



SUMMARY REPORT OF THE SUSTAINABILITY SUMMIT

Rio de Janeiro, Brazil
27 April 2011

Hosted by the Environmental Initiatives
of the World Economic Forum



World Economic Forum

91-93 route de la Capite
CH-1223 Coligny/Geneva
Switzerland
Tel.: +41 (0)22 869 1212
Fax: +41 (0)22 786 2744
E-mail: contact@weforum.org
www.weforum.org

© 2011 World Economic Forum
All rights reserved.

This material may be copied, photocopied, duplicated and shared
provided that it is clearly attributed to the World Economic Forum.
This material may not be used for commercial purposes.

REF: 070611

Contents

Preface	4
Introduction	5
Sustainability Summit Grid	8
Session Summaries	
Achieving Green Growth: The Most Profound Economic Challenge for the Next Decade?	10
Designing a Policy Innovation Platform for Sustainable Consumption	12
Collaborative Pathways for a Water Secure Future	15
Accelerating Sustainable Agricultural Growth in Latin America	18
Energy Efficiency	21
Roadmap to Rio+20	24
Overview of the Projects	28
Environmental Initiatives Calendar 2011	31
List of Participants	32
Contact Information	38

Preface

From 28 to 29 April 2011, the World Economic Forum on Latin America was held in Rio de Janeiro, Brazil. It brought together more than 750 global and regional leaders from 46 countries to discuss the foundation for a “Latin American Decade”.

The goal of the Latin American Decade is to consolidate the region’s economic potential by 2020, building on positive achievements related to long-term economic development, political stability, social progress and sustainable development.

Among the many insights that emerged from the 2011 World Economic Forum on Latin America, the following seven strategies were highlighted and proposed as the groundwork upon which to build this vision for the region:

1. Decouple economic growth and resource consumption
2. Improve business competitiveness
3. Enhance technological innovation
4. Strengthen governance, fight drug trafficking and reduce insecurity
5. Promote energy security
6. Boost agricultural production
7. Increase entrepreneurship and employment

Either directly or indirectly, each of these seven strategies relates to the environmental and sustainability challenges and opportunities that lie ahead for Latin America. Sustainability is an issue that cuts across much of the economic, political, business and social debate on growth for the region.

It was for this reason that I was delighted to welcome the first ever Sustainability Summit at the World Economic Forum on Latin America. On 27 April, a full day was devoted to discussions involving the public and private sectors on all aspects of sustainability in the region, culminating in discussions on the forthcoming “Rio+20” international meeting on sustainability issues in Rio de Janeiro in June 2012.

The Sustainability Summit proved to be a great success, involving close to 120 business and public sector participants, including Izabella Teixeira, the Minister of Environment of Brazil, and Achim Steiner, Executive Director of the United Nations Environment Programme.

If you were one of the participants in the Sustainability Summit at the 2011 World Economic Forum on Latin America, may I congratulate you on the impact you helped to create through this flagship event.

It was no coincidence that many of the discussions throughout the following days at the World Economic Forum on Latin America were heavily influenced by outcomes of the Sustainability Summit.

With your support and insights, the issues at the core of the Sustainability Summit – the sustainable management of agriculture, water, energy and consumption, and the new forms of public-private partnership required to do so – are irreversibly becoming a key part of the World Economic Forum’s global, industry and now regional agenda, especially in Latin America.

I am looking forward to growth in the Latin American Decade becoming more sustainable and, as a result, to Latin America leading the world’s sustainable growth agenda.

I thank you again for your participation and support. I look forward to welcoming you to the 2012 Sustainability Summit at the World Economic Forum on Latin America in Mexico.



Marisol Argueta de Barillas

Senior Director, Head of Latin America

Introduction

Sustaining Growth in a More Resource-Constrained World - The Environment and Sustainability Agenda towards Rio+20

In June 2012, Rio de Janeiro will host “Rio+20”, a major international meeting on sustainability issues. The Rio+20 Summit will have two major themes:

- The future of international environmental governance
- Green growth in the context of sustainable development and poverty eradication

The twin challenge of managing our global environmental affairs and promoting sustainable economic growth, especially for developing economies, reflect the changing nature of the environmental challenge facing the world and its economy.

Twenty years ago, the 1992 Earth Summit was held in Rio de Janeiro under the auspices of the United Nations Commission on Environment and Development. This landmark gathering sought to make the important connection between environment and poverty – that development has to be sustainable to be durable and meaningful. The Earth Summit saw the creation of many global environmental frameworks such as the United Nations Conventions on Biodiversity and Climate Change and the programme for local action Agenda 21.

Much has changed since 1992.

Over the past 20 years, world GDP nearly tripled from US\$ 24 trillion to more than US\$ 68 trillion. The world is also much more globalized. Exports of goods and services rose from US\$ 4,761 billion (1992) to US\$ 21,877 billion (2011). The world population went from 5.5 billion people to almost 7 billion, and total energy consumption increased even more over the same period, from circa 350 to 530 quadrillion British thermal units. Commodity and raw materials prices increased impressively; crude oil price increased from US\$ 19 to US\$ 107 per barrel, sugar from US\$ 90 to US\$ 283 per metric ton, rubber went from US\$ 57 to US\$ 382 per 100 kg, and iron ore from US\$ 0.14 to US\$ 1.80 per dry metric tonne unit. Technology has also had a tremendous impact. In the 20 years from 1990 to 2010, worldwide mobile phone subscriptions grew from 12.4 million to over 4.6 billion. Several emerging and developed economies average more than one mobile phone per person.

In Latin America, over the same period, GDP rose from US\$ 1,365 trillion to US\$ 4,700 trillion. Foreign Direct Investment (FDI) reached US\$ 113 billion in 2010, which represents one-tenth of worldwide FDI. Latin America’s integration in the world economy reinforces its relation with key trade partners, especially with China, which is Brazil’s largest trade partner with a bilateral trade value of US\$ 62.5 billion in 2010. The share of the middle class is already over 50% of total population in Argentina and Mexico.

The World Summit on Sustainable Development (WSSD) was held in Johannesburg in 2002 to mark a decade since the Earth Summit. It captured some of these changing economic relationships, with a focus on the link between economic growth and pollution. It called for new forms of public-private partnership to manage this challenge.

Now, as 2012 approaches, we witness a new challenge.

Arguably, a new era of macroeconomics is upon us: how to grow the world economy when the supply curve of other previously unconstrained environmental goods and services, such as land, water and the atmosphere, now arcs downward.

Sustaining economic growth in a world predicted to reach 10 billion people has become the structural macroeconomic challenge of our time. The demand for food, water, energy and other natural resources and earth minerals is increasing fast. The imperative for efficiency in the use of these resources and for the decoupling of economic growth from environmental impact must grow even faster, if this growth is to be sustained.

Some broad forecasts on food, water and energy demand provide a sense of the challenge ahead.

- Food: To meet growing demand, the World Food Programme estimates that farmers will need to increase production worldwide by 70-100% within the next 40 years, and reduce post-harvest loss. Changing diets – driven by rising incomes and other shifts – will increase demand for protein. Among the middle classes, global demand for meat will increase 50% by 2025, helping to drive a foreseen increase of 42% in grain demand by that time. Yet, agriculture emits up to 14% of all global

greenhouse gas emissions and consumes 70% of all freshwater withdrawals. How to grow more food, while reducing emissions and reducing water consumption?

- **Water:** Recent analysis suggests the world could face a 40% shortfall between water demand and available freshwater supply by 2030. The UNDP suggests that many countries are extracting groundwater faster than it can be replenished (Mexico by 20%, China by 25% and India by 56%). If current trends continue, the Food and Agriculture Organization estimates that, by 2030, two-thirds of the world's population will live in areas of high water stress. Water security is an economic as well as a human challenge, especially for fast-growing economies. Analysis by the Water Resources Group suggests that the state of São Paulo will require an additional 20.2 billion m³ of water by 2030. How to grow economies in ways that use substantially less water?
- **Energy:** Increasing access to energy is a priority for many countries – 1.5 billion people in the developing world still lack access to electricity. The International Energy Agency forecasts that the world economy will demand at least 40% more energy by 2030 compared to today. Under business as usual technologies, over 75% of the global increase in energy use to 2030 is expected to be met through fossil fuels, especially coal. By 2050, the resulting carbon emissions could lead to a concentration of carbon in the atmosphere (1,000 parts per million) that is more than double that which climate scientists in the IPCC recommend. The resulting rate of warming could exacerbate water scarcity and impact food production. How to rapidly scale up clean energy solutions, noting that there is a legacy of economic incentives encouraging us not to? Total investment worldwide for clean energy in 2010 was US\$ 234 billion, but subsidies for fossil fuels remain close to US\$ 600 billion annually.

These statistics and forecasts could seem worrying. They could carry a feeling of inevitability about them, as if we can do nothing about the situation – that economic growth and nature are somehow inherently incompatible.

Yet, what if we look at these environmental challenges in a different way? What if we see nature not as a barrier to future growth, but as a supply constraint that

will actually spark innovation and new forms of “green growth” within future business and economic models? Historically, the economy has seen innovations around constraints to capital and labour, which then create more value. Why not also with the environment?

“For Rio+20, the World Economic Forum is an important political and economic platform, pulling together many individuals interested in discussing new economic models and how to improve the quality of life and the quality of the business environment – discussing green economy perspectives and green growth perspectives.”

Izabella Teixeira, Minister of Environment of Brazil

Furthermore, and given the common property resource nature of the environment challenge, could the natural resource constraints force us to pool our knowledge and create new partnerships for delivering economic value? What if we also view the challenge of creating wealth within natural constraints as an opportunity to innovate not just new technologies but also new forms of partnerships between the public, the private, the NGO and academic sectors? What kinds of new governance models will best help stimulate such public-private partnerships that are substantive and scalable?

“The private sector is very motivated and willing to contribute to technology innovation and collaboration.”

Pedro E. Suarez, President, Latin America, Dow Brazil

These were the kinds of questions – on technology, business models and policy innovation and on stimulating “green” economic growth in a more resource-constrained world – that the Sustainability Summit at the 2011 World Economic Forum on Latin America sought to address.

“The World Economic Forum has developed a cultural discourse and dialogue on targeted issues, which can serve Rio+20 very well. My hope is that the modus operandi of the World Economic Forum and its ability to engineer and catalyse discussions and dialogue is able to find its way into the format at Rio+20.”

Achim Steiner, Executive Director, United Nations Environment Programme (UNEP), Nairobi

It is consequently with great pride that we share this report with you. It is an important step in the World Economic Forum's commitment to improve sustainable economic growth in a more resource-constrained world. We will be taking the messages captured from the Sustainability Summit into our programme for the year, including in particular our Annual Meeting of the New Champions in Dalian, People's Republic of China, in September and the World Economic Forum Annual Meeting in Davos-Klosters, Switzerland, in January 2012.

We look forward to welcoming you to the Sustainability Summit of the World Economic Forum on Latin America in the spring of 2012.



Dominic Waughray

Senior Director, Head of Environmental Initiatives

Sustainability Summit Grid

The Sustainability Summit consisted of six private sessions held at the Sheraton Hotel in Rio de Janeiro, on 27 April 2011. Thematic building blocks included the challenges of securing sustainable growth in food, energy and water demands, and addressing the challenges of climate change and sustainable consumption while also sustaining economic growth. Discussions took place on each theme, with a strong focus in each case on changing current approaches and exploring public-private interconnections.

The Summit opened with a session focused on the new forms of scalable public-private-expert partnership needed to deliver the “bottom up” innovations and new business models the new green economy requires. This formed part of the Forum’s Initiative on Global Corporate Citizenship on the Environment.

Findings from the Forum’s initiatives on water, agriculture, energy and sustainable consumption featured in two sets of parallel discussions.

The Summit closed with a public-private session focused on the approach and themes that the Rio+20 Summit might need to pursue in order to best capture the new economic thinking for green growth.

Outcomes from the Summit were fed into the subsequent official sessions on the environment and sustainability at the World Economic Forum on Latin America, including an important plenary on the potential outcomes of the Rio+20 meeting in June 2012.

The Sustainability Summit was the first such event held by the World Economic Forum. It built upon a long history of multistakeholder discussions and initiatives on environmental issues convened by the Forum, and it reflects the sustained focus the Forum has placed on finding new, public-private business and government policy models for environmentally resilient economic growth.

Currently, about a third of the World Economic Forum’s 34 industry initiatives relate to environment and sustainability issues. This rich pool of public-private experience and content provided much of the foundation for the discussions at the Sustainability Summit.

The sessions on 27 April involved more than 130 participants, including ministers and public officials from around the world as well as from Latin America. Among the participants were Izabella Teixeira, Minister of Environment of Brazil, and Achim Steiner, Executive Director of the United Nations Environment Programme. In addition, these extensive discussions engaged leaders from business, NGOs, academia and the media, representing environmental interests as well as those of many industries and sectors.

Feedback from the Sustainability Summit, and the role the World Economic Forum can play to help progress such public-private conversations at the Rio+20 meeting, was extremely positive. As the summaries on the next pages show, agreements were struck on the need for scalable, substantive public-private partnerships across the key issues of agriculture, water, energy and sustainable consumption, together with a suite of tangible next steps in the development of such partnerships across the region.

The six sessions are highlighted below.

09:00 - 10:30

Session #1: Achieving Green Growth: The Most Profound Economic Challenge for the Next Decade?

- Recognition that, while the shift to a green economy presents significant near-term challenges, the long-term opportunities for the private sector and its stakeholders are substantial
- Support for the public and private sectors to develop innovative forms of collaboration, so as to accelerate the green economy transition and capture these economic opportunities

11:00 - 13:00

Session #2: Designing a Policy Innovation Platform for Sustainable Consumption

- Recognition that collaboration between governments and the private sector is essential to drive innovation in sustainable consumption at speed and scale, and that such public-private innovations will inform greatly the work of the UN Secretary-General's High-level Panel on Global Sustainability
- Support for the establishment of a cross-sector economic planning forum involving business, consumer representatives and policy-makers to explore policy innovation for sustainable consumption in Brazil

Session #3: Collaborative Pathways for a Water Secure Future

- Recognition that innovative partnerships between the public and private sectors can result in original and practical ideas to meet the challenges of water security: a detailed example was provided by collaboration between Comisión Nacional del Agua (CONAGUA) and the Water Resources Group
- Support from the Director-General of CONAGUA for a deepening of the partnership with the Water Resources Group to engage in the implementation of Mexico's 2030 Water Agenda; support from representatives from business and international organizations such as the International Finance Corporation and Inter-American Development Bank for such collaborations and for potential replication in other countries in the region

13:00 - 14:00

Networking Lunch - Sustainability Summit Lunch

14:00 - 16:00

Session #4: Accelerating Sustainable Agricultural Growth in Latin America

- Recognition of the Forum's New Vision for Agriculture, a global innovation in public-private partnership in agriculture; Brazil's successful agricultural performance is a great resource for best practices and realizing the New Vision throughout Latin America
- Support for the New Vision for Agriculture and Roadmap for Stakeholders in Latin America; a framework was set out for priority actions to harness the power of agriculture to drive food security, environmental sustainability and economic opportunity across the region, including a first country partnership with Mexico

Session #5: Energy Efficiency

- Recognition that energy efficiency is a key strategic pillar for lowering greenhouse gas emissions and promoting economic growth within a resource-efficient economy; governments, perhaps assisted through the Clean Energy Ministerial process, must provide clear incentives and a stable legal framework to incentivize energy efficiency
- Support for public-private initiatives to accelerate the design, financing and implementation of smart grid technologies in the region as a key enabler of energy efficiency

16:30 - 18:00

Session #6: Roadmap to Rio+20

- Recognition of the importance of the Rio+20 Summit in 2012 as a defining moment for the "green growth" development paradigm and the central role of public-private collaboration and innovation in this new economic model; the private sector and civil society must be able to collaborate actively – governments alone cannot create a roadmap for the green economy from Rio+20
- Support for the World Economic Forum to help the Government of Brazil, as Chair of the Rio+20 Summit, to ensure substantive public-private collaboration at the Summit, both in presentation of tangible case studies and in discussion on how the international governance regime can be best designed to promote replication and scale up; potential to co-host with the Chair an event on such issues during the days between the final PrepCom and the Summit itself

Session Summaries

Session #1: Achieving Green Growth: The Most Profound Economic Challenge for the Next Decade?

Session Highlights

- Recognition that, while the shift to a green economy presents significant near-term challenges, the long-term opportunities for the private sector and its stakeholders are substantial
- Support for the public and private sectors to develop innovative forms of collaboration, so as to accelerate the green economy transition and capture these economic opportunities; a desire to build upon existing case studies

Overview

The frame of this discussion was presented as follows: Arguably, there is now a new era of macroeconomics. The question is how to expand the world economy when financial capital is relatively abundant, but the supply curve for other previously unconstrained environmental resources now arcs downward. Innovations in policy, technology, finance and business models are urgently required if high economic growth, low inflation and new jobs are to be delivered in an increasingly resource-constrained world. In this changing macroeconomic environment:

- What kinds of pragmatic national or sector plans should governments develop in order to stimulate domestic green-tech innovation and growth?
- What types of large-scale, public-private initiatives can help to inform national plans and accelerate outcomes?
- How can the international arrangements for environmental governance, trade and competitiveness be improved to help governments and large-scale, public-private partnerships accelerate green growth innovations at scale?

Opening remarks were given by **Izabella Teixeira**, Minister of Environment of Brazil, with supplementary statements by **Mark Halle**, Executive Director,

International Institute for Sustainable Development (IISD), Switzerland, and **Eduardo Wanick**, President, DuPont Latin America, Brazil. The session was moderated by **Ernst Ligteringen**, Chief Executive, Global Reporting Initiative (GRI), Netherlands; Global Agenda Council on Benchmarking Progress.

The session relates to the Forum initiative on Global Corporate Citizenship on the Environment, which receives project adviser support from PwC.

Challenges and Opportunities

Participants agreed that there are five main areas that present challenges for the world in this new era: climate change, food security, biodiversity, sustainable development and energy security. These challenges also mean significant opportunities for innovative companies, but the opportunities require commitment to new business models that will emerge from new forms of partnership. Private sector leadership is essential for progress to be made on these challenges, and financial sector companies in particular have an important role to play due to their ability to provide capital for such new models.

Participants agreed that Latin American companies must do more to accelerate a green-growth agenda and need to be more technologically innovative to do so. The number of patents in the region is low by international standards, yet green-growth-inspired innovation can serve as the vehicle to redefine the region as a hub for knowledge creation. Latin American companies are well positioned to take the lead in developing green and sustainable products, and the focus that the 2012 Rio+20 Summit will bring to the region provides the potential for a global platform to demonstrate progress.



"New offerings require innovation. That is a problem for Latin America. Latin America is not good at innovation. If we want to achieve a green economy, we require stimulation of green innovation."

Eduardo Wanick, President, DuPont Latin America, Brazil

Government has potentially the most important role in catalysing a change in approach to meeting these challenges, both through direct action and through facilitating public-private initiatives. Participants agreed that all stakeholders must find ways to collaborate to develop new standards, requirements and economic tools to face the challenge of sustainable industrial consumption and development. Government needs to enact policy frameworks that accelerate the rate of progress, and such policy frameworks must be developed with input from all key stakeholders.

Specifically, participants said that government should provide clear incentives to help companies absorb the risk of taking on innovative ideas, which are plentiful, and put them into practice. For example, subsidies could greatly encourage the use of cleaner fuels, and most governments are currently not doing enough in this area. Governments, which are major consumers, could impose sustainable procurement standards. Participants agreed that the Rio+20 Summit could be an excellent opportunity for governments to agree on such standards.

Accelerating the Transition

The past decade has been marked by a significant increase in so-called “type-two” partnerships that have made progress in transitioning to a green economy. However, achieving scale requires new forms of partnership to develop effective strategies. These strategies must be focused along the entire value chain, from the initial financing of ventures to factors influencing consumer choice, as well as the overall framework within which the value chain exists.

For example, increased energy efficiency requires new policies to create the overall framework in which firms are better enabled to use less energy. Consumers also have a vital role to play, and participants expressed that more needs to be done to educate them on the energy content of the products they consume and steps they could take to reduce consumption.

As with other pressing environmental challenges to accelerate the transition to sustainable consumption, participants agreed that collaboration between the public and private sectors is crucial. Companies and governments could work together to develop appropriate tax incentives and financing instruments that permit and encourage investment in green technologies. It was mentioned that education, once

again, has a vital role to play in incentivizing sustainable consumption, not only in young people in schools, but also in adult consumers.

Water use and security need to be addressed as an integral part of overall economic growth, and not as isolated elements. The issues are best addressed in a national or even international framework, rather than as local concerns. Companies should publicly state their actions and objectives in water consumption and other environmental issues. Companies must learn to treat the environment as a stakeholder in their corporate strategies.

Looking Ahead

To achieve economic take-off in green growth, participants concluded that businesses must develop innovative new products with support from the financial sector and government. Latin American companies in particular must improve their levels of green technology innovation, which has not yet been a strong point in the region. Consumers must also be more engaged, helping to incentivize business innovation.



“The private sector and civil society must be part of the decision-making process.”

Izabella Teixeira, Minister of Environment of Brazil

In this vein, the 2012 Rio+20 Summit must be viewed as more than just another meeting. Participants agreed that the Summit presents a real opportunity for the private sector and governments to come together and launch a suite of innovative, multi-company, multi-government partnerships that are needed to accelerate green growth. However, for this opportunity to be realized, steps must be taken in the coming months to solidify the foundation from which these innovative partnerships can be launched.

Session #2: Designing a Policy Innovation Platform for Sustainable Consumption

Session Highlights

- Recognition that collaboration between governments and the private sector is essential to drive innovation in sustainable consumption at speed and scale, and that such public-private innovations will inform greatly the work of the UN Secretary-General's Global Panel on Sustainability
- Support for the establishment of a cross-sector economic planning forum involving business, consumer representatives and policy-makers to explore sustainable consumption policy innovation in Brazil

- How can governments advance public policies in a more holistic way to embrace and enable the dynamic nature of business innovation?

The session was chaired by **Izabella Teixeira**, Minister of Environment of Brazil, and involved the following discussion leaders: **Helio Mattar**, President and Board Member, AKATU Institute for Conscious Consumption, Brazil; **Olivier Weber**, President, PepsiCo South America Foods, Brazil; **Ana Guevara**, Vice-President, Wal-Mart Corporate Affairs, Latin America, USA; and **Neto Valdemar de Oliveira**, Policy Director, Avina, Brazil. It was moderated by **Simon Zadek**, Senior Fellow, Global Green Growth Institute, Republic of Korea, and member of the World Economic Forum Global Agenda Council on Climate Change.

The session relates to the World Economic Forum initiative on Driving Sustainable Consumption, which receives project adviser support from Accenture.

Overview

The session was framed as follows: As the world's population grows, the resource and regulatory landscape changes, and consumption, both under- and over-consumption, is rapidly becoming a central concern for governments, especially in Latin America. The perception of sustainable consumption has shifted from a threat to capitalism to an opportunity to reinvigorate the global economy – a race to secure prosperity with secure resources. For some governments, this is driven by an ambition to secure tomorrow's competitive advantage; for others, it is a matter of survival.

Policy-makers, businesses, governments and industry leaders need to work together to elaborate the right policies for achieving the speed and scale of solutions. Policy-makers need reliable and unbiased guidance on shaping a policy environment that encourages sustainable consumption as a pathway to job creation, economic growth and development imperatives.

- What are the determinant factors for success in scaling up proven, business-friendly policies for sustainable consumption?
- What is the mix of public and private collaboration needed to create the right sets of policies to deliver sustainable consumption in practice?

Delivering at Speed and Scale

Participants heard how, as environmental, social and governance issues increasingly converge with the mainstream economic agenda both at corporate and national levels, the private and public sectors must work together more closely to create the space to allow sustainable business to prosper. Increasingly, success in the green economy of the future will be determined by the ability to scale up and replicate green policies at speed, and this will require close and continuous collaboration between multiple stakeholders. This collaboration means a broad engagement across industry sectors, a holistic approach within government, and a development of a common understanding among investors and consumers. For government and industry to work together, they must develop a process of iterative communications that result in a stable policy framework, which enables new concepts of value to be articulated and delivered quickly.



Izabella Teixeira, Minister of Environment of Brazil

Participants learned about a specific example of such a shared process: Wal-Mart's collaboration with governments globally to reduce the use of plastic bags and lessen plastic waste. In 2008, Wal-Mart committed to reducing its worldwide plastic bag waste by 33% over the succeeding five years. Working together with local government authorities in Brazil, an initiative was developed to allow stores to give customers a US\$ 0.03 discount on their shopping for every plastic bag they did not use. The project has been a great success, and in the first two months of the project, customers avoided consuming more than 1 million plastic bags.

Shared Goals, Shared Processes



"It is very important to work with government, both state and local. Sometimes [business and government] have the same goal and governments may be well-meaning, but regulations may be limiting."

Ana M. Guevara, Vice-President, Corporate Affairs, Latin America, Wal-Mart, USA

Participants concurred that the speed and dynamism of change in relation to sustainability means sustainable consumption demands a new approach to economic planning, which involves all sectors and a coherent and integrated regulatory framework. State and local governments must be part of the conversation, alongside national governments, and all players must be prepared to find creative ways to be involved in the sustainable consumption agenda. This might mean making "unconventional alliances", where policy is developed in a transparent and participatory way by stakeholder groups defined by common interests and outcomes.

"The law to change national solid waste policy in Brazil was in Congress for 21 years. New actors, hundreds of thousands of rubbish pickers, came on the scene. They organized and had a voice and they interacted, including with many companies. This is a good example of how companies engage."

Valdemar de Oliveira Neto, Policy Director, Avina, Brazil

Participants discussed an example of a practical "bottom up" process of legal reform: the 2010 revision to Brazil's National Solid Waste Management



Fernando Nilo, Founder and Chief Executive Officer, RECYCLA Chile, Chile; and **Juan Carlos Parodi**, Vice-President and Managing Director, Latin America, Eastman Chemical Company, USA

programme. The legislation had been stuck in Congress for 21 years, but was given new impetus with the appearance of new actors on the scene – the waste pickers. CEMPRES (Brazilian Business Commitment for Recycling), funded by multinationals and major Brazilian corporations, worked to organize waste pickers into recycling cooperatives, which were then able to become involved in the dialogue on this legislation and formalize their participation in the recycling economy.

Understanding Consumer Demand

Participants were informed how sustainability is clearly important in the relationships that companies develop with their customers, but how it is less certain to what extent the sustainability of a product drives purchasing decisions.

On one hand, it is debatable whether consumers will pay a price premium for more sustainable products, particularly when they are also presented in-store with a range of fragmented "eco information" on competing products. Even if product messaging focuses on a single innovative "eco" attribute, problems can arise in driving effective consumer action. Concentrated washing detergents were not an immediate market success for Unilever in Brazil, for example, as consumers had difficulty in accepting that the smaller volume of detergent was equally effective and represented equivalent value for money.

On the other hand, social media, with its instantaneous diffusion of information and opinion, can strongly influence buying habits, and can present a risk for corporations with the most visible public profiles.

Mitigating this risk is a key driver, but the opportunity also exists to use social networks to demonstrate relevant and tangible benefits to the consumer – for example, cost savings and benefits to the local community and to the environment. In Latin America, with incomes rising and more people entering the middle class, business and government have a golden opportunity to collaborate to positively influence patterns of consumption with an integrated range of levers ranging from incentives, “eco-subsidies” and penalties through to awareness, education and engagement.



Joao De Queiroz, Regional Director, South America, International Union for Conservation of Nature (IUCN), Ecuador

Next Steps

This session was the first in a series, as part of a “Policy Innovation Platform on Sustainable Consumption” run by the World Economic Forum. The conversation continues with sessions asking similar questions in South Africa, Indonesia, China and India. The learning will be transferred across regions in order to share best practices and explore what can be learned in terms of what policies enable sustainable business, and how these policies can be most effectively created through public-private interaction.

Given these various aspects and the relevance of the issue to Brazil’s own green growth agenda, the session concluded with support for the establishment of a cross-sector economic planning forum in Brazil, which could involve business, consumer representatives and policy-makers to explore policy innovation for sustainable consumption. It was agreed that this kind of practical public-private innovation would be good to have up and running in time for the Rio+20 meeting.

Session #3: Collaborative Pathways for a Water Secure Future

Session Highlights

- Recognition that innovative partnerships between the public and private sectors can result in innovative and practical ideas to meet the challenges of water security: a detailed example was provided by collaboration between Comisión Nacional del Agua (CONAGUA) and the Water Resources Group
- Support from the Director-General of CONAGUA for a deepening of the partnership with the Water Resources Group to engage in the implementation of Mexico's 2030 Water Agenda; support from representatives from business and international organizations such as the International Finance Corporation and Inter-American Development Bank for such collaborations and for potential replication in other countries in the region

Overview

The session unfolded as follows: Despite Latin America's relative water wealth compared to other parts of the world, the rapid economic and urban growth of the last two decades has put stress on the water resources of many countries in the region. Governments are seeking to meet their growth agendas through innovative solutions to balance and meet these competing demands to sustain economic growth and social development. But where should their efforts best be focused?

Since the World Economic Forum Annual Meeting 2010, the Forum's Water Initiative and the International Finance Corporation-supported "2030 Water Resources Group" have been working with a leader group of companies to demonstrate how a strategic combination of high-class analytics and multistakeholder coalitions can support public-private transformations to design and activate a practical national water reform agenda. Building on an initial discussion during COP16 in Cancun, the innovative "ACT" (analyse, convene, transform) model is now underway in Mexico, focused on building a resilient economy to manage these trade-offs and adapt to the uncertainty of climate change impacts.

- How can public, private and expert groups engage to scale up these "proof points" and maximize impact?
- What is the strategy to leverage the experience and take the model to other interested countries in Latin America?

The session was co-chaired by **Luis Montoya**, President, Latin America Beverages, PepsiCo, Peru, and **Thierry Tanoh**, Vice-President, Sub-Saharan Africa, Latin America and the Caribbean, and Western Europe, International Finance Corporation (IFC), Johannesburg. Speakers included **Usha Rao-Monari**, Global Head of Water, Global Infrastructure and Natural Resources Department, International Finance Corporation (IFC), Washington DC (member of World Economic Forum Global Agenda Council on Water Security), and **Elias Freig**, Manager, Carbon Finances & Economics of Climate Change, Comisión Nacional del Agua (CONAGUA), Mexico. **Dominic Waughray**, Senior Director and Head of Environmental Initiatives at the World Economic Forum, moderated the session.

The session relates to the Forum initiative on Water Security, which receives project adviser support from McKinsey and Company.

"Access to water is probably the most significant social, political and economic issue of our time. Water is the cornerstone of economic development. Without water, there is no growth, no life and no development."

Luis Montoya, President, Latin America Beverages, PepsiCo, Peru

From Analysis to Action

The work of the Water Resources Group (WRG), an innovative multi-country, public-private partnership on water, was highlighted. Participants were shown how WRG has worked on increasing awareness of water sustainability, developing three country proof points (Mexico, India and Jordan) and refining analytical tools. In 2010, the WRG's analytical tools played an important role in the development of Mexico's 2030 Water Agenda and the country's national water vision and action plan. The director-general of Mexico's Comisión Nacional del Agua (CONAGUA) addressed the session via a letter that expressed interest in continuing the partnership with WRG. Representatives from CONAGUA at the session included Elias Freig, Manager, Carbon Finances & Economics of Climate Change; Estrellita Fuentes, Manager, International Affairs; and Griselda Medina Laguna, Deputy Manager of Management and Assessment of Projects with International Credit.



Elias Freig, Manager, Carbon Finances & Economics of Climate Change, Comisión Nacional del Agua (CONAGUA), Mexico

Participants agreed that the time has come to turn analysis into action on water for many countries in the region and that, given limited resources across business and government, collaboration via issue-focused public-private partnerships such as WRG is a good approach. Evidence should be gathered that these partnerships are proving effective in advance of the Rio+20 Summit, so that discussions can focus on how to scale up and replicate such activity still further. This is important because, participants said, governments are looking for significant and replicable case studies that show an impact.

Participants said that the private sector must also take the initiative. Companies should not just set goals, but publicly affirm them and then meet them. The participants agreed that publicly-stated commitments do tend to change the mentality inside a company. In practical terms, companies can add sustainability criteria on water management to traditional measures of performance such as revenue and profit sharing, including in their evaluations of manager performance.

Mexico's Example

Session participants heard how Mexico's experience has relevance for the rest of Latin America. Water security challenges in Mexico are expected to worsen, due to population growth, increased urbanization, the settlement of regions that supply water, and the impact of climate change. These trends could jeopardize water resources and thereby Mexico's quality of life and economic growth aspirations. Participants learned how WRG has been collaborating with CONAGUA on water security issues and how this collaboration has provided important input to Mexico's 2030 Water Agenda: a plan for a sustainable water future for Mexico launched in March 2010 by President Felipe Calderón.

Representatives from CONAGUA explained how the plan has four main areas: balancing supply and demand; maintaining clean water bodies; creating universal access to clean water; and protecting from catastrophic floods. Specific projects to balance supply and demand include increasing the efficiency of irrigation, constructing new infrastructure, reducing leaks, installing efficient technology in homes and businesses, and increasing the treatment and reuse of waste water.

The estimated cost of these projects over the next 20 years is around US\$ 100 billion, or approximately US\$ 5 billion a year. Participants heard that, given the scale of the financing challenge and other fiscal pressures, Mexico has only invested a little over US\$ 3 billion a year in water resources between 2007 and 2010. It is clear that the allocation of technical, financial and human resources to the sector must increase, but how? Participants were told that practical public-private implementation of the Water Strategy could hold the key.

"The next step is to turn these initiatives into pilot projects. Against this call for action, I wish to extend the invitation to continue our collaboration with the Water Resources Group in 2011, which will enable Mexico to realize this vision, and to share the experiences with other countries that face similar challenges."

José Luis Luege Tamargo,
Director-General, Comisión Nacional del Agua (CONAGUA), Mexico

Innovative and Practical Ideas

To meet the challenges of water security in Mexico and elsewhere, innovative and practical ideas can be achieved through the engagement of multiple stakeholders and the formation of partnerships between the public and private sectors, which can bring in experiences and best practices in the solution field.

Participants were asked for their thoughts as to how such practical partnerships could best be structured in Mexico to help CONAGUA deliver on its strategy, within the financial and other constraints that exist.

One suggestion was for a “multi-utility play” – the bundling of services such as electricity and telecommunications along with water security – to help create a market and profit incentives for private companies to invest in poorer and rural communities. Government incentives can play an important role in making this investment, with Brazil’s universal access fund for telecommunication services in rural areas cited as a successful example.



Estrellita Fuentes, Manager, International Affairs, Comisión Nacional del Agua (CONAGUA), Mexico

Another suggestion was for government incentives to help encourage individuals, communities and industry to use water more efficiently. Various examples show how smart incentives increase water use efficiency and stimulate (re)investments in water.

Creating a culture of water conservation is also needed, suggested other participants. Many individuals and businesses voluntarily spend time and money on recycling, and this attitude must be extended to efficient water use. There have been effective media campaigns to raise awareness and reduce electricity consumption and HIV transmission. Similar campaigns could incentivize better use of water supplies.

Next Steps

Following the private meeting, CONAGUA confirmed its interest in sustaining engagement with the WRG public-private collaboration to cooperate in key areas of work in implementing the 2030 water strategy. The WRG will provide the director-general of CONAGUA with all necessary back-up (including from feedback from participants in this session) to make a strong case for seeking approval from the Mexican Congress to improve the enabling environment for sustainable water resources management. As a basis, the aim is to change essential aspects of the water Federal Duties Law, which would allow for effective water use measurement, efficient water use and adequate water pricing through tariff system reform. A partnership with WRG could support CONAGUA’s work in this regard by convening workshops and meetings with experts and stakeholders in Mexico to raise awareness and draw in good practice from around the world. Representatives from the Inter-American Development Bank and the International Finance Corporation expressed their interest to support such next-step collaboration and in exploring opportunities for similar WRG partnerships with other countries in the region.

The participants of the session and the Partners of the World Economic Forum were invited to join forces in this next and crucial phase of implementing Mexico’s 2030 Water Agenda. Please contact water@weforum.org to become engaged in the work.

Session #4: Accelerating Sustainable Agricultural Growth in Latin America

Session Highlights

- Brazil's successful agricultural performance is a great resource for best practices and realizing the New Vision throughout Latin America
- Participants endorsed the New Vision for Agriculture and Roadmap for Stakeholders in Latin America; a framework was set out for priority actions to harness the power of agriculture to drive food security, environmental sustainability and economic opportunity across the region



Participants in the session on "Accelerating Sustainable Agricultural Growth in Latin America"

"Business needs to be proactive in the conversation to create a meaningful environmental policy agenda with the collaboration and coordination of the public sector, environmental experts and consumers."

Achim Steiner, Executive Director, United Nations Environment Programme (UNEP), Nairobi

Overview

The session was framed as follows: Latin America's successful gains in agricultural productivity have fuelled strong economic growth and stability in the region, turning countries like Brazil into leading global food suppliers. However, with 53 million people hungry in Latin America and increasing pressures on environmental resources, the region faces challenges of sustained agricultural and rural development.

Led by 20 corporate Partners, the World Economic Forum's New Vision for Agriculture initiative has defined a vision for agriculture as a positive driver of food

security, environmental sustainability and economic opportunity, as well as priority actions needed to achieve such a vision through collaboration between the private sector, government, civil society and farmers. The hope is to define action opportunities for Latin America, capitalizing on the region's resources, technological innovation and leadership. In particular:

- What are the implications of increased demand for agricultural output for the region's economic, social and environmental sustainability?
- What lessons and best practices can be drawn from the agricultural experience of Brazil and other Latin American countries?
- What actions should be prioritized in the region to ensure that the New Vision is enjoyed by all?

The session was co-chaired by **Jose Geraldo Eugenio de Franca**, Executive Director, EMBRAPA – Empresa Brasileira de Pesquisa Agropecuária, Brazil; and **Perry Yeatman**, Senior Vice-President, Corporate Affairs, Kraft Foods, USA. Special guests included **Pamela Cox**, Vice-President, Latin America and the Caribbean, World Bank, Washington DC; Regional Agenda Council on Latin America; **Roberto Rodrigues**, Coordinator, Getulio Vargas Agribusiness Center, Brazil; Global Agenda Council on Food Security; and **Achim Steiner**, Executive Director, United Nations Environment Programme (UNEP), Nairobi. The session was moderated by **Donna J. Hrinak**, Vice-President, Global Public Policy and Government Affairs, PepsiCo, USA.

The session relates to the Forum initiative on New Visions for Agriculture, which receives project adviser support from McKinsey and Company. It engaged 45 global leaders from industry, government, civil society and academia to define a New Vision for Agriculture in Latin America. Participants explored models of public-private collaboration towards accelerating agricultural development and growth in Latin America. Business and government leaders affirmed their support for the New Vision, and agreed that its goals are only attainable if all stakeholders work together to develop policies, infrastructure and market access. Participants agreed on the importance of vertical integration and a holistic approach.

Priorities for Public-Private Collaboration

“Brazil can be a leader in delivering the New Vision’s goals of food security, environmental sustainability and economic opportunity.”

Perry Yeatman, Senior Vice-President, Corporate Affairs, Kraft Foods, USA

Participants divided into breakout groups to define opportunities for public-private collaboration in specific areas of sustainable agriculture in Latin America. The group results are summarized below.

Developing sustainable large-scale agriculture

Agriculture faces challenges of inefficiencies along the entire value chain in Latin America, from weak infrastructure to risks posed by natural resource scarcity and climate change. The private sector can be part of the solution as responsible environmental stewards for water management, biodiversity and effective land use. Participants stressed strengthening infrastructural improvements and the importance of technology development and application to meet these challenges, overall improving the brand of agriculture. The group recognized the role of international organizations as new mechanisms for both financing smallholder farming and improvements in infrastructure, and also as a conduit for knowledge exchange across countries and regions. They cited the example of the World Bank’s support in financing small-farm projects, linking producers and goods to markets in several Latin American countries.

Improving rural livelihoods

Holistic, market-based approaches must be employed to empower farmers and entrepreneurs through a robust and creative network of stakeholders actively facilitating efficient links to markets, with a particular focus on engaging female farmers. It will be critical to share best practices on environmentally sustainable farming practices in order to bring to scale across the region. The group highlighted Embrapa, the Brazilian agricultural research institute, as a world-class leader in providing solutions to market access and sustainable agricultural development in Brazil.

“Farmers’ organizations are key for improving market access and strengthening the capacity of smallholders.”

Roberto Rodrigues, Director, Getulio Vargas Agribusiness Center, Brazil

Enhancing sustainable land use practices

A focus must be placed on farmers, in particular smallholder farmers as the environmental stewards of the land. Stakeholders must work together to empower sustainable rural communities, offering full cycle knowledge exchanges through joint public-private research. There is a new paradigm to sustain natural fertility suggesting development of new products, and new mechanisms, with bold environmental targets, tracked with clearly defined metrics to balance the global food markets.

Trade of agricultural goods

There are critical challenges in coordination among countries on trade of agricultural goods, and the group stressed the need for good governance. Solutions included bridging gaps by improving infrastructure, developing international standards and creating tracking tools, i.e. standard contracts for value addition to products, as well as coordinating trade corridors. Participants offered the example of Brazil’s successful agricultural growth driven by strong governance. They agreed that, through public-private collaboration to resolve trade-related disputes, it is possible to improve coordination among nations.

Technologies and innovation to improve productivity

In order to depart from business as usual, it is imperative to challenge how increasing productivity is perceived. It is important to raise awareness, influence policy and research agendas, and expand access and distribution of technology through public-private collaboration. There is a real opportunity to reduce volatility and improve risk management tools through existing and new technologies.

Path Forward

The outputs from this session will help shape a Latin American agenda on priority actions on sustainable agriculture that will be presented by the New Vision for Agriculture Initiative at the World Economic Forum Annual Meeting 2012 in Davos-Klosters, Switzerland. The New Vision for Agriculture will incorporate the outcomes and key findings shared in this meeting into its ongoing public-private dialogues on agriculture and food security in priority regions, including through the regional platform of its Latin America meetings, with particular focus on a potential partnership in Mexico.



Pamela Cox, Vice-President, Latin America and the Caribbean,
World Bank, Washington DC

Session #5: Energy Efficiency

Session Highlights

- Recognition that energy efficiency is a key strategic pillar for lowering greenhouse gas emissions and promoting economic growth within a resource-efficient economy; governments, perhaps assisted through the Clean Energy Ministerial process, must provide clear incentives and a stable legal framework to incentivize energy efficiency
- Support for public-private initiatives to accelerate the design, financing and implementation of smart grid technologies in the region, as a key enabler of energy efficiency

Overview

The session was framed as follows: Energy efficiency is largely recognized as the least expensive and most scalable option to support sustainable growth. However, despite this recognition, a substantial gap remains between policy and implementation. Policies remain largely unimplemented, with the International Energy Agency noting that only 57% of its energy efficiency policy recommendations have been fully implemented in member countries, resulting in institutional and market failures preventing the private sector from implementing energy efficiency projects at scale. This gap will only be bridged with improved information flow and close coordination between the public and private sectors.

Building on the energy efficiency work that the Forum has been leading over the past two years in identifying this gap, what are the right policy conditions that need to be created to make the energy efficiency market take off at scale? In particular:

- How the public and private sectors can create and sustain a dialogue on energy efficiency across Latin America, and what expectations exist across stakeholder groups
- What policy mechanisms can be implemented to support energy efficiency scale-up, and what best practice examples can be drawn from the efforts being made across Latin America today

The session involved the following discussions leaders: **Luiz Alberto Figueiredo Machado**, Under-Secretary for Environment, Energy and Science and Technology, Ministry of External Relations of Brazil; **Jan Flachet**, President and Chief Executive Officer, Latin America, GDF SUEZ Energy International, Brazil; **Bob Fryklund**, Vice-President, Upstream, IHS, USA; **Scott Lang**, Chairman, President and Chief Executive Officer, Silver Spring Networks, USA; Technology Pioneer; and **Robert Steele**, Secretary-General, International Organization for Standardization (ISO), Geneva. The session was moderated by **Mark Spelman**, Global Head, Strategy, Accenture, United Kingdom; Global Agenda Council on Competitiveness.

The session relates to the 2010-2011 World Economic Forum initiative on Energy Efficiency, which received project adviser support from Accenture.

The Public Sector's Role

Participants heard that governments must provide incentives and a clear and stable legal framework for the private sector to take action. Governments must create the framework that helps to foster investment in energy efficiency and encourages business models that monetize the efficiency gains. Public sector initiatives need to be stable and long-term, and should work with the private sector in planning for more efficient energy use.



"First and foremost, government must give security in terms of the market rules companies need to invest."

Luiz Alberto Machado Figueiredo, President, Under-Secretary for Environment, Energy and Science and Technology, Ministry of External Relations of Brazil

Participants discussed how standards and regulation play an important role in accelerating the adoption of energy-efficient solutions. However, technology should lead policy, not the other way around, and government should be careful of imposing standards that might prove counter-productive.

“The government must provide the framework, then get out of the way and let business do what it does best.”

Robert Steele, Secretary-General, International Organization for Standardization (ISO), Geneva

Participants were also informed how energy access and energy efficiency are complementary, and how increasing energy efficiency can be a cost-effective way to facilitate greater access by overcoming infrastructure bottlenecks. Energy efficiency should be an integral part of government policy and planning across sectors, such as urban planning, which should encourage new techniques of building that can greatly rationalize energy use and create huge savings.

Technology’s Promise

Participants learned how technology can also make the process of producing energy more efficient, so existing sources become more productive. The average global recovery rates from petroleum reserves is about 34%, but rates are as high as 70% or 80% in Saudi Arabia. Technology to increase the global average could have a huge impact on supplies. Technology is also expected to improve the efficiency of biofuel production and the recovery rate of shale gas reserves, as well as facilitate other alternative energy sources.

Smart grid technology is a particularly powerful tool for incentivizing efficient energy use by businesses and individuals. By providing real-time information, smart grids empower users to choose how and when to use energy. In sample programmes, this technology has provided savings of 10-15%, creating financial benefits to individuals and companies. It was pointed out that, with smart grids, consumers “are not using less power; they are using it more efficiently”.

The current grid system, which was designed for energy to flow in a single direction, outward from a single source to multiple consumers, must be updated. Smart grid technology can permit electricity to flow to and from multiple points, varying with needs and supplies, and can permit innovative sources such as small-scale solar projects to sell power into the grid. This technology will also facilitate the introduction of electric cars, as smart grids will charge the car at the most intelligent times for power to be supplied.

Changing the Culture

Changing the culture of energy use among individuals and business is another key element in increasing efficiency.



“We have to get the policy framework right and we have to make it relevant for individuals.”

Mark Spelman, Global Head, Strategy, Accenture, United Kingdom

Participants agreed that the idea of the smart grid must be explained to individuals; otherwise, they will not take advantage of it. They must learn that electricity used at 04.00 is not the same as electricity used at 18.00. Greater awareness of the need for energy efficiency must be cultivated, through education and perhaps media campaigns that present the monetary savings from conservation, as well as appealing to a national interest in energy security rather than appealing to individual wishes to help the planet. Individuals consume energy in every product, and labelling, including carbon footprints, could encourage energy-efficient choices.

To incentivize businesses, case studies must be presented to show executives how energy efficiency can add to profits and increase customer loyalty by creating marketing opportunities. Consumers are increasingly aware of the challenges of a world of limited resources.

However, the participants agreed that education and media campaigns can be slow, and the problem is urgent. Changing economic and social incentives is the fastest way to change behaviour. Setting a price on carbon was seen as a powerful instrument. Carbon credits are already a US\$ 200 billion market, which is forecast to increase to US\$ 1-3 trillion between 2017 and 2021.

Looking Ahead

Looking ahead, participants agreed that the Rio+20 2012 Summit offers opportunities for energy efficiency. Resolving questions on the international level, for example through forums such as the Clean Energy Ministerial, may make it easier politically to sell policy changes to national populations. Latin Americans must participate to help establish standards that otherwise will be imposed on them. North and South, the developed and developing regions, energy importing and energy exporting countries, often have different needs, and future standards must reflect that. The standards should address the total energy cycle, not just production or consumption, and avoid being over-prescriptive. Energy intensity might be a more relevant question than energy use. The standards should look to the needs of the present and the future. “We need to have today’s and tomorrow’s actors in the conversation.”

There was agreement that support for public-private initiatives to accelerate the design, financing and implementation of smart grid technologies in the region, as a key enabler of energy efficiency, could be a tangible way forward to trigger transformative, rather than incremental, national energy efficiency programmes.

Session #6: Roadmap to Rio+20

Session Highlights

- Recognition of the importance of the Rio+20 Summit in 2012 as a defining moment for the “green growth” development paradigm and the central role of public-private collaboration and innovation in this new economic model; the private sector and civil society must be able to collaborate actively – governments alone cannot create a roadmap for the green economy from Rio+20
- Support for the World Economic Forum to help the Government of Brazil, as Chair of the Rio+20 Summit, to ensure substantive public-private collaboration at the Summit, both in presentation of tangible case studies and in discussion on how the international governance regime can be best designed to promote replication and scale up; potential to co-host with the Chair an event on such issues during the days between the final PrepCom and the Summit itself

Overview

The session was framed as follows: The 1992 UN Conference on Environment and Development in Rio de Janeiro galvanized environmental consciousness and cooperation on a scale never witnessed before or since. Attended by 108 heads of state or government, it resulted in landmark accords on climate change, biodiversity, forestry management and finance. The Rio+20 Summit in 2012 presents a similar opportunity for progress. It will focus on governance and green growth in the context of poverty reduction and sustainable development as its key themes.

Based on experience gained since the Earth Summit, and when looking at the sustainability challenges that lie ahead in the coming decade, especially for emerging economies:

- On governance, should the Summit pursue a top-down (intergovernmental) or bottom-up (national) reform agenda, or both? Should a World Environment Organization be created at the Rio Summit?

- On the green economy, how can the Rio Summit promote practical green growth strategies at the national and multistakeholder level to deliver poverty reduction and sustainable development, particularly for emerging economies?

The session was moderated by **Achim Steiner**, Executive Director, United Nations Environment Programme (UNEP), Nairobi. Opening remarks were given by **Izabella Teixeira**, Minister of Environment of Brazil.

The session is one in a series of informal discussions the World Economic Forum has promoted on the Roadmap to Rio+20 and the future of environmental governance. It follows a similar Informal Gathering of World Economic Leaders (IGWEL) discussion session at the World Economic Forum Annual Meeting 2011 on Rio+20, also moderated by Achim Steiner.

All Stakeholders at the Table

Participants agreed that the Rio+20 Summit is a key event and must foster a productive relationship between public policy, the private sector and civil society organizations, since all are critical components of a sustainable economy. In particular, officials agreed that the agenda is ready for a more substantive governmental interaction with the private sector on issues of driving sustainability and environmental innovation.



“We hear from the private sector, ‘Don’t invite us to just come and sit for a few hours. We have a major role to play.’”

Achim Steiner, Executive Director, United Nations Environment Programme (UNEP), Nairobi

Participants concurred that the message to the Rio+20 organizers must be one of building coalitions. During the session, leading private sector figures reaffirmed their capacity to act and their willingness to take part in substantive discussions.

“At the conference, there will be mechanisms to connect those who understand and live the problems, those who have creative ideas, and heads of state.”

Luiz Alberto Figueiredo Machado, Under-Secretary for Environment, Energy and Science and Technology, Ministry of External Relations of Brazil

Participants learned from the organizers that the Rio+20 Summit does aim to bring stakeholders together around a single table with the goal of encouraging cross-sector collaboration. Discussion focused on how to convene the private sector and civil society at the Summit in ways that could usefully influence the decision-making processes. The potential to do so is large. Officials reaffirmed that discussions will include scientists, businesspeople and specialists, as well as government representatives. Some participants mentioned that, in larger countries like Brazil and the US, sub-national government actors such as state and local governments and city mayors have often provided public sector innovation and public-private partnership in green development. Rio+20 should also enable their experiences to be studied and replicated where possible.



Participants listening to **Klaus Schwab**, Founder and Executive Chairman, World Economic Forum; and **Achim Steiner**, Executive Director, United Nations Development Programme (UNEP), Nairobi

A Format for Success

Participants warned that, in recent times, there has been a perception that there is a lack of impact of large multi-government conferences on environmental issues. Such events can run the risk of degenerating into a debating society, or serving as a platform for restating entrenched positions. Participants were reminded that, to its advantage, the Rio+20 Summit is not a negotiation. Rather, the gathering has the change to make its mark on a clean slate. With this in mind, perhaps there is potential to select some specific

issues or discuss some particular case examples of practical public-private success, with a more dynamic organizational context for the event. Participants remarked that a public-private format similar to that of World Economic Forum meetings, with multistakeholder discussion groups organized around specific themes with moderators and involving a combination of meeting formats (interactive workshops, smaller panel discussions, boardroom-style meetings, plenaries) might prove helpful. Officials remarked that they would consider these ideas carefully and agreed to revert to the World Economic Forum for more details.

All participants agreed on the importance of the Summit, its timeliness and how it cannot simply be perceived as just talk. Rio+20 has the opportunity to re-establish the importance and impact of major international meetings. To be successful, however, risks must be taken in the Summit's organization, perhaps especially since there is very little to lose otherwise, in the opinion of some participants. The need for the meeting to create new international treaties could be played down – even past conferences that failed to achieve binding international commitments nonetheless served to incentivize individual countries and companies to take action. Success of Rio+20 will be judged in history if it is recognized as a turning point in action, rather than three days of successful summit and diplomacy.

Definition and Presentation

As a consequence, participants agreed that the Summit must be defined and presented correctly, with a clear agenda and definition of success for both participants and the worldwide audience: it is not merely a meeting for international diplomats on the environment, but perhaps a summit on paradigms for economic growth and development. It has a chance to cement the new paradigms of green growth and the green economy.

Participants expressed that, if convened and managed successfully, Rio+20 could help create new public-private platforms that will enable finance ministries to work alongside ministries of planning, environment and trade and industry and other officials to incorporate green growth into their overall growth targets.

Participants agreed that smart marketing and publicity before, during and after Rio+20 could increase the Summit's chances for success. If the World Cup and the recent royal wedding in the United Kingdom

can attract billions of viewers, a summit that might determine the future of the world should be able to attract an audience as well. It was suggested that a “green growth” marketing platform could be created in advance, and social media in particular could be utilized before, during and after the Summit to increase global interest and the pressure on world leaders.



Marcelo Furtado, Executive Director, Greenpeace Brazil, Brazil; **Pamela Cox**, Vice-President, Latin America and the Caribbean, The World Bank, Washington DC; and **Luiz Fernando Furlan**, Co-Chairman of the Board of Directors, Brasil Foods, Brazil

Participants concluded the session with a show of support for the Rio+20 Summit and the new collaborations it could catalyse in particular. Participants suggested that the World Economic Forum could offer to help the Government of Brazil in its role as Chair of the Rio+20 Summit, to encourage substantive public-private collaboration at the Summit. This could include the organization of sessions in different formats (as in a Davos-style meeting), the presentation of tangible case studies and also public-private discussions on how the international governance regime can be best designed to promote replication and scale up. The timing for such a discussion series was said to be the four-day window after the final PrepCom and before the Summit itself begins in early June 2012.

Conclusion: The Definition of Success and the Path Forward

There are 12 months before the world’s attention is focused once more on Rio de Janeiro, this time for the 20th anniversary of the Rio Earth Summit. The agenda of the inaugural Sustainability Summit at the World Economic Forum on Latin America was designed to offer public and private participants an informal discussion platform to explore the thematic areas that Rio+20 might focus on; to enable private sector and

civil society participants to meet some of the officials who will be involved in planning the agenda; and to allow a two-way public-private flow of ideas and opinions on ways in which the Rio+20 Summit might be best framed, so as to trigger new insight on how to potentially use the event and what it might effectively focus on. Illustrating the potential for substantive public-private interaction to help inform and drive the debate both at Rio+20 and beyond was a core theme.

To this extent, the Sustainability Summit succeeded in its objectives.



Mark Halle, Executive Director, International Institute for Sustainable Development (IISD), Switzerland; **Julio Muñoz Kampff**, President, Henkel Mercosur, Brazil; **Jacques Marcovitch**, Professor, Universidade de São Paulo, Brazil; and **...**, Director, Regional Office for Education in Latin America, United Nations Educational, Scientific and Cultural Organization (UNESCO), Santiago

It is clear that there is a unique opportunity available for the Rio+20 Summit. The combination of green growth, sustainable development and poverty reduction is a powerful trio for the Rio+20 Summit agenda to be based upon. There is much interest in – and potential to build on – a core theme of sustainable growth, which uses practical “how to” examples drawn from national, regional or sector-specific case studies involving public-private collaboration. There is a pragmatic debate to be had at Rio+20 as to the potential replicability and scalability of such public-private activity in issues such as water, agriculture, energy and models for sustainable consumption. Do these activities deliver real, lasting and equitable change? What are the implications of scaling them up? Could national or global environmental governance arrangements be developed to not only accommodate, but actually accelerate uptake of such activities?

This kind of thematic agenda could offer a defining vision not only for the Rio+20 Summit, but also for the macroeconomic growth and development agenda for the subsequent decade. At this key stage in global economic development, when sustainable growth is key, Rio+20 could help establish a scaled conceptual framework for how multiple companies and NGOs can collaborate with governments at the national, regional, global or sector level in creating sustainable growth models.

In this context, all participants of the Forum's Sustainability Summit agreed that Brazil will be an excellent host for this historic meeting. Brazil has already faced its own growth and sustainability challenges and is regarded as a leader in many aspects of equitable and sustainable economic growth. For the Rio+20 Summit, and with Brazil as its host, ambition and risk-taking in the agenda are not contradictory, and the potential impact of such an approach on the world agenda could be large.



"The green economy should be seen as one of the tools that can enhance sustainable development. No progress will be made without the engagement of the private and financial sector. Everybody needs to be part of the process."

Izabella Teixeira, Minister of Environment of Brazil

Throughout the next 12 months, and based upon the outcomes of the Sustainability Summit, the World Economic Forum will continue to explore how substantive public-private initiatives can best help promote a practical agenda of green growth and sustainable development across some key thematic areas, such as agriculture, water and energy, and the nexus of trade-offs at play between them in growing economies.

The Forum will continue the conversation with the Brazilian Government that the Sustainability Summit in Rio 2011 has opened, exploring where and how the World Economic Forum might usefully support the Chair in June 2012, if invited to do so. Furthermore, by pursuing a substantive programme of environment and sustainable public-private initiatives through to June 2012, the World Economic Forum will also seek

to leverage its own events and networks to support the Chair in the key themes for Rio+20, including at the Annual Meeting of the New Champions in Dalian, People's Republic of China, in September 2011 and at the World Economic Forum Annual Meeting in Davos, Switzerland, in January 2012. In this way, the Forum will ensure that the conversations that began in partnership with the Government of Brazil at the Sustainability Summit in Rio at the time of the 2011 World Economic Forum on Latin America will be continued with business, civil society and government leaders around the world, so as to grow the momentum toward Rio de Janeiro in June 2012.

Overview of the Projects



Corporate Global Citizenship in the Environment

Corporate Global Citizenship encapsulates the notion that companies are themselves equal stakeholders alongside governments and civil society, and must act in partnership to sustain the world's well-being. The sheer scale of the world's challenges requires engagement from all stakeholders of society. The World Economic Forum's Corporate Global Citizenship in the Environment project has set out to explore how and why businesses are engaging with governments around the world to address global environmental challenges. It has examined multistakeholder activities taking place on environmental issues in developed and emerging economies. The project also has considered the suitability of existing international architecture to facilitate the cross-sector dialogue and action necessary to achieve systemic change and a more sustainable world.



Driving Sustainable Consumption Initiative

Working in collaboration with a coalition of interested governments and international organizations, the initiative is working towards the creation of a "Policy Innovation Platform" that will engage business to supply reliable and unbiased guidance to advance public policies that embrace and enable the dynamic nature of business innovation. This platform will focus on sharing the experience and benefits of specific and proven sets of policies that have accelerated and scaled up sustainable consumption. The aim is to create a reliable, fact-based, transparent and unbiased space for policy dialogue in a high-trust environment, which enables governments and business to engage directly, but also to define a more holistic approach to policy-making, develop a best practice policy development toolkit and, finally, deeply engage governments.



Water Resources Group Phase 2

The World Economic Forum Water Initiative has been building awareness of the risks of water insecurity and the importance of the water-food-energy-climate nexus to sustained economic growth. Since the World Economic Forum Annual Meeting 2010, the initiative has aligned with the 2030 Water Resources Group (WRG). This alignment, called WRG Phase 2, unites the Forum's experience in building public-private-expert coalitions with the latest analytics in the water resource space as demonstrated by WRG. WRG Phase 2 is working with a group of leader countries to demonstrate proof of concept of the **ACT** process: to engage in **A**nalysis, **C**onvene multistakeholder discussions and coalitions, and undertake public-private **T**ransformations in the water space. The key focus areas for technology deployment and best practice sharing include water use improvements in agriculture, municipal infrastructure and industry, as well as innovations in financing and institutional reform.



Green Growth Partnerships

For many emerging economies, there is a unique “green growth” opportunity at this point in time. If dangerous climate change is to be avoided, the shift to a low-carbon growth trajectory will cost billions of dollars and needs to happen fast and at scale. If the various public funds on offer within the international processes can be designed to catalyse additional flows of private capital into their economies to invest in new technologies and infrastructure, this will require an upgrading of current low-carbon growth plans into “investment-grade” policies, programmes and projects for key sectors of industry and the economy. The international community recognizes that the need for practical, good quality national case studies is pressing. The World Economic Forum Climate Change Initiative for 2011-2012 responds to these needs.



The New Vision for Agriculture Initiative

The New Vision for Agriculture initiative, led by 20 corporate Partners of the World Economic Forum, works to develop a shared agenda for action and foster multistakeholder collaboration to achieve sustainable agricultural growth. The initiative has defined a vision for agriculture as a positive driver of food security, environmental sustainability and economic opportunity through market-based approaches and public-private collaboration. The group believes that achieving this vision will require the leadership and capacity of all stakeholders – government, business, civil society, academia, farmers and consumers. Project activity is anchored to expert analysis and leadership-level dialogues at both global and regional levels. These dialogues have catalysed two major country-level partnerships to date, in Tanzania and Vietnam.



Sustainable Investing

Institutional investors increasingly take into account environmental, social and governance criteria when making investment decisions. Recent studies suggest that the sustainable investing market will grow from 7% AUM to 15-20% in 2015. The project aims to share best practices among investors to suggest solutions to key barriers preventing sustainable investing from going mainstream. In addition, the project will focus on ways to enhance the triple bottom line through impact investing.



Sustainable Transportation Ecosystem

Sustainable Transportation Ecosystem is a cross-industry project that provides a platform for mobility executives and policy-makers. Participants will develop a new framework for developing the business models, infrastructure, energy sources and technologies necessary to ensure the sustainability of the transport sector. The project will launch pilot initiatives in two game-changing technologies – aviation biofuels and the electrification of road transport.



New Energy Architecture

A significant change is underway in the energy system structure – the “energy architecture” – of countries, regions and globally. Driving factors include resource constraints, climate and energy security concerns, the need to replace ageing infrastructure, new technologies and energy policies. This project brings together leaders from business, government and academia. The aims are to develop a practical methodology and analytical tools to identify the critical points of influence and to identify the actions needed to optimize the speed, effectiveness and outcome of the transition towards new energy architectures.



Retrofit Finance and Investing

The Retrofit Finance and Investing project aims to make building retrofits scalable by identifying creative financing solutions and drivers of successful markets. The project will develop action-oriented recommendations for policy-makers and industry stakeholders. The project team is highly diversified by industry and sector to ensure a holistic approach to this emerging issue and includes representatives of financial services, real estate, engineering and construction, and various other communities. Findings will be released in October 2011.

Environmental Initiatives Calendar 2011

Private Events

	2011							2012		
	APR	MAY	JUN	SEP	OCT	NOV	JAN			
World Economic Forum Meetings	Latin America	Africa	Europe	East Asia	Annual Meeting of the New Champions	Industry Partnership Strategy Meeting	Summit on the Global Agenda Council	Middle East and North Africa	India Economic Summit	Annual Meeting 2012
	<i>Rio de Janeiro, Brazil</i>	<i>Cape Town, South Africa</i>	<i>Vienna, Austria</i>	<i>Jakarta, Indonesia</i>	<i>People's Republic of China</i>	<i>New York City, USA</i>	<i>Abu Dhabi, United Arab Emirates</i>	<i>Dead Sea, Jordan</i>	<i>New Delhi, India</i>	<i>Davos, Switzerland</i>
	<i>27-29 Apr</i>	<i>4-6 May</i>	<i>8-9 June</i>	<i>12-13 June</i>	<i>14-16 Sep</i>	<i>4-7 Oct</i>	<i>9-11 Oct</i>	<i>21-23 Oct</i>	<i>13-14 Nov</i>	<i>25-29 Jan</i>
Driving Sustainable Consumption	✓	✓	✓	✓	✓	✓			✓	✓
Water Resources Group Phase 2	✓	✓			✓			✓	✓	✓
Green Growth Partnerships	✓	✓	✓	✓	✓				✓	✓
Energy Efficiency (in collaboration with Energy Industry)	✓	✓								✓

List of Participants

Special Guests

André Corrêa do Lago	Director, Department for Environment	Ministry of External Relations	Brazil
Pamela Cox	Vice-President, Latin America and the Caribbean	World Bank	Washington DC
Luiz Alberto Figueiredo Machado	Under-Secretary for Environment, Energy and Science and Technology	Ministry of External Relations	Brazil
Elias Freig	Manager, Carbon Finances & Economics of Climate Change	Comisión Nacional del Agua (CONAGUA)	Mexico
Lawrence J. Gumbiner	US Deputy Assistant Secretary of State	International Environmental and Scientific Affairs	USA
Paolo M. Martelli	Director, Latin America and the Caribbean	International Finance Corporation (IFC)	Washington DC
Alexandre Meira da Rosa	Manager, Infrastructure and Environment Sector	The Inter-American Development Bank	Washington DC
Klaus Schwab	Founder and Executive Chairman	World Economic Forum	Geneva
Jorge Sequeira	Director, Regional Office for Education in Latin America	United Nations Educational, Scientific and Cultural Organization (UNESCO)	Santiago
Achim Steiner	Executive Director	United Nations Environment Programme (UNEP)	Nairobi
Thierry Tanoh	Vice-President, Sub-Saharan Africa, Latin America and the Caribbean, and Western Europe	International Finance Corporation (IFC)	Johannesburg
Izabella Teixeira	Minister of Environment	Ministry of Environment	Brazil

Business and Non-Business Participants

Rodrigo Abreu	General Manager, Brazil	Cisco do Brasil Ltda	Brazil
Eleanor Allen	Director of Strategic Development for Latin America	CH2M Hill	Brazil
Weber Amaral	Professor	ESALQ - Escola Superior de Agricultura Luiz de Queiroz	Brazil
Marcelo De Andrade	Co-Founder	Earth Capital Partners LLP	United Kingdom
Margarita Astralaga	Director and Regional Representative for Latin America and the Caribbean	United Nations Environment Programme (UNEP)	Panama
James Bacchus	Chair, Global Trade and Investment Practice	Greenberg Traurig LLP	USA
Robert W. Bailey	President, Water Business Group	CH2M HILL	USA
Ediana Balleroni	Communications Director SAF & SABU	PepsiCo do Brasil	Brazil

Marcela Benitez	Founder and Executive Director	Social and Economic Recovery of National Rural Villages at Risk of Disappearing (RESPONDE)	Argentina
Alan Jorge Bojanic Helbingen	Officer-in-Charge Representative for Latin America and the Caribbean	Food and Agriculture Organization of the United Nations (FAO)	Chile
Fernando Bolaños Valle	Chief Executive Officer	AgroAmerica	Guatemala
Micheline Bossaert	Director, International Department	GDF SUEZ	France
Valter Brunner	Head, Corporate Affairs LatAm	Syngenta Protecao de Cultivos Ltda	Brazil
William Bullard	Senior Vice-President, Diageo Latin America and Caribbean	Diageo North America Inc.	USA
Gabriela Burian	Director of Sustainability	Monsanto do Brasil Ltda	Brazil
Lucio Cadaval Bedê	Manager	Atlantic Forest Program	Brazil
Christianne Canavero	Head, Sustainability, Latin America	The Dow Chemical Company	Brazil
Mauricio Cárdenas	Director, Latin America Initiative	The Brookings Institution	USA
Celina Borges Torrealb Carpi	Executive Vice-President	Grupo Libra	Brazil
Juan Carlos Castilla-Rubio	Managing Director, Global Sustainability and Resources Innovation Group	Cisco	United Kingdom
Yolanda Cerqueira Leite	Vice-President	Whirlpool SA	Brazil
Sonia Chapman	President, Espaço Eco Foundation	BASF SA	Brazil
Marcelo Drügg Barreto Vianna	Chairman, ICC Sustainable Development and Energy Committee and Vice-President	International Chamber of Commerce (ICC)	Brazil
Sriwan Eamrungrroj	Executive Vice-President, Strategy and Portfolio Management	PTT Public Company Ltd	Thailand
Beatriz Nassur Espinosa	Corporate General Manager for Energy Efficiency and Greenhouse Gas Emissions Policies	Petroleo Brasileiro SA - Petrobras	Brazil
Eduardo Estrada	President, Latin America and Vice-President, Human Nutrition and Health	DSM Produtos Nutricionais Brasil	Brazil
Daniela De Fiori	Vice-President of Corporate Affairs and Sustainability	Wal-Mart Brazil	Brazil
Jan Flachet	President and Chief Executive Officer, Latin America	GDF Suez Energy International	Brazil
Ciro Fleury	Acting Director, Sustainability	Camargo Correa SA	Brazil
Cristiane Elisa Foja	Director, Government Affairs, Latin America	The Dow Chemical Company	Brazil
Pedro Luiz Discacciati Fortes	Director-General	Eastman do Brasil Ltda	Brazil

Jose Geraldo Eugenio de Franca	Executive Director	Empresa Brasileira de Pesquisa Agropecuária (EMBRAPA)	Brazil
Marcus Frank	Director of the Brazilian Climate Change Department	McKinsey & Company	Brazil
Andre Freitas	Senior Marketing Manager, GE Digital Energy	GE Brasil Ltda	Brazil
Bob Fryklund	Vice-President, Upstream	IHS	USA
Estrellita Fuentes	Manager, International Affairs	Comisión Nacional del Agua (CONAGUA)	Mexico
Justo Pastor Fuentes Fuentes	Group Managing Director, Bata LatAm	Bata Shoe Organization	Mexico
Luiz Fernando Furlan	Co-Chairman of the Board of Directors	Brasil Foods SA	Brazil
Marcelo Furtado	Executive Director	Greenpeace Brazil	Brazil
Ignacio González Delgado	Vice-President	Grupo Mega	Mexico
Santiago Gowland	Managing Director, Sustainable Business & Innovation Mobilization	Nike Inc.	USA
Marina Grossi	Executive President	Brazilian Business Council for Sustainable Development (CEBDS)	Brazil
Sheila Guebara	Advisor to the President	Brazilian Business Council for Sustainable Development (CEBDS)	Brazil
Ana M. Guevara	Vice-President, Corporate Affairs, Latin America	Wal-Mart Stores Inc.	USA
Mark Halle	Executive Director	International Institute for Sustainable Development (IISD)	Switzerland
Paul Dudley Hart	Senior Vice-President, Global Partnerships and Alliances	MercyCorps	USA
Diego Hernandez	President and Chief Executive Officer	Corporación Nacional del Cobre de Chile (CODELCO)	Chile
Douglas H. Horswill	Senior Vice-President, Sustainability and External Affairs	Teck Resources Limited	Canada
Donna J. Hrinak	Vice-President, Global Public Policy and Government Affairs	PepsiCo Inc.	USA
Roberto Hun	Chief Financial Officer, Latin America	DuPont Latin America	Brazil
Masaki Kondo	President	Mitsubishi Corporation	Brazil
Thore E. Kristiansen	Senior Vice-President	Statoil ASA	Norway
Carla Lacerda	President	ExxonMobil Brazil	Brazil
Peter Lacy	Managing Director, Sustainability Services, EMEA and Latin America	Accenture	United Kingdom
Scott Lang	Chairman, President and Chief Executive Officer	Silver Spring Networks Inc.	USA
Domingo Lastra	Corporate Vice-President, President, South America Operations	ADM do Brasil Ltda	Brazil

Jean Le Corre	Partner and Managing Director	The Boston Consulting Group	Brazil
Michel M. Liès	Chairman, Global Partnerships	Swiss Reinsurance Company Ltd	Switzerland
Ernst Ligteringen	Chief Executive	Global Reporting Initiative (GRI)	Netherlands
Asdakorn Limpiti	Executive Vice-President, Strategy and Business Development Group	PTT Public Company Ltd	Thailand
Luiz Lopes	Chief Financial Officer, ADM South America	ADM do Brasil Ltda	Brazil
Jacques Marcovitch	Professor	Universidade de São Paulo	Brazil
Helio Mattar	President and Board Member	Akatu Institute for Conscious Consumption	Brazil
John H. Matthews	Director, Freshwater Climate Change	Conservation International	USA
Griselda Medina Laguna	Deputy Manager of Management and Assessment of Projects with International Credit	Comisión Nacional del Agua (CONAGUA)	Mexico
Kellie Meiman	Managing Director	McLarty Associates	USA
Ricardo Meléndez-Ortiz	Chief Executive	International Centre for Trade and Sustainable Development (ICTSD)	Switzerland
Ramon Mendiola Sanchez	Chief Executive Officer	Florida Ice and Farm Company, SA	Costa Rica
Lourenço Mendonça	Senior Executive	Accenture	Brazil
Cristina Montenegro	Representative	United Nations Environment Programme (UNEP)	Brazil
Luis Montoya	President, Latin America Beverages	PepsiCo International	Peru
Hernán Morano	President and Chief Executive Officer, Latin America	Skanska Latin America SA	Argentina
Paul Mountford	President, Emerging Markets	Cisco	United Kingdom
Julio Muñoz Kampff	President	Henkel Mercosur Ltda	Brazil
Fernando Musa	Vice-President, Strategy and Productivity	Braskem SA	Brazil
Valdemar de Oliveira Neto	Policy Director	Avina	Brazil
John Nicolson	President	Heineken Americas	USA
Fernando Nilo	Founder and Chief Executive Officer	RECYCLA Chile SA	Chile
Michael Norton	Managing Director, Water and Power Business Group	Halcrow Group Ltd	United Kingdom
Juliana Nunes	Director, Corporate Affairs	Unilever Brazil Ltda	Brazil
Nick Nuttall	Spokesperson and Head of Media	United Nations Environment Programme	Nairobi
Paul Oakley	Public Affairs Director, Latin America	The Dow Chemical Company	Brazil

César Ortiz Sotelo	Vice-President and Deputy Director, International Department	GDF SUEZ	France
Claudio B. Padua	Co-Founder and Executive Director	Instituto de Pesquisas Ecológicas (IPE)	Brazil
Fernanda Polacow	Consultant	Tasaver	
Pedro Pullen Parente	President and Chief Executive Officer	Bunge Brasil SA	Brazil
Park Changhee	Executive Vice-President, Head, Development Division	Hanwha SolarEnergy	Republic of Korea
Park Jae-Hong	President and Chief Executive Officer	Hanwha Corporation	Republic of Korea
Park Noh Dai	Managing Director	Hanwha Latin America	Brazil
Juan Carlos Parodi	Vice-President and Managing Director, Latin America	Eastman Chemical Company	USA
Paolo Pigorini	Vice-President	Booz & Company do Brasil Consultores Ltda	Brazil
Weber Porto	Chief Executive Officer	Evonik Degussa Brazil Ltda	Brazil
Malcolm Preston	Global and UK Sustainability and Climate Change Leader	PwC	United Kingdom
Joao De Queiroz	Regional Director, South America	International Union for Conservation of Nature (IUCN)	Ecuador
Jorge Luis Ramos Santos	Deputy President	Heineken Americas	Mexico
Usha Rao-Monari	Global Head of Water, Global Infrastructure and Natural Resources Department	International Finance Corporation (IFC)	Washington DC
Roberto Rodrigues	Director	Getulio Vargas Agribusiness Center	Brazil
Luiz Rossi	General Manager, Institutional Relations & Communication	ArcelorMittal Brasil	Brazil
Laura Sauls	Special Advisor on Urban Sustainability	US Environmental Protection Agency	USA
Jonathan Seabrook	Global Head of Corporate Affairs	Syngenta International AG	Switzerland
Susan L. Segal	President and Chief Executive Officer	Council of the Americas	USA
Marisa Silva	Communications Consultant	Swiss Reinsurance America Corporation	Brazil
Walter de Simoni	Chief Executive Officer, Nickel	Anglo American Brasil Ltda	Brazil
Fritz Smith	Vice-President, Environment	IHS	USA
Jorge Soto	Director of Sustainable Development	Braskem SA	Brazil
Sergio Sousa	Managing Director and Chief Financial Officer, Latin America	Nalco Company	Brazil
Mark Spelman	Global Head, Strategy	Accenture	United Kingdom
Robert Steele	Secretary-General	International Organization for Standardization (ISO)	Geneva
Pedro E. Suarez	President, Latin America	The Dow Chemical Company	Brazil

Zbyszko Tabernacki	Vice-President, Economics and Country Risk	IHS CERA, Inc.	USA
Roberto Uchoa de Paula	Partner	McKinsey & Company	USA
Jaime Vallés	President, Latin America	Cisco Systems Inc.	USA
Luis Cesar Verdi	Managing Director	SAP do Brasil Ltda	Brazil
Virgílio Maurício Viana	General Director	Fundação Amazonas Sustentável	Brazil
Nikhil da Victoria Lobo	Head, Public Sector Americas	Swiss Reinsurance Financial Services Corporation	USA
Eduardo Wanick	President	DuPont Latin America	Brazil
Olivier M. Weber	President, South America Foods	PepsiCo	Brazil
David Williams	Regional Director, Latin America and the Caribbean	TechnoServe Inc.	USA
Karen Wilson	Structural Policy Division, Science, Technology and Industry Directorate	OECD Nuclear Energy Agency	France
Perry Yeatman	Senior Vice-President, Corporate Affairs	Kraft Foods Inc.	USA
Simon Zadek	Senior Fellow	Global Green Growth Institute	Republic of Korea
Kenneth Zhang Yixiao	Chief Executive Officer	Guangdong Haohe Construction Co. Ltd	People's Republic of China

Contact Information

Dominic Waughray

Senior Director, Head of Environmental Initiatives

World Economic Forum

+41 (0)22 869 1200

+41 (0)22 786 2744

Dominic.Waughray@weforum.org

Randall Krantz

Director, Head of Sustainability Initiative

World Economic Forum

+41 (0)22 869 13 63

+41 (0)22 786 27 44

Randall.Krantz@weforum.org

Thomas Kerr

Director, Head of Climate Change Initiatives

World Economic Forum

+41 (0)22 869 17 92

+41 (0)22 786 27 44

Thomas.Kerr@weforum.org

Lisa Dreier

Director, Food Security and Development Initiatives

World Economic Forum

+ 1 212 703 2349

Lisa.Dreier@weforum.org



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971, and headquartered in Geneva, Switzerland, the Forum is tied to no political, partisan or national interests.