



ICC PUBLICATIONS ON GREEN GROWTH

Trade and investment solutions for green growth

ICC is committed towards innovative solutions for green growth. This includes activities such as our participation in global conferences with the aim to be "paper smart" - do more and better with less. The following summary overview of key documents has been developed for the Rio+20 UN Conference on Sustainable Development to reduce our footprint.

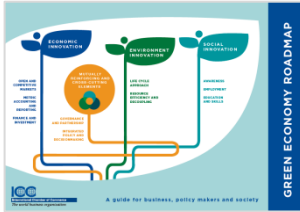
For further information on ICC's paper smart approach, to download papers, or to get to know ICC's publications and trainings, please visit www.iccwbo.org/rio20.



International Chamber of Commerce

The world business organization

Key policy and business practices for a “green economy”



ICC Green Economy Roadmap - a guide for business, policy makers and society (first edition: 2012)

The first Green Economy Roadmap produced by business provides a comprehensive framework for policies and action for business, policy makers, and society to accelerate and scale up a transition toward a “green economy”.

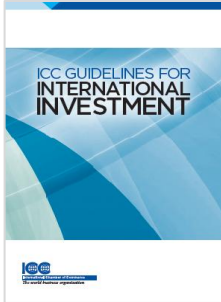
Recognizing that a “green economy” requires the need to reconcile long, medium- and short term vision and actions, the ICC Green Economy Roadmap outlines ten preconditions and related policy recommendations as a framework to discuss a range of inter-linked policies and actions for a transition towards a green economy - by business as a part of society as well as in collaboration with diverse actors of society. The roadmap also presents a clearing house function to share existing best practice and initiate new collaborative activities.

Further ICC papers related to Rio+20 are available at:
www.iccwbo.org/rio20



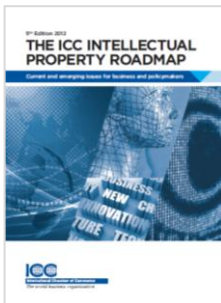
ICC G20 Advisory Group

ICC’s work to play a constructive role in representing business views to the G20 is part of its historic mission to foster peace and prosperity through world trade – from ICC engagement in developing the League of Nations to Bretton Woods to the International Conference on Financing for Development. ICC has thus established the G20 Advisory Group, composed of business leaders and CEOs from major global corporations, to effectively target G20 policy development on a global scale. The principal objective of ICC’s G20 initiative is to develop constructive policy recommendations on key issues from a world business perspective, including green growth.



ICC Guidelines for International Investment (since 1949, edition 2012)

This 2012 edition represents a comprehensive revision of the 1972 Guidelines. Several useful changes have been added. An introduction sets out the contemporary investment context, and there are significant updates, e.g. on chapters on labour and fiscal policy reflecting the contemporary environment for international investment, and new chapters on competitive neutrality and on corporate responsibility.



Intellectual Property Roadmap – current and emerging issues for business and policy makers (since 2000, edition 2011)

Intellectual property (IP) continues to be a dynamic and constantly evolving field, closely tied to technological, economic, political and social changes. The changing geo-economic landscape has led to a growing interest in how IP can be used as a tool to build sustainable economic growth, both in emerging economies looking to build up their economic base, as well as in more mature economies wanting to maintain their competitive edge in the global market.

This eleventh edition of ICC's Intellectual Property Roadmap highlights current and emerging topics and developments for business and policymakers". It also includes interaction issues between intellectual property and other policy areas, such as environment, information society, Indigenous/ community/ traditional rights.



ICC Rules on Combating Corruption (since 1977, edition 2011)

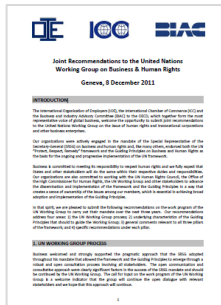
These ICC Rules outline the basic measures companies should take to prevent corruption. These ICC Rules are intended as a method of self-regulation by international business and constitute what is considered good commercial practice in fighting corruption.

The ICC Rules on Combating Corruption respond directly to the G20's call and to UNCAC's requirement that business step up its efforts to fight against corruption.



ICC guide to responsible sourcing - integrating social and environmental considerations into the supply chain (2008)

The guide presents basic steps that companies can take to influence and monitor social and environmental performance in their global supply chains.



ICC-IOE-BIAC Joint Recommendations to the United Nations Working Group on Business & Human Rights (2011)

The International Organisation of Employers (IOE), the International Chamber of Commerce (ICC) and the Business and Industry Advisory Committee (BIAC) to the OECD, which together form the most representative voice of global business, submit joint recommendations to the United Nations Working Group on the issue of human rights and transnational corporations and other business enterprises.

The three organizations were actively engaged in the mandate of the Special Representative of the Secretary-General (SRSG) on business and human rights and, like many others, endorsed both the UN "Protect, Respect, Remedy" framework and the Guiding Principles on Business and Human Rights as the basis for the ongoing and progressive implementation of the UN framework.



Advertising and Marketing Communication Practice Consolidated ICC Code (since 1937; edition 2011) - www.codescentre.com

The 9th edition of the Code represents a set of precepts for the new age of communications. Its purpose is to protect consumers by clearly setting out the dos and don'ts for responsible marketing to ensure legal, honest, decent and truthful communications and practices. The Code sets the ethical standards and guidelines for successful self-regulation of marketing and advertising practices on difficult topics including:

- Online behavioural advertising
- Digital interactive media
- Environmental claims
- Privacy protection
- Marketing to children



Rethinking Trade and Finance (2011)

Information directly from the marketplace and reflecting current commercial and operational practice in the international trade finance community will aid world leaders to make policy in this field.

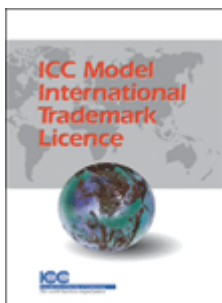
Practical tools and guides facilitating trade and investment for green growth, e.g. technology transfer

a) Model contracts and supporting tools



ICC Model International Transfer of Technology Contract

Model International Transfer of Technology Contract is designed for use by non-specialists in the area who are seeking reliable guidance and an adaptable, balanced contractual framework.



ICC Model International Trademark Licence (2008)

ICC Model International Trademark Licence addresses the situation where the owner of a well-known trademark licences the trademark to a company which will use it with respect to products other than those manufactured or sold by the licensor.



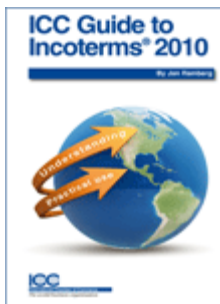
ICC Model Subcontract (2011)

Mainly designed for use in major turnkey projects, ICC Model Subcontract is flexible enough to be used as a subcontract to other standard forms of contract as well. This model is the answer for all those who seek one reliable and balanced standard form to avoid drowning in a flood of papers and documents.



International Certificate of Origin Guidelines (2006)

The first international procedures and guidelines manual for chambers in the issuance of non-preferential certificates of origin.



ICC Guide to Incoterms® 2010

This helpful guide is the standard support tool for all users of Incoterms® 2010. Incoterms® 2010 takes into account the latest developments in commercial practice.

Incoterms rules or *International Commercial terms* are a series of pre-defined commercial terms published by ICC widely used in international commercial transactions. A series of three-letter trade terms related to common sales practices, the Incoterms rules are intended primarily to clearly communicate the tasks, costs and risks associated with the transportation and delivery of goods. The Incoterms rules are accepted by governments, legal authorities and practitioners worldwide for the interpretation of most commonly used terms in international trade.



Drafting and Negotiating International Commercial Contracts (2008)

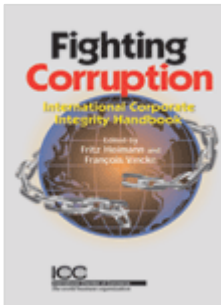
This book clarifies issues surrounding international commercial contracts and provides solutions to the thorny problems they raise.

b) Tools, guides, and reviews



Resisting Extortion and Solicitation in International Transactions (RESIST) Training toolkit by ICC / UN Global Compact / Transparency International / World Economic Forum Partnering Against Corruption Initiative (2011)

Based on real-life scenarios, RESIST is designed as a training tool to provide practical guidance for company employees on how to prevent and/or respond to an inappropriate demand by a client, business partner or public authority in the most efficient and ethical way. RESIST is aimed at companies operating internationally and exposed to solicitation risks. The training tool targets in particular small- and medium-sized enterprises as they are more likely to face challenges to counter corruption than bigger corporations.



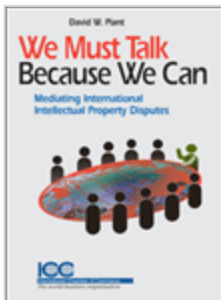
Fighting Corruption (2008)

Diverse as money laundering, the role of agents, extortion, accounting and whistleblowing, this invaluable book will be the tool of reference for managers, compliance officers, lawyers and anyone concerned with stamping out corruption.



Making intellectual property work for business by ICC/WIPO (2011)

This essential tool helps business associations and chambers to set up IP services for companies.



We Must Talk Because We Can - Mediating International Intellectual Property Disputes (2008)

This *book that* focuses on the process of mediation and on the mediator, the client and the counsel. Mediation is interest-based negotiation facilitated by a third person – the mediator. His aim is to help you – whatever your role – to prepare for and engage in such mediation at the most productive level.



ICC Guide to Export-Import (2012)

ICC Guide to Export-Import provides a concise learning and reference tool for trade professionals as well as students, a must have for everyone involved in international business.



2012 Annual Review of International Banking Law & Practice (2012)

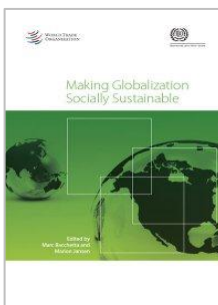
With government actions, practice reports, insightful articles and more than 100 case summaries from all over the world, this volume contains everything trade finance professionals, experts and lawyers specialized in the field need in their daily job.

c) Some ICC Research Foundation products



ICC Open Market Index (2011)

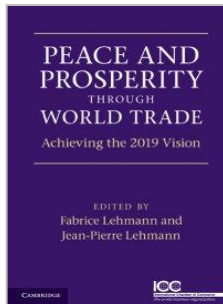
ICC International Open Markets Index ranks countries by order of openness to international trade and investment. The aim of ICC's Index, which is set to be issued yearly, is to monitor openness to trade and investment, and to provide a business benchmark for policymakers.



Making Globalization Socially Sustainable – by World Trade Organization (WTO) and International Labour Organization (ILO) (2011)

Calls for a more inclusive globalization have become more frequent, but only few concrete proposals have been put forward. The objective of this WTO-ILO joint project, supported by the ICC Research Foundation, is to contribute to the elaboration of relevant policy proposals for socially sustainable globalization. The papers in the volume analyse the various channels through which globalization affects jobs and wages and examine whether and how trade and employment policies should be accommodated to make globalization socially sustainable.





Peace and Prosperity through World Trade (2010)

The book features contributions from over 50 of the world's leading thinkers in global trade and related issues. Among the many topics covered in the book's 54 articles is the historical role trade has played in fostering peace and prosperity—particularly in East Asia, where the resulting economic growth has helped reduce poverty as well as armed conflict over the past 30 years, during which East Asia was transformed from a battlefield to a market place.

ICC main activities and services at a glance

ICC's three main activities:

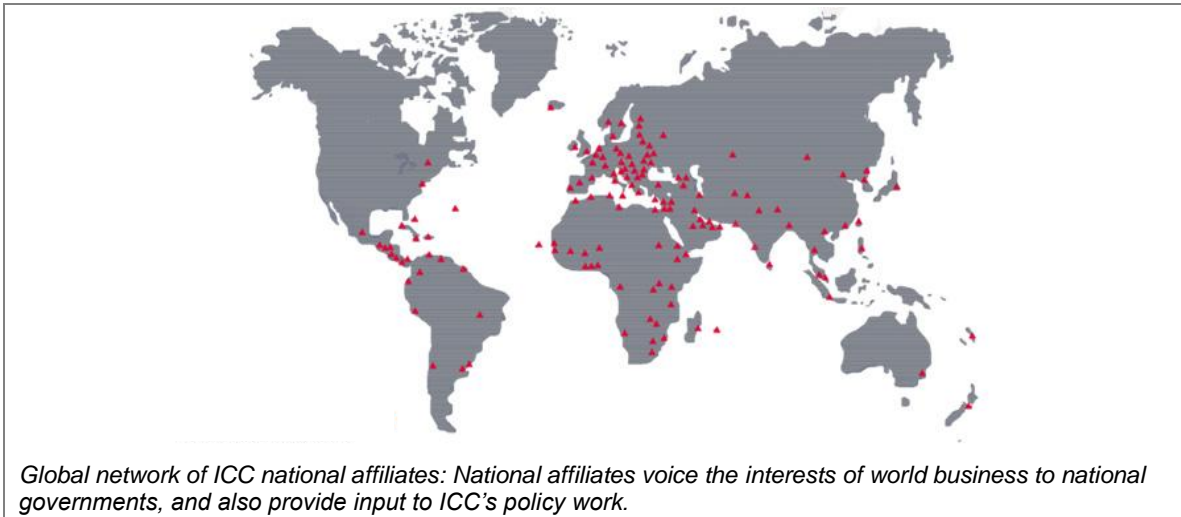
- rules-setting;
- dispute resolution;
- policy advocacy;

ICC's services:

- **World Chambers Federation** - A global forum for chambers of commerce (SMEs);
- **Dispute Resolution Services** - International Court of Arbitration™, ADR (amicable dispute resolution), dispute boards, expertise services;
- **Commercial Crime Services** - Fighting fraud, maritime piracy and commercial crime;
- **ICC Research Foundation** - commission of independent research
- **Publications** - Practical tools and guides for business ;
- **Training and Conferences** - seminars and online trainings based on ICC products;

ICC offers essential services also through its global network of national committees in 90 countries.

The International Chamber of Commerce (ICC)



ICC is the world business organization, a representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world.

The fundamental mission of ICC is to promote trade and investment across frontiers and help business corporations meet the challenges and opportunities of globalization. Its conviction that trade is a powerful force for peace and prosperity dates from the organization's origins early in the last century. The small group of far-sighted business leaders who founded ICC called themselves "the merchants of peace".

ICC has three main activities: rules-setting, dispute resolution and policy. Because its member companies and associations are themselves engaged in international business, ICC has unrivalled authority in making rules that govern the conduct of business across borders. Although these rules are voluntary, they are observed in countless thousands of transactions every day and have become part of the fabric of international trade.

ICC also provides essential services, foremost among them the ICC International Court of Arbitration, the world's leading arbitral institution. Another service is the World Chambers Federation, ICC's worldwide network of chambers of commerce, fostering interaction and exchange of chamber best practice.

Business leaders and experts drawn from the ICC membership establish the business stance on broad issues of trade and investment policy as well as on vital technical and sectoral subjects. These include financial services, information technologies, telecommunications, marketing ethics, the environment, transportation, competition law and intellectual property, among others.

ICC enjoys a close working relationship with the United Nations and other intergovernmental organizations, including the World Trade Organization, the G20 and the G8.

ICC was founded in 1919. Today it groups hundreds of thousands of member companies and associations from over 120 countries. National committees work with their members to address the concerns of business in their countries and convey to their governments the business views formulated by ICC.



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