

# GREEN ECONOMY



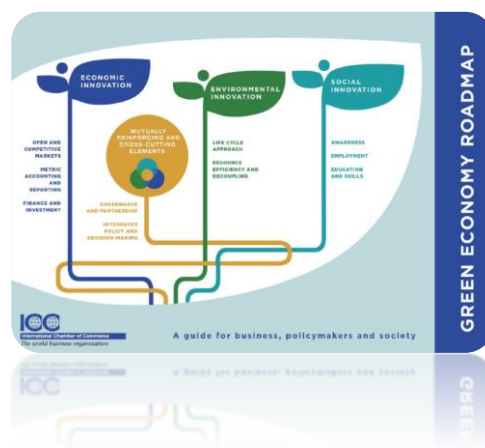
## ICC GREEN ECONOMY ROADMAP

**A guide for business, policy makers and society to assist in the development and implementation of policies and actions towards a green economy**

The [ICC Green Economy Roadmap](#) represents a comprehensive and multidisciplinary effort to clarify and frame the concept of “green economy” and promote a more common understanding of it. The Roadmap highlights the essential role of business in bringing solutions to common global challenges and calls for innovation, collaboration and governance on ten key conditions to be worked on simultaneously, both bottom up and top down, as well as in the short and long term. These conditions recognize the interdependence of the economic, social and environmental dimensions of sustainable development and seek to integrate them in a more holistic manner both in terms of business strategies and enabling policy mixes for the transition towards a “green economy”.

The Roadmap is a forward-looking document meant to serve as a means of reference for current and future actions. It is available in both online and print form.

ICC will also launch an online platform that represents over 70 examples of best practices as well as proposals for collaboration. It is meant to provide information and evidence of how mainstreaming sustainability can work in practice in many diverse situations for a green economy. This knowledge hub will allow users to search for and download best practices on specific topics or countries and regions.



## GLOBAL REACH

- LAUNCH** Officially launched at the Rio+20 United Nations Conference on Sustainable Development in June 2012
- DOWNLOAD** Available for download on the [ICC website](#), which is subject to 450,000 page views per month, and had four million page views in 2011
- DISTRIBUTION** To business, policy makers and governments
- International organizations and policy makers worldwide: governments, United Nations, Development Banks, World Trade Organization
  - ICC worldwide business membership:
    - Thousands of companies across business and professional sectors in over 120 countries
    - ICC national committees in over 90 countries



### AN OPPORTUNITY FOR EVERY GOAL

Both, the Roadmap and the online platform will be actively marketed to ICC exclusive global network in the field. Through sponsors, we will expand the outreach of the Roadmap making it available at high-level intergovernmental conferences (e.g. at UNFCCC, UNEP, UNIDO conferences), international business meetings or public-private sector forums (e.g. World Chambers Congresses, Climate Investment Funds private sector meeting) discussing the “green economy”.

ICC offers your company different levels to contribute 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.

Your company may choose one of three ways to sponsor:

KEY SPONSOR (all languages)	€8,000
ENGLISH LANGUAGE SPONSOR	€4,000
OTHER LANGUAGE SPONSOR (Chinese, French, Spanish, Portuguese, Arabic)	€2,000

### SPONSOR BENEFITS

#### KEY SPONSOR BENEFITS – on *all* language versions

- Full-colour logo in the Roadmap (print and online versions) and online platform on best practice examples
- Full-page profile in the Roadmap (print and online versions) exclusively featuring its logo, its website address and a description of the organization of up to 300 words\*
- 100 copies of the Roadmap
- Branding on all promotional materials – marketing to ICC's exclusive database and social media activities

#### LANGUAGE EDITION SPONSOR BENEFITS – on language being sponsored

- Full-colour logo in the Roadmap (print and online versions)
- 1/2-page profile in the Roadmap (print and online versions) exclusively featuring its logo, its website address and a description of the organization of up to 50 words\*
- 50 copies of the Roadmap
- Branding on all promotional materials - marketing to ICC's exclusive database and social media activities

*\* To be procured by sponsor, and be pre-approved by ICC.*

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

### CONTACT

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