



ICC Commission on Environment and Energy

The ICC Task Force on Green Economy

Global Policy Context on Green Economy

The Green Economy concept has emerged prominently in numerous intergovernmental forums such as the [United Nations Environment Programme \(UNEP\) Green Economy Initiative](#), the [Organization for Economic Co-operation and Development \(OECD\) Green Growth Strategy](#) and the G20. 'Green Economy in the context of sustainable development and poverty eradication' has furthermore been declared a priority theme for the [United Nations Conference on Sustainable Development in 2012 \(Rio+20\)](#). Governments around the globe are seeking ways to define and shape this concept into meaningful policy frameworks that advance economic growth while enhancing environmental protection.

Business contributions to building a Green Economy

Business is a substantive participant to shape and implement this concept at both, the policy and market level. Business plays a critical role in delivering jobs, investments, technologies, products and services that drive the changes and innovations needed to move towards a 'Green Economy. Although the Green Economy concept is global in scope, it seeks to "green" all elements of the economy, from global to local, in different ways. Part of the challenge and opportunity for business and industry is to understand the concrete possibilities of a "Green Economy" with its opportunities and risks for its many sectors, value chains, and different national contexts.

Leading ICC member companies and associations from a wide range of sectors are working together in the ICC Green Economy Task Force under the auspices of the ICC Environment and Energy Commission to develop business and industry positions into these policy debates and share experiences and best practices to help build a green economy. The task force works across the full range of ICC policy commissions and in consultation with ICC national committees and chambers of commerce in over 120 countries. It works from the principle that a green economy must provide commercially viable products and services while promoting environmental responsibility and enabling progress on social development.

Defining a Green Economy from a Business and Industry perspective

Green Economy is a term developed by policy makers and a number of different definitions exist, however, there is no single agreed definition or set of financial measurements on what exactly the "Green Economy" is. As a unifying theme, it seeks to define the "direction" in which the global economy needs to move. The ICC Green Economy Task Force defines "green economy" as follows:

"The business community believes that the term "green economy" is embedded in the broader sustainable development concept. The "green economy" is described as an economy in which economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting progress on social development. Business and Industry has a crucial role in delivering the economically viable products, processes, technologies, services, and solutions required for the transition to a Green Economy."

For more information visit www.iccwbo.org/policy/environment

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About the ICC Task Force on Green Economy

“The ICC Green Economy Task Force develops global business positions on relevant Green Economy policy issues, shares and promotes business actions and best practices and identifies opportunities for collaborative action to accelerate the transition to a greener economy”.

Martina Bianchini, Chair of the ICC Green Economy Task Force, Vice President of EU Government Affairs & Public Policy for Dow

The Green Economy Task Force was launched in October 2010 to prepare, amongst others, ICC business and industry input into the United Nations Conference on Sustainable Development in 2012 and to develop a business response to the UNEP Green Economy Initiative. The task force currently consists of approximately 90 members from a variety of sectors world wide seeking to advance the Green Economy concept with their respective stakeholder constituencies and national contexts. Whilst global in scope, the priorities and actions needed to transition towards “Green Economy” may vary from sector to sector, value chain to value chain, and according to specific national circumstances. The task force takes these multidimensional aspects into account.

Goals

Through the task force on Green Economy, ICC will:

- ① Develop and express a global business and industry vision of Sustainable Development and Green Economy therein;
- ② Develop and deliver key business and industry positions on ‘Green Economy’ as input into the United Nations Conference on Sustainable Development in 2012 (Rio+20) via the Business Action for Sustainable Development 2012¹, and to UNEP², taking into account G20 and OECD³;
- ③ Develop business and industry engagement strategies on the way, both proactively and reactively;
- ④ Clarify applications of the concept of Green Economy for Business & Industry and identify opportunities, gaps and challenges, both from a sectorial, value chain, and/or national perspective;
- ⑤ Develop a roadmap for policy makers and ICC constituencies to contribute to the green economy transition;

Background on ICC contributions to the global environment and sustainability agenda

ICC has been contributing since the UN global framework on sustainable development called Agenda 21 (1992) and participated in all sessions of the UN Commission on Sustainable Development (CSD). It continues to be committed as being a key partner and voice of global business in main intergovernmental processes, such as the green economy, climate change, sustainable consumption and production or biodiversity. ICC strongly encourages corporate responsibility initiatives, and supports the notion that responsible, long-term oriented entrepreneurship is the driving force for sustainable economic development and for providing the managerial, technical, and financial resources needed to meet social and environmental challenges. Following are some example tools produced by ICC:

- [Model Contract Technology Transfer](#)
- [Framework for Responsible Environmental Marketing Communications](#)
- [Guide to responsible sourcing](#)
- [The Incoterms® rules - internationally recognized standard used worldwide in international and domestic contracts for the sale of goods.](#)

¹ BASD 2012 is a temporary coalition of business groups which will provide private sector views and experiences for the World Summit for Sustainable Development in 2012. BASD 2012 was launched by the International Chamber of Commerce, the World Business Council for Sustainable Development (WBCSD) and the United Nations Global Compact in October 2010. For further information: www.basd2012.org

² ICC Comments on the UNEP Draft Green Economy Report
<http://www.iccwbo.org/policy/environment/id40754/index.html>

³ ICC comments on draft OECD statement on Harnessing Freedom of Investment for Green Growth
<http://www.iccwbo.org/policy/environment/id40754/index.html>

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