

The EU Sustainable Development Strategy EUSDS

The European Council recently urged "*Business leaders and other key stakeholders including workers' organisations and non-governmental organisations to propose an **ambitious business response** in support to the implementation of the EU Sustainable Development Strategy*" which addresses 7 themes: public health, social inclusion, demography and migration, climate change and clean energy, sustainable transport, sustainable consumption and production, conservation and management of natural resources and global poverty and sustainable development challenges.

The meeting of June 5, 2007 hosted by the Resource Efficiency Alliance is taking place at the time of a new European vision. As Mats Engström noted, "*the addition of a serious environmental dimension to the European Union's internal reform and soft-power diplomacy could yet make 2007 a year of vision*" ("Europe's green power"). In this framework the EUSDS gains in importance as overarching strategy. Back to the wall, the question today is how to "accelerate the shift" toward a new sustainable economy at fast speed. The high urgency of tackling climate change has recently brought EU Commissioner Dimas to refer to a "state of war" which the EU should feel itself while coping with the situation. A Business, Trade Unions, Civil Society ambitious business response the EU Sustainable Development Strategy should be the leverage for a well being society that can mobilize people around a positive dynamic that does not negate crises but responds to them proactively.

To make a success of the next decade the EU must turn challenges posed by the 7 themes of the EUSDS into opportunities through economic and technological, social and cultural innovation. To be leader in the process, the EU needs to change perceptions and methods in great depth and find new ways of cooperating to fully bring into play the "power of synergies" from partnerships that pool knowledge, skills and resources within a networking society.

The Commission, the European Parliament and the Council have with the adoption of the EUSDS set the train in motion towards a new economy, full of potential and several companies are now members of different initiatives at global and local level. The aim of the meeting of June 5 is to encourage the business sector to "push the frontier" towards a new economy focused on the EUSDS as an "overarching" strategy.

THE RESOURCE EFFICIENCY ALLIANCE

The Alliance is an initiative led by a group of committed organization that are willing to innovate to "accelerate the transition towards a Resource Efficient Economy" while focusing on energy, water, food and raw materials. The Alliance is addressing the following types of initiatives: think tank meetings, investment and purchasing power and the trust value chain.

EUSDS Business Response - Contact Group

Terms of Reference

The **EUSDS Business Response - Contact Group** is convened by the Resource Efficiency Alliance and it is composed by: CSR Europe, the European Water Partnership, EUROSIF, the European Trade Union Confederation, the European Union Corporate Leaders Group on Climate Change and GeSI. It is an initiative led by a group of committed networks that are willing to co-operate to secure an efficient, fast, participatory, open contribution to the implementation of the EU Sustainable Development Strategy (EUSDS). The EUSDS Contact Group has as its primary objective to:

- Highlight areas of excellence
- Explore opportunities to scale up and capitalise existing initiatives
- Run a gap analysis to explore areas leading to innovation
- Present a shared vision of next steps

The Contact Group welcomes other networks willing to contribute to an ambitious business response to the EU Sustainable Development Strategy and having a roadmap as a basis to fully bring into play the "*power of synergies*".

The **ambitious business response** in support to the implementation of the EU Sustainable Development Strategy, as called by the European Council, is the focus of our joint initiative. It requires companies, workers' organisations and non-governmental organisations to demonstrate a proactive multi-stakeholders approach to achieve this aim. The EUSDS Contact Group intends to contribute to "**accelerate the shift towards a low carbon economy and a well being society for all**" in line with one of the three core objectives of the European Union: "*The Union's aim is to promote peace, its values and the well-being of its peoples*". For the members of the Contact Group, an ambitious business response requires to focus on the core "business" elements related to the seven main and four horizontal themes of the EU Sustainable Development Strategy.

The Contact Group wishes to set up Business Leverage Network addressing:

- **Investment** - A new investment approach
- **Production** - A new technology push (process and product, purchasing and the supply chain)
- **Marketing to Consumers** - New type of sales campaigns and interaction with consumers/retail investors
- **Education** - New education/training programs
- **Poverty** - New products and services addressing the needs of the poor
- **Innovation by Agreements** - New forms of agreements negotiated between civil society, business and trade unions.

In short, the EUSDS Business Response - Contact Group, drawing on the best practice and existing initiatives, will create new targets on the basis of knowledge shared and identify initiatives to **deploy and scale up** from niche market to mainstream market.

TIME FOR ACCELERATION

"Sustainability has now well and truly arrived, both as one of the most pressing challenges facing investors worldwide as well as one of the most fruitful sources of financial out-performance".

- Henderson Global Investors, Member of the Resource Efficiency Alliance -

Draft Agenda June 5 Event

17H00 – 17H10	Open, Welcome and Introductory Remarks by the Chair <i>Mr Willy De Backer, Euractiv Editor in Chief</i>
17H10 – 17H30	The EUSDS and the Business Sector EUSDS state of play (progress report under preparation) and how business may contribute to the process. <i>Mrs Christine Dalby, Commission Secretariat General</i>
17H30 – 19H00	Roundtable with the EUSDS Contact Group Members: How could the business sector contribute to an Ambitious Response to the 7 Themes of the EUSDS: <ul style="list-style-type: none"> • Investment • Production • Marketing to Consumers • Education • Bottom of the Pyramid • Innovation by Agreements
19H00 – 19H15	How to Address the 7 Themes of the EUSDS The EUSDS Contact Group respective roadmaps. Co-operation between networks to accelerate the EUSDS implementation. <i>Mr Bart-Jan Krouwel, President European Partners for the Environment</i>
19H15 – 20H00	Cocktail
20H00	Dinner Debate: Business contribution to Sustainable Development The Stock Exchange Market New Approach. <i>A EuroNext Perspective</i> <i>Key Note Speaker Mr Miguel Athayde Marques (tbc)</i> <i>Member of the Managing Board (Euronext)</i>

Registration to the Event

Admission to the event is 100 Euro per participant and includes cocktail and dinner.

I would like to attend the roundtable debate **"An Ambitious Business Response in support to the EU Sustainable Development Strategy"** on June 5, 2007 at the Hotel Metropole Brussels.

YES **NO**

Participant Detail Please complete in capital letter and fax to: +32 (0) 2 539 48 15	
Main contact person (first name and surname):	
Organization / Company:	
Position:	
Email address:	Website:
Telephone:	Fax:
Mailing address:	
City:	Postal Code:
Country:	

I wish to pay the fee by:

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An invoice will automatically be sent to you after payment by credit card.

Important Notes:

- By Signing below you certify that the above information declared is complete and true
- Should a participant be unable to attend, a colleague may act as a substitute and attend the conference at no extra charge. In the event of any unforeseen circumstances, European Partners for the Environment reserves the right to change the date and venue of the conference or to cancel it.

Signed:	Date:
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Please return completed application to:

by mail: EPE, Av. de la Toison d'Or 67 – B-1060 Brussels (Belgium)
by email: marco.torregrossa@epe.be
by fax: + 32 2 539 48 15

Alternatively, you can pay by bank transfer to:

European Partners for the Environment

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