

Transatlantic Perspectives on Sustainable Development



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Nobel Peace Prize 2004



Wangari Maathai stands at the front of the fight to promote ecologically viable social, economic and cultural development in Kenya and in Africa. She has taken a holistic approach to sustainable development that embraces democracy, human rights and women's rights in particular. She thinks globally and acts locally.

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Sustainable Development – THE PROPOSITION

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EU Communication on Sustainable Urban Development - 1998

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- “The Earth Summit in Johannesburg in 2002 proved that the concept of sustainable development is the touchstone for humanity’s future”

- EU Sixth Framework

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Sustainable Development – THE PROPOSITION

- **“Putting sustainable development into practice demands debate, experimentation and continuous learning and therefore requires a thriving democracy to allow it to evolve and flourish... Sustainable development should be the organising principle of all democratic societies, underpinning all other goals, policies and processes”**
Sustainable Development Commission UK

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Sustainable Development Commission UK

- **"Sustainable Development Means The Ability To Meet Our Own Needs Without Prejudicing The Ability Of Future Generations To Meet Their Own Needs." –**

UN World Commission on Environment and Development 1987 (The Brundtland Report)

An Historical Progression towards Holistic Sustainability

- 1904** - **Spatial Planning in The Netherlands**
- 1969** - **UN Declaration on Social Progress and Development**
- 1972** - **UN Stockholm Declaration on the Human Environment**
- 1972** - **UN Code of Behaviour for Trans-national Corporations**
- 1976** - **OECD Guidelines for the Ethical Behaviour of MNCs (re-stated in 2003)**

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- 1904 - Spatial Planning in The Netherlands
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- 1992 - UN Rio de Janeiro Declaration on Environment and Development (Agenda 21)**
- 1992 - UNEP Statement for Financial Institutions - Sustainable Development and Investment Guidelines**
- 1993 - UN Standard Rules on the Equalization of Opportunities for Persons with Disabilities**

An Historical Progression towards Holistic Sustainability

- 1995** - **UN Copenhagen Declaration on Social Development**
- 1996** - **UN Habitat Agenda - Sustainable Cities**
- 1996** - **"European Sustainable Cities" Report - EU**
- 1997** - **UN (The Coalition for Environmentally Responsible Economies) -
Global Reporting Initiative: The Triple Bottom Line**

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Global Reporting Initiative: The Triple Bottom Line

- 1997 - **UNESCO Declaration on the Responsibilities of the Present
Generations Towards Future Generations**
- 1997 - **Kyoto Protocol to the United Nations Framework Convention on
Climate Change (UNFCCC)**
- 1998 - **EU Report on Spatial Planning and Sustainable Development**
- 1998 - **WBCSD CSR Initiative**

An Historical Progression towards Holistic Sustainability

- 1998** - **"Communication On Sustainable Urban Development In The European Union : A Framework For Action" - EU**
- 1999** - **EU Spatial Development Perspective**
- 2000** - **UN Millennium Declaration and The Global Compact**
- 2000** - **EU Lisbon Declaration**
- 2000** - **Enron/Worldcom/Parmalat - Sarbanes Oxley**

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- 2001 - EU Framework for CSR (2006)**
- 2001 - FTSE 4 GOOD Index**
- 2001 - EUROSIF**
- 2001 - Aarhus Convention - SEA and Stakeholder Engagement**
- 2001 - EU Goteborg Summit - "A Sustainable Europe for a Better World: A European Union Strategy for Sustainable Development"**

An Historical Progression towards Holistic Sustainability

- 2002** - **Aspen Institute, Lyons**
- 2002** - **World Earth Summit, Johannesburg**
- 2002** - **Cities of Tomorrow - EU Fifth Framework**
- 2003** - **UN World Summit on the Information Society (WSIS) Declaration of Principles**
- 2003** - **The Collevechio Declaration - NGOs**
- 2003** - **The Equator Principles (World Bank and IFC)**

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- 2003-2004 - Lisbon re-stated; EU25 and Growing - the New Treaty of Rome**
- 2004 - Urban Thematic Strategy - EU Seventh Framework**
- 2005 - UN Habitat / EU Urban Sustainability Global Database of Best Practice**
- 2006 - EU Energy Labelling**

Sustainability and an Expanding Europe



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Sustainability and an Expanding Europe

THE LISBON DECLARATION

- **March 2000 - European Heads Of State declare:**

**“ THE EUROPEAN UNION WILL
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Intelligent Cities = Sustainable Cities = Competitive Cities

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Sustainability and an expanding Europe

THE LISBON DECLARATION

“The EU strategy for sustainable development offers a positive and ambitious vision of society in which economic growth goes hand in hand with environmental protection and social well being - win-win solutions are possible - we can achieve prosperity without jeopardising either society or the environment.”

- Spatial ? Territorial Planning
- Stakeholder Engagement ? The Aarhus Convention
- EIA ? SEA ? SIA For Strategic Development
- BREEAM ? Energy Labelling for ‘Green Design’ and Construction

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THE LISBON DECLARATION

- **Cities of Tomorrow (5th EU Framework) ?**
The Urban Thematic Strategy (6th EU Framework) –
a process to unify buildings, transportation and urban
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- **“Member states will be encouraged to adopt national and regional urban strategies, linking to national sustainable development plans”**

Commission of the European Communities Report to the European Parliament 2004

Corporations and Investors in the EU –

THE BUSINESS CASE FOR
SUSTAINABLE DEVELOPMENT



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CORPORATIONS and Investors
THE BUSINESS CASE FOR
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**"51 of the world's 100 largest
economies are companies"**

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CORPORATIONS and Investors
**THE BUSINESS CASE FOR
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"CSR is the continuing commitment by
business to behave ethically and contribute
to economic development while improving
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Joint Declaration, Rio Tinto and Shell

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CORPORATIONS and Investors

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"The single biggest threat to western democracy is not Al Qaeda but rather the failure of global corporations to put in place ethical standards of corporate behaviour"

Aspen Institute, Lyons 2002

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CORPORATIONS and Investors
THE BUSINESS CASE FOR
SUSTAINABLE DEVELOPMENT

"To disarm the backlash against globalisation and markets, corporations must build CSR into core business and work alongside government and civil society to champion more sustainable forms of globalisation"

UN Global Compact Report, June 2004

CORPORATIONS and Investors
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"The European union is vitally concerned with CSR as, in promoting sustainable economic growth and social inclusion, it is a positive contribution to the pan-European strategic goal set in Lisbon 2000."

EU white paper on CSR 2002

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Corporations and **INVESTORS**
THE BUSINESS CASE FOR
SUSTAINABLE DEVELOPMENT

- **New reporting methods - corporate real estate is an issue!**

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corporate real estate is an issue!**

**“Responsible corporate citizenship for
sustainable globalisation“**

The Global Compact (UN) - 2000

**The Global Reporting Initiative
(UNEP/CERES) - triple bottom line
reporting.**

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- FTSE 4 good and the
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- **NGOs, stakeholders and shareholder activism**

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Brand Value and credibility in global markets

**The Collevocchio Declaration 2003 –
100 NGOs Declare financial institutions should embrace:**

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THE BUSINESS CASE FOR SUSTAINABLE DEVELOPMENT

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A Commitment To Sustainability

A "Do No Harm" Philosophy

**Responsibility, Accountability and
Transparency**

Sustainable Markets and Governance

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Corporations and **INVESTORS**
THE BUSINESS CASE FOR
SUSTAINABLE DEVELOPMENT

- **Socially responsible investment (SRI) and project due diligence.**

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THE BUSINESS CASE FOR SUSTAINABLE DEVELOPMENT

- Socially responsible investment (SRI) and project due diligence.
- **UNEP 1992 - to engage financial institutions in dialogue on sustainable development.**

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THE BUSINESS CASE FOR SUSTAINABLE DEVELOPMENT

- Socially responsible investment (SRI) and project due diligence.
- UNEP 1992 - to engage financial institutions in dialogue on sustainable development.
- **EUROSIF - European Sustainable and Responsible Investment Forum 2000.**

Corporations and **INVESTORS**
THE BUSINESS CASE FOR
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- **The Equator Principles 2003:**

Corporations and **INVESTORS**
THE BUSINESS CASE FOR
SUSTAINABLE DEVELOPMENT

- **The Equator Principles 2003:**

 - 10 banks, 7 countries

 - Guidelines based on world
Bank/IFC standards

 - Management of social and
environmental issues in the financing
of development projects

- **Public private partnerships**

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SUSTAINABLE **E** DEVELOPMENT



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Designing for the 21st Century III

Rio de Janeiro, Brazil: 7th – 12th December, 2004



**Rio de Janeiro Declaration on Sustainable Social Development,
Disability & Ageing**

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