

Industry and Environment - Corporate Social Responsibility

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**Global Environmental Youth Convention
Alexandria, 11-15 September 2004**

**Egypt's economic growth rate
exceeds 6% annually**

Egypt, Economics, 9/28/2000

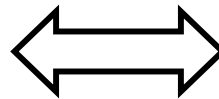
Egypt's Prime Minister Atef Ebeid said that the future of the Egyptian economy is promising. He expects that the economic growth rate will exceed 6% and this figure would be maintained for many years to come. "Egypt is seeking to boost domestic market and to enter the international market strongly" he added.

”There is a backside of the coin ”



A sustainable development needs action both on production and consumption

Supply



Demand

Producers

Production of goods
and services have
environmental
consequences

Consumers

Consumption of goods
and services have
environmental
consequences

The producer perspective



Two new factors in the competitiveness of a company

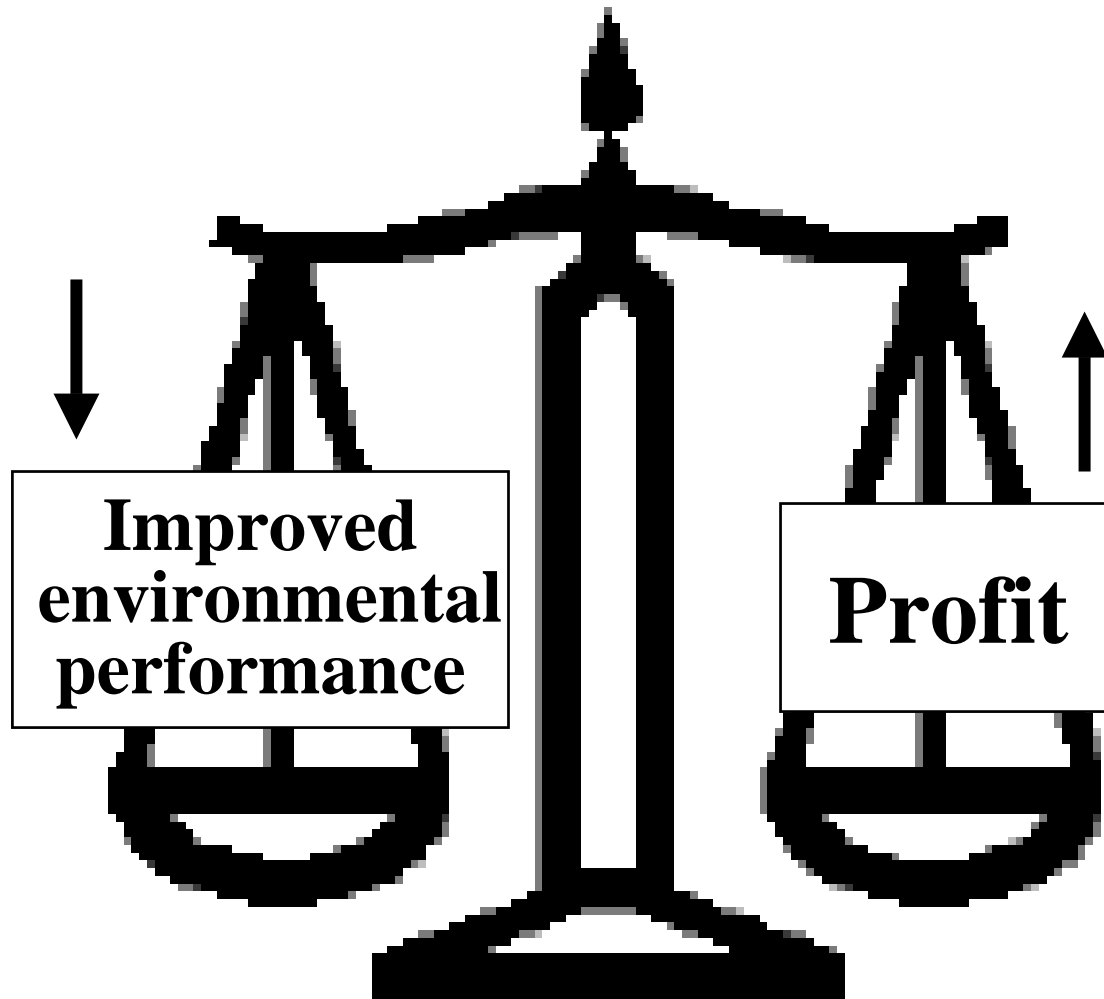
How will governmental (environmental) policies affect the future markets ?

- legal compliance**
- green taxes, etc.**

How will the customers react ?

- household reactions**
- supply chain management**

The old business view



Green Business Reporting

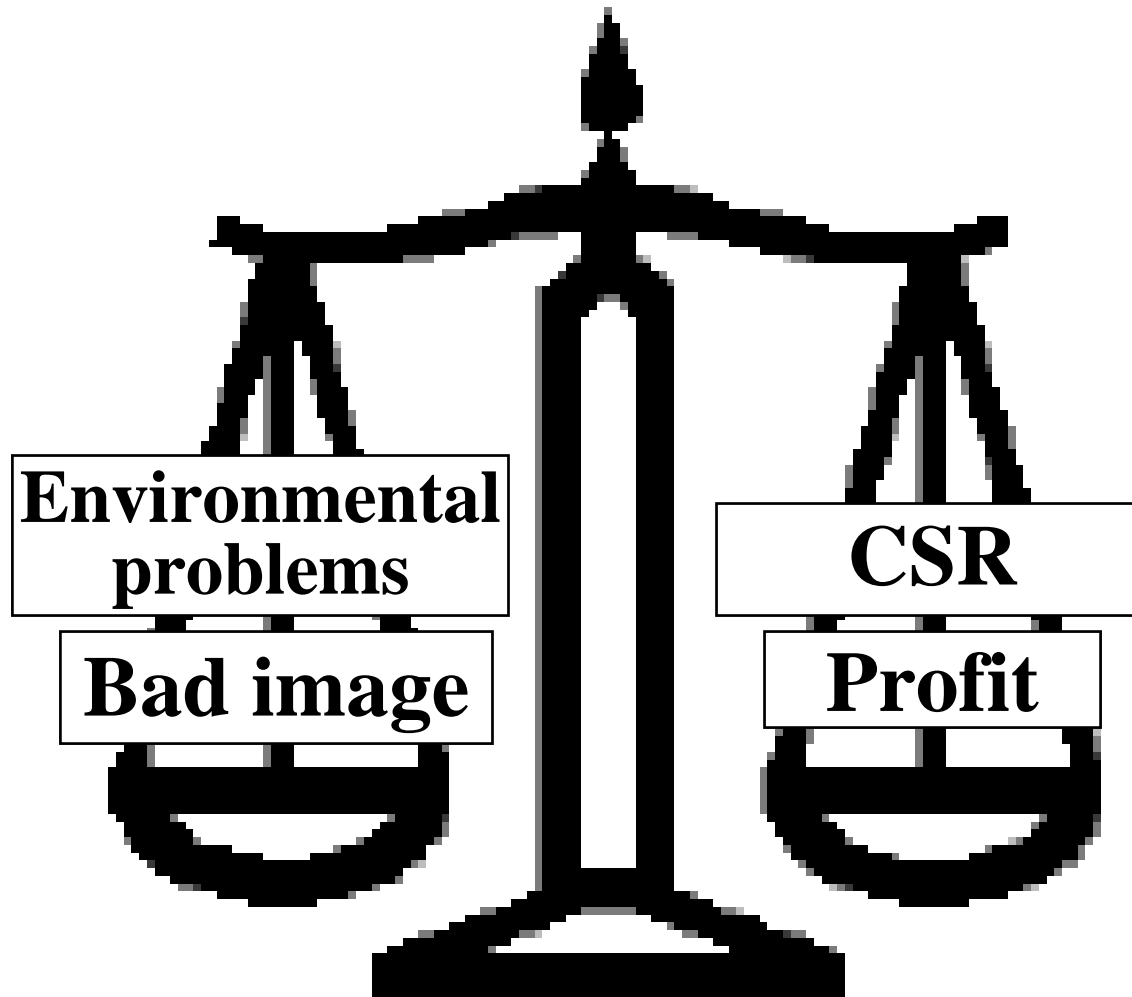
Global Reporting Initiative™



**ISO 14000 STANDARDS FOR
ENVIRONMENTAL MANAGEMENT**

The ISO 14000 Information Center

The new business view



The competitiveness of a company

In the old days

Price & Quality

Today

Price & Quality & CSR

*CSR = Corporate Social Responsibility
≈ Environmental and social values*



United Nations Environment Programme
Production and Consumption Unit

Cleaner Production (CP) Activities

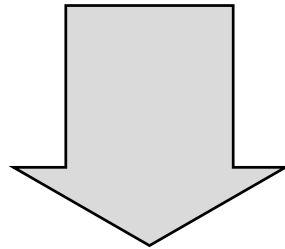
Fostering a Global
Commitment



International Declaration on Cleaner Production

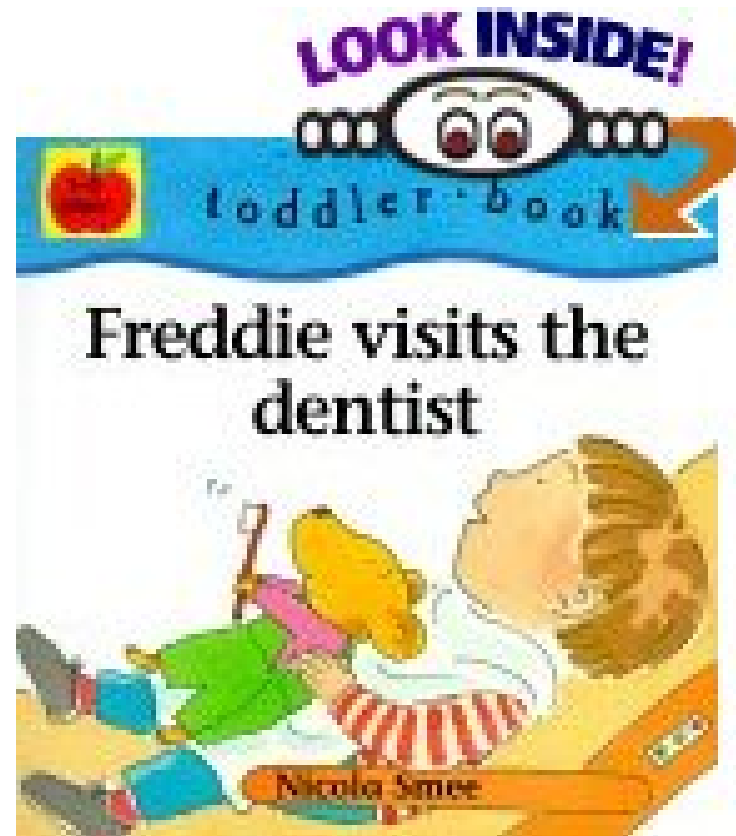
A new way of thinking: Pollution Prevention & Cleaner Production

Solve problems



Prevent problems

**We teach our children that
prevention is better than cure ...**



A new way of thinking !

”No problem can be solved from the same level of consciousness that created it.”

”The problems that exist in the world today cannot be solved by the level of thinking that created them.”

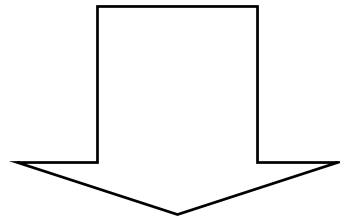
Albert Einstein

Source: <http://www.giga-usa.com/index.html>

How to solve this ?



**How to reduce
the amount of pesticides**

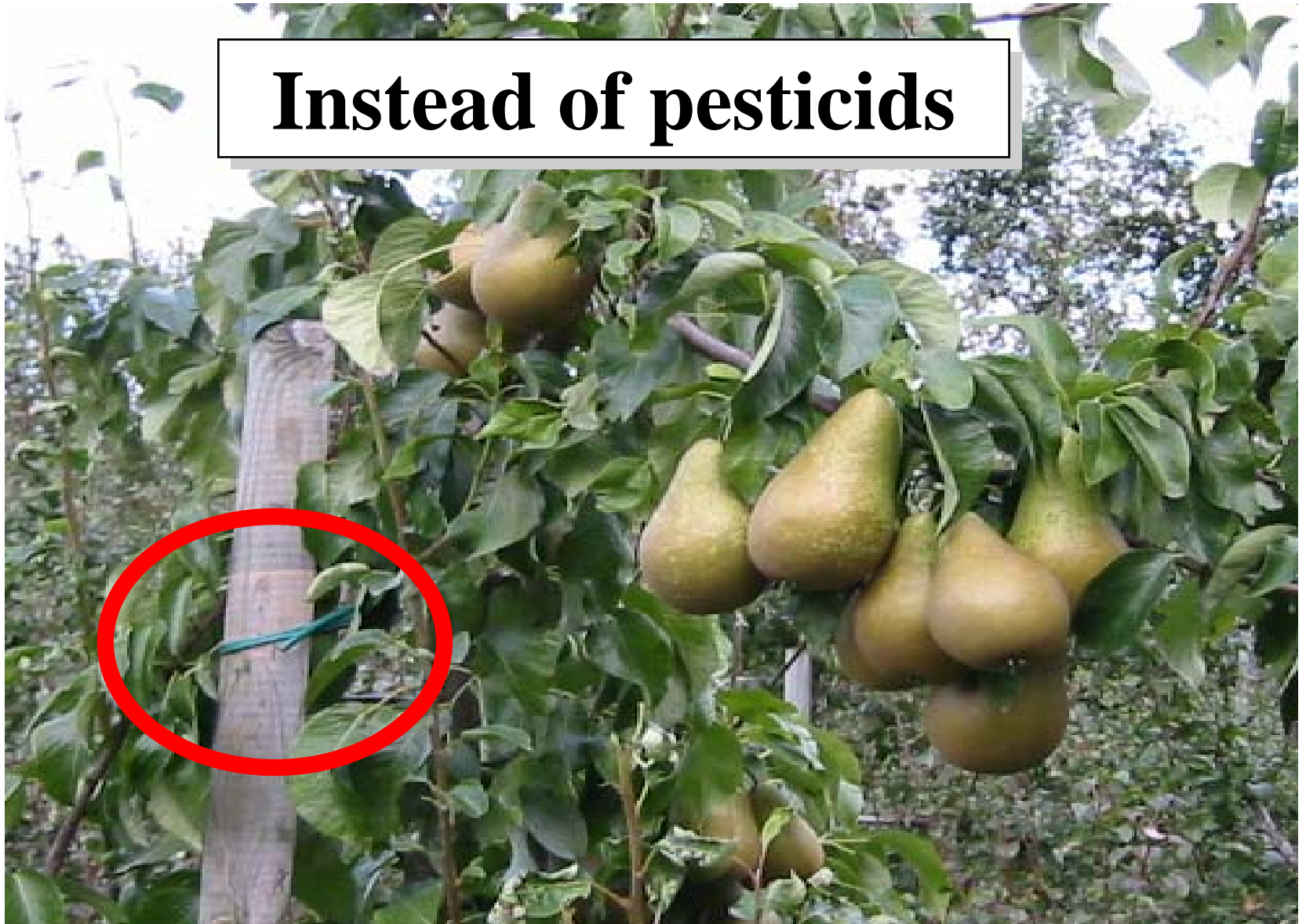


**Are there any
alternatives to pesticides**

**Can we switch to a less detrimental pesticide ?
Can we reduce the number of sprayings ?**



Instead of pesticides



DAGENS NYHETER.

Published 12 August 2002

Environmental Fee gives Volvo Trucks a Competitive Advantage

The U.S. Environmental Protection Agency last week shocked the American hauliers by ratifying a non-compliance fee of \$12.000 for heavy-duty diesel engines not complying with new standards. This will give Volvo Trucks North Amerika a competitive advantage on the market.

Caterpillar, the biggest U.S. Diesel engine manufacturer, has no certified engine on the market.

Non-Conformance Fee for Heavy-Duty Diesel Engines (USA)

HC + NO_x (<i>gram per brake horsepower-hour</i>)	Non-conformance fee (<i>USD</i>)
2.5	0
3.0	3,640
3.5	6,946
4.0	7,999
4.5	9,052
6.0	12,210

The demand for chlorine-free white paper

- **Chlorine bleached paper = white paper
→ big environmental problems**
- **Greenpeace, Germany, in 1991: Why do
you use chlorine bleached paper ?**
- **Paper- and pulpe industry: Not possible !**
- **1991: Södra Cell, Sweden, made a
strategic decision: chlorine-free paper !!**

The demand for chlorine-free white paper

- **Greenpeace produced a "pirat copy" of Der Spiegel (called Das Plagiat) made of chlorine-free paper**
- **The market share for chlorine free paper in Europe increased from 1% in 1991 to 20% in 1993**
- **Demand exceeding supply → 10-20% higher market price for the chlorine-free paper !!**

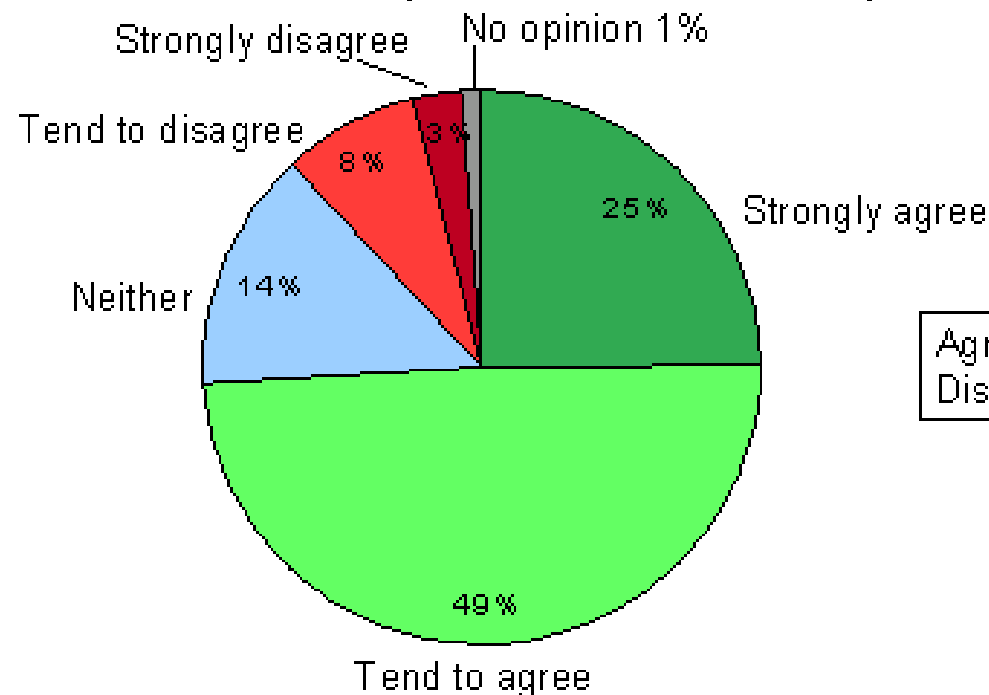
The consumer perspective



Impact of Increased Information on Purchase

Q To what extent do you agree or disagree with the following statement?

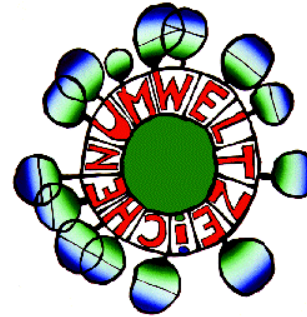
If I had more information about companies' social, environmental and ethical behaviour this would influence my decisions about what I buy



Base: 1,044 GB adults 16+ July - August 2003

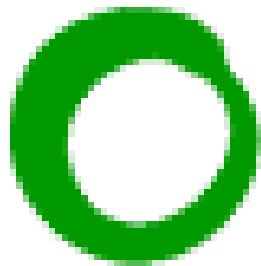
Eco-labels

Labels from independent third parties who award them to the best environmental performers in various product categories.



The strong public opinion roles of ...

GREENPEACE



**Friends of
the Earth**



WWF

Boycott French Wine Until Weapons Testing Stops

By Scott Kraft

Los Angeles Times

After French President Jacques Chirac decided to resume nuclear-weapons tests in the South Pacific, one nation recalled its ambassador to France. Protesters burned the French flag, 3 million people signed petitions and environmentalists disrupted French military operations.

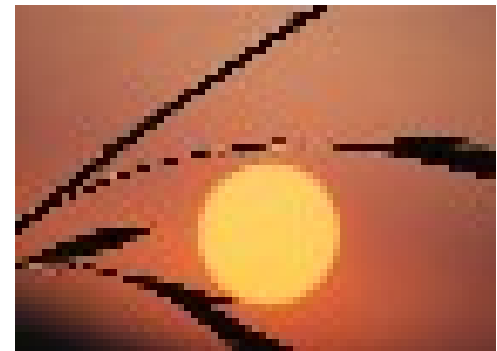
But of all the worldwide protests, the one that has hit home is the campaign by France's own European neighbors to boycott that most enduring symbol of all that is French: wine.

Consumer boycotts



Shell on Climate Change

In 1998, as part of our forward 5 year plan, we committed to reduce our own greenhouse gas emissions by 10% relative to 1990 by 2002. This reduction comes in the context of growth throughout the same period which would have seen emissions rise from the 1990 figure of 114 million tonnes to some 150 million tonnes had no action been taken.



DAGENS NYHETER.

16 April 2002

WWF advises people not to buy codfish

Do not buy codfish. No restrictions for herring and coalfish. These are some of the recommendations which World Wildlife Fund, WWF, gives in the new consumer's guide for fish and shellfish.

DAGENS NYHETER.

27 November 2002

Sales of codfish halved

GÖTEBORG. The sales of codfish has been halved during the last six months. The reason is not lack of fish but resistance among consumers as a consequence of the codfish debate. There is a great nervousness about the decline in the business.

BANGA SEAFOOD INTERNATIONAL LTD



Banga Seafood International Ltd was established in 1990. Since 1991 its produce has been delivered to European markets. Up to 1400 tonnes of produce per year is being manufactured, which is being delivered to Sweden, Denmark, France and Great Britain.

Svenska Dagbladet

5/12 2002

Swedes involved in Baltic Sea fishing without permits

Stockholm TT

The extensive "black market" fishing in the Baltic Sea does not only involve Poles and Balts but also Swedes.

With help of candid cameras "Cold Facts" at TV4 has mapped out the illegal fishing. The study shows that the control is almost non-existent in both Poland and Latvia. The catchings by far exceed the established quotas.

Press Release from Coop - Sweden

- **We have visited our supplier in Latvia and inspected their enterprise.**
- **We have controlled their handling of fish.**
- **We have made sure that the volumes of fish we buy are within the limits of the assigned quota.**

Press Release from Coop - Sweden

It is obvious that these actions were not enough. We have been deceived. Banga Seafood has handled codfish which was not registered in settlement of the Latvian quota. We have now decided to

- immediately withdraw from our cooperation with Banga Seafood and claim that Banga Seafood instantly stop production of Blåvitt codfish. We consider judicial proceedings against them.**
- sell our stock of codfish from Banga Seafood in order to avoid resource wastefulness. This might take a couple of weeks**

A final reminder !

Remember that

Many a little makes a mickle

(Every little helps)

but also that

Together we have a lot of possibilities to influence the market