

# BUSINESS ACTION FOR SUSTAINABLE DEVELOPMENT

## ***BASD Strategy Meeting, 9-10 October 2001, Paris Summary***

### **BACKGROUND DATA**

- 140 Participants - senior representation of key business organisations at international, regional, national and sectoral levels [participants list attached]
- Keynote Addresses:
  - Sir Mark Moody-Stuart, Chairman, BASD Steering Committee
  - Maria Livanos Cattai, Secretary General, ICC
  - Björn Stigson, President, WBCSD
  - Reuel Khoza, Chairman, ESKOM and Vice-Chairman of the South African Business Coordinating Forum
  - Nitin Desai, UN Under-Secretary-General for Economic and Social Affairs
  - Emil Salim, President, UN Commission on Sustainable Development, 10<sup>th</sup> session[Summaries to be published]
- Two Sessions of 7 workshops, arranged first by sector, then by cross cutting themes
- Report-back from workshop rapporteurs [Summaries to be published]
- Closing Plenary:
  - Jacqueline Aloisi de Larderel, Assistant Executive Director, United Nations Environment Programme
  - Laurraine Lotter, Executive Director, Chemical and Allied Industries Association and Member of the South African Business Co-ordinating Forum
  - Norine Kennedy, USCIB
  - Claude Fussler, Director, World Summit on Sustainable Development, WBCSD[Summaries to be published]
- Concluding Remarks:
  - Lord Holme of Cheltenham
  - Sir Mark Moody-Stuart (please see the attached document)

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## DISCUSSION ON JOHANNESBURG

- Funding for the Summit should come from governments. Business should not fund an intergovernmental summit, despite requests from South Africa for sponsorship. Business cannot enter into the compromising situation of appearing to use financial contributions to influence a major UN event, particularly when the focus of much attention is on the so-called 'power' and 'influence' of multinational companies and their impact on globalisation. Business should use its influence to encourage governments to deliver on their responsibilities, ensuring that South Africa is not left with a deficit.
- The South African government and the Johannesburg World Summit Company should consider coming up with creative project funding which companies could support without conflict. The business world is also encouraged to support individual 'project funding'.
- The most appropriate business input into the Summit is through the support for off-site 'legacy' projects that would form a lasting memorial to the summit. Business could be the partner in many urban renewal, agricultural, health, water, energy and other projects in Johannesburg, South Africa and across Africa as a whole. In many ways these could be regarded as a 'live exhibition' with a permanent character, rather than a temporary, expensive and "artificial" showcase exhibit on site.
- Deep reservations still remain as to whether business should contribute to a 'best practice' exhibition. Preparation time is short and initial cost estimates are high. BASD questions the merit of proceeding without firm commitments on real costs.
- A "business day" between the first and second weeks or at the beginning of the second week when Heads of State begin to arrive has been proposed. Such an event would focus on business activity and provide a platform for CEOs of large and small companies to engage with Heads of State and government officials

## Business Aims for Johannesburg

It is hard to define potential success for business at Johannesburg. The main aim should perhaps be to demonstrate that business is playing a full part towards the achievement of sustainable development in partnership with other stakeholders. Success, therefore, from a business point of view will be achieved if others attending the Summit, whether national governments, local governments, communities, labour organisations, or NGOs left Johannesburg saying "I have seen examples of how business is contributing and I see the constructive role that they play. I would like to work with business to see how we can spread the good examples and make them even more effective and relevant."

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## Agreed Action Plan

### Sustainable Development Initiatives

- Business should communicate projects and initiatives that promote sustainable development under the following four criteria. Initiatives can be linked to the BASD website (contact Eric Beynon) and select initiatives will be displayed in Johannesburg. Criteria for initiatives:
  - 1) Address the three pillars of sustainable development - economic, environmental, and social;
  - 2) Embody the notion of partnership with others;
  - 3) Demonstrate credible, measurable results -perhaps with third party evaluation and comment;
  - 4) Be repeatable - practical examples to be adapted elsewhere

### Making the Summit a Success

- All organisations are asked to use their influence to put pressure on their governments to help support the summit
- Participants should consider the list of legacy projects and inform Eric Beynon if they intend to pursue them.
- Participants are asked to consider possible projects through which they and other business groups can help support the summit. Through individual project funding a conflict of interest can be avoided.
- Participants are asked to send details of likely accommodation needs for the Summit to Eric Beynon

### Communicating BASD

- A BASD advisory group will be formed to broaden input and improve transparency, primarily involving the regional representation offered by both ICC and WBCSD.
- A mailing list will be established to keep all parties informed on BASD activities. All questions and comments on BASD can be directed to Sir Mark Moody-Stuart or Eric Beynon at any time.  
Contact details: [markmoodystuart@cs.com](mailto:markmoodystuart@cs.com), [eric@basd-action.net](mailto:eric@basd-action.net)
- The BASD website will be further developed to provide up-to-date information on initiatives and the preparatory process towards Johannesburg

### Building BASD

- Convincing other sector, regional, national organisations to sign on. This is especially necessary for the Finance, Insurance, Health and Pharmaceuticals, and GMO industry sectors.
- Organisations are requested to pay a subscription of not less than \$1000 US and to set aside \$5000 in the budgets for 2002 to help fund a media / business centre in Johannesburg.

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Initiated by the

**International Chamber of Commerce (ICC)** [www.iccwbo.org](http://www.iccwbo.org)

and **the World Business Council for Sustainable Development (WBCSD)** [www.wbcsd.org](http://www.wbcsd.org)

to prepare for the World Summit on Sustainable Development in Johannesburg in 2002

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## THE ROLE OF BASD

The initiative fills a number of roles. It:

- Mobilises a diverse range of business interests
- Handles generic administration tasks
- Builds a recognisable and media-friendly brand
- Acts as a catalyst to attract additional support and participation

*The role of BASD in the lead up to Johannesburg:*

- Run the BASD website as a source for information on the summit, publications, project studies and links to all relevant associations.
- Facilitate business participation during the preparatory meetings leading up to Johannesburg (a complete list of events can be found on the BASD website).
- Liaise between the business community and Johannesburg organising committee.

*The role of BASD at Johannesburg:*

- Organise the Media / Business centre.
- Help organise a potential business day possibly when Heads of State are in the city.
- Co-ordinate and organise business participation in roundtable discussions and other dialogue sessions.
- Act as the liaison point with the organising Bureau and UN officials.
- Provide advice on positioning business interests during the Summit.

## MOVING FORWARD WITH BASD

BASD aims to be an information source and a communication channel. The BASD website - [www.basd-action.net](http://www.basd-action.net) - will be the primary source of information and will allow associations to share their projects and news. Please contact Eric Beynon to follow up on this.

**A full record of the BASD strategy meeting is forthcoming.**