



The Fourth United Nations  
Environment Assembly  
of the United Nations  
Environment Programme

# Private Sector Engagement at the 2019 UN Environment Assembly

**THINK  
BEYOND**

**LIVE  
WITHIN**

**#SolveDifferent**



# Acknowledgement

All Divisions and Regional Offices of the UN Environment Programme have contributed to the successful engagement of the private sector during the fourth session of the UN Environment Assembly through a number of dynamic forums and panel discussions.

The 2019 Sustainable Innovation Expo was organized by the Private Sector Unit of the Governance Affairs Office. The team was led by Jorge Laguna-Celis, Director of the Governance Affairs Office, with overall coordination by Kamar Yousuf, Head of Private Sector Unit, and Mia Turner. We would like to recognize the following colleagues who substantially contributed to the organization of the Expo: Mohammed Mabrouk, Maryanne Masini, Charlotte Ndakorerwa, Victor Oburu, Abarta Pandey, Marina Porto, Salma Yusuf Serrano and Stephanie van der Poel.

The Leadership Dialogues were organized by the Governing Bodies Unit of the Governance Affairs Office and coordinated by Alberto Pacheco, Amanda Cabrejo, and Ulf Bjornholm.

The Multi-stakeholder Dialogue was organized by Alexandre Juras, Laetitia Zobel, Alfred Muge, Tabea Anna Zwimpfer and Isaiah Otieno of the Civil Society Unit of the Governance Affairs Office.

This Report was written by Soraya Soemadiredja, Penelope Kalungi and Alix Dehayem-Massop. It was reviewed and edited by Henry Ndede, Special Advisor of the Governance Affairs Office, and colleagues in the Private Sector Unit.

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This Report is dedicated to the victims of the Ethiopian Airlines, Flight ET-302, which fatally crashed on 10 March 2019. Many of the victims - which included UN colleagues and partners - were planning to attend the fourth session of the UN Environment Assembly in Nairobi from 11 to 15 March 2019.



Dear Participants,

Thank you for participating in the 2019 UN Environment Assembly in Nairobi, Kenya. The largest-ever Assembly brought us together to address how we can move beyond our take-make-dispose model of consumption and production, and live within the limits of our planet.

Your active engagement contributed to the tremendous success of the Assembly where member States laid the foundation for bold and ambitious environmental action to protect people and the planet.

We heard the urgency for transformative action that will shift our global sustainable consumption and production patterns. And we heard from the best – leaders in government, private sector and civil society – on the innovations that can help us to live and work sustainably.

The message was clear. Charting a new course for this planet requires human creativity, commitment and innovation and this was so evident in your contribution to this important event.

We thank you again for joining us on this critically important journey to live sustainably. Together, we can implement the resolutions; together we can be part of the solution and together we can ensure a healthy planet for generations to come.

Joyce Msuya  
Deputy Executive Director  
**UN Environment Programme**



Dear Participants,

As we move into the next steps to implement the 23 resolutions adopted at the conclusion of the fourth session of the UN Environment Assembly, I would like to thank you for your participation and contribution to our overall purpose to find the innovative solutions that will ensure the sustainable consumption and production processes of today, tomorrow and the future.

Thank you for the support and the inspiration you shared during the Assembly and its numerous activities and events. It is through your interactive participation that we have created the critical multi-stakeholder engagement in the Assembly that will allow its outcomes to have resonance beyond the halls of the negotiations.

With nearly 5,000 participants, of which over 500 came from the private sector, this Assembly and its outcomes have brought the world one step closer to Agenda 2030 and its 17 Sustainable Development Goals.

At the Assembly and through its many events and activities, we have come together as a global community to work towards circular economies in our lifestyles, in our industries and in our countries.

We share that common bond of protecting the environment and only through working together in partnerships can we achieve our goals to protect our planet for future generations.

I look forward to seeing you again and reporting on our progress at the next UN Environment Assembly to be held on 22-26 February 2021 in Nairobi, Kenya!

Jorge Laguna Celis  
Director – Governance Affairs Office  
**UN Environment Programme**

# I. Introduction

The UN Environment Assembly is the world's highest-level decision-making body on the environment. Created in June 2012 at the United Nations Conference on Sustainable Development (Rio+20), the Assembly convenes all 193 UN member States to tackle our most critical global environmental challenges. Through its resolutions and calls to action, it provides the global leadership and inter-governmental action so critical to the health of our planet.

But action needs broad-based public-private partnerships. It is these partnerships which have the capacity to promote and leverage new technology, innovation and financing for sustainable development. And it is through these partnerships that we can track the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals that put us more firmly on the path to a sustainable future.

The Assembly and its events are the ideal platform to host the stakeholders who can build these critical partnerships. Events at the Assembly include the Sustainable Innovation Expo and its exhibits and dynamic panel discussions; the High-Level Breakfast Meeting; the Leadership Dialogues; the Multi-stakeholder Dialogue and numerous side events.

The Sustainable Innovation Expo is the premier public-private cooperation arm of the UN Environment Assembly. With a focus on eco-innovation and sustainable finance, the 2019 Expo brought together leaders from governments, private sector, international organizations and civil society to support the UN Environment Assembly's overall theme of Innovative Solutions to Environmental Challenges and Sustainable Consumption and Production.

During the high-level segment of the Assembly, there were also three Leadership Dialogues that brought together Ministers of Environment and leaders of business and civil society for interactive discussions and an exchange of views on priorities, best practices, challenges and transformative solutions relating to the overall theme of the Assembly.

The Multi-stakeholder Dialogue complemented the discussions in the Leadership Dialogues and included the social and societal angles necessary for achieving more sustainable consumption patterns that contribute to sustainable lifestyles.

## II. The Sustainable Innovation Expo

Launched at the second UN Environment Assembly in 2016, the Sustainable Innovation Expo has become the premier platform for engaging with the private sector and has become the preferred platform for connecting new science to policy; and policy to solutions.

The Expo's purpose is to (i) showcase the latest cutting-edge technology from the private and public sectors to tackle environmental challenges (ii) engage key stakeholders through interactive dialogue on solutions in line with the theme of the UN Environment Assembly through panel discussions and roundtables (iii) provide a networking space for innovators and financiers to establish partnerships.

With a focus on eco-innovation and sustainable finance, the 2019 Expo, which was held from 11 to 15 March, brought together leaders from government, private sector, international organizations and civil society to support the UN Environment Assembly's overall theme of Innovative Solutions to Environmental Challenges and Sustainable Consumption and Production.

Innovative sustainable business represents a trillion-dollar opportunity to be seized by organizations and companies that can bring value to people and the environment. Since consumption and production patterns must change radically to avert climate change and biodiversity loss, organizations, companies and citizens alike must invent and seize the opportunities to drive the necessary change.

With activities mapped to support the resolutions and political outcomes of the Assembly, the Expo was designed to complement these efforts by hosting nine interactive panel discussions, three Pop-up Chats and an exhibit space for 46 businesses (see Annex 1 for list of exhibitors) with cutting-edge solutions. The Expo also hosted two media launches of the UN Alliance for Sustainable Fashion and the 2019 Global Resource Outlook report.

Over 500 participants from the private sector participated in the activities in and around the Assembly covering a wealth of topics ranging from big data; law and legal empowerment; plastic pollution management; sport and electronic gaming; sustainable financing; food systems; fashion and tourism; and faith-based initiatives. Ultimately, the Expo provided participants with the chance to

form impactful partnerships based on shared environmental goals, including the potential funding that would allow projects to move forward and to be scaled up.

With hundreds of submissions, the UN Environment Programme carefully selected 46 exhibitors from over 20 countries. The selection process took into account the practicality of the solution, the geographic representation of the company, as well as its contribution to the life-cycle approach. Those selected provided technology and innovative solutions relevant to the Assembly's overall theme of innovative solutions for environmental challenges and sustainable consumption and production.

As part of the preparations for the Expo, there were a series of Leaders Roundtables to build momentum towards the Assembly and raise awareness of its theme and proposed resolutions.

- In November 2018, UN Environment Programme organized a Leaders' Breakfast in Sharm-El-Sheikh, Egypt, on the margins of the UN Biodiversity Conference (CBD COP-14). The Breakfast focused on innovative solutions for mainstreaming biodiversity into key economic sectors.
- In January 2019, a Leaders' Luncheon took place during the third Ministerial Conference of the Partnership for Action on Green Economy (PAGE) in Cape Town, South Africa. The Luncheon addressed the issue of social and financial innovation for inclusive and sustainable economic transformation.

## Opening Ceremony of the Expo

The ribbon cutting ceremony to launch the 2019 Sustainable Innovation Expo took place on 11 March 2019. Speakers at the event included the following:

- H.E. Keriako Tobiko - Cabinet Secretary for the Ministry of Environment and Forestry, Kenya;
- H.E. Siim Kiisler - President of the UN Environment Assembly, Minister of Environment of Estonia;
- Ms Maimunah Mohd Sharif - Acting Director-General, UN Office at Nairobi, and UN-Habitat Executive Director;
- Ms Joyce Msuya - Deputy Executive Director, UN Environment Programme;
- Mr Jorge Laguna-Celis - Director of the Governance Affairs Office, UN Environment Programme.

**“There is no limit to the creativity of all our people.”**

*– H.E. Keriako Tobiko*



Opening of the Expo by H.E. Siim Kiisler - President of the fourth UN Environment Assembly, Minister of Environment of Estonia; H.E. Keriako Tobiko, Cabinet Secretary for the Ministry of Environment and Forestry, Kenya; Ms Maimunah Mohd Sharif - Acting Director General, UN Office at Nairobi, and UN-Habitat Executive Director; and Ms Joyce Msuya – Deputy Executive Director, UN Environment Programme

**“Without innovation, there is no way to overcome the challenges of our time. Innovation must work for all, not the few.”**

*– Ms Joyce Msuya echoed the thoughts of UN Secretary-General Mr António Guterres*



## III. Sustainable Innovation Expo Panels

The following nine panel discussions were organized during the Sustainable Innovation Expo:

1. **Harnessing Big Data on the Environment for Sustainable Development**
2. **Legal Empowerment: Leaving No-One behind in Decision-Making on Sustainability**
3. **Working Together to Beat Plastics Pollution**
4. **Playing for the Planet**
5. **Mobilizing Sustainable Finance for Eco-Innovation and Sustainable Consumption and Production**
6. **Public-Private Approaches for Feeding our World and Safe-Guarding our Environment**
7. **Faith-Based Initiatives for Addressing Environmental Challenges**
8. **Accelerating Circular Actions for a Sustainable Textile Value Chain**
9. **Leveraging Sustainable Procurement to Transform the Tourism Sector**

### 1. Harnessing Big Data on the Environment for Sustainable Development

#### **Panelists:**

- Mr Brian Sullivan - Deputy Director, Google Earth
- Mr Dong Myun Lee - President, KT Corporation
- Mr Derek Gliddon - Acting Director for Research and Innovation, Abu Dhabi Global Environmental Data Initiative
- Mr Hugh Weldon - Product Manager, Evocco
- Mr James Muriithi - Solutions Engineer, Environmental Systems Research Institute (ESRI) Eastern Africa
- Mr Erik Teinemaa - Head of Air Quality Management Department, Estonia Environment Research Centre
- Mr Ahmed Al-Haddad - Chief Executive Officer, iUmrah.World

#### **Moderator:**

Mr Alexandre Caldas - Chief of the Big Data Branch, Science Division, UN Environment Programme

**“The more intelligent we are in using certain kind of tools and technologies, the more capable we are in fighting against things like illegal fishing.”**

*– Mr Brian Sullivan*

**Overview:**

More than ever before, data analysis on emerging issues and challenges is needed to support policymaking and action. The real value of big data lies in the analytics because, while data is important, it is not as important as the answers it provides or the story it tells.

Panelists pointed out that big data properly harnessed and analyzed will lead to innovative solutions for tackling global environmental challenges, such as air pollution, deforestation, illegal fishing, human wildlife conflict mitigation, endangered species protection, and smart agriculture. Examples mentioned include the monitoring and controlling of the quality of the air in South Korea by the “Air Map Korea Project”; or the monitoring of deforestation in Brazil and combatting illegal fishing in Indonesia by Google Earth.

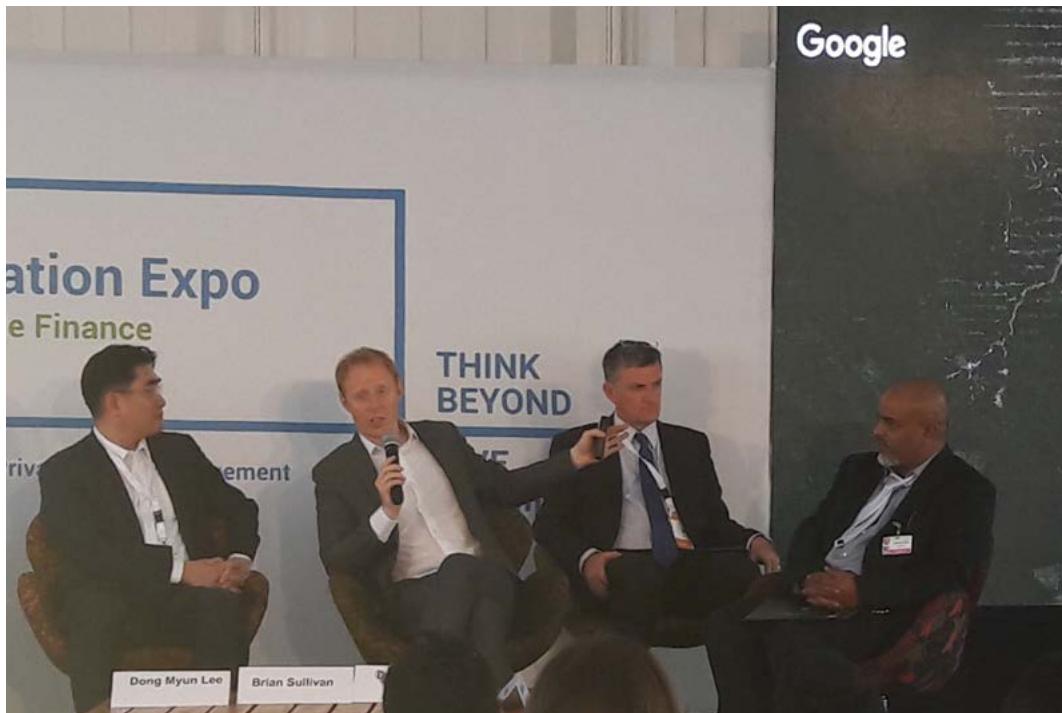
Panelists pointed out that we are living in a new era with an exponential increase in the generation of available data. This has created both an opportunity and a challenge. The opportunity is to improve the level and quality of decision-making which is backed by evidence provided by data and supported by new policies. The challenge is to deal with the increasing volume of data. This requires automated procedures for transforming data into relevant information, as well as generating new tools that allow for the dissemination of this information to policymakers and other end-users.

**Highlighted Challenges:**

- ▶ Big data processing and analysis are time consuming and better tools are needed to decipher growing data. It is important that less time is taken processing or working on the data and more time should be taken working on the outcome of what has been processed.
- ▶ There are questions to be asked when analyzing the data and one important one is to ask whether the data is relevant. Using data that are not valid results in giving false information to policymakers. The quality control of data and big data is very important.
- ▶ Unfortunately, much quality control data tools are still manual and still need human oversight and decision-making. The data itself does not change the world. It is just the reflection of reality and still needs someone to take action.

**Required Actions:**

- ▶ Automated procedures for transforming data into relevant information are needed, as well as the generation of new tools allowing for disseminating this information to policymakers and other end-users.
- ▶ Modern quality control data tools are needed.
- ▶ Need to also ensure the transparent and open access and use of environmental data.



Panel 1: Harnessing Big Data on the Environment for Sustainable Development

## 2. Legal Empowerment: Leaving No-One Behind in Decision-Making on Sustainability

**Panelists:**

- Mr David Boyd - United Nations Special Rapporteur on Human Rights and the Environment
- Mr Rolph Payet - Executive Secretary, The Basel, Rotterdam and Stockholm Conventions Secretariat
- Ms Polly Ericksen - Program Leader, International Livestock Research Institute
- Mr Said Salim Said - Paralegal, Natural Justice
- Mr Eric Mukoya - Executive Director, Legal Resources Foundation
- Mr Peter Flynn - Co-Founder and Chief Executive Officer, Libryo Ltd

**Moderator:**

Ms Elisa Morgera - Professor of Global Environmental Law and Co-Director of Strathclyde Centre for Environmental Law and Governance, University of Strathclyde, UK.

**“Excluding other voices and other knowledge from the conversation undermines our way to improve environmental management.”**

*– Mr David Boyd*

**Overview:**

It is important to address the role of law in sustainability and equity issues and to clarify the linkages between human rights and environmental degradation through recognizing the substantive and procedural aspects of the right to live in a safe, clean and healthy environment. Existing tools, such as strategic environmental impact assessments and environmental impact assessments, should be used in innovative ways. New methods, such as a Legal Inclusion Mapping Tool, can allow the value of nature to be included in development-related decisions.

The panel focused on legal instruments and tools that must be used to ensure inclusive environmental decisions. The law should be inclusive to create more space for voices, values and knowledge of different groups that are generally under-represented, marginalized and discriminated against. While new legal approaches and tools are important, there is space to take a fresh look at existing legal tools, environmental agreements and concepts to see how they can make environmental decision-making more inclusive.

International conventions are relevant at the ground level and can be used to protect communities when there are no other systems in place. Sometimes there is ground-level push for progress at the level of multilateral environmental agreements. At the community level, laws are not organized in an easily understandable manner. However, legal empowerment is instrumental to increasing the expertise of communities to negotiate, either amongst themselves, or with public and private institutions, how the law can better respond to community needs and values.

The panel concluded that there are existing laws that are not being used simply because the public does not know about them or their information is incomplete, or due to the view that law is exclusively within the mandate



of lawyers and legal departments. For example, strategic environmental assessments and environmental impact assessments, which are where human rights law and environmental law can both operate, have not been fully utilized.

There must be an exchange of practices across different sectors and discussions about changes in practice with communities, and discussions between lawyers and non-lawyers to see whether laws help or undermine public policies that can lead to meaningful change.

**“Decisions at the level of Conventions have direct impact on the communities.”**

*– Mr Rolph Payet*

**Highlighted Challenges:**

- ▶ Panelists highlighted the importance of empowering communities to stand up for their legal rights and fulfil their duties from a human rights and environmental perspective. However, they cautioned that giving legal ownership to a community does not automatically provide communities with all the tools to assist them in negotiating with others and amongst themselves.
- ▶ There is a barrier to informing communities of their legal rights, and a need to both communicate the legal rights, as well as translate them into legal data that they may use.

**Required Actions:**

- ▶ Communities need to be mobilized and empowered to speak, as well as stand by environmental defenders. They must have support and protection to respect the human rights of these individuals. Legal empowerment and education are important. Legal instruments must be presented in a manner that enables ordinary people to understand the law and apply its provisions, thereby allowing them to have access to justice.
- ▶ Human rights frameworks should provide substantive standards to assess when fair outcomes have been achieved. This can be tied in with existing concepts at the international, regional and national levels that have as a basis a built-in mechanism for compensation, to minimize impacts.

**“Law can be inaccessible or difficult to understand in the way that it is written.”**

*– Mr Peter Flynn*



**Panel 2:** Discussion on Legal Empowerment: Leaving No-One behind in Decision-Making on Sustainability

### 3. Working Together to Beat Plastics Pollution

**Panelists:**

- H.E. Carolina Schmidt - Minister of Environment, the Republic of Chile
- Ms Lakshmi Dewanthi - Senior Expert for the Minister on Industry and International Trade, Ministry of Environment and Forestry, Republic of Indonesia
- Mr Hugo Schally - Head of Unit, European Commission, Directorate General for the Environment
- Mr Martin Kayser - Senior Vice President, Product Safety BASF and Alliance to End Plastic Waste
- Mr Ashok Menon - Global Leader of Life Cycle Assessment, SABIC India
- Mr Jocelyn Blériot - Executive Officer, Ellen McArthur Foundation

**Moderator:**

Ms Philippa Notten - Director, The Green House

**“Plastic should not be seen as a problem as such, but as an important element for our economy and we have to deal with the negative environment externality and also the negative economic impact of not using plastic in the right way.”**

*– Mr Hugo Schally*

## Overview:

In the business-as-usual scenario where nothing is done by 2050, there might be more plastics than fish in the oceans by weight. This fearful statement is from an Ellen McArthur Foundation report entitled “The New Plastic Economy” which was released at the World Economic Forum in January 2016. It is now a well-known fact that sources of plastic waste and the environmental compartments to which the plastics are lost are human-made and range from macroplastics (mismanaged treatment, littering, fishing nets and related losses) to microplastics (plastic products and handling, textile washing, microfibers). One major question is - what are companies, governments and civil society doing to address the problem of plastic pollution?

Plastic waste and pollution (including marine plastic litter and microplastics) are avoidable issues that the world needs to address to preserve our oceans and lands. Action needs to be taken by various stakeholders involved in the value chain to move away from the linear system of production and consumption and embrace a circular economy where plastics stay at their highest value within the economy, never becoming waste nor polluting the environment.

In the global conversation on plastic pollution, the private sector must come up with design and build up infrastructures to collect, sort and recycle plastic waste and employ the expertise and the resources they have to bring new innovative technologies and materials that maximize the value of plastic and all other resources within the economy. The consumers should be informed as key players who can drive the move to a circular economy.

The European Commission has been in charge for the last couple of years in shaping an ambitious strategy for plastic in the circular economy. This is out of the recognition that consumers are also part of the problem, hence their contribution to the solution to this global problem. Governments must provide the necessary policy framework to encourage reuse and recycling, while stopping problematic and unnecessary plastic products from entering the economy.

In conclusion, plastic pollution is a global issue being tackled by different actors in the private sector (plastic manufacturers, goods producers and recyclers) as well as policymakers and citizens at national and international levels. Actions are very diverse, but there is a consensus that they should move towards a shift from a linear plastics economy to a circular economy where plastics stay at their highest value within the economy, never becoming waste nor polluting the environment.

### Highlighted Challenges:

- ▶ Panelists pointed out that there is no standard, no technology that we currently know of that actually allows plastics to biodegrade in an aquatic environment, even less in the marine environment. The solutions suggested that biodegradable plastic is the answer are simply wrong. Maybe it will be developed in the future, but for now there should be no exception made for biodegradable plastic.

### Required Actions:

- ▶ In order to have successful schemes to better manage plastic, waste should be economically sustainable.
- ▶ Need to move away from the linear system of production and consumption and embrace a circular economy.
- ▶ Need to stimulate a cultural change.
- ▶ There needs to be an open source information platform with academics and more databases of existing information. It is important to get real data to make sure that people understand where are the issues and the opportunities.



Panel 3: Panelists of the “Beating Plastics Pollution” opened by Ms Philippa Notten



## 4. Playing for the Planet

### **Panelists:**

- H.E. Siim Kiisler - President of the UN Environment Assembly and Minister of Environment of Estonia
- Ms Inger Andersen - then Director-General of the International Union for the Conservation of Nature (Current Executive Director of UN Environment Programme)
- Ms Beatrice Allen - Member of the International Olympic Committee
- Mr Jacob Manion - Head of Products, Internet of Elephants
- Ms Susan Gardner - Director, Ecosystems Division, UN Environment Programme
- Mr Hugh Weldon - Product Manager, Evocco

**Moderator:** Mr Alastair Leithead - BBC Africa Correspondent

### **Overview:**

Two and a half billion people play video games, and more people watch others play video games than the audience of CNN and BBC combined. There is an unprecedented opportunity with this audience who are mostly youth. It is important to figure out how to connect with youth where they live and win influence over what is being referred to as the attention economy and using this platform to amplify green messages, inspire a new way of thinking and include green nudges on every game.

The future of the planet is in the hands of young people. In order to deliver on the Sustainable Development Goals, the world's youth need to be at the heart of the conversation. The aim of the session was to show a combination of sports, gaming and education coming together to inspire young people to act. The gaming industry has unprecedented reach and influence across the world, especially towards young people.

The panel concluded that gaming with its global reach and universal appeal is a platform to address the critical environment and other sustainability challenges. Similarly, sports can have a role in behavioral change for protecting the environment. Sustainability has a central place and vision in the Olympic movement. The building of a better world through sports, and the important contribution of sports to global sustainability have contributed to an increasing awareness of sustainability worldwide.

### **Highlighted Challenges:**

- ▶ Gaming is an immersive experience with a captive audience, but it is not like social media. The amount of time that young people spend gaming is significant, and in some instances, alarming.

- ▶ It is more difficult to integrate messages into currently existing games as the developers of video games want to ensure that the game is “cool” first and foremost.
- ▶ Survival of sport directly relies on a thriving environment and challenges like extreme weather conditions, water pollution, soil erosion, all of which have a direct impact on sports.

**Required Actions:**

- ▶ We understand increasingly that environmental impacts will be achieved only through engaging youth where they spend most of their time. Therefore, it is important to capitalize on the incredible potential and power of this through advancing positive thinking on very important agendas. Gaming inspires a new way of thinking, through working on the content of games to create awareness and transformation.
- ▶ We need to think about the circular economy in the way that the industry is planning and ensuring that principles of the circular economy are incorporated in waste management;
- ▶ The Internet of Elephants is a studio with 100% of their video games being interactive in order to bring people closer to wildlife and its preservation. This is a necessary step toward the industry’s shift to focus on meaningful games and is more than just entertainment. Such approaches need to be scaled up to transform mind-sets in favour of environmental protection.





**Panel 4:** Shows the panelists of “Playing for the Planet”

## 5. Mobilizing Sustainable Finance for Eco-Innovation and Sustainable Consumption and Production

### Panelists:

- Ms Jane Nyakang'o - Chief Executive Officer, Kenya National Cleaner Production Centre
- Ms Mukiri Muthuri - Head of Credit Analysis, Commercial Bank of Africa
- Mr Damien Navizet - Head of Climate Change Division, French Development Agency
- Mr Bruce Dunn - Director, Safeguards Division and concurrently OIC, Environment Thematic Group, Asian Development Bank
- Mr Habil Olaka - Chief Executive Officer, Kenya Business Association
- Mr Pierre Rousseau - Senior Strategic Sustainable Business Advisor, BNP Paribas

### Moderator:

Ms Mohua Mukherjee - Program Ambassador, International Solar Alliance.

**“There is a desire by [small] businesses to shift to more sustainable means, but there are no enabling mechanisms.”**

*– Ms Jane Nyakang'o*

### Overview:

There is a need for businesses of all sizes to have access to secure finance and funding to do ecological and environmental innovations. Banks and the financial industry should accelerate businesses that focus on sustainable consumption and production. While there are banks and financing mechanisms that already support sustainability work, there are still obstacles for many businesses in securing such investments for their work.

Panelists pointed out that smaller businesses have difficulty accessing funding sources. For the banking sector, the challenge is the viability of the transactions. While those working in the green industries focus on social or environmental benefits, they need to reinforce financial benefits.

However, there are mechanisms in the private financial industries to provide sustainable financial facilities by using existing tools and ensuring cost efficiency, such as blended financing or investing at the later stages of a project, especially if there has already been initial seed or angel investment.



Non-private financing sources align goals that countries have set to stimulate support where there is no demand and provide credit, such as loans and technical assistance to the bank and business communities, encouraging the financial institutions to find green and sustainable projects they may finance. Governments can stimulate investment in areas that lack public sector financing.

Panelists concluded that businesses would like access to financial markets for sustainable projects. At the same time, banking and financing institutions are also keen to access these businesses. However, the capacity of the banking sector must improve to understand technical and environmental issues. There needs to be capacity building for smaller businesses also to present themselves and access information about financing. And there are tools in place to finance sustainable innovations at both large and small scales. The government and non-private financing agencies can stimulate where funding is low and provide technical assistance to both the lenders and borrowers.

**“Banks think historically, they don’t like uncertainty, so this needs to change, as entrepreneurs think forward, to the future.”**

*– Mr Pierre Rousseau*

**Highlighted Challenges:**

- ▶ Panelists pointed out that there is an information asymmetry and language barrier. Green financing is available, and banks look for projects that are sustainable, but this is not communicated to small and medium-sized enterprises. There is also a lack of technical knowledge or information on the part of bankers who do not understand the jargon.
- ▶ Many eco-innovations will be smaller in scale, which means that financing is going to be different but critical. Smaller businesses working on smaller projects and need to know how to present themselves cannot find appropriate sources of financing.

**Required Actions:**

- ▶ Capacity building needs to be a part of financing for innovation with sustainability to the banking sector staff, as well as to the borrowers.
- ▶ Banking and finance need to change. Banking focuses on risk-reward calculations of a project for financing. It is also important to compute the impact of the project up for financing.
- ▶ Governments need to either use moral persuasion or regulations to convince banks to move financing to private sector projects that work in the areas of sustainable development and to overall support the sustainable development agenda.

“Bankers tend to have difficulty understanding the technical aspects of how it will help [sustainability]... They are mostly focused on the financial aspect.”

– Mr Mukiri Muthuri



**Panel 5:** Mobilizing Sustainable Finance for Eco-Innovation and Sustainable Consumption and Production.

## 6. Public-Private Approaches for Feeding our World and Safe-Guarding our Environment

### **Panelists:**

- Ms Temina Lalani-Shariff - Director, Communication and Stakeholder Engagement at International Rice Research Institute
- Ms Mendi Njonjo - Director of Hivos East Africa
- Mr Jamie Morrison - Food Systems Programme Director, Food and Agriculture Organization
- Mr Pierre Rousseau - Senior Strategic Sustainable Business Advisor, BNP Paribas
- Mr Frank Nagel - Director at Rabobank Partnerships, Rabobank International
- Ms Martina Fleckenstein - Policy Director of Food Practice, WWF International
- Mr William Surman - Director of Communications, CropLife International

**Moderator:**

Mr James Lomax - Programme Management Officer (Food Systems and Agriculture), UN Environment Programme

**“If we adopt an agro-ecology approach  
this can really help in moving towards more  
sustainable food systems.”**

*– Mr Jamie Morrison*

**Overview:**

In 2050, the world will be populated by 10 billion people, all of whom will have the right to food. Unfortunately, the way food is produced and consumed is causing major environmental and human health problems. There is a need to take action to bring new approaches for transformation to sustainable agriculture and food security or financial plans to upscale existing conditions. And public-private partnerships can play a major role in exploring energy, water, chemicals, land, and ecosystem-based avenues for integrating or scaling-up sustainability in the value chains of key commodity crops.

Panelists pointed out that the traditional way of agriculture and the tendency of the food market to develop around a single value chain will no longer work in future. There is a need to move to more sustainable food systems and a more diversified agro-ecological production system through innovative solutions, technology and support efficiency improvement without compromising food safety and the nutrition quality. This implies an ecological and social concept, the design and management of food systems, different financing approaches, and most importantly a generation of multiple sources of income for actors along the food system. Working together as private and public sectors to make the transition will have a more collective impact.

There are existing good examples of public-private partnerships for scaling up sustainability in the value chains of key commodity crops, such as the innovative Sustainable Rice Platform, which is hosted and co-funded by the UN Environment Programme and the International Rice Research Institute; The Sustainable Small-holders Coffee initiative within the East African region programme and run by HIVOS in partnership with SNV (the Netherlands Development Organization) and the Netherlands Enterprise; or CropLife International and their partners' initiative in Vietnam to promote sustainable rice production.

In conclusion, the lesson for achieving sustainable agriculture and food security requires collaboration and a collective approach for transformation where different actors work and talk across their silos and together bring change and transformation. One of the key goals when thinking through how public-private Partnerships could help to move for more sustainable food systems, is to ensure that investment not only increases to the extent where we can really drive the food system development, but also has the quality for promoting an inclusive sustainable system.

**“It doesn’t matter whether you know where the end goal is, but what the path is. One step in front of the other and you will be amazed how many people come along with you. What we have seen is that it does not always require a lot of money.”**

*– Ms Temina Lalani-Shariff*

**Highlighted Challenges:**

- ▶ The food market tends to develop around a single value chain and this mitigates against the need for a more diversified agro-ecological production system and equally against the need of consumers looking for more diversification and a healthy diet. When trying of upscale agro-ecology approaches, there are a few challenges related to having access to adequate sources of investment.
- ▶ When implementing new standards for sustainable agriculture and food security, there is a lot of reticence among farmers due to such worries as: “What if my crop doesn’t grow? What happens to the harvest? What if I cannot sell on the market?”

**Required Actions:**

- ▶ In order to achieve a more diversified system, we need investment and in order to attract investment into the existing single commodity market system, we need innovative instruments.
- ▶ Innovative solutions, technology and supporting efficiency should be brought in without compromising on food safety, the nutritional quality and access to food supplies. This implies an ecological and social concept, as well as the design and management of food systems with the multiple sources of income for actors along the food chain. It also implies a diversification away from a single commodity approach.





Visit to the Expo by Ms Amina Mohammed - UN Deputy Secretary-General;  
Ms Maimunah Mohd Sharif - Acting Director General, UN Office at Nairobi, and UN-Habitat  
Executive Director; and Ms Joyce Msuya - Deputy Executive Director, UN Environment  
Programme





**Panel 6:** Public-Private Approaches for Feeding our World and Safe-Guarding our Environment

## 7. Faith-Based Initiatives for Addressing Environmental Challenge

### Panelists:

- H.E. Aksel-Jacobson - Deputy Minister for Development, Ministry of Foreign Affairs, Kingdom of Norway
- Mr Fletcher Harper - Executive Director of GreenFaith/Living the Change Initiative
- Mr Yonatan Neril - Founder & Executive Director, The Interfaith Centre for Sustainable Development
- Mr Fazlun Khalid - Director, and Founder of Islamic Foundation for Ecology and Environmental Sciences
- Mr Chris Elisara - Director Creation Care Taskforce, World Evangelical Alliance
- Mr Rudolf Makhanu - Director of Eden's Stewards
- Ms Sonja Ohlsson - Environment Representative, Brahma Kumari's World Spiritual University

### Moderator:

Mr Iyad Abu Moghli - Principal Coordinator, Faith for Earth Initiative, UN Environment Programme

**“The true mother for every species is Mother Earth, so we are here to celebrate Mother Earth.”**

*– Mr Satya Tripathi*

### Overview:

As we know, the planet is heating, deserts are expanding, and forests are shrinking. To blame fossil fuels or specific companies alone is void of the fact that we have embraced a lifestyle that puts consuming front and center. Against this backdrop, people of faith find it inconceivable that one can think of solving the environmental issues without any change of individual lifestyles.

Around the world, faith and religious identities continue to be a major driver of behavior amongst people. The role of faith-based groups and religious organizations in mobilizing action for the sustainable development goals cannot be over-emphasized. People either have faith as an integral part of their lives or are affiliated with a religious group.

Panelists stressed that for the world to reach the Sustainable Development Goals, faith-based communities need to be engaged. There is need for a moral voice, ethical guidance, commitment and character that faith-based religion represents. Religious teachers can help us think long term, moderate consumption and find greater pleasure in spiritual and community life and enable our children to inherit a sustainable planet. We need the spiritual values and morals to get into the business of politicians and decision-making.

The Faith for Earth is a platform for faith leaders and faith-based organizations to share experiences on how the environment is an integral part of different faiths and how issues ranging from climate change to sustainable lifestyles impact us all.

The panel stressed that there are four questions to be addressed:

- can religion and spirituality provide a compelling alternative to consumerism?
- can we find satisfaction for our pleasure in spirituality, family and community?
- how can faith-based communities guide us to refrain from using certain technologies?
- at what point do we question some faith beliefs, for example, on population growth?

**Highlighted Challenge:**

- ▶ Creating and maintaining sustainable behavioral change is challenging and requires that multiple social practices need to be designed for celebrating and building momentum. Action is required in some cases to make real behavioral change, such as connecting behavioral change and systems' change which are interrelated.
- ▶ Humanity is driven by a lifestyle of consuming. We are existentially trapped in a linear process of growth. Our ecological future, and thus the future of human civilization, depends on how our cities develop in the next 30 years.
- ▶ There is a lack of urban planning and a need for a funding mechanism that can be accessed by faith-based organizations towards the facilitation of the Sustainable Development Goals.

**“The greatest renewable energy on earth  
is spiritual energy.”**

*– Mr Yonatan Neril*

### Required Actions:

- ▶ As faith and religion constitute a key part of the human identity, any serious efforts on development ought to incorporate faith; therefore the role of religions, faiths and spirituality to mobilize 80% of believers into employing innovative approaches for sustainability will be shared alongside adopting, adapting or transferring technologies.
- ▶ The reality of existence is cyclical and not linear. There is a need to promote behavioral change through empowering community leaders and providing online training programs to help people develop skills and reach out to their communities.
- ▶ Designing cities, that are socially inclusive, engaging, accessible, affordable and equitable, economically vibrant, collectively managed and democratically governed is required.



Panel 7: Panel discussion for "Faith for Earth"

## 8. Accelerating Circular Actions for a Sustainable Textile Value Chain

### Panelists:

- H.E. Roald Lapperre - Vice Minister for Environment, Ministry of Infrastructure and Water Management, Kingdom of the Netherlands
- Ms Helen Crowley - Head of Sustainable Sourcing Innovation, Kering
- Mr Nikhil Deshpande - Senior Vice President and Head of Sustainable Solutions, Reliance Industries Limited

- Ms Emanuela Gregorio - Economist, Gender and Innovation, African Development Bank
- Mr Pierre Borjesson - Country Manager, Ethiopia and Head of Supply Chain, Africa, H&M - Hennes & Mauritz
- Ms Lena Pripp-Kovac - Head of Sustainability, Inter IKEA Group

**Moderator:**

Mr Sunny Dolat - Creative Director, Nest Collective

**Overview:**

The textile industry is one of the largest global industries with environmental and social impacts, and as a result, it is associated with the textile value chain becoming more of a significant and increasing concern. At the same time, the private sector has moved forward to stimulate excitement in young designers to encourage innovative thinking and capabilities.

Given the impact, textile designs and functions can be utilized to improve environmental quality and sustainability. There are 'take-back' programmes that companies use to increase their material input for new clothes. The panel concluded that there are various piecemeal actions in different parts of the textile value chains. However, more needs to be done to push and/or meet the growing trends of circularity.

However, a sustainable textile value chain and newer business models are needed. In addition, investment can create most needed skilled jobs in the industry through a green growth business model in the fashion industry modelled after circularity production processes in agriculture and renewable energy.

Governments have a major leadership role to stimulate innovation in the complete supply chain; provide economic incentives to sustainable textile and apparel companies; provide infrastructure for sorting and recycling; provide regulations such as bans on incineration and landfilling to promote continued use of waste textiles; provide transparency mechanisms and information disclosure to consumers; and stimulating voluntary steps and commitments with other parties in the value chain.

**“We need to move beyond ‘less bad, more good’  
to doing enough.”**

*– Ms Helen Crowley*



### Highlighted Challenges:

- ▶ Setting up reverse logistics and reverse supply chain processes, as with any other materials, is difficult to work with if it cannot be collected, segregated and recovered in suitable categories.
- ▶ There is a need to develop and design clothes for different business models: to share, rent, resell and recycle.
- ▶ Traceability and transparency are key issues for consumers, producers and partners on both demand and production side.
- ▶ Need to increase the consumer awareness which could trigger a faster shift to more commitments and actions for sustainability from the producer.
- ▶ The phrases “Circularity” and “Sustainability” are used without definition. It is necessary to define what the industry is trying to solve.

### Required Actions:

- ▶ The consumer value research has shown that from the demand side, the brand integrity and transparency is normal to consumers; “value more and keep longer” will soon replace “more, cheaper, faster”; and leasing, recycling and sharing are becoming more acceptable.
- ▶ From the producer’s side, sustainability is one of the top three priorities for brands and companies. Working from this, government plays a large role in providing incentives and regulation, such as Extended Producer Responsibility, to push forward circularity in the textile and apparel value chains and to capitalize on the power of customer demands.



**Panel 8:** Accelerating Circular Actions for a Sustainable Textile Value Chain

## 9. Leveraging Sustainable Procurement to Transform the Tourism Sector

### Panelists:

- Mr Ulf Jaeckel - Head of Division, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany
- Ms Virginie Dumoulin-Wieczorkeiwicz - Director for European and International Affairs, Ministry of Ecology and Inclusive Transition of France
- Ms Jane Ashton - Sustainability Director, TUI Group
- Ms Carolyn Wincer - Commercial Director, Travelife Limited
- Ms Madhu Rajesh - Director, International Tourism Partnership
- Ms Grace Nderitu - Chief Executive officer, Ecotourism Kenya

### Moderator:

Mr Tim Kasten - Deputy Director, Economy Division, UN Environment Programme

### Overview:

For many developing countries, tourism is a key economic activity, which is contributing to national growth, employment, investment and technology. The tourism industry already accounts for 9% of global GDP and, according to the UN World Tourism Organization, revenues are likely to increase from US\$1.1 billion in 2014 to US\$1.8 billion in 2030.

But tourism is dependent on intact nature. Unplanned tourism can endanger the very basis of tourism's success: healthy ecosystems and natural habitats of flora and fauna.

The panel brought together major tourism institutions to talk about leveraging sustainable procurement practices to transform the tourism sector and strengthen sustainable consumption and production patterns. This also includes education and awareness raising among all stakeholders on the importance of sustainable procurement and the need for sustainable behavior for all those participating in and benefiting from the tourism industry, including the tourists themselves.

Panelists concluded that procurement is undoubtedly crucial and is a key strategic driver for leveraging sustainable practices to transform the tourism sector. There should also be a replication of good practices across the industry, such as the elimination of single use plastics, in-house water filtration, sourcing organic food, providing guidelines for food waste, as well as best practices on procurement.

### Highlighted Challenges:

- ▶ Tourism, dependent on intact nature, faces challenges with climate change, energy, land use, and increased greenhouse gas emissions.
- ▶ The scale of economic growth caused by tourism, has impacts on natural resources, pollution, waste, use of water, and over tourism.
- ▶ In some developing countries, lack of proper waste management system, renewable energy supplies, valid information for clarity on products is a challenge to the certification body.
- ▶ Service providers in the tourism industry do not always consider sustainability as an issue with regard to what is important to them.

**“We look at how to make tourism not a burden to the planet but a resource.”**

*– Ms Virgine Dumoulin-Wieczorkeiwicz*



**Panel 9:** Panelist discussing the importance of sustainability within the Tourism Sector

**“Hospitality is one of the fastest growing industries in the world and with this growth comes a responsibility and opportunity.”**

*– Ms Madhu Rajesh*

**Required Actions:**

- ▶ Constant raising of awareness on sustainable procurement in tourism sector needs to happen through providing training on issues like food waste, carbon reduction, recycling, and excursions of guests to indigenous farms for a more circular economy.
- ▶ It is important to tighten the grip on carbon emissions and water pollution and management, energy consumption and food waste management, reduction of ozone depletion substances and all these are directly under procurement.



H.E. Keriako Tobiko, Cabinet Secretary for the Ministry of Environment and Forestry, Kenya; Ms Maimunah Mohd Sharif, Acting Director General, UN Office at Nairobi, and UN-Habitat Executive Director; Ms Inger Andersen – Executive Director, UN Environment Programme; and Ms Joyce Msuya – Deputy Executive Director, UN Environment Programme at the Sustainable Innovation Expo

## IV. Pop-up Chats at the Sustainable Innovation Expo

### 1. Illegal Wildlife Trade & Beyond: A New Deal for Nature in Malawi, Tackling Illegal Wildlife Trade and Nurturing Environmental Consciousness

#### Panelists

- H.E. Werani Chilenga - Deputy Minister of Natural Resources, Energy and Mining of Malawi
- Mr Maxwell Gomera - Director of Biodiversity and Ecosystem Services, UN Environment Programme
- Mr Naysan Sahba - Director of Communications Division, UN Environment Programme
- Ms Kate Moore - Programme Director, Lilongwe Wildlife Trust

#### Moderator:

Ms Lisa Rolls - Head of Wildlife Communication & Ambassador Relations, UN Environment Programme

#### Overview:

In 2016, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) identified Malawi as a country of primary concern in the Southern African hub for ivory trafficking, as it is a weak link in the trafficking chain with organized criminal syndicates. However, the country also developed an innovative approach to fight against illegal wildlife trade. It is now looking toward extending this approach to protect other natural heritage resources within its borders as part of a global biodiversity framework. Part of this involves behavioral change communications, based on data collected by citizens to inform the strategy and messaging and developing an ecological consciousness score measurement tool.

The Government of Malawi also commissioned a review to identify the key challenges. The country then implemented the recommendations from the survey, considering the threats that such trafficking presented to both biodiversity and species survival, as well as national security. This involved an innovative combination of actions including a wildlife crime investigations unit; a Wildlife Act, which passed in Parliament to protect



250 more species and apply harsher penalties; a justice programme; an inter-agency Committee to Combatting Wildlife Crime and a Malawi Parliamentary Conservation Caucus.

This innovative approach produced three key learnings:

- to have an innovative approach that focuses on high-level trafficking instead of poaching;
- to work in collaboration with partners; and
- to focus on engagement with tailored communications.

The panel explained the term- Ecological Consciousness Scoring- which is based on running qualitative and quantitative research to help identify variables which measures ecological feelings. This score will feed into the theory of change with the focus on nature advocacy and other issues while feeding into the New Deal for Nature.

It was concluded that Malawi's successful approach involved proactivity, innovation, collaboration and strategic communications. The innovations and lessons learned are also being used to tackle other environmental, biodiversity and sustainability issues in other industries and sectors within the country. In addition, Malawi is ready to be the lead on the issues of biodiversity in the Southern African region and share their experiences and assist neighboring countries to tackle their own illegal wildlife trade issues.

**Highlighted Challenges:**

- ▶ Strategic communication is vital for environmental issues, as approaches that focus on social mobilization do not impact social norms. It is important to raise consciousness and behavioral change with the buy-in of community participation.

**Required Actions:**

- ▶ Develop an Ecological Consciousness Index as a tool for data collection to establish the baseline information needed that will help Malawi understand where there is a need to work together on enforcement, regulation, livelihoods, communications to achieve an impactful level.
- ▶ Use of this wildlife protection model on other environmental issues, including deforestation through illegal charcoal trafficking, agriculture sector, improving the quality and the biodiversity of Lake Malawi to support the country without undermining its natural capital.
- ▶ Combine learning with new and innovative thinking to work with other countries towards common goals. Malawi will commit to leadership within the African Bloc regarding issues of biodiversity and land degradation.

**“We need communication, enforcement, livelihoods and legislation in a joined manner.”**

*– Mr Naysan Sahba*



**Pop-up Chat 1: Illegal Wildlife Trade & Beyond: A New Deal for Nature in Malawi, Tackling Illegal Wildlife Trade and Nurturing Environmental Consciousness**

## 2. The Future of Fashion for Social Impact

### **Panelists:**

- Mr Henry Wanjala - Eco-designer and Composer
- Ms Birgit Lia Fain - Economic Affairs Officer, UN Economic Commission for Europe Food and Agriculture Organization Forestry and Timber Section
- Ms Camille Jaillant - Founder of Olistic the Label and winner of 2018 Social Impact Award, Switzerland
- Ms Liesl Truscott - Director, Europe and Materials Strategy at Textile Exchange

### **Moderator:**

Mr Otto Simonett - Director Zoi Environment Network, Switzerland

### **Overview:**

There are opportunities within the textile and apparel sector to gain positive social and environmental benefits, fight climate change, increase food security, and create inclusive green jobs in emerging economies. Some of these opportunities come from the non-conventional fibre and production techniques. Various actors across the industrial supply chain are involved or can be in circularity within the industry.

Indeed, there are many opportunities within the apparel and textile industries to work on circularity within the system, using not only second-hand clothing, but also to reuse, recycle and upcycle clothing. This makes it easier for consumers to take part in eco-fashion and environmental sustainability.

Panelists called for suppliers within the supply chain to make textile and apparel more sustainable. To do this, there needs to be more data collection on forests, policy advice and capacity building around sustainable forest management and wood products.

They pointed out that there are currently improvements in the technology, so that there is now a closed loop system to reuse the chemicals more sustainably. Some companies working on forest-based fibres have moved from chemical to mechanical processing. Trees also have certifications so that they can track products that do not link to deforestation or loss of forest cover. This is an additional value to the forest.

The panel noted that there are many certifications that the industry can use for sustainability guarantees in supply chains. However, there is still a need for government to push industry, so that farmers grow sustainable crops.

These trends also push the industry to promote job creation and artisan craftsmanship.

Panelists concluded that the textile and apparel industry has many opportunities for circularity and sustainability in their production and products. Technological innovations and accountability certifications can be used. And more research is emerging. However, there needs to be more collaboration and communication within the industry and with others outside of it. Sustainable fabrics and apparel need to become cheaper for the consumer. The information to the consumer also needs to be clearer and governments need to push the industry further.

**“Today, we don’t have to cut extra trees for textiles.  
We can use waste products from sawmills  
which are the raw material that is needed.”**

*– Ms Birgit Lia Fain*

**Highlighted Challenges:**

- ▶ There is still confusion on whether it is important to work solely with sustainable, non-conventional fibre or stick with reused fabrics that are not recyclable, but which may otherwise end up in the landfill.
- ▶ There are high pricing points for producing and purchasing products made from sustainable non-conventional fibres, such as peace silk or non-viscose forest certified fibres.
- ▶ There is still a lot of research going on regarding synthetic fabrics; the chemical safety of the production process and by-product of non-conventional fibre processing.
- ▶ Information to the consumer needs to be improved and there can be lessons learned from the example of food labels.

**Required Actions:**

- ▶ Further study and research are needed to have more information on both synthetic and non-conventional natural-based fibre products, such as biomagnification, dyes and their impacts on toxicity, salinity, biodegradation and water temperatures.
- ▶ There are many options to push the industry, and the government needs to take a role in encouraging the fashion industry to be more sustainable, for example by putting taxes on synthetics.
- ▶ Collaboration and communication within the industry with different actors are needed to push toward more sustainability in the industry.

“Every cloud has a silver lining: brands want to be more aware as they are in the spotlight.”

– Ms Liesl Truscott



Pop-up Chat 2: Future of Fashion for Social Impact



“There is real potential to do luxury fashion today with sustainable fibres, and to push industry, to push farmers to grow sustainable crops. Governments have to be pushed to regulate for more regulation such as tax on synthetic fibres.”

– Ms Camille Jaillant



Fashion Show at the Expo

### 3. Elevating Electrics and Electronics to the Forefront of Circular Economy

#### **Panelists:**

- H.E. Tserenbat Namsrai - Minister of Environment and Tourism of Mongolia
- Mr Rolph Payet - Executive Secretary, Basel, Rotterdam and Stockholm Conventions Secretariat
- Mr Nikhil Seth - Executive Director, United Nations Institute for Training and Research
- Ms Naoko Ishii - Chief Executive Officer and Chairperson, Global Environment Facility
- Mr Foday Miroba Jaward - Executive Chairman, Environmental Protection Agency, the Republic of Sierra Leone
- Ms Sandra Ojiambo - Head of Corporate Sustainability, Safaricom
- Mr Lawrence Thuo - Founder and Executive Director, E-waste Initiative Kenya
- Mr Kwabena Frimpong-Boateng - Founder of National Cardiothoracic Center and the Ghana Red Cross Society and President of the Ghana Heart Foundation, Republic of Ghana
- Mr Tadesse Amera - Co-Chair, International POPs Elimination Network

#### **Moderator:**

Mr Satya Tripathi - Assistant Secretary General and Head of New York Office at UN Environment Programme

#### **Overview:**

There are various actors across an electronic product's lifecycle and there is a large amount of electronic waste generated from the industry. Panelists who are building upon previous discussions on e-waste in 2019 pointed out that there is a need for a new circular economy vision for the electronics industry.

Many countries face different challenges regarding electronic waste and have different approaches to deal with them. However, there is a need to design electronics to last at the design stage and have a national goal to introduce new innovations on e-waste.

It was pointed out that in Ghana, a law was passed on the sustainable control and management of electronics and hazardous waste. The law allows focus on all tiers of the e-waste value chain, including Extended Producer Responsibility which is embedded in the law. Under the law, all manufacturers will have to pay upfront in order to ship electronics into Ghana.

In Kenya, the private sector is also trying to handle e-waste. For example, Safaricom and the Information, Communication and Technology sector work with regulators, recyclers and the public to collect electronic waste.

The panel concluded that the issue of electronic waste is a pressing matter for most governments, and they have been tackled in different ways, due to the nature of their respective national rules and regulations. However, this is an issue that requires action at all levels of the value chain and collaboration with all stakeholders, upstream and downstream. There needs to be communication on issues of e-waste at all levels of society and to all audiences on what and how to deal with e-waste.

**Highlighted Challenges:**

- ▶ There are still legislative vacuums in many places, such as Kenya, where taxes and the Extended Producer Responsibility are not part of the incentivization mechanism which the Government should provide.
- ▶ Public awareness and education on this issue is still expensive and in some places there is still a need to incentivize consumers to hand e-waste to capable recycling and disposal companies.
- ▶ There is skepticism around e-waste management.
- ▶ Not all aspects of circularity are touched upon and there needs improved collaboration between stakeholders.

**Required Actions:**

- ▶ It is important to work on upstream and downstream solutions. It is also key to know how to address e-waste and electronic management and give value to e-waste.
- ▶ Handling the manufacturing and improved design should include consideration of the circular economy. This includes lengthening the use of, or replacing hazardous parts of, the design components, making the parts easier to access and dismantle without a lot of technological skills and improved policy.
- ▶ There needs to be pre-informed consent mechanisms and transparency in the e-waste exchange as well as an effort to minimize the cost of handling e-waste.
- ▶ There is a need to work together and be inclusive at all levels of the value chain, including with the informal sector workers where the workers handle all aspects of the collection and disposal of e-waste.
- ▶ Taxes and the Extended Producer Responsibility should be some of the policies considered. Lessons learned from other industries with international treaties, such as the management of chemical and chemical wastes, can also inform and standardize regulations.

**“E-waste is at the threshold of falling apart and is one of the biggest challenges facing humanity.”**

*– Mr Satya Tripathi*



**Pop-up Chat 3:** Discussing e-waste and the challenges of sustainable electronics

**“If your kitchen is in a mess from a leaky tap,  
we do not clean before we close the tap.  
With e-waste, it is planned obsolescence. The moment you get  
your mobile phone you dream of the new one.”**

*– Mr Tadesse Amera*

**“There is an asymmetric concept of circular economy  
in the developing world in order to manage resources.  
How do we level the playing field?”**

*– Mr Nikhil Seth*

## V. Media Launch at the Sustainable Innovation Expo

### 1. UN Alliance for Sustainable Fashion

**Panelists:**

- Ms Naoko Ishii - Chief Executive Officer and Chairperson, Global Environment Facility
- Mr Ulf Jaeckel - Head of Division, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), Germany
- Mr Mustafa Kamal Gueye - Green Jobs Programme Coordinator, International Labour Organization
- Ms Reet Aus, Founder of Upmade
- Mr Karry Wang Junkai - UN Environment Programme Goodwill Ambassador
- Ms Nadya Hutagalung - UN Environment Programme Goodwill Ambassador
- Ms Chloe Mukai - Communication and Project Manager, International Trade Centre Ethical Fashion Initiative
- Ms Lia Fain - Associate Economic Affairs Officer, United Nations Economic Commission for Europe
- Ms Beatrice Cunha - Specialist, International Labour Organization
- Ms Giulia Camilla Braga - Communications Officer & Program Manager, Connect4Climate at the World Bank Group
- Ms Eva Geraldine - Fashion Consultant
- Ms Andrea Reyes - Chair, NYC Fair Trade Coalition
- Ms Majda Dabaghi - Senior Policy Executive, International Chamber of Commerce
- Mr Ted Richane - Director of Impact and Engagement, Vulcan Productions
- Mr Byron Peart - Co-founder of WANT Agency and WANT Les Essentiels de la Vie
- Mr Dexter Peart - Co-founder of WANT Agency and WANT Les Essentiels de la Vie

**“Customers are more aware and more conscious of what is going on and that is good news.”**

*– Ms Eva Geraldine*



**Moderators:**

- Mr Simoni Cipriani - Head and Founder, ITC Ethical Fashion Alliance
- Mr Michael Stanley-Jones - Programme Management Officer, Ecosystems Division, UN Environment Programme

**Overview:**

The UN Alliance for Fashion brings together trade, forestry and environmental agencies, labor organizations, finance, and international development banks. It works with communications, campaigns, labor laws, natural resource management, trade in order to work with the stakeholders within the fashion industry supply chain, and in order to encourage the transition to more sustainable consumption and production.

Panelists pointed out that due to the sheer size and volume of the industry, with its socio-environmental and economic impacts and influencing potential, there is a possibility for the fashion industry to become a key driver for sustainability and welfare gains. The fashion industry employs more than 75 million workers and operates across the global value chain. Globally, it earns US\$2.4 billion and most of the workforce are women.

It is also the second largest consumer of water and produces 20% of wastewater and emits more greenhouse gases than all international flights and maritime shipping combined.

We must consume and produce fashion more responsibly. Through political advocacy and impact investment, there are opportunities for adaptation, climate resilience, ensuring the sector's growth and safety for its workers, providing opportunities in rural areas in smallholder farming and forestry, and providing an enabling environment for trade and fashion.

Ultimately, the UN Alliance on Sustainable Fashion seeks to bring together leading stakeholders and commit to changing the future path of fashion to reduce negative social, economic and environmental impacts and become a leading driver for achieving the Sustainable Development Goals.

**“It is great that we can sit here in this bubble to talk about sustainable fashion, but how can we make it more affordable and accessible for everybody? It’s hard to find those options. How do we make it easy for people who really want to make a choice?”**

*– Ms Nadya Hutagalung*

### **Highlighted Challenges:**

- ▶ How can external actors with resources, information, technical know-how and funding sources work with the fashion industry on a sustainable supply chain within the industry?
- ▶ Fashion deals with ideas and is close to people's daily lives. People care about fashion, so how can we make consumers more interested in sustainable consumption and production? How do we make it easier for consumers to make a choice outside of the bubble?
- ▶ Social justice is a huge part of the fashion industry's sustainability improvements. It is important to promote social justice and decent work for all, bridging environmental footprints with social deficit.

### **Required Actions:**

- ▶ Working with different stakeholders within the industry, as well as experts with resources, knowledge and finance outside the industry, is important in order to push for more sustainability.
- ▶ It is important to communicate to the consumer and generate interest, making the discussion around sustainability as trendy and desirable. The industry needs to set the pace to bring sustainability to everyday life.
- ▶ Governments need to address these value chains and provide initiatives for companies that work in the fashion and apparel industries within their countries and to nudge them toward more sustainable productions at all levels of the value chain.



“We cannot always be a hundred percent sustainable and fair-trade, but we have to constantly question our practices and ethics to be able to incorporate sustainability in our lives.”

– Ms Andrea Reyes



Media Launch: The UN Alliance for Sustainable Fashion

## VI. High-Level Breakfast meeting

### 1. Business Contribution to Innovative Solutions of Environmental Challenges in the Context of the SDGs: Sharing Experiences and Exploring New Opportunities

The Breakfast meeting was organized jointly by the UN Environment Programme, UN Global Compact Local Network Russia, UN Global Compact Local Network Kenya and the Embassy of the Russian Federation in Kenya.

**Speakers:**

- H.E. Dmitry Maksimych, Ambassador of the Russian Federation in Kenya
- Ms Flora Mutahi, Board Member, UN Global Compact Kenya
- Mr Anton Butmanov, Director for Sustainable Development, En+ Group
- Mr Sergey Chestnoy, Advisor on Sustainable Development, UC Rusal
- Ms Daria Goncharova, Chief Sustainability Officer, Polymetal
- Ms Mohua Mukhejee, Program Ambassador, International Solar Alliance
- Mr Oleg Bazaleev, Head of Sustainable Development Projects, Nordgold
- Mr Jorge Laguna Celis, Director, Governance Affairs Office, UN Environment Programme

**Moderator:**

Mr Alexander Plakida, Chair of the Steering Committee of the Local Network of UN Global Compact Russia

**Overview:**

Cities and urban populations are growing at very fast rates which increase the demand for resources, such as metals that are used to build these cities. The extraction and trade of these resources is very energy and carbon intensive. As the demand for these resources increases, it is important for companies in Russia that trade in them to look to sustainable and innovative solutions, in order to respond to demand, while considering the health of the Planet.

Creating ambitious targets and sticking to them is key in moving towards a low carbon economy. But carbon intensive sectors need to find innovative



solutions through technologies and partnerships in order to lower their carbon emissions while still being able to supply the world with growing demand of resources including metals.

Russian corporations are working hard to respond to the growing demand of these resources while simultaneously abiding to sustainable practices by aligning their strategies and goals to the Sustainable Development Goals and forming partnerships with others working to do the same from the private sector as well as government and research institutes.

In conclusion, the speakers pointed out that many companies in Russia are committing to sustainable development and innovative solutions to tackle environmental challenges in the extractives industry, among others. However, more needs to be done to enable start-ups to access funding and partnerships are critically important between various stakeholders in order to promote corporate sustainability.

**Highlighted Challenges:**

- ▶ Need to lower carbon emissions in carbon intensive sectors
- ▶ Need to also find funding for innovative technology start-ups



**High-Level Breakfast Meeting:** High-Level Breakfast organized by UN Global Compact Russia and UN Environment Programme



**Required Actions:**

- ▶ Creating ambitious targets and achieving them
- ▶ Networking and creating partnerships including South-South Cooperation
- ▶ Aligning strategies and objectives to the Sustainable Development Goals
- ▶ Funding innovative projects that provide solutions
- ▶ Launching lucrative sustainable products
- ▶ Harnessing natural resources sustainably
- ▶ Sharing scalable ideas and implementing them in different parts of the world (e.g. Flipflop to be implemented in Russia).

**“We want to involve as many people as we can to support UN Environment Clean Seas Campaign.”**

*- Mr Anton Butmanov*

**“This is a ground-breaking event and excellent chance to expose the international community to the work of Russian corporations on sustainability and incorporating sustainable development principles in their work.”**

*- H.E. Dmitry Maksimychev*

## VII. Leadership and Multi-stakeholder Dialogues

A key feature of the High-Level Segment of the UN Environment Assembly was a series of interactive Leadership Dialogues, as well as a Multi-Stakeholder Dialogue. Informed by the latest scientific information provided in the Assembly's keynote report, these 90-minute Dialogues are designed to provide Ministers of Environment and leaders from civil society, the business community, and international organizations with the opportunity to engage in an exchange of views on priorities, best practices, challenges and actions relating to the overall theme of the Assembly: innovative solutions for environmental challenges and sustainable consumption and production. In engaging with each other, it is hoped that there will be an injection of political momentum and direction towards addressing key policy and action gaps and identifying the transformative actions needed at the global, regional, national and local levels.

### *Leadership Dialogues*

A common thread among all the Leadership Dialogues is that in order to succeed, a substantial shift in sustainable consumption and production patterns needs to occur in all countries, in line with the ambitions and targets of the 2030 Agenda and its 17 Sustainable Development Goals.



Leadership Dialogue 1

## Leadership Dialogue 1: Environmental challenges related to poverty and natural resources management, including sustainable food systems, food security and halting biodiversity loss

### Speakers:

- Ms Cristiana Pasca-Palmer, Executive Secretary of the Convention on Biological Diversity
- Ms Mami Mizutori, Special Representative of the UN Secretary-General for Disaster Risk Reduction, United Nations Office for Disaster Risk Reduction (UNISDR)
- Mr David Nabarro, Professor, Institute of Global Health Innovation, Imperial College, London
- Fr Joshtrom Kureethadam, Coordinator of the Sector on Ecology and Creation, Dicastery for Promoting Integral Human Development, Holy See
- Mr Peter Thomson, UN Special Envoy for the Ocean
- Mr Gustavo Fonseca, Director of Programs, Global Environment Facility

### Moderator:

Mr Nikhil Seth, Executive Director of the UN Institute for Training and Research

The *Dialogue* focused on how food systems are putting increasing pressure on our environment and are failing to provide food for the world's vulnerable people, both in terms of nutritional quality and agricultural yield.

Maximizing agricultural productivity and shifting to sustainable food systems are critical to eradicating poverty, sustaining livelihoods, creating income opportunities, enhancing inclusive socio-economic growth and reducing vulnerabilities across the globe. To achieve this, there is a need to invest in resilient, climate-smart agriculture, as well as secure sustainable value chains.

### Key messages:

- ▶ Significant efforts and progress have been made in building inclusive and resilient economies that bring people out of poverty, ensure food security, improve education, and provide for a healthy environment.
- ▶ However, serious challenges threaten to undermine these efforts.
- ▶ The world is at a crossroads – resource use, environmental degradation and climate change are currently to a very large extent being driven by food systems applying unsustainable consumption and production patterns.

- ▶ We are already witnessing a mega trend in biodiversity and ecosystems' loss that are ultimately impacting human health.
- ▶ A transformation of our food system has to take place in a manner that integrates, develops and implements innovative solutions that combine favorable farmer livelihood conditions, positive environment and health outcomes.
- ▶ An integrated approach across the food systems spectrum must take place to ensure that stakeholders are able to communicate, coordinate and take joint action to reach consensus on how to transform food systems at local and national levels, mainstreaming biodiversity and tackling climate change.

## Leadership Dialogue 2: Life-cycle approaches to resource efficiency, energy, chemicals and waste management

### Speakers:

- H.E. Ms Inga Rhonda King, Seventy-Fourth President of the UN Economic and Social Council
- Ms Sarah Chandler, Senior Director, Operations and Environmental Initiatives, Apple Inc
- Ms Stefanie Hellweg, Professor for Ecological Systems Design, ETH Zurich
- Mr Cosmas Milton Obote Ochieng, Director, African Natural Resources Center, African Development Bank
- Ms Leyla Acaroglu, UN Environment Champion of the Earth and Founder of the UnSchool of Disruptive Design
- Mr Michael Gotsche, Vice President, BASF-Africa

**Moderator:** Mr Janez Potočnik, Co-Chair of the International Resource Panel

The *Dialogue* focused on how life-cycle approaches and strategies are essential tools to decoupling economic activity and human well-being from resource use and negative environmental impacts. Action that can be taken include promoting regulations to set environmental targets, public procurement policies that can stimulate demand for sustainable products and new governance approaches and partnerships to support the transition to sustainable consumption and production.

In addition, research and innovation are key to strengthening life-cycle management and resource efficiency, and decisions should consider the importance of transparency, as it can unlock practical, affordable and innovative environmental solutions and open opportunities for sustainable investments.

### **Key Messages:**

- ▶ Life cycle approaches provide the systemic perspective necessary to focus on the key drivers of change and address potential trade-offs linked to alternative solutions that help address market distortions and send the right economic signals.
- ▶ There are significant benefits in applying life cycle approaches that can be scaled up through strategic decisions and processes such as institutional procurement and investment (in both public and private sectors) which boost the transition towards sustainable consumption and production patterns.
- ▶ The digital transformation is an important enabler for the necessary changes connected to life cycle approaches, circular economy and other economic pathways towards sustainable development.
- ▶ We need to encourage traceability and transparency to empower consumers.
- ▶ Special attention should be given to lower income countries, showing how life cycle approaches can help them leap-frog to environmentally-friendly technologies for a more sustainable future, while also focusing on the social aspects of the transition (employment, inclusiveness and local benefits). This will need a strong emphasis on cooperation and implementation.



**Leadership Dialogue 2**



## Leadership Dialogue 3: Innovative sustainable business development at a time of rapid technological changes

### Speakers:

- Mr Pierre Courtemanche, Chief Executive Officer, GeoTraceability
- Ms Jane Nyakang'o, Managing Director, National Cleaner Production Centre
- Mr Hugh Weldon, 2018 Young Champion of the Earth
- Ms Priya Mehra, Director of Sustainability, Victory Farms
- Mr Desta Mebratu, Chief Executive Officer, African Transformative Leapfrogging Advisory Services (ATLAS)
- Mr Olivier Jan, Sustainability Global Lead, Deloitte
- Ms Heba Al-Farra, 2018 Young Champion of the Earth

### Moderator:

Mr Felix Dodds, Adjunct Professor, University of North Carolina

The *Dialogue* focused on how rapid technological change, if managed properly, can help unlock a vast set of opportunities to widen prosperity and generate long-term sustainable value from innovative solutions that encourage natural systems to flourish and entrepreneurship to grow.

Innovative business that work for people and planet must be promoted to harness the power of businesses and citizens as active co-creators and problem solvers. Moreover, investments in data sharing and participatory science, governments, companies and citizens should consider how a digital ecosystem for planetary data will be built, financed and governed to benefit the environment.

### Key Messages:

- ▶ Many governments are at the forefront in creating enabling conditions for the uptake of more sustainable business practices and promotion of innovation.
- ▶ Sustainable innovative business models and innovative technologies create significant value both for businesses and for society.
- ▶ However, it was acknowledged that more emphasis needs to be done to transform our economies and societies, and to scale up the adoption of sustainable business practices. In this sense, the alignment of policy frameworks and funding mechanisms and infrastructure need to be considered in an integrated manner that promotes and enables sustainable investments.
- ▶ A strong and coherent policy framework is required to boost innovation, new technologies and better jobs. This is particularly important for small and medium enterprises and so funding needs to be available to support those innovative businesses which pioneer new ideas and business models.

- ▶ Innovative technologies can help overcome the infrastructural gaps in many regions and help avoid lock-in unsustainable and inefficient infrastructure. In this sense, innovation and big data are playing a significant role in shaping the sustainable business models and creating the new inclusive and participatory economy of the future.
- ▶ The discussion initiated in this Leadership Dialogue was continued at the Fourth UN Multi-stakeholder Forum on Science, Technology and Innovation for the Sustainable Development Goals (STI Forum) in New York from 14-15 May 2019.



Leadership Dialogue 3

## *Multi-Stakeholder Dialogue*

### **Speakers:**

- Dr Leyla Acaroglu, Founder of Disrupt Design, Eco Innovators, and UnSchool, Australia/USA
- Ms Khawla Al-Muhannadi, President of the Environment's Friends Society in Bahrain
- Mr Von Hernandez, Global Coordinator of Break Free from Plastic Movement, Philippines
- Mr Joao Campari, Global Leader of the Food Practice at WWF International, Brazil
- Ms Lena Pripp Kovac, Head of Sustainability of the Inter IKEA Group, Sweden
- Mr Desta Mebratu, African Transformative Leapfrogging Advisory Services (ATLAS), Ethiopia

**Moderator:**

Ms Solitaire Townsend, Co-Founder of Futerra

The Multi-Stakeholder Dialogue was designed to provide Ministers and high-level decision makers with the opportunity to interact in a setting that is not governed by protocol with leaders from civil society and the private sector. The Dialogue allowed for an exchange of views on priorities, best practices, challenges and actions relating to the theme: innovative solutions for sustainable consumption.

**Key Messages:**

- ▶ Design and systems change are core to the solutions for sustainable consumption. Products need to be designed with a different mindset and systems to measure wealth and wellbeing, such as GDP, need to be re-defined, to include the Sustainable Development Goals and lifecycle assessment, so that success is not only measured by economic growth.
- ▶ The circular economy is an opportunity to redirect the role of design, production and consumption towards systems of sustainable and regeneration as opposed to the current hyper-consumption model of extraction and inequity that the linear model promotes.
- ▶ There is no one-size-fits-all solution to the complex social and environmental issues we are facing. There are instead many immense possibilities for creative and socially transformative policies, products and processes.
- ▶ There is a strong importance to engage youth. Environmental issues need to be presented in simple, clear, and implementable ways so that everyone may contribute. Children especially must be engaged in sustainable lifestyles as this knowledge and experience will stay with them for life. When one child is inspired by sustainability, it creates a chain reaction, helping more children to join in.
- ▶ There is a collective responsibility and examples of sustainable consumption programmes were shared from across the world, including in Kenya. Sustainable consumption must not only be seen as reducing consumption for over-consumers (although that is crucial), but also creating lives of wellbeing for all, including under-consumers. Our current economic system externalizes the environmental costs of consumption. It is a system that sustains unsustainability and promotes ecological destruction in the name of continuous economic growth.
- ▶ We need responsible stakeholders. Often particular stakeholders are singled out and blamed, when it comes to unsustainable consumption. However, for the issues we face today, individuals, businesses, non-governmental organizations and governments must all take action. Citizens must create new social norms, business must invest in

sustainable systems and design to avoid, minimize and re-use waste, all with the support of government policy and stronger interventions.

- ▶ Social innovation and wellbeing must be considered. Innovative solutions should be based on values and dedicated to creating positive societal change, not just technology. Technology is part of the solutions set, but never enough alone. It is what is done with technology that will determine how effective it will be at addressing the global environmental issues we face.
- ▶ Technology should be deployed where it matters and mostly at the design stage, so that the goods and services are designed for sustainability right from the start, not just using technology to manage the outcomes of poorly designed products.
- ▶ The ways we measure success must consider human and ecosystem wellbeing and we must acknowledge the quality that sustainable consumption brings to society, not only the quantity of economic growth. Not only is living a sustainable lifestyle better for the planet but it must be better for people on an individual level as well.
- ▶ The current system prioritizes profits over human and ecosystem health. People-based solutions are needed, but many communities are overwhelmed by the exponential growth of waste, which raises the question who is responsible for it? The people who create it, sell it and disown it once it is no longer part of their production and sales system? Or, the communities around the world left to manage the discarded packaging and products?



**Multi-stakeholder Dialogue:** Multi-stakeholder Dialogue Panelists



# Conclusion

The Sustainable Innovation Expo and its numerous panels and the Leadership and Multi-stakeholder Dialogues provided the private sector and other stakeholders with a unique opportunity to engage on the UN Environment Assembly's theme of Innovative Solutions to Environmental Challenges and Sustainable Consumption and Production.

To achieve the environmental dimension of the Sustainable Development Goals and the Paris Agreement, action by all stakeholders is critical. No one sector or individual can do it alone. And the private sector is a key partner as the industry can provide innovative solutions and resources.

While the resolutions of the UN Environment Assembly will guide the world in the right direction, it is our hope that the private sector will now take an active role in the implementation of these resolutions which will ensure the inter-generational sustainable development of our world. (\*see Annex 2 on the resolutions that directly call for action by the private sector).



## Annexes:

**Annex 1:** List of Exhibitors

**Annex 2:** UNEA-4 Resolutions



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