



## Launch of Green Industry Platform 4:00 pm – 5:30 pm, 16 June 2012

### OVERVIEW

Green Industry unlocks development opportunities as enterprises improve their resource productivity and environmental performance (*greening of industries*) and establish new operations that deliver environmental goods and services (*creating green industries*). The *Green Industry Initiative* is an initiative of UNIDO aimed at mainstreaming environmental, climate and social considerations into the operations of enterprises around the world.

Uniting with the private sector, civil society and governments to support greening of the industrial sector as the main driver of green growth and a global transition to green economy, UNIDO will launch the Green Industry Platform at the “Rio+20” United Nations Conference on Sustainable Development. This global multi-stakeholder platform aims to (i) mobilize governments, business and research institutions on a global scale to commit to develop a strategy to “green industry” and “create green industries”, (ii) strengthen, through the example of successful practices, the green industry global policy agenda in order to contribute to an appropriate intergovernmental framework, (iii) serve as a global forum and develop an Action Agenda for Green Industry.

### PROGRAMME

#### Moderator:

- Mr. George Assaf  
Director and Representative of UNIDO to the United Nations and Other International Organizations

#### Speakers:

- Mr. Kandeh K. Yumkella  
Director-General, UNIDO
- Mr. Achim Steiner  
Executive Director, UNEP
- Mr. Peter Bakker  
President, World Business Council for Sustainable Development
- Mr. Heinz Leuenberger  
Director, Environmental Management Branch, UNIDO

- Mr. Marcos Pontes  
Lieutenant-Colonel, Brazilian Airforce, Space Shuttle Mission Specialist and UNIDO Goodwill Ambassador
- H.E. Mr. Libran N. Cabactulan  
Ambassador Extraordinary and Plenipotentiary, Permanent Representative, Permanent Mission of the Republic of the Philippines to the United Nations
- Mr. Zhang Yue  
Chairman and Chief Executive Officer, Broad Group
- Mr. David Hasanat  
Chairman, Viyellatex Group
- Mr. Claus Stig Pedersen  
Senior Director, Head of Sustainability Development, Novozymes
- Mr. Rob Bernard  
Chief Environmental Strategist, Microsoft

## AGENDA

- Opening address
- Official launch of the Green Industry Platform
- High-level panel discussion
- Closing remarks

