



ICC GREEN GROWTH

Trade and Investment Initiative 2012

ICC PARTNERSHIP OPPORTUNITY

Today's interdependent world calls for economic growth and environmental responsibility to work together in a mutually reinforcing fashion while supporting progress on social development. 2012 is a critical year with high-profile events such as the Rio+20 Conference and G20 Summit expected to provide clear signals in the transition towards a green economy.

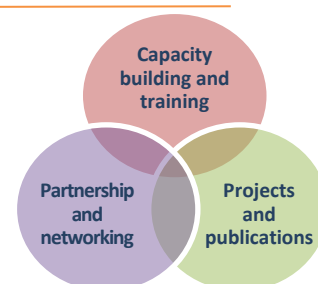
Clearly the private sector has a critical role to play and to meet this need ICC will scale up efforts to demonstrate that not only are companies promoting green growth every day but that open trade and investment are critical global accelerators.

ICC will tap into its global network of business and policy experts to shape a variety of high-level events and projects. These activities will demonstrate to governments the enabling conditions needed to promote investment, while helping companies identify economic opportunities and develop public-private partnerships utilizing ICC tools and policy guidance.

The results of our efforts will be to concretely demonstrate on an ongoing basis that the private sector is making a real commitment towards green growth every day!

2012 GREEN GROWTH ACTIVITIES

Partnering with ICC provides your company a unique high-profile platform, through our global network of national committees, and chambers of commerce for you to do business. Don't miss out on this opportunity to showcase the innovative ways in which business is contributing to a green economy. In 2012, ICC will present a variety of concrete opportunities for you to shape green growth activities. These include:



Rio+20 in 60 Minutes WEBINARS

FIRST: 13 March, 15:00 GMT

ICC experts will succinctly explain the importance of Rio+20 for business

Green Economy Roadmap GUIDE

To be published in April

Opportunity to sponsor the publication of the global business guide to achieving a green economy

Call for COOPERATION

Support launch of online platform to match possible projects and investors based on ICC Green Economy Roadmap work. Projects currently being developed include SME suite to identify green growth savings

Rio+20 AND G20 Regional CONSULTATIONS

TBD May, China

Opportunity for final ICC high level input to Rio + 20 and G20 leaders before the summits in June

ICC Green Growth Trade and Investment (Asia) FORUM

TBD May, China; in partnership with ICC China

Interactive forum to help companies create opportunities for green growth –focus on Asia. Format: high level plenary sessions based on ICC and partner work and topics + pre-arranged networking opportunities with local companies in the field or looking to enter the market

Rio+20 ICC ACTIVITIES

13-15 June, Brazil

1. Sponsor ICC events on key topics: innovation, trade, green economy, finance
2. In partnership with Business Action for Sustainable Development at BASD Business Day, 19 June opportunities (based on availability)

ICC Green Growth Trade and Investment FORUM

TBD October, TBD

Builds on Rio+20 and G20 outcomes on green growth focusing on providing specific tools for business



International Chamber of Commerce

The world business organization

AN OPPORTUNITY FOR EVERY GOAL

ICC offers your company different levels to contribute to and tailor these activities to your needs. Through our partnership we will ensure that your company receives maximum exposure while gaining direct access to engage with key players in each region.

| BENEFITS | | €125,000 | €100,000 | €75,000 | €50,000 | €25,000 |
|---|---|----------|----------|---------|---------|---------|
| GREEN GROWTH TRADE AND INVESTMENT FORUMS | CEO keynote speech opening or closing | X | | | | |
| | Networking opportunity with selected VIPs | X | | | | |
| | CEO address during social event cocktail | X | | | | |
| | Showcasing of company best practice Visit/or PPT of factory visit during lunch | X | X | | | |
| | Breakfast invitation only | X | X | | | |
| | Complimentary table at social event | 3 | 2 | 1 | | |
| | Branding in international media partner ads | X | X | X | X | |
| | Complimentary entries | 20 | 15 | 10 | 5 | |
| | Advertisement in official brochure | 1 page | 1 page | ½ page | ¼page | |
| RIO + 20 ACTIVITIES (where applicable) | Opportunity to host ICC event define event programme + speaking opportunity | X | X | | | |
| | Complimentary entries to ICC event | 3 | 2 | | | |
| | Inclusion on BASD Business Day (Based on availability – includes all BASD opportunities) | X | X | X | X | |
| | Opportunity for CEO to present point of view on green economy issues | X | X | X | X | X |
| ALL | Inclusion on media events press conferences and interviews | X | | | | |
| | Option to send announcement to participants | X | X | | | |
| | Advertisement in roadmap guide | 1 page | ½ page | ¼page | | |
| | Mention in related press releases when appropriate | X | X | X | | |
| | Option to distribute branded products to participants | X | X | X | X | |
| | Branding on all activities marketing material website, emails, collateral, banners, social media | X | X | X | X | X |

Tailor-made packages can be created based on your specific interests.

CONTACT

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