



wbcspd

UNECE RPM for Rio +20, Geneva, 1-2 December 2011

Agenda item 6. A green economy in the context of sustainable development and poverty eradication (keynote speaker)

Thematic Segment - Policy Mix

Bjorn Stigson

President, World Business Council for Sustainable Development

Steering Committee, Business Action for Sustainable Development 2012 Coalition

Thank you Mr. Chairman. Excellencies, ladies and gentlemen, good afternoon.

The global society has a much higher degree of awareness of the sustainable development challenges than we had 20 years ago in Rio in 1992. The main challenge today is not more awareness but to change pace in implementation of actions to make green growth happen. This includes resource efficiency, pollution reduction, protection of ecosystems, energy access for all, and economic growth to reduce poverty.

The business community supports the green growth focus selected by the UN for the Rio+20 process. Business is the main tool for implementing the actions needed to achieve green growth. We have the majority of the technologies, financial resources, and management skills necessary to make this happen.

Bu, we cannot succeed without a strong partnership with government, who have the responsibility to provide the supporting regulatory frameworks that make it possible for business to deliver solutions. And we also need partnerships with civil society to create trust for the substantial transformations that the world will have to go through on the pathway to sustainability.

We have as WBCSD outlined these transformations in our Vision 2050 report that we presented last year. As a constructive voice of business, we have, in the same way as we did in 2002 in Johannesburg, created a broad coalition of business organizations under the umbrella of BASD - Business Action for Sustainable Development. This group was convened by the International Chamber of Commerce (ICC), the WBCSD, and the UN Global Compact, and has added 11 industry associations as partners.

We expect the Rio+20 process to be much more inclusive than what we experienced in Rio in 1992, or in Johannesburg in 2002. Business is ready to play its part for a sustainable future. A main driver of business activity is that business cannot succeed in societies that fail, but it is equally true that society cannot achieve sustainability without business as a committed solutions provider.

The sustainability challenges today require urgency in action and implementation. Let's start acting together now and not wait for perfect solutions. We look forward to building strong partnerships with other key actors to achieve this.

Thank you.