

## Opening Session: The Business Case for the Green Economy

09:00 am -10:30 am, 17 June 2012

### Overview

The transition toward a resource efficient and Green Economy represents an enormous opportunity for business. Compelling economic and scientific data demonstrates the advantages for the financial bottom line, and an increasing number of companies offer examples of the Green Economy in action. The publication *Sustainable Return on Investment: The Business Case for the Green Economy* demonstrates that positive returns are being achieved on investing in a green economy. Sustainable actions lead to improvements in leading indicators of success, which in turn enhance financial value drivers.

### Programme

**Moderator:** Mark Lee, Executive Director, SustainAbility

**Opening remarks:** Georg Kell, Executive Director, United Nations Global Compact

### Panelists:

- Achim Steiner, Executive Director, United Nations Environment Programme (UNEP)
- Jochen Zeitz, CEO Sport & Lifestyle Division and Chief Sustainability Officer of PPR and Chairman of the Board of PUMA
- Barbara Krumsiek, CEO Calvert Investments & Co Chair of UNEP Finance Initiative
- Barbara Kux, Member of the Managing Board and Chief Sustainability Officer, Siemens AG
- Secretary Lucille Sering, Vice-Chair Climate Change Commission, Philippines

### Agenda

The session aims to:

- Draw on the findings of the business case for green economy and elaborate the roles of the business community, government and finance sector for a tripartite roadmap for action; and
- Highlight innovative efforts that are underway to support the transition, including in areas of enabling conditions and incentives that would leverage the investment and innovation needed.

