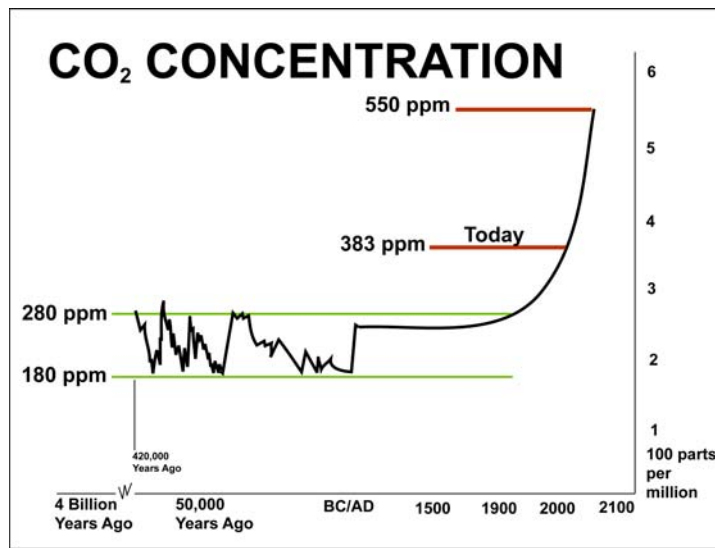


**"Business innovation for sustainable growth"**  
comments by Anders Wijkman,  
member of the European Parliament,  
at Globe Forum in Stockholm on May  
7th, 2008.

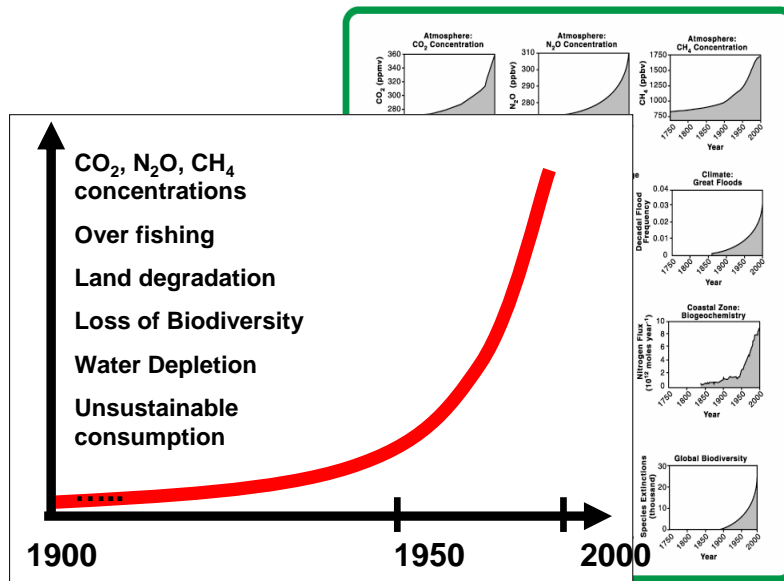


- Climate Change and the Ecosystem Crisis will define the global agenda for generations to come.
- Climate Change is more serious than previously thought; We have to recall the Climate System is non-linear – there are "tipping points" and we don't know where!
- Millennium Ecosystem Assessment in 2005 told us that 2/3 of the most important ecosystems – tropical forests, fisheries, soils, fresh-water resources etc – are used non-sustainably. That can truly not go on!
- What is worse, Climate Change adds pressure on ecosystems and reduces their buffer capacity!





## The Planetary Response



*The institutional capacities to manage the earth's ecosystems are evolving more slowly than man's overuse of the same systems (UN MEA, 2005)*



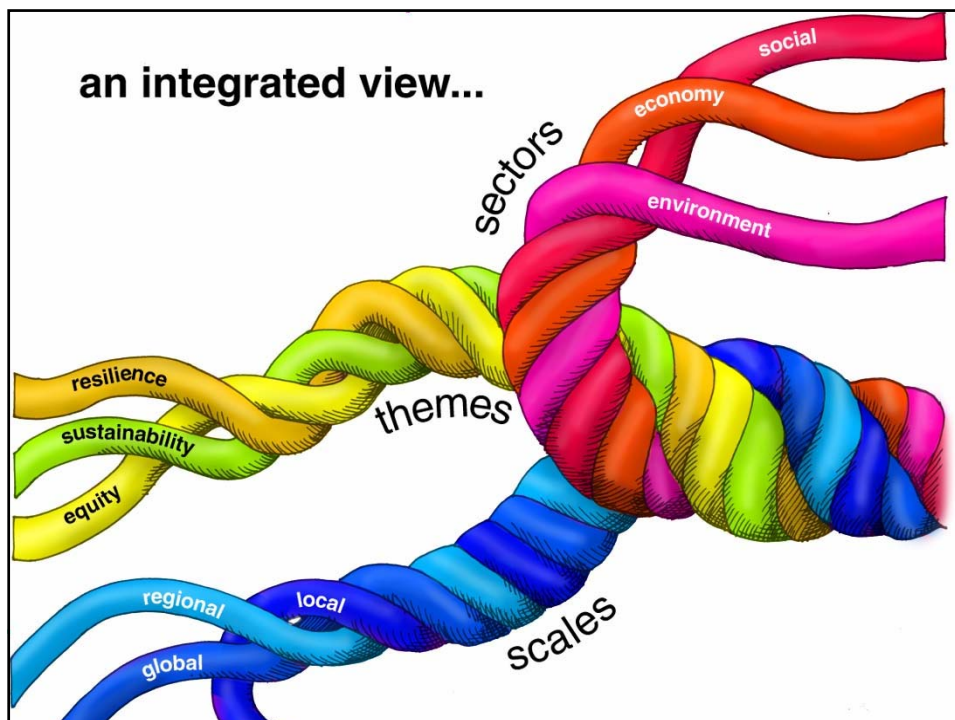
## Human Pollinators



Apple plantations in Southern China

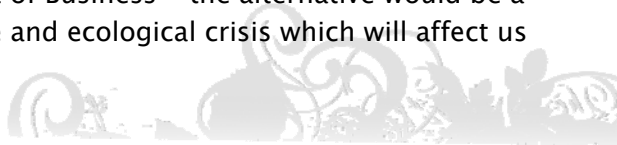
## Climate stabilisation will require swift action!

- But global negotiations are slow and remind of a trench war
- Last year GHG increase largest ever
- All focus now on agreement for 2020, but that is too short-term perspective – not least for Business!
- To cut 20–30% of GHG to 2020 is easy; the challenge is to cut 70–90% to 2050!



## The role of Business critical!

- Politicians can not solve problems alone!
- Competitiveness issue major problem
- Climate Change a huge market failure according to Nicholas Stern
- The same goes for the Ecosystem Crisis – ecosystems have no value in the economic model
- We need a reform of the global economic framework and business must help!
- It is in the interest of Business – the alternative would be a deepening climate and ecological crisis which will affect us all!



## Some key proposals for economic reform

- "Beyond GDP" – measure welfare in a more intelligent way
- PPP – let the polluter pay
- Give Natural Capital a value; Financial Capital cannot substitute Nature
- Most important is to give standing tropical forests a value – how otherwise stop deforestation? = 18–20% of GHG
- Rethink discounting principle – it does not function when dealing w/ non-linear systems
- Cap-and-trade for GHG, fisheries etc



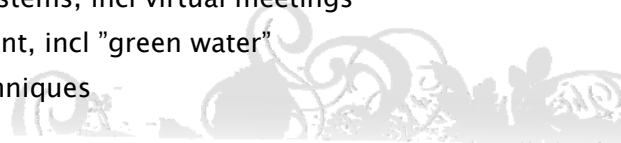
## Business models have to reform as well!

- It must be possible to earn a profit without volume expansion (which by definition requires more energy and materials) – there are limits! – avoid wars on resources!
- From products to services
- Integrated Product Policy – focus on materials sourced and management of waste and residues
- Resource productivity revolution
- Use Information and Communication Technology for sustainability
- Learn from Nature – Biomimicry



## Key areas for Business

- Crash Program to assist emerging economies **not** repeat our mistakes; Private/Public P-ships – focus: energy-intensive sectors
- Renewables – focus on solar
- Carbon Capture and Storage
- Sustainable cities
- Energy-intelligent buildings
- Energy-efficient appliances
- New transport systems, incl virtual meetings
- Water management, incl "green water"
- New farming techniques



## To conclude:

- Business as usual will not work!
- Business Community must take Climate Change and the Ecosystem Crisis seriously.
- A stable business environment can only be developed if we address these problems head on!
- As Einstein said: "The same thinking that created the problems will not be able to solve them!"
- Don't wait for politics to solve. Be pro-active and help shape the policy-frameworks!