

# United Nations Environment Programme (UNEP) :

## renewed dialogue between UNEP and the Business world

[UNEP](#) launched its “GEO5 for business” report in London on 21 June 2013. The publication builds on the findings of UNEP’s flagship, the Global Environmental Outlook (GEO) and analyses the implications of the changing environment on businesses. The report assesses the operational, marketing, reputational and policy implications of these environmental trends on ten business sectors: Building and construction, Food and beverage, Chemicals, Healthcare, Electric power, Information and communication technology, Extractives, Tourism, Finance and Transport.

### The Challenge

While the publication was received as a unique effort, paving the way for renewed dialogue between UNEP and business, both the participants to the launch as well as the companies and industrial associations expressed concern after reading it. The main question was how the suggested business opportunities, challenges and risks could be meaningfully addressed within profit-driven business plans and strategies.

### The Process

To assist business, UNEP agreed to make the report more accessible for business people, showcasing current and future opportunities and risks companies are faced with, through a series of true case studies and success stories. UNEP appointed GREENFORCE to start the project in the Asian market, developing case stories in two selected sectors as a first phase: the Chemical and the Construction & Building sectors.

On top of the business cases, GREENFORCE developed preferred relationships with key stakeholders for the Asian regions, including: Major businesses who have made successful inroads in green business to provide case studies and to champion the drives in the sectors; Chambers of commerce; Industry Associations and business platforms worldwide ; Professional regulatory bodies of the selected sectors; Academic institutions, thought leaders and influencers in all sectors ; Environmental institutions and activists; Governmental regulatory bodies on all levels of government (national, federal and municipal)

GREENFORCE developed for UNEP the outreach strategy, based on the following priorities:

- Series of actuality and in-depth articles to create awareness and to offer skills and know-how on sustainability for insertion and publication in various media and trade publications
- Organization of speaking platforms for relevant presentations at conferences, symposia, exhibitions and by invitation.
- Launch of the outreach activities to the main affected businesses in the selected sectors (initially Chemicals and Building and Construction); general Asian business and trade; and the media worldwide through carefully strategized and staged media conferences.

- Partnering with companies and federations who had already indicated a desire to be part of the process, including the communication roles.
- Lobby and persuade key R&D staff and analysts to share information and to collaborate with UNEP. These could include, inter alia, the Centre for International Environmental Studies (CIES), McGraw Hill Construction, Sustainable Councils in Asia, National Climate Change Network (CCN), and the Chambers of Commerce of Singapore, China, Japan and South Korea.

## The Result

Excellent contacts and mutually rewarding relationship have already been developed and nurtured during the first interviews for the project in Asia (India and Singapore). These include powerful influencers in the business world, universities, chambers of commerce, and representative industry bodies in Asia, and much goodwill has been created for the UNEP initiative.

Business people are remarkably aware of the Geo5-for Business project, and are not just positive about it, but keen and willing to cooperate with UNEP representatives and GREENFORCE in future.