

Green Economy



**BASED ON THE UNITED NATIONS GLOBAL COMPACT
INITIATIVE**

**HIGHLIGHTS FROM THE SECRETARY GENERAL SPEECH
IN THE WORLD ECONOMIC FORUM 2009**



- Economies are in trouble
- Trust in Business and in markets has eroded
- People everywhere worry about their jobs and struggle to survive
- Yet amid these difficulties, we face another crisis
- It has been building for years and is global in scope
- Climate Change threatens all our goals for development and social progress

Climate Change



- Climate change is the one true threat to the planet
- By tackling climate change head-on we can solve many of our current troubles, including the threat of global recession
- We stand at a crossroads. It is important that we realize we have a chance

Global Compact (V 1.0)



- 10 years ago , Kofi Annan, called on business leaders to initiate a “Global Compact” of shared values and principles
- He sought to give a human face to the global market
- Today, the Global Compact stands as the worlds’s largest corporate sustainability initiative
- 6,000 business participants in more than 130 countries including Egypt
- Its members have moved far beyond mere philanthropy

Global Compact (V 1.0)



- The Global Compact has become a by-word for corporate responsibility
- Its members have pioneered new standards of “best practice” in the areas of human right and labor law
- In many countries they work to protect the environment
- Now, a new set of crises prompts a renewed sense of mission

Global Compact 2.0



- On January 29th 2009, during the World economic Forum, The Secretary General, Ban Ki-moon, announced the urge for a new phase of the Global Compact
- The Global Compact 2.0
- We live in a new era
- Its challenges can all work by cooperation – and ***only*** by cooperation
- Our times demand a new definition of leadership – global leadership

Global Compact 2.0



- Business need to break the short-term thinking in favor of long-term solution
- A renewed commitment to core principles is demanded
- A New Global Compact
- The challenges we face today are global in nature
- By working together we can solve them
- The Global Compact provides an excellent platform

Caring for the Climate



- The Global Compact's "Caring for Climate" is the world's largest business – led initiative on climate change
- CEO's around the world are disclosing their carbon emissions and committing to comprehensive climate policies
- They are using renewable energy, investing in energy efficiency, and promoting climate friendly practices such as virtual meetings

The Green Economy



- Today with the economic downturn and climate change, the stakes for companies have never been higher
- The Green Economy is low –carbon and energy – efficient
- It creates Jobs
- Investment in sustainable technologies will turn today's crisis into tomorrow's sustainable growth

Act Now – For a Better Future



- Business through their supplier chain and via their partners, need to develop good policies and practices in the area of environment
- You can use the Global Compact Initiative as a platform
- By doing so you will not only be doing what is right
- You will be helping restore trust, confidence and credibility into the markets

Act Now: For a Better Future



- Recent polls show a dramatic erosion of faith in business
- **Without trust, we cannot prosper**
- Many of us are cutting cost to deal with economic downturn
- But I think you will agree that it is important to re-orient your organization for the economy of the future

Act Now: For a Better Future



- Every downturn is followed by an upturn
- If we make the right investment now as businesses, we will be laying the foundations to tackle critical long -term issues
- We will be in the forefront of a new green economy
- Act now to help create a future based on low-carbon economy- green jobs, renewable energy and energy efficiency

Act Now: For a Better Future



- Act now to make full use of your supply chains to make sure that the leanest technologies are developed and applied everywhere
- Act now and lead by example
- We have choices to make
- Now it is time to rebuild trust
- This means investing in the new economy- the economy of the future

Quote by the Ban Ki-moon



“Enlightened self-interest is the essence of corporate responsibility and the key to a better world”

Thank YOU