



**INDITEX**



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# Is it possible to change course?

## The challenges for Rio+20

**INTERVIEW / Rémi Parmentier: "The world is in a worse state, but it is much better than if there were no multilateral agreements"**



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# SUMMARY



## FEATURE

### Rio + 20 and Civil Society involvement

The Rio + 20 Earth Summit to be held on 20 June is an opportunity for civil society to gain recognition.

## STATEMENTS

### Experiences and Challenges for a better world

Numerous companies, NGOs and government agencies explain sustainable measures taken to date, and challenges for the future.

## INFORMATION

### CONAMA and ECODES facilitate initiatives

The aim of the meeting in Madrid called by CONAMA and ECODES was to find out about existing projects, exchange experiences and transmit a sustainable message.

## CINEMA

### Plastic Planet

Nacho Moreno invites us to see the film “Planet Plastic”: an exploration of the harmful effects of plastic for the environment.

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# esPossible

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The Rio de Janeiro Summit aims to define a clear roadmap for the next twenty years to ensure sustainable development through boosting regulatory and policy changes towards a green economy.

## Rio+20, the driving force to achieve changes



*Rio de Janeiro hosts 200 people this month of June in order to fight for the sustainability of the planet.*

Engaging governments, business and social entities to pursue the shift towards a global governance for sustainability, and correct errors that have so far prevented an economic development model that includes the limits of the planet are prominent targets that global society should look at Rio+20 Summit, to be held on June 20-22 in Rio de Janeiro, Brazil. Therefore, the two main themes to be discussed at the Rio +20 Conference focus on the green economy in the context of sustainable development and poverty eradication, and the institutional framework for sustainability.

Almost all 193 countries Member States of the United Nations (UN) are participating in Rio+20. Marathon sessions are expected in which countries have the last word, but in which society has much to say through their initiatives.

These Summits are often branded as rambling and are blamed for a slow implementation of results. It seems utopia the existence of an organism able to get all governmental and social actors to agree. We live in extraordinarily complex societies, but also on a planet whose inhabitants are increasingly aware of the need to act decisively to prevent degradation.

At a time when the planet has entered ecological deficit, the Rio +20 summit shows as an opportunity, not the only one, but one that is able to bring together the leading agents of the international community. As noted last 31 days in Madrid, Josefina Maestu Director of the **UN office of the Water Decade**, based in



*The 1992 Rio Summit accepted the “polluter pays principle”.*

## 20 years ago

The UN Conference on Environment and Development held in Rio de Janeiro in 1992, was a major boost to international environmental law and the decisive step in the concept of “Sustainable development”. The Conference was named as the “Earth Summit”; an important number of international instruments were agreed and are now under development.

The Earth Summit Declaration introduced the right to development and the need of environmental protection, as well as common but differentiated responsibilities. Among the principles adopted in Rio, we highlight the related public participation in sustainability, the “Precautionary principle” and the “polluter pays principle”.

Agenda 21 was also adopted in the Earth Summit, as a program of action that Member States should take to transform the current development model. Finally, three conventions were launched: conventions on Biodiversity (for conservation of biological diversity), Combating Desertification, Climate Change (stabilization of concentrations of greenhouse gases).

Zaragoza -Rio +20 summit, as in other high-level meetings, it serves to establish a minimum common denominator.

This common denominator may not be very ambitious to the multitude of interests and lines of thought. It would be naive to think that all citizens of the world suddenly agree. But apart from the global agreements that will be reached, one fact remains: The huge potential we can find in civil society and the possibilities that Rio +20 brings to raise awareness among the society, push governments and use the numerous ways and opportunities of mutual learning offered by the summit. This was a fact too at the meeting held in Madrid on 31 by

**ECODES** and **CONAMA** Foundation and from which we account on other pages in this publication.

### Clara Presa (ECODES):

**“Rio+20 should consolidate the participation of civil society in the decision making process. We’re talking about our planet, our future “**

Clara Presa, project manager of ECODES stated “civil society cannot allow Rio +20 to be a failure. Global problems require global solutions. Rio +20 must consolidate the involvement of civil society in decision-making. We are talking about our planet, our future”.

The continuous news about the overexploitation of resources, the end of the era of fossil fuels, data of global warming and the risks of nuclear power – evidenced with Fukushima, are all a tremendous concern are a force for change. And it is increasingly evident to society and experts that it is necessary to redefine the economic model and create a new concept of prosperity, in which the myth of reaching GDP

# General Data of the Summit

The United Nations Conference on Sustainable Development (UNCSD), also known as Rio +20, will take place from 20-22 June 2012 in Rio de Janeiro (Brazil), 20 years later of the United Nations Conference on Environment and Development in 1992, also in Rio de Janeiro, and ten years after the World Summit on Sustainable Development 2002 in Johannesburg. It is a high-level meeting that will bring together Heads of State and Government or other representatives and focused on a political document, currently under negotiation entitled “The future we want.”

The objective of the conference is to achieve a renewed political commitment to sustainable development, assess progress to date and gaps in implementing the results of the major summits on sustainable development and addressing new and emerging challenges.

The Conference is focused on two topics: Green economy in the context of sustainable development and eradication of poverty, and the institutional framework for sustainable development.



*Green Economy is a paradigm shift in which GDP is not the sole indicator of progress.*

growth stops, and new parameters are valued to measure development such as the defense of nature, access to education, a better distribution of resources and social justice criteria. To clean the economy, saving the planet and reaching wealth. A shift towards green economy is needed in national policies and ethical standards of behavior.

And the question is whether these summits are worthy, when, after holding many of high-level appointments appears a familiar sense of disappointment, failure and frustration. Antonio Cerrillo, a journalist for La Vanguardia, stated this issue in December last year about the summit in Durban.

**There is enormous potential in civil society organizations and Rio+20 offers many possibilities to raise awareness and push the governments”**

In article reflected the idea that, although many experts criticize the UN, “there are no other forums to combat global warming.”

Rémi Parmentier, director of The **Varda Group** and actively involved in the process of Rio+20 from the start, is clear: “In the Summits little is said about the success stories and people remember almost only the failures and difficulties. “ but he considers that there is progress: “For example –he said- in the time of Rio ‘92 the dumping of industrial and radioactive waste was still not prohibited, now it is. Or rich countries fleets could dump their waste legally on the beaches of poor countries but not now.” Rémi Parmentier provides another

## Lessons not to lose oneself in Rio+20

Rémi Parmentier, director of The Varda Group and closely linked to Rio + 20 offers these tips.

- 1) Have a clear goal and stick it without distraction, like a distance runner.
- 2) Do your homework: Before going to Rio, or instead of... you promote your target before the meeting.
- 3) Discern what is important against all the background noise.
- 4) Communicate clearly with your target audience.
- 5) Take lessons and follow up afterwards (the world does not end in Rio).



*Rio+20 Summit is preceded by preparatory meetings and the work of organizations and companies.*

example of the many which demonstrate the impact of these international events: “In 1998 the Aarhus Convention was signed, that recognizes the right of citizens to access to environmental information, to the decision making processes and the judicial system”.

This summit is intended to also be an important moment not just as an exercise of raising awareness, but as a driving force for political and regulatory changes. New initiatives in line with the Millennium Development Goals as the **“Sustainable Energy for all”** “to ensure universal access by 2030 to modern energy services can be set at Rio +20. As highlighted by Clara Presa, “Member States, alone, have

### Josefina Maestu (ONU)

**“The summit of Rio + 20, and other high level meetings serves to establish a common minimum denominator”**

not been able or willing to lead the transition towards sustainable development. “” Presa from Ecodes added -we think that leadership from business entities, local governments, NGOs and citizens committed to sustainability is essential to ensure the success of Rio+20”.

In conclusion, Clara Presa added: “The Declaration of Rio +20 should allow us to work for the next 20 years to correct the errors of the economy based on growth, speculation and unsustainable consumption and production through a roadmap working towards a green economy for sustainable development. There is still time to make courageous decisions”.

**Rafael Bardaji**

# EXPERIENCES THAT EMERGED AFTER THE 1992 RIO SUMMIT

The Earth Summit of 1992 was the progressive inclusion of actions focused on environmental responsibility on the agenda of governments, multinational corporations and NGOs. We tell you which highlights some of the actors.

## A path which took off 20 years ago



### Home composting against climate change

**A**migos de la Tierra has promoted home composting since the 90's and has led this self-management organic residue over 40 municipalities throughout Spain, along with families, schools, associations and government. While allowing a reduction of waste and, therefore, saving natural resources, composting encouraged citizens' participation, essential in the Summit of the Earth, 1992, and contributes to stopping desertification and climate change, both object to the Rio Conventions.

### Eco-efficiency Plan to reduce impacts

**I**n 2008 BBVA released its Global Eco-efficiency plan, with specific targets of emissions of CO2, water, paper, ISO 14.001 certifications and LEED. After this first plan we are working to reduce our environmental footprint and save management costs of our direct impacts. In credit policy, we have integrated the environmental and social variables with the Ecuador principles in large infrastructures and Ecorating for business. Regarding the asset management, the employment plan is administered with SRI criteria of socially responsible investment.



### Green corridors and rivers integration in the city

**O**ne of the key issues undertaken by the City of Zaragoza focus on the integration of nature into the city through the implementation of trails and biological corridors, what is called the “humanization” of the Ebro, Gallego and Huerva rivers. Zaragoza has developed 65 kilometres of green corridor and the city has multiplied by 2.5 the surface of green areas, from 3,429 hectares to 8,200. This volume means an average of 11.74 m2 per inhabitant in the urban area and 34 m2 in the whole city. In Zaragoza have decreased the CO2 emissions from transport by 15.6%. Between 2005 and 2010 the decrease in the whole city was 7.2%. Moreover all control stations provide air quality data adjusted to EU standards since 2009, while in the case of particles the city approaches the WHO recommendations. In water, in 2011 it has reduced its consumption to 100.2 liters per inhabitant per day, representing a total decrease of 35% of water demand.



# B/S/H/

## Pioneering Action: Oil instead of fluorinated and chlorinated gases

**F**ollowing the summit of RIO 92, BSH decided to create a central department to promote the systematic management of environmental improvements already underway before. It edited the first environmental report and created environmental departments in each factory. Since then it has dramatically increased the efficiency of water and energy in both the processes and products. For its relevance, the phasing out since 1993 of all its cold gas appliances of chlorinated and fluorinated gases for hydrocarbon without potential of destroying the ozone layer and very low greenhouse effect. With this action, a worldwide pioneer, BSH anticipated the Montreal Protocol compliance by years.



## Corporate responsibility for the benefit of everybody

**T**he group has made a firm commitment for sustainable management. Actions such as replacement of air shuttle by the train, promoting the use of hybrid cars, public transport or video-conferencing where possible, and reducing and offsetting all our emissions to become a company certified with the seal CeroCO2, are linked to environmental conservation and combating climate change. The company has implemented measures that are in line with the main points of the Rio Summit, as the scrutiny of patterns of production, the use of alternative energy sources and support for public transport to reduce vehicle emissions, congestion in cities and the health problems caused by pollution. The ISO and EMAS certifications attest the company's effort to fulfill its commitment to sustainable development.

Also the fact that it is the first insurance company in Europe which calculates and verifies the environmental cost of an insurance policy, according to PAS 2050:2011, a product whose carbon footprint is particularly difficult to quantify. Also the company has created the figure of EKOamig@, an environmental volunteer present at each work center whose mission is to educate and train their colleagues with simple actions on how to incorporate eco-efficiency in the workplace and how to live more friendly and sustainable.



## Biodiversity as a source of economy and employment

**W**ith the 1998 launch of the Biodiversity Foundation, a pioneering and reference institution was established to assist in the attainment of one of the international commitments acquired for Spain in Rio 92: Convention on Biological Diversity.

Since then we are involved in the great challenges facing biodiversity as the fight against the loss of species, marine environmental conservation and climate change.

We also work to raise awareness in society about the close ties that biodiversity has with the economy, employment and quality of life of people.

In addition, we act as a forum for collaboration with civil society through more than 2,000 projects in which we have participated in our 10 years of life. We maintain relationship with all stakeholders identified in Rio.



## Energy revolution is here. And it is not going to stop

**R**egarding the actions of Greenpeace in Spain, you can talk about the ban on drift nets, the closure of the Zorita nuclear power plant, the banned cluster bombs and the plundering of natural resources of Antarctica was avoided. The world decided in Stockholm to begin the process of elimination of twelve toxic and hazardous chemicals. It was signed the Kyoto Protocol to combat climate change and the Montreal Protocol to eliminate CFC gases that were destroying the ozone layer. And a long list of advances. But if we had to choose just one, we will say the Energy 3.0 project, towards a 100% renewable energy by 2050.

For the first time in Spain, an environmental organization proved conclusively that it was possible to successfully fight climate change without losing the quality of life standards in force. The project's findings are irrefutable and proven technological and economic feasibility. Spain has the potential of renewable electricity generation, 56 times higher than that needed in 2050 and the country is able to meet 10 times the actual energy demand. Political courage is to be expected to face the future and avoid the greed of oligopoly of power companies. Greenpeace, with the financial support of its members could show that another energy model was possible and could also be in peace with the planet. We wonder why our leaders do not invest our taxes to boost its implementation.



eco-union

## Annual international meeting for debate and dialogue

**E**co-union is a non-profit association created in 2005 which, in the spirit of the Rio Conference, drives agents of change in the various sectors of society to accelerate the transition towards sustainability. Eco-Unión empowers people, links actors and innovates in the society with training programs, citizen participation and the Global Eco Forum event, an annual international meeting on Green Economics and governance of sustainability that promotes dialogue and debate among different stakeholders in the Euro-Mediterranean region.



## Safety, efficiency and respect for the environment

**S**ince the Rio Summit in 1992, the main challenge that Fenosa Gas Natural has faced is meeting the energy demands of society in a safe, efficient and environmentally friendly way, with a growing concern for low carbon power.

Because of the nature of our activity, biodiversity is a key aspect in our environmental management, and we have multiplied our actions in this aspect since late 90's. We have also committed with the United Nations Global Compact Principles about ethics, integrity, respect and human rights defense.

The main contribution of the firm for the environment and people's wealth is our model of low carbon company.



## Citizenship, collecting and recycling protagonist

**A**mbilamp has collected since its inception nearly 70 million of light bulbs and fluorescent lamps for recycling. This would not have been possible without the active participation of citizens. Therefore, the AMBILAMP's commitment, before and after Rio +20, has been to approach the society to inform and raise awareness about the collection and recycling of lamps.

Therefore AMBILAMP has developed different communication tools on TV, radio, press and abroad and has launched a training program that has reached more than 20,000 students of vocational training, future professionals of lighting.



## Defending artisanal fisheries

**L**onxanet Foundation for Sustainable Fisheries was founded in 2002 as an initiative to support sustainable development of artisanal fisheries projects, which were designed from a holistic and systemic approach. The Foundation has already implemented several initiatives in the Lira Fisheries Community in the economic axis (through a direct commercialization company), culture (sustainable fishing tourism) and environmental axis (development of a Marine Reserve of fishing interest that is co-managed with artisanal fishermen).

The latter project aimed to facilitate the methodological process of design and inception of Marine Reserves of Fishing interest that are co-managed in Os Miñarzos (2007) and Ria de Cedeira (2009), with the following objectives: 1) ensure the artisanal fishermen access to fishery resources against more industrialized fleets; b) Implement a management plan under environmental sustainability criteria; c) involve the artisanal fishermen in decision-making through a Management body made up of four fishermen and four representatives of the fisheries administration. This co-management structure would be able to adapt and react to significant changes that the marine ecosystem may suffer.



## Wind Power World Leader

**I**berdrola has been investing since more than 100 years on environmentally friendly power. In the past decades it has become world leader in wind energy development.

The company anticipated the needs of society to invest in this technology, nowadays the most mature energy in the renewables sector and the third one in importance. Thanks to this strategy, Iberdrola has reached 8,360 megawatts (MW) of renewable power in Europe. This made the company a wind power reference in the continent. With such amount of installed power the company would be able to supply more than 4 million of European inhabitants, avoiding 15 million Tons of CO2 emissions.

In addition, the group has created an Offshore Business Division, based in Scotland, to promote the gradual implementation of offshore wind energy facilities.



## A reference for European cities

**D**ecisions made in the past 20 years in Vitoria-Gasteiz have set the way forward for the benefit of citizens to achieve higher quality of life and to ensure a sustainable economic activity in the territory. The work developed has been able to turn Vitoria-Gasteiz into a reference regarding environmental respect and coexistence. But this work does not end with the grant of 2012 European Green Capital Award, but the challenge is to continue with a sustainable city planning and maintaining the same determination at institutional level, thereby achieving the same citizen involvement and recognition.

One of the pillars that have supported the achievement of this green philosophy has been the high degree of consensus and coherence in management, from the creation of the Center for Environmental Studies (CEA) in 1995 to the unanimous approval of the Agenda 21 in 1998. Many projects have been developed in our city on waste management, water planning, environmental health, pollution management, and mobility and sustainable management of public areas.



## A Human Rights Approach

**S**ince its establishment in 1991 and especially after the Rio Summit 92, UNESCO Etxea works for a Sustainable Human Development, to support the poverty eradication and inequality, respecting, protecting and promoting human rights of all people (present and future) of the planet. To this end, UNESCO Etxea, under its Programme for Sustainability, works on environmental issues such as water, climate change, biodiversity and environmental education, trying to ensure the incorporation of a Human Rights approach and gender equity in all our actions, and always in harmony with the mission and the development of the rest of our activity.

As remarkable activities worth mentioning the impact on environmental policies and cooperation of Euskadi, the Agenda 21 for Schools support, the organization of seminars and campaigns, our publications and the enhancement of the natural heritage of Euskadi and in particular of the Urdaibai Biosphere Reserve.



## Available information to stimulate change

**S**ustainable Development has progressed significantly Since Río'92 . The Sustainability Observatory in Spain (OSE) stimulates social change towards sustainability by providing the best information available, making it accessible to society, decision making and public participation.

Some examples of the work of OSE are the seven annual reports based on indicators that analyze the evolution of sustainability in Spain, and the nine thematic reports, as "Challenges for Sustainability: Road to Rio +20" that supports the Spanish position in the upcoming Rio +20.

## Applying laws to protect the environment

Since the Instituto Internacional de Derecho y Medio Ambiente (IIDMA- International Institute for Law and the Environment) was founded in October 1996, one of our main priorities has been to contribute to environmental protection and to promote sustainable development through the study, development and effective implementation of environmental law. A few examples of the projects we have carried out with that purpose are:

- Ondina (1998-1999) and Iberagua (2002-2003) projects, aimed at improving the management of shared river basins in the Iberian Peninsula and promoting public participation in their management, in accordance with the Helsinki Convention on the Protection and Use of Transboundary Watercourses and International Lakes, the Water Framework Directive, or Principle 10 of the Rio Declaration on Environment and Development.
- The preparation of the Practical Guide “Environment and International Law” (2007) which, through studying international governance of the environment and Multilateral environmental agreements, and European Union and Spanish environmental law, aimed to promulgate these laws and therefore contribute to their effective implementation.
- The project “Legal Mechanisms for the Protection of the Marine Environment in Spain: The state of the art” (2008-2009) aimed at improving the situation of our seas and oceans through the effective application of all the regulations of protection of the seas and oceans as stipulated in Chapter 17 of Agenda 21.

## Poverty is the main enemy

In the Sustainable Development Summit in Río 20 years ago, the direct link between sustainable development and sustainable consumption was already apparent. We’re talking about responsible consumption, ecologically and also socially, because poverty is the main enemy of sustainability.

In this sense, global consumer patterns have not yet changed enough, and conventional models continue to cause serious environmental and social damage. Fairtrade proposes the promotion of Fair Trade to combat this global tendency.

Thanks to better trade conditions, producers and workers in the South can improve their production practices, have more stable incomes, and invest in their communities.

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## Before and after 1992. Twenty years of change

**T**wenty years ago, Catalonia was very involved in the Earth Summit held in Rio de Janeiro. Since then, and thanks to this summit, there have been significant positive changes in the field of environment and sustainability. The main environmental tendencies show us that there was a before and an after 1992: in waste management, with the introduction of waste sorting into different components and the construction of the corresponding recycling plants; in water quality thanks to more than 400 urban water treatment plants; in environmental conservation with 30% of Catalanian territory with some kind of protection; and in air quality for which a wide network of stations has been installed throughout the region to monitor atmospheric contamination and meteorological information in order to predict air contamination and the weather. Other significant milestones in the last 20 years, amongst others, have been the endorsement of the Sustainable Development Strategy, the setting up of the Network of Schools for Sustainability in Catalonia, the promotion of the Energy and Climate Change Plan, and activities for the promotion of environmental rating systems for products and services.



## Active, committed and involved citizens

**E**AREA (Estrategia Aragonesa de Educación Ambiental) - the Aragonese Strategy for Environmental Education; GIRA (Plan de Gestión de Residuos) - the Comprehensive Waste Management Plan; and EACCEL (Estrategia Aragonesa de Cambio Climático y Energías Limpias) - the Aragonese Strategy on Climate Change and Clean Energy, are participatory plans, in accordance with Principle 10 of Río '92. The Government of Aragón's technical services, external experts, and especially the public, have all been consulted throughout their preparation and development. Debate, analysis and the incorporation of contributions have made these documents ones in which everyone, citizens and government representatives alike, can see our views reflected and feel greater involvement. Voluntary support systems - EAREA with about 400 organisations, and EACCEL with about 250, many of which have specific emission reduction measures - indicate the social dissemination and energy of plans which would never achieve their aims without the commitment and initiative of society.



## A process for building the future

**A** few days ago WWF presented the 2012 edition of Living Planet Report and the results couldn't be more worrying. We're using 50% more of the natural resources than the Earth can give us, and unless we change our way of life this percentage will keep increasing rapidly. By 2030, two planets will not be enough to maintain our current level of consumption.

WWF sees Río '92 as an opportunity to change the speed and the direction of this course, and despite the obstacles and the enormous challenges we face, it should be the start of a process which enables us all to build a prosperous future, with food, water and energy enough for a growing population, whilst reducing our ecological footprint and protecting and recovering the ecosystems and biodiversity that sustain us.

## ihobe EcoEuskadi 2020: Consensual strategy

Since the 5th of July last year, the Basque Country has had a Sustainable Development Strategy - EcoEuskadi 2020 - which should be the compass to guide all our public policies. This strategy has been planned and developed by consent with a large number of Basque organisations, economic and social agents, and the public. Over 5,000 people have participated, with the final document including almost 100 activities which will be set in motion from here to 2020.

The aims are ambitious and quantified, as required by this moment in time; and we trust in our ability to carry them out. We hope to increase employment to 75% of the active population; investment in Research and Development to 3% of GDP; reduce greenhouse gas emissions by 20%; increase the percentage of renewable energies in our region to 17%; save 20% in energy consumption; maintain the percentage of the population with higher education above 40%; reduce the school drop-out rate to below 10%; and reduce the percentage of population at risk of poverty or social exclusion to below 15%. The Basque Country has a strategy for the future.



ANA TORRES  
Profesora de Educación Secundaria.

**“Todas las bombillas que se fabrican al año en el mundo darían 25 vueltas a la tierra puestas en fila”.**

Una interesante comparativa para darnos cuenta del volumen de bombillas que se generan. ¿Pero quién se ocupa de reciclarlas?. **AMBILAMP** lleva recogiendo bombillas de ahorro y fluorescentes fundidos para su reciclaje desde 2005. Cada día se suman nuevos distribuidores de material de alumbrado, grandes usuarios, centros comerciales y puntos limpios de toda la geografía española, para que cualquier profesional y ciudadano pueda disponer de un mayor número de puntos de recogida de residuos en el mismo lugar donde desempeña su actividad, o muy cerca de su propio domicilio. **AMBILAMP** está donde tú lo necesitas.



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# ADDRESSING CHALLENGES AFTER RIO+20

More Governments and businesses develop their work in line with the objectives of Rio +20 and create new goals for the short and long term to promote sustainability.

## A global commitment to resolve global problems



**Monika Hernando**  
UNESCO Etxea Programme  
Coordinator

Rio+20 is the shared commitment to a new agenda for development. An agenda that will respond to the problems of the global crisis, and let us move towards a model of sustainable progress with less consumption of resources, and to an economy that prioritizes human welfare and environmental protection while respecting the human rights of all people (present and future).



**Tomás Conde**  
BBVA Sustainability Director

The Financial Sectors' challenge is to integrate environmental, social, ethical and corporate governance variables into credit policy. This is a key issue and we hope that the Basel framework will include them especially after the current storm we are facing. The role of financial institutions in sustainability will be critical.



**José Longás**  
B/S/H CEO in Spain

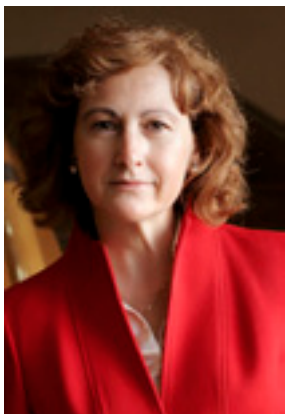
Being aware that our devices can significantly contribute to climate protection, BSH will continue its strategy of clean design and production, bringing highly efficient appliances to the market in terms of their consumption of energy and other resources and providing consumers with products that enable them to exercise their responsibility in the fight against climate change.



**Silvia Montoya**  
Eco Union Director and Co-founder

Networking and pooling efforts on the road to sustainability, involve citizens to make the green economy as a solution to the current crises, and make sustainability the normal and common way of developing and not an exception as now.





**Pilar Molinero García**  
**Director General of Environmental Quality, Agriculture and Environment Department, Regional Government of Aragon**

The principles of Rio +20 are based on environmental and social equity and aim to improve our relationship with the environment and each other, both in terms of demand for resources and the decision making process. Especially relevant is the challenge of universal access to energy without generating greenhouse gas emissions. This is the challenge that we must make a reality.



**Ana Barreira**  
**Director of International Institute for Law and Environment**

In IIDMA we are convinced that all efforts to protect our environment and sustainable development will be in vain if the binding commitments made are not applied. Therefore, despite the United Nations Rio +20 conference, the reality of their application is very different. In IIDMA we will continue working after Rio +20, as we have been doing since 1996, with the conviction as the best tool for achieving sustainable development is respect for the rule of law.



**Luis M. Jiménez**  
**Sustainability Observatory in Spain Executive Director (OSE)**

The greatest challenge that we are facing in Rio+20 is to find the social commitment to a green economy that generates employment, with a shift in the production model to one of responsible consumption, and also key is training and education for sustainability. Also crucial is strengthening the institutional framework in all areas of sustainable development.



**Lluís Recoder**  
**Territory and Sustainability Councilor, Cataluña Regional Government**

RIO +20 is a key opportunity to renew the political commitment to sustainable development, to boost the green economy and poverty eradication policies and to create a fairer society. Furthermore Rio+20 must contribute to cementing the most effective way to deploy a green economy roadmap, at the international and European level. The Catalan Delegation that will attend to Rio +20, composed by multistakeholder, ensures that this message reaches the global community, through the various actors involved, and facilitates the consensus needed for the implementation of the resolutions of the conference in our country.



**Fernando Barrenechea**  
**IHOBE General Director, Public Company for Environmental Management**

- To make progress on the objectives identified in the Sustainable Development Strategy of the Basque Country, EcoEuskadi 2020, and align them with the Rio+20 resolutions.
- To boost the development of the green economy at regional and local level.
- To strength social responsibility as a necessary condition for the Basque Country to be a reference in sustainable development.



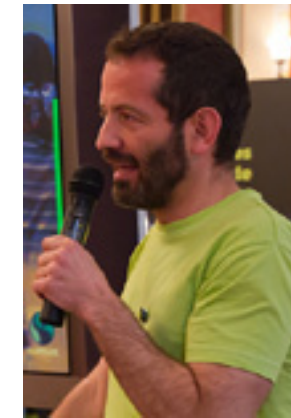
**Agustín Delgado**  
**Iberdrola Innovation Director**

In Iberdrola we are waiting expectantly for concrete results to achieve the institutional strengthening of sustainable development. The commitments of private companies may not materialize if the public sector does not promote the adequate policies and mechanisms to ensure a regulatory framework and provide legal certainty. Regarding the challenge of Green Economy, from an economic point of view, and especially in the current context, it is essential to find effective and efficient solutions which have a positive impact on employment.



**Antonio García-Allut**  
**President, Lonxanet Foundation for Sustainable fishing**

Our three goals for Rio+20 are an explicit recognition of the artisan and small scale fishing as a production system that contributes to social, environmental and economic sustainability, more than any other industrial fishing system; secondly, to ensure artisan fishermen's rights to access to resources versus industrial fleets, and finally that the Fishermen have their own major group at the United Nations at the same level that the Farmers to defend their rights.



**Pablo Cabrera**  
**Director, Fairtrade Spain**

Two future challenges for Fairtrade:

- Promoting sustainable production which is economically viable. Promoting sustainable consumption by maximizing the social and economic impact of our purchases.
- To this end, governments must include Fair Trade criteria in public procurement and promote fair trade at the international level.



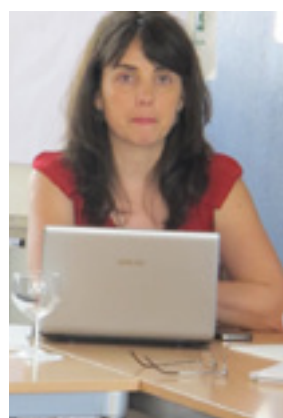
**Javier Maroto**  
Mayor of Vitoria-Gasteiz

Vitoria-Gasteiz is the European Green Capital in 2012, the year of Rio+20. This means that beyond 2012, the city planning in environmental matters should follow the same determination at the institutional level and thus get the same political and citizen involvement. This allows us to develop a model of extensive Green Infrastructure that is part of a 'Sustainable Urban System.' We have the Environmental "Nobel" recognition, but our greatest reward is the result of consistent management of the natural capital for the future.



**Javier Celma**  
Director of the Agency for Environment and Sustainability of the City of Zaragoza.

The Goal after Rio +20 is to arrive at 80% self-sufficiency in energy by 2020. We are currently at a rate of 42%. This progress will be achieved through savings in cost reduction, efficiency and renewable energy policies. In addition, to achieve the reuse of waste by 90%, we have a pioneering plan for the development of biodiversity.



**Alicia Torrego**  
General Manager, Fundación CONAMA

The challenge is to act and thus the public-private partnerships will be key, with significant participation of the civil society. In the medium to longer term targets are needed that foster a new model of development which involves social cohesion and reducing the ecological footprint. Rio +20 can be the scenario of these alliances and we will be there to be part of them.



**David Horcajada**  
Marketing Director, Ambilamp

As a future project, after RIO +20, we would like to highlight our School for Recycling, consisting of a mobile classroom and teacher training, with which we aim to educate and raise awareness to more than 300,000 students and teachers about recycling of electrical and electronic equipment, among which are the bulbs and fluorescent.

# CHALLENGES



**Juan Carlos del Olmo**  
WWF Spain General Secretary

Rio +20 is the expected time when all governments should provide the framework for real and credible sustainable development, addressing environmental and social crisis in a comprehensive way and laying the foundations of future economy.

At WWF we are working to achieve concrete results at Rio +20 including: the establishment of sustainable development goals, measurable

and scheduled; an agreement for economic valuation of biodiversity and the consideration these figures in national accounts; a commitment to phase out subsidies with negative environmental impact; and the negotiation of an agreement for the use and conservation of marine biodiversity beyond the jurisdiction of States. Clear and concrete measures must be agreed to achieve the universal access to safe food, water and renewable energy by 2030.



**Sonia Castañeda Rial**  
Director, Biodiversity Foundation

One of the great challenges we face is to place biodiversity as a key element in the development of economic activities. Given that life, medicines and food depend on biodiversity, and that 40% of the global economy depends on healthy ecosystems, we cannot afford to lose valuable ecosystems, species and genetic varieties that inhabit the planet.



**Iban Chico de la Felicidad**  
Environment Responsible in Gas Natural Fenosa

Our future goals focus on active participation in the sustainable development and the mitigation of climate change through low carbon solutions and renewable energy, promotion of energy savings and energy efficiency, promotion of sustainable mobility and the application of new technologies such as carbon sequestration. The Rio +20 summit will be crucial to defining the appropriate institutional framework.

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**Laura Martín Murillo**  
Director, Sustainlabour

establish a system of social and environmental protection to build resilient societies, create the necessary financing instruments, redirect consumption and generate decent jobs for all, given the limited resources.

Rio +20 is the time for governments to begin to be realistic and practical enough to undertake the profound changes that ensure survival in dignity for all. This agenda should distribute fairly the social and environmental costs of economic activities, efficiently regulate the markets, limit speculation, redistribute wealth and natural materials, provide universal access to information, rebalance capital and labor, run the economy democratically,



**Josep Santacreu**  
CEO DKV

In DKV we share the goals of the green economy in the context of sustainable development and poverty eradication, and the institutional framework for sustainable development. We will continue to work in corporate responsibility actions that we have been doing for over a decade and we are determined to implement new ones in line with the agreements arising out of Rio +20.



**Liliane Spendeler**  
Director of Amigos de la Tierra

Climate change, biodiversity loss and the exhaustion of natural resources require urgent and decisive action. It's time to build a society based on social justice, food sovereignty, solidarity and fair sharing of resources, where the planet and people are at the centre of all policies.



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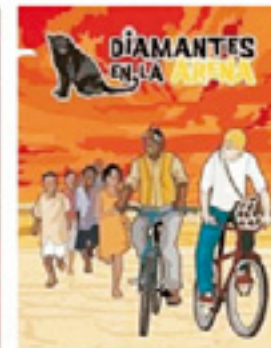
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## PUBLISHER

# The Earth is our common home

The very serious crises facing our planet (environmental, social, economic, financial, governance ...) can not be resolved only through government action. We need a broader global mobilization.

Despite overwhelming scientific evidence, world leaders meet continuously but do not make decisions consistent with the severity of the problems. The heads of state and governments attending the summit of the world (G-8, G-20, United Nations..) are highly influenced by the short-term vision that the next elections calendar sets, and of course by the interest of their individual countries. Meanwhile, as time passes and the problems intensify while the solutions that our planet needs are further delayed. We are losing precious time.

The challenges we face in the twenty-first century require a long term perspective and a global approach. The mere interaction of States is no longer sufficient; we need an active world and society, a global civic diplomacy that pushes for global governance that the times demand.

The mobilization of the Earth Summit Rio +20 can and should be a milestone. In this context we have several convictions:

**The severity of the multiple crises that we are facing cannot be solved by a single sector of society.** The interdependence of legislative, technological and cultural changes needed, requires the active involvement of public authorities, companies, NGOs, universities and media.

**It is necessary to build a new economy, a real economy that is inclusive and responsible and that serves people,** and integrates environmental limits.

In ECODES we are firmly committed with the idea that the Earth is our common home. The time for active global civil diplomacy is now.

**Víctor Viñuales**

*Director ejecutivo de ECODES*

**In ECODES we are firmly committed with the idea that the Earth is our common home. The time for active global civil diplomacy is now.**

# *Water and the Green Economy: expectations for Rio+20*



**Josefina Maestu**

*Coordinator/Director  
UN-Water Decade  
Programme on Advocacy and*

**M**omentum has been building on water as a priority issue for Rio+20. In the preparatory process, Brazil supported the idea of water being a key emerging issue to be addressed at the conference. Member States, major groups and civil society have become increasingly engaged in making proposals on water as a central theme in Rio. The UN agencies, the Secretariat and UN-Water have provided support and substantive inputs to the process.

**R**io is providing an opportunity for assessing progress on international commitments in water. There are three global reports that provide the basis to do so: the 2012 Joint Monitoring Programme Report on access to safe drinking water and sanitation services, the Water Resources Management Report that will be launched at Rio and the March 2012 UN World Water Development Report 4. Internationally goals in access to water and sanitation services and in water resources management have been agreed in Agenda 21 (1992), MDGs (2000), JPOI (2002), and the Dushanbe Water Appeal (2003).

**T**here is good news in relation to the achievement of the Millennium Development Goals on access to basic safe drinking water services. In sanitation the situation is a major concern since although 1800 million have obtained access to improved sanitation there are still 2500 million people without improved basic sanitation services. The UN-Water global survey of 122 countries on the status in the ‘application on integrated approaches to the development, management and use of water resources’ will be delivered to Rio+20. Preliminary findings from the survey indicate that most governments have made progress with water sector reform; but that the implementation process which sees principles turned into policy, laws, strategies and plans is slow.

**T**he poverty agenda, and the concern with equity and planetary boundaries are very much at the center of Rio preparatory discussions. If there is an issue in which inequities “in the access to water and sanitation services” and the planetary limits “of water resources”, are compelling, this is water. Rio represents a unique opportunity not only to



assess progress but also to boost commitment from governments and stakeholders to implement actions to address these. Actions that many consider need to focus on how to provide basic services to the bottom billion and on environmental degradation.

**T**he preparatory process for water in Rio has been long, with many proposals ranging from concrete targets for improving efficiency of water use and reducing pollution to improving cooperation, coordination and policy coherence and improving water resources allocation and management. Not all of these proposals have been incorporated in the negotiated outcome document and there may be still a disconnection in the discussion on water and the green economy. The expectation is that there will be advances in the water agenda on access to basic water and sanitation services, Integrated Water Resources Management and Cooperation. This includes a call for improving efficiency and reduce pollution, improve wastewater treatment, and use of treated wastewater and other non-conventional water resources.

**T**here are some issues pending and under discussion to insure that Rio serves to move into action. This includes the preparation of Sustainable Development Goals, the need for global leadership for change, the need to focus on the means of implementation in water if we are building an action agenda, and the establishment of monitoring and reporting systems on advances in Water Resources Management to make international commitments meaningful and encourage progress. Increasingly, there are calls to manage expectations and see Rio for water as an intermediate step: a basis for establishing the post 2015 global agenda.

**“Some countries are starting to consider that expectations may need to be low for Rio and start thinking about the follow up of Rio”**

**S**ome countries are starting to consider that expectations may need to be low for Rio and start thinking about the follow up of Rio; insuring that specific wording is included for follow up work. There is a need to be optimistic on what we have achieved and for a pragmatic attitude for Rio; moving away from divides (North-south, NGOS vs governments); and focus on progress that has happened (knowledge, technological development, success of green industries). There is an opportunity for coalitions to be formed to continue working after Rio.

**A**ll participants at Rio+20 are encouraged to make voluntary commitments to deliver concrete results for sustainable development and Contribute to the dialogues until 3 June. After this date, a set of recommendations will be and chosen for transmission to the participants of the Sustainable Development Dialogues in Rio from 16 to 19 June. The recommendations emanating from these Dialogues will be conveyed directly to the Heads of State and Government present at the Summit. Water is one of the selected topics for the dialogues.



**Rémi Parmentier**  
The Varda Group director

**“The transition from the conventional economy to the environmental can not wait any longer”**

**Rémi Parmentier has been involved in the process of Rio +20 from the start. He participated in the intersession meetings and the Preparatory Committee in New York with “informal consultations” on behalf of various international organizations and alliances. Previously, as the Political Director of Greenpeace International, in the Summit of Johannesburg in 2002, Parmentier was the negotiator and protagonist of the agreement between the World Business Council for Sustainable Development and Greenpeace International on the Kyoto Protocol.**

**Question. What can we expect from Rio + 20?**

**Answer.** So far, the negotiations for Rio +20, in which I participated in in New York from the beginning are slow, but many options (good and bad) are still open. We are waiting for a new draft from the two co-presidents before a final session begins in New York on May 29. Then, after 4 June, negotiations will move to Rio where they will take on a more political aspect. Diplomats from New York, are very good at maintaining and defending their positions of their respective countries but lack the flexibility available to politicians, which is why I encourage delegations to leave their options open until Rio.

**One can speak of two levels. One for governments and the other for civil society.**

There are two parallel paths to Rio. On the one hand, inter-governmental negotiations on “The Future We Want”, the document to be adopted by the

Heads of Government and State. And the other, what is defined as “non-negotiated documents,” the voluntary commitments by governments and civil society organizations, including businesses. Without the first there cannot be the second, since the voluntary action cannot be replaced by the commitment and obligations of governments. Stated another way, we can not privatize sustainable development and Governments cannot wash their hands of this.

**And what about the objectives of sustainable development?**

Straddling negotiated commitments and voluntary agreements, much is talked about, effectively, of the Sustainable Development Objectives (SDO’s) called to replace or supplement the Millennium Development Goals (MDG’s) after 2015. It is likely that Rio will give the green light to this idea, but there will not be enough time to enter into the details that will be between 2013 and 2015.

**What can NGO’s and Companies bring to Rio 20?**

The participation of business organizations and NGO’s are useful as long as they do not intended to replace the role of governments, but instead act as to strengthen and improve intergovernmental agreements and accelerate their implementation. NGO’s are listened to when they bring credible data and contribute their experiences from the field to give the human side of the environmental dramas. Companies, however, should stay away from what is called “greenwashing”, ie meaningless speeches. Greenwashing has done much harm to ecological progress, but still more to the credibility of those who practice it.

### **What are the chances that these approaches are taken into account?**

There is not any other possibility, I have just remembered WWF's latest Living Planet Index: unless we change our consumption patterns, we are going to need two more planets in 2030 and 2.9 planets in 2050. What strikes me the most is that opponents still accuse environmental policy at this point to "environmentalists" being "radical" and failing to respect scientific principles. I do not know any proposal more radical and anti-scientific than that of moving humanity to two or three planets after we have used our resources!

### **What can not wait?**

The transition from conventional economics (which gives priority to artificial wealth, money) to the environmental economy (priority to natural wealth, that gives us nature, ecosystems, common global goods such as climate, biodiversity, water, health, etc..) and can not wait. We have to measure the economy with indicators more than just the GNP.

### **Necessary measures.**

As a first step, States should eliminate subsidies and other incentives to the "grey economy", the sectors that move us away from sustainability (fossil fuels, intensive agriculture, industrial fishing, etc..).

### **How can it be done by governments?**

Aid must increase in sectors that speed the transition to sustainability (renewable, agriculture ecological, sustainable fishing, clean production, fair trade, etc..). Globally, in 2009, governments subsidized fossil fuels sector, 412 billion dollars, while the support for renewable energy decreased.



## **Rémi Parmentier**

From Varda Group, the international consultancy, established in 2003, Rémi Parmentier advises and implements projects, campaigns and strategic alliances for sustainability, conservation of biodiversity, climate protection and public health. He teaches worldwide and organizes courses, advocacy workshops for organizations, civil society and collaborates with several international organizations, national and NGO's. Resident in Spain for many years, was founding member of Greenpeace International (1979) and several national Greenpeace organizations. In the 70's and 80's, Parmentier was part of the first legendary expeditions on Rainbow Warrior. Conducted research about environmental and nuclear issues in many countries in Europe, Russia, North and Latin America, the Pacific South Asia and Africa.  
info@vardagroup.org

### **A concept that should not be forgotten.**

The Earth Summit must not forget the sea, 70% of the surface of the Earth: only 1% of the world's oceans are protected, according to FAO 70% of fish stocks are "fully exploited, overexploited or seriously depleted." Still, there is no international monitoring of human activity in areas beyond national jurisdiction, the high seas which represents 45% of the area of our planet.

**"NGO's are listened to when they bring credible data and bring their experience from the field giving the human side of environmental dramas"**

### **The world has entered ecological deficit. What Does that mean?**

When leaders talk about public deficit, they say "we can not spend what we do not have." Why not say the same about natural capital that we are wasting? Where are they going to get these two planets that we need by 2030 if we do not change our consumption patterns?

**For 20 years, the world is even worse despite protocols, conventions and ... Do we have enough time?**

Imagine it is a football match: the environmental multilateral agreements are the field of play; the second half of the game has almost finished and we still do not know if there will be extra time. The world is worse, but it is much better than if there were no multilateral agreements, and if the ecologists had not been here? Imagine how many more vulnerable species and habitats would have disappeared, more pollution, more human suffering and disease etc. if we had not been stopping those who oppose environmental regulations. We must move in this direction, not vice versa.

**Experts criticize the UN but it seems there are no other effective forums to combat warming.**

The UN is the United Nations Organization, the Nations are all of us. There are international organizations outside the UN for example: G20, G8, OECD, etc.. but not with the same legitimacy.

**After the summit, we saw in Durban, the message was of disappointment, failure, frustration...**

I do not think the Durban summit or Cancun as failures. It is true, with some delay, there will be a second term implementing the Kyoto Protocol. Too slow, late, shy, all you want, but despite what some wanted “game on” as the Spanish say. Although, I also agree “that it could create a lot of work and problems”.

**The agreements are often cumbersome, hard to convey the message to public opinion and with the feeling that it is difficult to implement them.**

**“Companies should escape from what is called greenwashing, ie empty talk, greenwashing has caused much damage to ecological progress “**

The law of consensus makes more ambitious agreements difficult and it is unfair that, as often happens, a minority leads the international community to the weakest common denominator. But there are hundreds of successful multilateral environmental agreements that represent real gains of civil society and like-minded governments.

**Is public opinion not aware of progress?**

That’s one problem: Successes are rarely talked about and - almost always - just the failures and

difficulties. For example, in the time of Rio ‘92, the dumping of industrial and radioactive waste at sea had not been banned; now, yes. Or ships chartered by rich countries could still legally dump their industrial wastes on beaches of poor countries, now no. Another example: in 1998 the Aarhus Convention was signed, it recognizes the right of citizens to access environmental information, decision processes and the judicial system.

**Is there a lack of political will or are lobbies very strong?**

The lobbies attempt to stop the whims of rulers. Hence the role of NGOs as a counterweight. Short-termism, lack of environmental culture and ambition, that’s the cocktail that leads to perdition.

**Is there any specific treaty or agreement that may come out of Rio + 20?**

The times are not favourable for new treaties. There is more emphasis on the implementation of existing agreements and on controversial voluntary agreements. Some organizations have demanded that a new agreement about access to information and justice for citizens is signed at Rio +20, but it’s difficult, I think it is more feasible to make use of Article 19 (3) of the Convention Aarhus which allows any UN Member State to adhere to this agreement.

**Green economy or change of model.**

To be green, the economy has to change course to initiate a paradigm shift.

# From crisis to opportunity

**T**he news headlines for many months have been dominated by stories of economic turmoil. Countries are falling back into recession, people are losing their livelihoods and their homes and citizens are reacting violently to the impact of enforced austerity measures. Amid such tumult, the sustainable development community is busily preparing to jet-set off Rio to discuss the fate of the planet. Do those of us involved in sustainable development risk being seen as irrelevant, or worse, a wasteful and hypocritical jamboree?

We must be relevant to the issues of today as well as helping building a better future for tomorrow. That is why, for us here at the Green Economy Coalition - the world's largest multi-stakeholder alliance committed to a green economy, Rio+20 is about economic reform. This is the first globally-inclusive meeting about building a vision of a green economy: an economy in which the opportunities and benefits are shared more fairly, one that is able to explicitly tackle social exclusion and poverty, and one that recognises its dependence on the

natural world. We seek international agreement on the way forward and on the enabling policies that accelerate economic recovery, business opportunity and prosperity for all within one planet limits.

**T**he negotiations in the build-up to Rio have been challenging and many commentators are saying Rio will not be a success. However, our Coalition takes a different perspective. Rio may well prove to be a stepping stone rather than a turning point but it has introduced the contours of an alternative vision. Some areas of global agreement are emerging such as Sustainable Development Goals, continued interest in developing different measures of national wealth (beyond GDP), sustainable energy for all, and sustainable agriculture, green cities and ecosystem valuation.

The GEC will be in Rio. We will be sharing the lessons we have learned about what works and what is common to the different national dialogues we have hosted. Specifically we shall push on three main areas:

- The principles of a green economy – which we are referring to as the new social contract for economic reform;
- Banking as if the future matters – where we put a spotlight on finance reform so that it shift from short term to building longer term prosperity and
- Measure what matters – where we try to ensure the evolving measurement agendas (Sustainable development goals, Beyond GDP, and Corporate reporting) are aligned, and mutually re-enforcing.

Finally, the green economy seeds have been planted around the world. For them to grow into authentically inclusive economies we will need an active and engaged civil society. That is why after Rio+20 GEC will evolve from a coalition to a network able to inform and mobilise a movement on all continents.

**Emily Benson/Oliver Greenfield  
Green Economy Coalition**



**CRISTINA NARBONA**  
Member of the UN High Level Panel  
On Global Sustainability

“I hope it emphasizes public pressure on political leaders and large companies”

**Part of the UN Panel on Global Sustainability (GSP), a high-level group that is advising the United Nations in preparation for the Rio +20 summit. Cristina Narbona, a senior Member of the Spanish administration, where she became Minister for the Environment, hopes that the ideas underlying the proposed green economy and international governance of sustainable development at the summit “permeate in civil society, so as to emphasize public pressure that is increasingly well-informed about political leaders and major companies. “ It was in March when the GSP gave the UN General Secretariat its final report, and several of its recommendations are part of, in fact, the proposals to be discussed at the next Summit of Rio +20, which Cristina Narbona will attend so as to participate in several meetings.**

**Question. What is the UN panel on Global Sustainability (GSP)?**

**Answer.** The Secretariat General (SG) of the United Nations decided in August 2010 to create a high level group to advise on the preparation for the Rio +20 summit. It is intended to obtain recommendations outside the process by experts involved in these groups in their personal capacities. The main reason is that the intergovernmental process, with nearly 200 governments involved, is an extraordinarily complex and slow way to reach agreements.

**Who are you?**

In this case, the GSP is chaired by the President

of Finland and President of South Africa. Almost half of its twenty-two members come from emerging or developing countries as a result of interest from the UN SG to take into account the opinion of countries with very different circumstances. Most members are now, or have been in the past, prime ministers, a transverse vision of sustainability with as much integration as possible was intended. Gro Harlem Brundtland is also part of the panel. He was the driving force, twenty-five years ago, of the United Nations report on “Development and Environment “which coined the expression “Sustainable development”.

**How long have they been working?**

The GSP has had occasions to discuss their proposals, for over a year and a half, with representatives from all countries - in the UN General Assembly - as well as experts, social organizations, businesses and trade unions... This has allowed us to take into account many more views and opinions than those of the members of the Panel.

**What has the experience been like for you?**

Very interesting. I have tried to introduce debate issues that I consider relevant from point of view of Spain and my own path in this area. Although my participation, as that of others, in a personal capacity, as a result, a decision of the UN SG..., I have maintained permanent contact with Spanish authorities so as to connect to the fullest this discussion with the respective Ministries.

**It seems that there has been little progress in sustainability of development.**

The Panel's work has been a very wide consensus recognizing that the main cause of slow progress has been the prevalence of an economic paradigm which "success" has been measured, mainly based on, the increase of GDP. That is, neither the social effects nor environmental growth model have been taken into account. Neither have the perverse effects for the economy on a short term approach been adequately assessed, with a growing hypertrophy to the financial sector with respect to the real economy, without adequate regulation and supervision.

**So the economy has been very present.**

A lot. And it has been noted the lack of political leadership which explains the absence of recognition of the interdependence between economic, social and the environment. Much of the public opinion still believe that the objectives of the preservation of the planet are contradictory to human progress, when, in fact, there will be no human progress if the limits of the planet are not taken into account, some of which have already been exceeded, with irreversible consequences and serious economic and social damages.

**Objectives of the recommendations.**

The priority of the entire international community must be the eradication of poverty (not just "reduce it"). Also, the reduction of inequalities (at the source of the current crisis, compounded by the very crisis), from a new economic paradigm, with profound changes in the production and consumption, taking into account the limits of the planet.



**Cristina Narbona**

PhD in Economics and Ambassador of Spain to the OECD until 2011, Narbona will participate as a guest in several events of Rio +20 Summit due to her experience on issues related to the environment at regional, national and international levels. Currently Member in Madrid for the PSOE and Environmental Minister for the 2004-2008 legislature, will work with her knowledge in the presentation of UNITAR, UN agency dedicated to lifelong learning on these issues, essential to manage the complexity and the transition to the new paradigm that this meeting pursues.

**What is essential to achieve these goals?**

We need a new approach to the international development agenda which must be fully integrated with the sustainability agenda (you can not fight poverty and hunger without having properly taken into account climate change, biodiversity loss.. when designing solutions. A new approach to food security requires both increased food production with less water consumption and chemical products, as well as changes in "Western" diet, to reduce pressure on resources)

**“Eradication of poverty and reducing inequalities from a new economic paradigm, with profound changes in the production and consumption “**

**Any new issues?**

There are issues that need to be completed. The following is proposed; universal access to safe and clean energy, secondary education and internet use, but at the same time improve existing approaches.

**Will the new Sustainable Development Objectives affect all countries?**

Of course. In developed countries it is necessary to change production patterns and consumption

to effectively promote, and also, the development of the poorest countries. It is not enough just to give them money. If we do not reduce the pressure on natural resources we will continue to be globally unsustainable).

#### **How do you enhance the commitment?**

Through the establishment of accountability mechanisms and the assumption of responsibilities (Regarding environmental sustainability, economic and social goals) at all levels of government and businesses. Greater public participation is needed, from ensuring the guarantee of access to information and to higher levels of education and training throughout life. The GSP is proposing higher “empowerment” of citizens so as to be active agents of change.

#### **What support measures are being considered by the Panel?**

It is essential to provide economic incentives for the transition towards a more sustainable global economy: reform of taxation and the disappearance of subsidies for polluting or predatory activities (fossil fuels, unsustainable agricultural and fishing practices ...) would provide sufficient resources to encourage more sustainable technologies. This should help the proposal that the UN set 2014, indicators that measure progress beyond that of GDP, complementing well, existing indicators, and that this measurement is incorporated in all countries.

#### **Do we need more order in the UN?**

The Panel also proposes reform to the UN system, to introduce more consistency in the achievement

**“Sustainability means durability, more responsible and fair development... the complete opposite of the present situation, with huge disparities between countries and within countries themselves.”**

of objectives, clearly today fragmented, and even contradictory between their own agencies and programs as well as international financial institutions. The GPS propose the highest quality of monitoring of achieving sustainable development objectives, from a systematic and comprehensive analysis of different dimensions of development.

#### **What do you expect from the Rio +20 Summit?**

Rio +20 will discuss “green economy” and “International governance for sustainable

development”. I hope some of the contributions of the Panel form part of the conclusions. Mostly, I hope that the ideas outlined will spread through society so as to accentuate pressure from increasingly well-informed citizens on political leaders and major companies, demanding the urgent transformation of our economic paradigm. Sustainability means durability, more responsible and fair development... the complete opposite of the present situation, with huge disparities between countries and within countries themselves. Also, a pressure on ecosystems that ensure threatening lives, and increasingly, the effective right of all citizens in all corners of the globe, those living today and those who will live tomorrow, a dignified and safe life through access to sufficient food, clean water, enough energy... and through the prevention and coverage against natural, economic and social hazards.

#### **Does it increase social awareness?**

More and more citizens are aware of the relationship between sustainability and quality of life, more and more citizens realize, for example, that pollution affects their health, that is the first requirement for there to be real changes in policies (emission control, vehicle manufacturing, city management ...) and to confront the end of the crisis it should be much clearer that we will only emerge from it with a much more efficient economic model using all kinds of resources (not only the budget), one which is in favour of innovation and not intolerable social and working conditions, typical of non-democratic countries...

**R. B.**



The Global Union for sustainability initiative aims to come together commitments for sustainability of social, business and public entities.

## Action-oriented commitments

**T**he Global Union for Sustainability is a unique coalition, that complements the multilateral process led by the United Nations (UNCSD), and aims to involve various civil society groups. Its main objective is to overcome the social movements fragmentation and looking for points of convergence and synergy among the various NSAs.

The main proposal is that different kind of actors can, voluntarily become agents of change, through the statement of action oriented commitments, in order to contribute actively to sustainable development.

**T**he principles governing the movement are intended to encompass international demands shared with other forums. We highlight, for example, the principles of efficiency, pluralism and convergence. The Global Union for sustainability is itself an instrument to identify synergies among actors and practices. Civil society is able to achieve impacts beyond the actual regulation.

The GUS intention is to be a permanent, open and plural instrument to catalyze collaboration among its members (people and

organizations) through action oriented commitments to build up a better, happier and safer society in balance with nature.

**T**he impact of this coalition will be spread initially through a network of interconnected actors through exchange of experiences and cooperation. When the movement is settled the committee members are expected to exercise the environmental global governance, influencing public policies and great debates in multilateral forum and, as a last resort, the international law.

**I**n Rio +20, in which the United Nations recognize the value of a declaration of commitments, the Global Union for Sustainability has shown to be fundamental to maximize the impact of aisle actions, so that the result is greater than the sum of individual commitments. A number of events are scheduled during Rio+20 to present this initiative in order to identify potential members. The official launch will take place

**Julia Zuanello/Aline Marsicano**  
**Unión Global por la Sostenibilidad**



*Picture of the meeting held in Madrid at the headquarters of the School of Industrial Organization in Madrid on May 31st*

## Commitments that demonstrate it is possible sustainability

On March 31st at a meeting in Madrid nearly fifty representatives from NGOs, companies and public administrations prepared for the United National Conference on Sustainable Development to be held in Rio. Convened by ECODES and CONAMA Foundations, at the School of Industrial Organization, participants reflected on actions taken to date, exchanged experiences and proposed how to move forward at Rio+20.

**P**ositioning oneself at Rio+20 not as mere spectators, but as active participants in this global event, which will bring together nearly 200 countries on 20 June in the Brazilian city of Rio de Janeiro, sums up the spirit of the meeting held on May 31st in Madrid. Attended by nearly fifty representatives including NGOs, companies, United Nations, the Central Administration, the Generalitat (regional government) of Catalonia, the Barcelona Provincial Council, the Basque Government, and municipalities of Vitoria and Barcelona. The meeting was hosted by CONAMA and ECODES Foundations and held at the headquarters of the School of Industrial Organization (EOI).

In the words of Victor Viñuales ECODES director, 'this meeting serves to promote the actions taken by the organizations attending Rio, share experiences and ensure that the Spanish brand of sustainability emerges stronger. The Secretaries of the Ministry of Agriculture, Food and Environment and Foreign Affairs, Alfonso Pino and Oriol Sola, respectively, participated and endorsed the event, although they did not to disclose the Government of Spain's official position of working in a more sustainable world.

Gonzalo Echagüe, President of CONAMA, described the meeting as a seed for the future and the importance of "reflecting what we say, how we act and what process we are involved." Echagüe invited all to the tenth National Congress of Environment to be held in November and will provide continuity to the



*Gonzalo Echagüe (CONAMA), Iban Chico (Gas Natural Group), Victor Viñuales (ECODES) and ThomasConde (BBVA).*

**Echagüe called on all those participating to attend the tenth National Congress of the Environment to be held in November which will follow up the commitments made in Rio.**

commitments made in Rio. Josefina Maestu, Director of the UN Water decade, said meetings like the one held in Madrid are an example of the existing social efforts. Maestu, was pleasantly surprised by the participation and interest in the event and, said "it is very important process to create a varying architecture forged with the participation of countries and companies."

The Barcelona Provincial Council, which along with other Catalan city administrations has developed numerous programs, sent the message that the Rio +20 summit is the first time that channels have been opened for the participation of NGOs and businesses.

In addition to the experiences and challenges to be found in this issue of esPosible, the Madrid meeting served to raise awareness of other initiatives and actions. From Bird Life International Seo, David Howell, Coordinator of environmental policy, established the premise that nature conservation is the basis for any economic and social activity. "If we preserve nature, will ensure better economic and social prosperity for all," he said Howel.

Begoña Beneytez, Head of Environment at Bank of Santander, explained the Bank's renewable energy investments and announced that for a second consecutive year running it has been chosen as the greenest bank in the world by Bloomberg.

The representative of Acciona, Juan Ramon

Silva, said the biggest challenges will be the cities and to face this challenge the company's policy includes the integration of sustainable urban service. Claudia Beltran of Manos Unidas, focused on the welfare approach, the rights of citizens and the green economy. In a similar vein, Mary Vincent Morales, coordinator of Area Development Education Awareness IPADE, argued for a real green economy rather than a cosmetic one.

Jose Luis Hernandez, CEO of COATO, tabled the trajectory of his cooperative has 3,000 producers who develop their work on 14,000 hectares of farming in Murcia, with over 30 years of experience. Another concrete example was provided by the representative of



*Michele Weldon and Clara Dam (ECODES) with Josefina Maestu at a time of the meeting.*

Telefónica, Sergio Yamada, who said in 2011 the company had stopped emitting more than two million tons of CO2. “

The role of the communication was defended by Andrew Fernandez, director of the company Prisma Global Communication. Fernandez argued that ideas about sustainability need to reach every corner “because there are many people on the planet who do not explore these issues.”

Within this context, the meeting was also a step towards spreading the message and words of Victor Viñuales, “ We pollinate society - we are conspirators of hope and are resistant to despair.”

## Attendees

### Juan Carlos Enrique

Director general, Ambilamp

### Enric Auli Mellado

Dirección de Servicios de Intervención e Innovación Medioambiental. Medio Ambiente y Servicios Urbanos-Hábitat urbano, Ayuntamiento de Barcelona

### Iñigo Bilbao Ubillos

Director General de Planificación Estratégica, Ayuntamiento de Vitoria-Gasteiz

### Begoña Beneytez

Responsable de Medio Ambiente, Banco de Santander

### Tomás Conde

Director de Sostenibilidad, BBVA

### José Ángel Rupérez

Responsable de Medio Ambiente Salud y Seguridad, BSH

### Ramón Villacampa

Responsable Medio Ambiente, BSH

### Carlos Martínez Camarero

Responsable Departamento de Medio Ambiente, CC. OO.

### José Luis Hernández

Consejero Delegado, COATO

### Gonzalo Echagüe

Presidente, Conama

### Mercè Rius

Diputada adjunta de Medio Ambiente, Diputación de Barcelona

### Rafael Ocaña,

Director de Programa de la Oficina Técnica de Cambio Climático y Sostenibilidad, Diputación de Barcelona

### M<sup>a</sup> Luz Ruberte

Responsable de Medio Ambiente, DKV Seguros

### Victor Viñuales

Director, ECODES

### Jeremie Fosse

Presidente, Eco-unión

### Eva Curto,

Directora del Área Internacional, EOI

### Almudena de la Mota

Directora ejecutiva de Programas de Medio Ambiente, EOI

### Frederic Ximeno

Soci-director, ERF-Estudi Ramon Folch i Associats S.L.

### Victor Gutierrez

Coordinador del Área de Proyectos y LIFE+, Fundación Biodiversidad

**Cristina Castro**

Asesora, Fundación Lonxanet

**Ibán Chico de la Felicidad**

Medio Ambiente, Gas Natural Fenosa

**Mirela Cañelias Grifoll**

Responsable de Desarrollo Sostenible,  
Generalitat de Catalunya

**Alexander Boto Bastegieta**

Dirección de Estrategia y  
Comunicación de Ihobe,  
Gobierno Vasco

**Isabel Ortigosa**

Responsable de Incidencia y Comuni-  
cación, Inspitaction

**Ana Barreira**

Directora, Instituto Internacional de  
Derecho y Medio Ambiente (IIDMA)

**Eva M<sup>a</sup> Vicente**

Responsable del Área de Educación,  
IPADE

**Claudia Beltrán**

Técnica de Campañas e Incidencias,  
Manos Unidas

**Alfonso Pino**

Subdirector General de Relaciones  
Internacionales y Asuntos  
Comunitarios, Ministerio  
de Agricultura, Alimentación y Medio  
Ambiente

**Oriol Solá**

Jefe de Servicio del Ministerio de  
Asuntos Exteriores y de Cooperación

**Luis Jiménez Herrero**

Director Ejecutivo, Observatorio de la  
Sostenibilidad en España

**Isabel Garro**

Directora, Pacto Mundial

**Andrés Fernández**

Director de comunicación,  
Prismaglobal

**Josefina Maestu**

Directora, Programa de ONU-Agua  
para la Promoción y la Comunicación  
en el marco del Decenio

**David Howell**

Coordinador de Políticas Ambientales,  
SEO/Birdlife

**Sergio Yamada**

Responsable de Medioambiente  
Telefónica

**Aitana Uria**

Programa de sostenibilidad, Unesco  
Etxea

**Mónica Hernando**

Coordinadora de Programas, Unesco  
Etxea

**Alicia TorreGo**

Gerente, Fundación Conama

**Michele Weldon**

Directora de Relaciones Internaciona-  
les de Ecodes

**Clara Presa**

Gestora de Proyectos, ECODES



# CONAMA2012

CONGRESO NACIONAL DEL MEDIO AMBIENTE



Del 26 al 30 de noviembre de 2012, Madrid. [www.conama2012.org](http://www.conama2012.org)

Fairtrade requires participants of Rio +20 to commit to Fair Trade. Production and consumption are key to sustainable development.

# Opportunity for change



The Resolution of the United Nations General Assembly which endorsed the forthcoming Earth Summit 2012 re-affirms that “changing unsustainable patterns of production and consumption (...) are overarching objectives of and essential requirements for sustainable development”. The Brundtland report developed for the United Nations in 1987, already explained in detail the clear link between sustainable consumption and sustainable development. Although this link was reinforced in Agenda 21, there has been no significant change in society’s consumption patterns in the last few decades.

The current economic model allows grossly inequitable trading relations to continue and fails to eradicate poverty, deliver sustainable livelihoods or development opportunities to people in developing countries. The process has very damaging environmental and social effects.

On the other hand, more and more consumers are rejecting the global political trend and, through their daily purchases, are supporting schemes like Fairtrade that give farmers and workers better terms of trade, enabling them to improve their production practices, have more stable incomes and invest in their communities.

Rio + 20 presents a unique opportunity to change the trajectory of current consumption

and production patterns. Bearing this in mind, Fairtrade proposes, amongst other things, government support for small scale men and women producers; and the promotion of ethical consumerism amongst the public. One particular proposal from Fairtrade International is the inclusion of Fair Trade products in government procurement policies, for example in the purchase of cotton for uniforms, food, and beverage products.

## For further information:

- Read Fairtrade International’s full contribution to the Rio + 20 Earth Summit.
- How can you support sustainable development? One way is by choosing Fair Trade products. Find more information at: <http://www.sellocomerciojusto.org/es/productos/>
- Did you know that the European Court has confirmed the possibility of including Fair Trade criteria in public procurement? **Read more here.**
- And, as always, look for this label when making your purchase.



El cine actual parece más preocupado por los meteoritos aproximándose azarosamente a la tierra que por los peligros ecológicos que están afectando nuestras vidas

## Plastic Planet

**T**he film industry currently seems more concerned about the meteorites perilously hurtling to Earth, than about the environmental dangers that affect our daily lives. Clearly, those catastrophic stories are metaphors but, friends... how about a little bit of reality? How about a little ecologically-aware film which, if possible, is not terribly boring?

“Plastic Planet”, released in our country this May, seems to be the answer to the above questions, because it starts with the research carried out by the slow, effective and concise Director Werner Boote, who, using Michael Moore’s films as an example, decides to investigate the plastics industry: an industry which produces 240 million tons worldwide per year (60 million in Europe) of a material that most scientists describe as dangerous because of its insidious and subtle nature, exemplified by the nappy which takes 200 years to decompose, or the bottle of water that slowly releases harmful molecules such

as phthalates. 240 million tons per year which have produced a slow transformation in our planet that leads the film’s director to qualify ours as the “Era of Plastic”, and our world as an inflatable plastic globe made in China that does not meet safety standards. Rather than oxygen, we breathe DIMP, DBP, DDP, DILOP, BPA, phthalates.

“Plastic Planet” tells us that we are like albatrosses with stomachs full of plastic objects, a mysterious material with secret patents which wraps our food; packaging manufacturers are unaware of the composition of the materials sent by their suppliers, and this starts a chain of ignorance and secrecy which ends up, silently, getting into our food chain. Plastics seem to shine more than ever in this artificial world, but as this film shows, it is surrounded by only darkness and silence.

**Nacho Moreno**  
[palomitasenlosojos.com](http://palomitasenlosojos.com)

### WHAT TO SEE:



“**Plastic Planet**” is a global film that travels between the Sahara Desert where we see the waste left from major films; the plastic factories of Venice where PVC caused 170 deaths and 377 cancer cases; and the garbage collectors of Calcutta.

Here we can see university laboratories, the offices of European leaders, and garbage accumulated on the shores of Japan, to discover the thickness of the layer of plastic that covers our planet.

<http://www.imdb.com/title/tt1292648/>

## The key to ecodesigner companies

# Over 150 companies introduce an eco-innovative approach in their organisations

**W**hat do the multinational wind company GAMESA, the furniture SME OFITA, and the construction materials company PRODEMA, have in common? The three of them are “ecodesigners” and offer products with a sustainable spirit, which are friendlier with the environment, and which are designed within the same parameters. They form part of a group of over 150 companies in Spain which promote sustainable production and consumption. Companies which ecodesign all their products with rigorous standards: International Ecodesign Standard ISO 14006, an environmental management system which makes ecodesign central to production. As well as minimizing the environmental impact of designed products and services (from the extraction of raw materials to the end of the life cycle of products), the introduction of an “Eco Innovator” approach allows for reduced costs (reducing consumption or optimising resources) and an increase in competitiveness (differentiating from other competitors or creating the opportunity to access new markets).



An example of the competitive potential of ecodesign is the Basque SME A&B Laboratorios de Biotecnología. The increase in their clients’ awareness, and the greater weight of environmental issues in the requests for tender to which they submit proposals, allows them to anticipate in their strategic plan that 70% of sales will be of ecological products with a European Ecolabel and/or designed with an ecological methodology. The number of companies which ecodesign using this system increases year by year. Eighteen companies ecodesigned their products in 2007; nowadays there are over 150.

The initiative of systemising and regulating ecodesign emerged from the companies themselves. In Spain, a group of Basque firms started to work in ecodesign in 1999, along with Ihobe, a Public Corporation whose aim is to support the Department for the Environment of the Basque Government. Thus a working group was created which promoted the launch in 2003 of the first standard in Design for the environment: UNE 150301, applicable only in Spain. Fagor Electrodomésticos became the first firm to ecodesign its products in 2005, voluntarily assuming commitments of environmental responsibility beyond what is legally required.

Three years and numerous successful experiences later, AENOR, Fagor Electrodomésticos (the first Spanish ecodesigner company), the Basque government Environmental Department, and Ihobe, along with international experts, led the transition from the Spanish standard to one of international application: ISO 14006 Environmental Management System for ecodesign using the same parameters and on a worldwide level. It is the first ISO Standard originating in the Basque country and the second in Spain, approved in July 2011, and thus replacing the former UNE.

Ecodesign management using this Standard introduces an “ecoinnovative” approach into the company which helps to reduce costs and increase competitiveness.



## Building a Financial System to support a green, fair and inclusive economy

The Green Economy Coalition working with the Norwegian Forum for Environment and Development and the Global Alliance for Banking on Values is running an initiative to reform the current financial system. This initiative will seek to build support from influential decision makers at the Earth Summit Rio+20 during the side event scheduled on the 17th June in Rio+20 official venue. The four critical public policy issues are to create incentives for financial institutions to offer green, fair, and inclusive products and services; to ensure greater diversity of financial institutions to create opportunities for innovation; to improve reporting processes to capture costs and benefits relative to social and environmental factors in financial products and services and to eliminate speculative activities with no identifiable benefit to society from the financial system

## Peoples' Sustainability Treaties

More than 20 NGOs launched in 2012 the Peoples' Sustainability Treaties. These are fourteen treaties with a common template (Preamble, Principles, Commitments, Action Plan, Signatories) about key issues under discussion in Rio+20. Among others, a PST about Sustainable production and consumption, Equity, Sustainable Economics, Sustainable Development Governance and Sustainable Development Goals. Fourteen proposals that set the initiative of different NGOs that are an open invitation to civil society to come together to develop a collective outcome in parallel to the official UNCSD 2012 with an alternative voice and vision that seeks for a transition to a sustainable future for all.

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