



**European  
Partners for the  
Environment**

# Accelerating the transition towards Sustainable Development

## THE GLOBAL WELL-BEING SOCIETY



As a representative of a co-operative bank, I'm pleased to be the new President of European Partners for the Environment (EPE). The financial community, banks and insurances companies, pension funds and asset managers, all over the world, now see sustainable development as a key issue in terms of global security, risks control and a new development model towards a fully inclusive and equitable globalisation. I am also fully convinced that the enlarged EU will have a key role to play.

EPE was launched in 1994 as a multistakeholder organisation to contribute to the implementation of the Rio agreements and the EU Fifth Environmental Action Programme. EPE remains committed to working with public authorities, the business sector, representatives of trade unions and civil society (inside and outside Europe) at the interface between the 'Twin globalisations', Science-Industry - Trade - Profit on the one side, Human Rights - Equity - Solidarity - Global Commons - Ethics on the other side.

For the period 2002-2007, EPE will, in support of the implementation of the outcomes of the World Summit on Sustainable Development (WSSD), dedicate itself to one single objective: to accelerate the transition towards sustainable development for a well-being society at global level.

To do so, EPE intends to be a 'trust builder', a field where it has some credentials. EPE wants to contribute to changing our mental map to foster a sustainable growth, to help in a knowledge society to abandon the top-down thinking for a bottom-up strategy, to be a European Hub for co-development initiatives, to work with many 'change agents' building synergies between their respective leverages for the New Renaissance of Europe. We are also aiming to create a critical mass effect so that we succeed in accelerating the transition towards sustainable development. I'm fully committed to fostering synergies between players and initiatives towards this endeavor.

BART JAN KROUWEL

*President of EPE/Managing Director  
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## One single objective: To contribute to «accelerate the transition» towards sustainable development.

The WSSD has indeed confirmed that the central question facing our generation is whether it is possible to accelerate the transition towards sustainable development to meet the needs of the poor and reverse environmental deterioration before it spirals out of control. The answer is yes! (i) The Agenda is known (from Rio to Doha – Monterrey - Johannesburg).

(ii) As Lester Brown indicated “Almost all the component goals of a sustainable economy have been achieved by at least one country”. (iii) It is a Successful New Business Model and a door open to “the next industrial revolution” as Amory Lovins stated. But we have to face what the International Council for Science called “a massive implementation gap”.

## One single theme: To contribute to a Well-Being Society at global level and the success of the WSSD objective to «change unsustainable consumption and production patterns».

EPE is an active partner of Centres of Excellence and initiatives addressing:

- **THE NEXT INDUSTRIAL REVOLUTION** (radical resource productivity including LCA, ecodesign, close the loop, services, biomimicry, nanotechnologies, land use management)
- **CO-DEVELOPMENT BETWEEN DEVELOPED AND DEVELOPING COUNTRIES** (convergence between ODA, FDI, Trade – partnership in the framework of EU Mercosur, ACP, Asia, Med agreements)
- **INVESTING IN HUMAN RESOURCES** for sustainable development (SME's involvement, Workers skills / Training, eco-fair purchasing, economic and fiscal instruments, sustainable consumption)
- **NEW ENTREPRENEURIAL AND BUSINESS MODELS.**

## One single kind of leverages: the power of synergies and partnerships.

To «accelerate the transition towards sustainable development» the time has come, like the design and engineering of the International Space Station, for all parties concerned by a more equitable globalisation to become part of a team of «engineers» of a «sustainable European Enterprise and Business» successful model. It should shape a «strategy of synergies», building bridges from macro to micro level between initiatives and players to «engineers». So the first nucleus of a «space station» addressing (i) the value chain, its management in a knowledge economy: triple bottom line investments, decoupling, eco-fair purchasing and trading, reporting, land use towards sustainable

development (ii) a co-development with developing countries and governance.

EPE is interested in engineering Multi-stakeholders Partnerships, which emphasize the synergies between baskets of tools: Public authorities tools (action plans, targets, budget, laws, taxes, investments, diplomacy, procurement, education...), Market tools (processes, products, services, investments, purchasing, R&D, training...) and Civil society tools (changing consumption patterns and leveraging purchasing power, education, voluntary work, foundations).

## A Change of our mental map: a co-development model

Europe has an enormous potential in terms of new and sustainable growth, innovation and competitiveness. EPE intends to actively contribute to:

- (i) Change the 'Mental Map' and Innovate to change relationships traditionally unequal and asymmetrical between Developed and Developing Countries. Build a New Model to wipe out the gap in living standards between Developed and Developing countries.
- (ii) New entrepreneurial and business models for bringing needed products to markets in the developing world; for introducing new technologies; for implementing new work and employment systems; for new commercial approaches; and for effective partnership structures, for delivering sustainable development.
- (iii) A new agenda and culture of enterprise, which encourages its creative, innovative, ethical,



socially engaged, environmentally and culturally enriching dimensions. It is an enterprise agenda that draws on the best European traditions of social change, justice, equity, democracy, welfare, cultural-wealth creation and cultural diversity.

(iv) Projects and joint ventures with Emerging

Economies developed as part of “cross cultural innovation” initiatives.

- (v) Values and actions for a better quality of life for all, towards the right to a sound and clean environment, harmony between countries, equity between generations and the pursuit of happiness.

## EPE as a European «Regional Hub» for a Global ‘Coalition of the Willing’.

EPE is an active partner of a ‘Coalition of the Willing’ towards sustainable trade, investments and purchasing and is involved in new Partnership Initiatives presented at the WSSD as Partnerships / Type II initiatives:

**THE SUSTAINABLE TRADE AND INNOVATION CENTRE (STIC).** An initiative of the Commonwealth Science Council, European Partners for the Environment Initiative and the Royal Tropical Institute of the Netherlands with involvement of the International Partnerships for Sustainability between Benin, Bhutan, Costa-Rica and the Netherlands and the financial support of France, the Netherlands and the European Commission.

Chair: Minister B. Ngubane, Chairman of the Commonwealth Science Council.

Pilot initiatives related to textile, electronics and Agri-food.

## EPE as a Trust Builder

Assessing the WSSD President Prodi noted «We witnessed in Johannesburg a dramatic deterioration of Less Developing Countries’ trust in the US AND THE EU. We need to translate quickly our commitments into action”.

According to Jeremy Rifkin : modern business practice relies on the practice of relationships of trust built over generations by the third sector (civil society).

To the degree that trust relationships are dismantled, then modern business collapses.

EPE is offering a ‘safe place’ for stakeholders interested to build ‘islands of consensus’ and new partnership initiatives.

## Be part of an alliance of «change agents»

EPE is launching with the Regional Environmental Center (REC) and the Progressio Foundation, “Renaissance Europe”, an alliance of change agents dedicated to accelerating the transition of an enlarged Europe Union during – towards *an innovative, strong, enterprising continent, a creative co-development mode worldwide for People, Planet and Prosperity. A Europe of Synergies in a Networked Knowledge Society.*

**THE EURO-MED FACILITY ON WATER AND POVERTY.** An initiative of Egypt and Global Water Partnership (Mediterranean Partnership) with EPE participation.

Co-Chair:

Minister Mahmoud Abu Zeid, Minister of Water Resources and Irrigation, Egypt.

Minister G. Papandreou, Minister of Foreign Affairs, Greece.

**THE SUSTAINABLE INVESTMENTS. GLOBAL NETWORK FOR ASIA. SIGN-ASIA.** An Asian Productivity Organisation, Asia – Pacific Development Centre, Regional Institute of Environment Technology-Singapore, UNEP, EPE initiative.

Leading Organisation: Asian Productivity Organisation (APO)

## Join EPE to exercise a “collective leadership”

To accelerate the transition towards Sustainability we need to abandon the jungle of competition and its mutual destruction or paralysis. We need to be smarter! We need to develop a win-win approach by co-ordinating our respective leverages, building more synergies. By joining EPE you have the potential to exercise this «collective leadership» through the “power of synergies and partnerships”.

- EPE is co-managed by all the sectors (all in the driving seat) contrary to many other initiatives.
- EPE is focusing on innovation and competitiveness through partnership
- EPE is action oriented: «be the change»
- EPE addresses the interface between business and civil society concerns along the chain investments – purchasing - process/product: service-trade-reporting
- EPE addresses the «integration» of the sustainable development components
- EPE promotes «multi-stakeholder partnership» as the method towards sustainable development



# EPE Board Members 2002 - 2003

## PUBLIC AUTHORITIES



Sylvie Mottard, UNEP Brussels



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Heinz Werner Engel, Europe Eco-Counselling, Brussels, Vice-President

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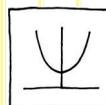
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