defined as “the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological

impact and resource intensity throughout the life cycle, to a level at least in line with the Earth’s estimated carrying capacity.” It includes energy efficiency and by-product synergy. Energy efficiency reduces costs, diminishes vulnerability to increasing energy prices, and lessens environmental impacts while reducing CO<sub>2</sub> emissions. It is estimated that about 50% of the reductions required to stabilize global GHG emissions by 2050 will come from energy efficiency. In turn, by-product synergy, the use of one industry’s waste as a primary resource by another, reduces waste volumes and toxic emissions to air and water, cuts operating costs and creates new revenue streams. Although many eco-efficient technologies already exist, they face barriers when it comes to identification and implementation. A raft of policy directives and incentives are therefore needed to modify consumer behavior and ensure their implementation and deployment worldwide.

### Argentina and Colombia ■ Working to establish eco-efficiency standards

BCSD Colombia has collected more than 35 eco-efficiency case studies illustrating how environmental management has been a source of value for companies. BCSD Argentina has launched over 300 best practice examples, ranging from eco-efficiency to corporate social responsibility (CSR) and inclusive business. See [www.cedodes.org.co](http://www.cedodes.org.co) and [www.ceads.org.ar](http://www.ceads.org.ar)

### Philippines ■ Industrial waste exchange program

The Philippines Business for the Environment’s Industrial Waste Exchange Program (IWEP) encourages the use of waste from one industry by another for reuse or recycling. IWEP maintains a database through which waste producers can be matched to waste buyers/recyclers. See [www.pbe.org.ph](http://www.pbe.org.ph)



*"The creation of the United Arab Emirates BCSD is firmly embedded in Sharjah's vision of a sustainable future. The*

*BCSD will also contribute to enhancing the competitiveness of local industry by adopting global best practice in managing sustainability issues."*

**Hussain Al Mahmoudi**  
Chairman, United Arab Emirates BCSD

## Energy and Climate



### USA ■ Converting waste to profit

Led by the US BCSD, the Chicago Manufacturing Center and the city of Chicago, the Chicago Waste to Profit Network promotes business collaboration to convert business waste to more profitable and innovative uses. Member companies use the network as part of their efforts to reduce waste and discharge into the environment, improve business operations and create new revenue streams. See [www.usbcsd.org](http://www.usbcsd.org)



### South Africa ■ Energy efficiency accord

The Energy Efficiency Accord is a voluntary effort to implement South Africa's National Energy Efficiency Strategy. In support of this Accord, the National Business Initiative (NBI) and Marbek Resource Consultants Africa have been developing a Programmatic Clean Development Mechanism (CDM) that seeks to provide funds to facilitate the implementation of energy efficiency projects.

The Programmatic CDM represents a new approach to the implementation of emissions-reducing activities. By focusing on the development of programs involving a number of similar activities, it provides an opportunity to incentivize energy efficiency and renewable energy measures that would otherwise be too small to justify the transaction costs of CDM development. It is also more inclusive and more geographically diverse: programs may be developed by both public and private entities, and they may also include activities that occur over a wide range of locations or even in different countries. See [www.nbi.org.za](http://www.nbi.org.za)

### ■ ■ ■ Energy efficiency in buildings

Buildings are among the largest end users of energy. The building sector accounts for 40% of final energy demand. Because of population growth, increasing urbanization and higher comfort demands, energy consumption in the building sector is rising. At current rates, the total energy consumed by buildings around the world in 2050 will be greater than that consumed by transport and industrial processes combined. The WBCSD's Energy Efficiency in Buildings (EEB) initiative aims to produce a roadmap for reaching energy self-sufficiency in buildings by 2050, while being economical and socially acceptable.

### Austria ■ Building energy use and climate impacts

RespACT-Austrian BCSD aims to increase Austria's climate protection efforts and examines legislation needed to speed up the implementation of energy-efficient technologies and solutions in construction. Participating businesses aim to reduce by at least 25% the volume of energy consumed in their own buildings. A separate monitoring system will ensure compliance with the requirements of the EU Energy Efficiency Directive. See [www.abcsd.at](http://www.abcsd.at)

### Spain ■ A sustainable construction working group

Fundación Entorno-BCSD Spain has created the first platform to address sustainability issues in the construction sector. The project aims to identify the necessary conditions to ensure sustainability throughout the entire life cycle of a building and to promote dialogue among the different actors to explore sustainability solutions. See [www.fundacionentorno.org](http://www.fundacionentorno.org)

### United Kingdom ■ Buildings and construction

BCSD UK has made energy efficiency in buildings a key focus. Several stakeholder meetings, summits and workshops have been organized in the UK to discuss the value of developing a UK-specific energy efficiency in buildings project. The



*"BCSD UK is exploring different options to modernize buildings with new or modified equipment in order to make them energy efficient. We have also conducted studies about the perception of energy efficiency in buildings by the property development sector."*

**David Middleton**  
Chief Executive Officer, BCSD United Kingdom

## The response

project has been well received and a business plan is now in development. See [www.bcsd-uk.co.uk](http://www.bcsd-uk.co.uk)



### **Hong Kong** ■ Driving energy efficiency

The Business Environment Council's (BEC) Hong Kong Building Environmental Assessment Method (HK-BEAM) aims to promote environmentally friendly design, construction, commissioning, management and operation and maintenance practices for both new and existing buildings. Successful buildings are awarded the HK-BEAM certificate and a rating according to their performance. See [www.bec.org.hk](http://www.bec.org.hk)



### **Brazil** ■ Investing in energy efficiency

Under the aegis of BCSD Brazil, some 150 business leaders, members of academia, civil society and Brazilian government officials came together for a conference under the theme "Investing in Energy Efficiency Means Building a Sustainable Future". The focus was on the importance of leverage (holistic approach, finance and behavior) in efforts to "green", or transform, the Brazilian building sector and the need to capitalize on Brazil's status as an emerging economy to build an enabling policy framework to ensure energy efficiency in buildings. See [www.cebds.org.br](http://www.cebds.org.br)



### **China** ■ Energy Efficiency in Buildings China Forum

Participants in the Beijing forum on Energy Efficiency in Buildings organized by the WBCSD in cooperation with the International Energy Agency (IEA) shared information and best practices on sustainable building in China, all with a view to minimizing buildings' environmental impact. The meeting concluded on the importance of conducting information and education campaigns the need for stringent regulation the importance of cultural

issues, the underutilization of available technologies, the lack of incentives to encourage energy efficiency, and a caution that excessive focus on urban buildings would result in missed opportunities in rural areas.

See [www.wbcsd.org](http://www.wbcsd.org)

### ■ ■ ■ Towards a low-carbon economy

Mitigation of climate change impacts implies a transition to a low-carbon economy. A combination of solutions will be required, such as: the deployment and development of technologies to reduce carbon emissions; the use of renewable energy; the implementation of legal policies; standards setting out acceptable carbon emission levels; and financial mechanisms to provide the necessary incentives for their deployment.

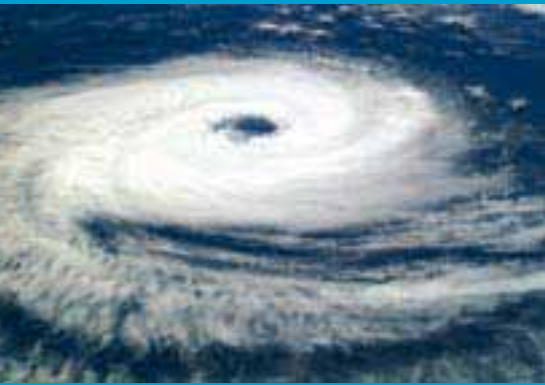
### **France** ■ Scenarios for a low-carbon economy

Entreprises pour l'Environnement (EpE), in cooperation with the Institute for Sustainable Development and International Relations (IDDRI) assessed how major industrial sectors are likely to be affected by legislation to stabilize atmospheric CO<sub>2</sub> emissions. Entitled "Scenarios for transition towards a low-carbon world in 2050: What's at stake for heavy industries?" These scenarios examine potential impacts on energy, as well as on major greenhouse gas emitting sectors. They highlight the importance of stakeholder dialogue around carbon restrictions and industrial development needs.

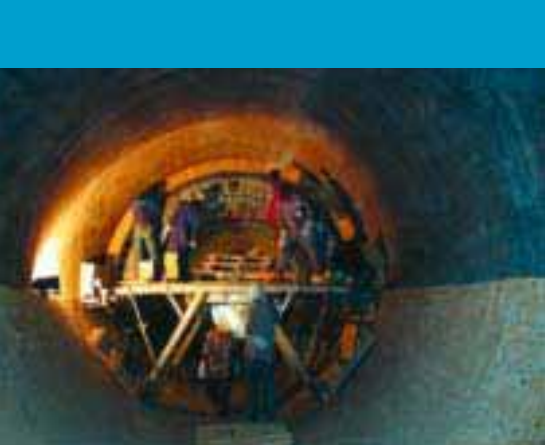
See [www.epe-asso.org](http://www.epe-asso.org)

### **South Korea** ■ Achieving a low-carbon economy

The Korean BCSD and the Ministry of the Environment organized a public-private sector forum on "Achieving Low-Carbon, Green Growth: Policy options and the



## Energy and Climate



role of business & the financial sector". Outputs from this event included confirmation by the Korean government of its plan to call for "green growth economy development", and of its intent to issue emissions targets. See [www.kbcscd.or.kr](http://www.kbcscd.or.kr)



### India ■ What gets measured gets managed

Based on the premise that what gets measured gets managed, the Centre for Excellence for Sustainable Development of the Confederation of Indian Industries (CII) and the International Trade Centre (ITC) have been promoting the use of guidelines and indicators established by the Global Reporting Initiative for Indian business to pursue, measure and report on sustainability goals in an effort to create sustainable value for their organizations and stakeholders. See [www.ciionline.org](http://www.ciionline.org)



### China ■ Pathways to a low-carbon economy

The China Council for International Cooperation on Environment and Development (CCICED) is a high-level advisory body whose purpose is "to further strengthen cooperation and exchange between China and the international community in the field of environment and development". WBCSD President Björn Stigson is a member of the Council and co-chair of its task force on "Pathways to a Low-carbon Economy".

This task force was set up to identify how China can develop a low-carbon economy. Members of this task force are preparing a report for presentation at the next annual meeting of CCICED. See [www.cciced.org](http://www.cciced.org)

## ■ ■ ■ Advocacy on energy and climate

### Germany ■ Climate policy and demographic risk maps

econsense's Climate Policy Map – consisting of a map creator, fact sheets and a database of national climate policies – groups multifaceted information on climate policy. It seeks to answer questions such as on the correlation between greenhouse gas emissions and economic power and the role renewable energies could play in the energy supply of different countries. See [www.climate-policy-map.com](http://www.climate-policy-map.com)

See [www.climate-policy-map.com](http://www.climate-policy-map.com)

econsense also launched a Demographic Risk Map, which helps companies integrate demographic change into their strategic planning.

See [www.demographic-risk-map.eu](http://www.demographic-risk-map.eu)

### Greece ■ Sustainability and climate change

SEV BCSD Greece hosted an event highlighting the role of business in achieving sustainable development to avert the negative impacts of climate change. The meeting underscored the global community's need to adopt a sustainable development model in which development, the environment and social cohesion co-exist as equal pillars of orientation and action. See [www.sev.org.gr](http://www.sev.org.gr)



### India ■ ICSD and CCICED

The India Council for Sustainable Development (ICSD), a sustainable development advisory body launched by The Energy and Resources Institute (TERI), seeks to provide guidance and relevant analysis on integrating environmental concerns with development. See [icsusdev.org](http://icsusdev.org)



*"A recent collaborative study by EpE and its member companies shows that the renewal of corporate vehicle fleets, energy-efficiency improvements in buildings and a different energy mix can generate both economic growth and a global reduction in greenhouse gas emissions. A key condition for this to happen, however, is the attachment of an economic value to carbon emissions worldwide, either through taxes or cap and trade systems."*

**Claire Tutenuit**  
General Manager, Entreprises pour l'Environnement (EpE)

## The response



### **Brazil ■ Sustentavel**

The Sustentavel summits are the flagship events of BCSD Brazil, featuring top level national and foreign experts on sustainable development and attended by thousands of participants. See [www.sustentavel.org.br](http://www.sustentavel.org.br)



### **India ■ CEO Forum and DSDS**

The Delhi Sustainable Development Summit (DSDS) is an annual global forum. Organized by The Energy and Resources Institute (TERI) since 2001, it seeks to provide long-term solutions for sustainable development and is attended by global stakeholders worldwide. The WBCSD is a partner of TERI for the DSDS. The Summit is preceded by a CEO Forum, organized by the WBCSD and TERI-BCSD India, which brings together 150 foreign and local business leaders. See [dsds.teriin.org](http://dsds.teriin.org)

### **Cement**

The WBCSD Cement Sustainability Initiative (CSI) is a voluntary initiative involving leaders in the global cement industry working together on sustainability issues. Member companies are addressing the environmental impacts of cement production, for example through a recent modeling project focusing on potential carbon emission reductions under different policy scenarios. A report and outreach materials are currently being developed. The foundation for this work is the CSI's "Getting the Numbers Right" project, a global cement database on industry emissions started in 2007. All cement companies around the world are encouraged to join the database to ensure it is as representative of the whole industry as possible. The CSI is also working on a set of Driver and Contractor

Safety guidelines, to be available in late 2009; it will soon publish a report on concrete recycling, and is developing a set of best practice case studies on quarry rehabilitation in the industry, to be available online in mid-2009. More information on these and other CSI work projects can be found at [www.wbcscement.org](http://www.wbcscement.org).



### **Brazil, China, Thailand ■ Stakeholder dialogues**

Stakeholder dialogues are a core element of all issues the CSI works on, and in which the WBCSD's regional partners play an important role, bringing key stakeholder groups together and ensuring that their views are heard. As part of the initial project scoping study commissioned by the CSI in 1999, a series of cement study stakeholder dialogues were held in several regions, including Bangkok and Curitiba. The Thai and Brazilian BCSDs respectively were instrumental in making these a success. More recently, the CSI has held stakeholder dialogues in New Delhi and Beijing dealing with climate and technology, working closely with both the China BCSD and The Energy and Resources Institute (TERI)-BCSD India. In 2009, the annual CSI Forum will take place in Sao Paulo, Brazil on 1-2 September. The forum aims to bring together CSI members on an annual basis. This year it will promote CSI's work to local plant managers and companies in Latin America.

# Ecosystems

## The challenge

Reversing the alarming rates at which ecosystems and ecosystem services are used and exploited requires that society, including business, recognize the real benefits of ecosystems and that the true value of ecosystem services be attributed and internalized.

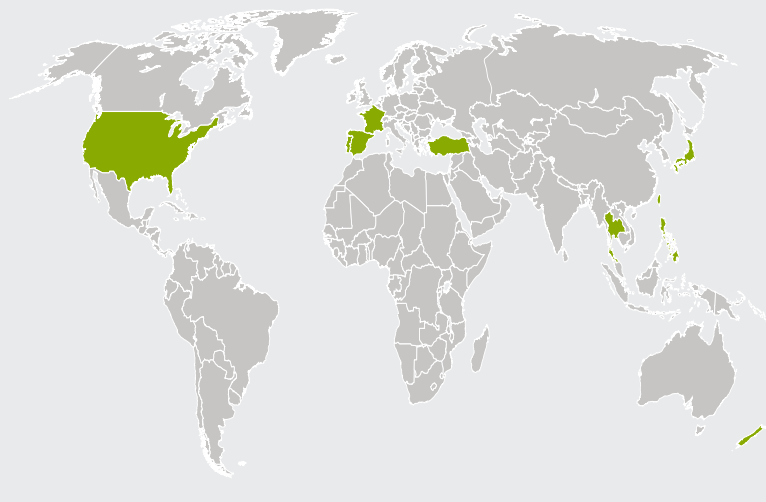
Ecological balance is a pillar of sustainable development, and without it business cannot function. All businesses rely on ecosystems, the critical regulatory services (climate regulation, flood control, water treatment) and provisioning services (freshwater, fiber, food) they provide. Corporations also affect ecosystems and their services. The UN Millennium Ecosystem Assessment concluded that the majority of critical ecosystem services assessed are being degraded or used at unsustainable levels and that this will accelerate. Given the critical interrelationship, it is crucial that mechanisms be found to maintain valuable ecosystems and their services so that they continue to yield their benefits for business and society in the future.

The business case for involvement in ecosystems and ecosystem services is framed around the following risks to companies, their suppliers, customers and investors:

- Operational: increased scarcity and cost of raw materials, disruptions to business operations caused by natural hazards, and higher disaster insurance costs
- Regulatory: emergence of new government policies such as taxes and moratoria on extractive activities
- Reputational: corporate reputation damage by media and non-governmental organization campaigns, shareholder resolutions and changing customer preferences
- Access to capital: restrictions as the financial community adopts more rigorous investment and lending policies.

At the same time, ecosystem trends and challenges can create new business opportunities including:

- New technologies and products: that will serve as substitutes, reduce degradation, restore ecosystems or increase efficiency of ecosystem service use
- New markets: such as water quality trading, certified sustainable products, wetland banking and threatened-species banking



## Regional Network Activities ■ Ecosystems

- Mapping business' ecosystem impact, dependence and opportunity
- Advocacy events
- Forestry
- Water

# The response

- New businesses: such as ecosystem restoration and environmental asset finance or brokerage
- New revenue streams: for assets currently unrealized, such as wetlands and forests, but for which new markets or payments for ecosystem services could emerge.

WBCSD Regional Network partners are unraveling these business risks and opportunities.

### ■ ■ ■ Mapping business' ecosystem impact, dependence and opportunity

#### The Corporate Ecosystem Service Review

Launched in March 2008 with the World Resources Institute (WRI), the *Corporate Ecosystems Services Review* (ESR) is a structured methodology that helps businesses manage risks and opportunities linked to their company's dependence and impact on ecosystems. With the support of several regional partners, the ESR has been translated into Spanish, Portuguese and Japanese.

Throughout 2009 Nippon Keidenran, the WBCSD's Japanese regional partner, will cooperate with WBCSD and Japanese member companies to roll-out the ESR.

Several other Regional Network partner organizations are planning to promote the application of the ESR worldwide. More information about the *Ecosystem Services Review* is available at: [www.wbcsd.org](http://www.wbcsd.org)

#### Thailand ■ Environmental management

BCSD Thailand is implementing a benchmarking for environmental management projects focusing on raw materials, water and energy conservation. It aims to

reduce environmental impact and production costs. Six member companies were selected for the pilot phase in the first year. Each company developed an action plan on energy, water and resource use management. Another five companies joined the benchmarking exercise during the second year of the project and more are to follow. See [www.tei.or.th](http://www.tei.or.th)

#### US & Spain ■ "Buy, Sell, Trade, (Partner and Advocate)!" game

The US BCSD was a key partner in developing the WBCSD/IUCN "Buy, Sell, Trade (Partner and Advocate)!" game, a role-playing exercise to demonstrate the benefits of making "deals" that make economic sense because ecosystems are conserved, and the services that ecosystems deliver – like food, freshwater, climate regulation – are properly valued. See [www.wbcsd.org](http://www.wbcsd.org)

### ■ ■ ■ Advocacy events

#### Spain ■ World Conservation Congress and Forum

The World Conservation Congress and Forum, organized by IUCN, took place in Barcelona, Spain. This event convened more than 8,000 participants in a shared commitment to tackle some of the world's most pressing environmental and sustainability challenges.

Fundación Entorno (FE)-BCSD Spain encouraged private sector participation in the event. More than 60 companies, some represented by their CEOs, took part. FE-BCSD Spain delivered three Business Night School sessions to help non-business participants understand the role of the private sector in contributing to ecosystem management. See [www.iucn.org/congress\\_08/](http://www.iucn.org/congress_08/)



*"We are stepping into a period of unprecedented challenges for mankind. Water is one of the most urgent ones. The survival – both of individuals and business – will very much depend on quickly addressing these challenges."*

**Engin Guvenc**  
Executive Director, BCSD Turkey

## Ecosystems



*"Instead of assessing the risks of inaction, business should actively contribute to maintaining ecosystems in balance with human activity. There are plenty of opportunities for farsighted companies in doing so."*

**Luis Rochartre**  
Secretary General, BCSD Portugal

### Convention on Biological Diversity

The WBCSD and its regional partners have been providing business input to the Convention on Biological Diversity. In 2006, BCSD Brazil represented the WBCSD at the Convention's Conference of the Parties in Curitiba. In 2008, the WBCSD's German partner organization econsense organized the business presence at the conference in Bonn. And for the conference in Nagoya, Nippon Keidanren is already working to ensure solid business participation.

### Philippines ■ Eco Products International Fair

Philippines Business for the Environment (PBE) is the private sector lead partner for the 2009 Eco Products International Fair, where more than 200 companies have showcased their eco products and services. In 2009 it ran alongside an international "Sustainable Production, Sustainable Consumption for a Sustainable Future" conference. See [www.epif09.org](http://www.epif09.org)

### ■ ■ ■ Forestry

Forests cover 30% of the world's land area and are powerful symbols of nature and biodiversity, providing a wide range of goods and services that meet essential and everyday needs. The WBCSD Sustainable Forest Products Industry (SFPI) project aims to find ways to sustainably manage forests to meet global demand for wood and paper products, renewable and greenhouse-neutral energy, ecosystem services and healthy livelihoods. It aims to improve member company operating performance, enhance consumer confidence in sustainable forest products and build stakeholder confidence in the industry.

The SFPI's *Sustainable Procurement of Wood and Paper-based Products Guide and Resource Kit* has been designed to help corporate managers understand and find the best advice on purchasing wood and paper products.

### Taiwan ■ Sustainable procurement

BCSD Taiwan is the founder of Taiwan Green Purchase Network (TGPN). The main theme of TGPN's 2009 annual meeting was "Green Procurement of Paper-based Products". Moreover, BCSD Taiwan works with its members from the paper industry to promote Forest Stewardship Council (FSC)-certified paper for the companies' annual reports. See [www.bcsd.org.tw](http://www.bcsd.org.tw)

### USA ■ Learning lessons from Hurricane Katrina

Hurricane Katrina's devastation renewed the urgency of the US BCSD-led reforestation project in the Lower Mississippi River Valley, where business, environmental, government and academic leaders are joining forces to convert marginal farmland in river bottomland into sustainable forests. The project has seen the conversion of more than 100,000 acres of cropland to cottonwood and hardwood forests while helping protect important fish and wildlife habitats. The potential value for the landowners is estimated at hundreds of millions of dollars. See [www.usbcsd.org](http://www.usbcsd.org)



*"Economic activity not only has an impact on ecosystems, but also depends on the environmental services provided by them. Therefore good risk management practices require an appropriate consideration of the consequences of ecosystem degradation."*

**Cristina García-Orcóyen**

Chief Executive, Fundación Entorno-BCSD Spain

## The response

### ■ ■ ■ Water

Water issues cross-cut all challenges facing society today. Globally, per capita availability of freshwater is decreasing and the trend will continue as the world's population swells towards 9 billion, consumption levels in emerging economies increase, and climate change unfolds.

Water constraints pose a potential multi-billion dollar risk for businesses worldwide, including decreasing availability and reliability of supply, declining quality, supply chain interruptions and loss of license to operate where business water use competes with meeting the basic needs of local communities. Some of the key challenges are related to know-how, technology and organization, areas where business can contribute its expertise.

In 2007, the WBCSD's Water project launched its Global Water Tool at Stockholm World Water Week. Free and easy-to-use, this tool allows companies and organizations to map their water use and assess risks relative to their global operations and supply chains. See [www.wbcسد.org](http://www.wbcسد.org)

#### **Portugal & France** ■ Global water tool

BCSD Portugal and Entreprises pour l'Environnement (EpE) contributed to promoting the Global Water Tool, presenting it at forums organized by member companies and partners.

#### **Turkey** ■ World Water Forum

The 2009 World Water Forum saw more than 20,000 participants and 100 sessions. Together with the International Chamber of Commerce (ICC) and AquaFed, the WBCSD coordinated and mobilized business input to the Forum's Ministerial process through Business Action for Water. It organized a pavilion as a focal point

for member company participation as well as general business engagement, and secured speaking slots for member companies.

BCSD Turkey collaborated with the WBCSD in the preparations for the World Water Forum, providing Turkish business input and translating and disseminating messages and material. See [www.worldwaterforum5.org](http://www.worldwaterforum5.org)

#### **New Zealand** ■ Seeking water solutions and promoting sustainable water management

A "gold rush" for water is underway: in four years the water in most major catchments in New Zealand will be fully allocated. The New Zealand BCSD has worked to produce what it calls the "Best Use Solution". Research has found that 20-80% of commercial water (including municipal water supply) in some waterways is not being used at any one point in time. In light of this, it recommends easier transfer of water from one commercial user to another. This could add an extra NZ\$ 180-300 million in output to the economy each year. It also proposes integrated catchment management plans, and a cap on the contaminants allowed into waterways and suggests allowing discharge rights to be transferred between water users. See [www.nzbcسد.org.nz](http://www.nzbcسد.org.nz)



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## About the WBCSD

The World Business Council for Sustainable Development (WBCSD) brings together some 200 international companies in a shared commitment to sustainable development through economic growth, ecological balance and social progress. Our members are drawn from more than 36 countries and 22 major industrial sectors. We also benefit from a global network of 60 national and regional business councils and partner organizations.

**Our mission** is to provide business leadership as a catalyst for change toward sustainable development, and to support the business license to operate, innovate and grow in a world increasingly shaped by sustainable development issues.

**Our objectives** include:

- Business Leadership – to be a leading business advocate on sustainable development;
- Policy Development – to help develop policies that create framework conditions for the business contribution to sustainable development;
- The Business Case – to develop and promote the business case for sustainable development;
- Best Practice – to demonstrate the business contribution to sustainable development and share best practices among members;
- Global Outreach – to contribute to a sustainable future for developing nations and nations in transition.

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