



Environmental Leadership, Markets and Sustainability:

Jonathan Lash
President
World Resources Institute



*World
Resources
Institute*

WRI's four goals

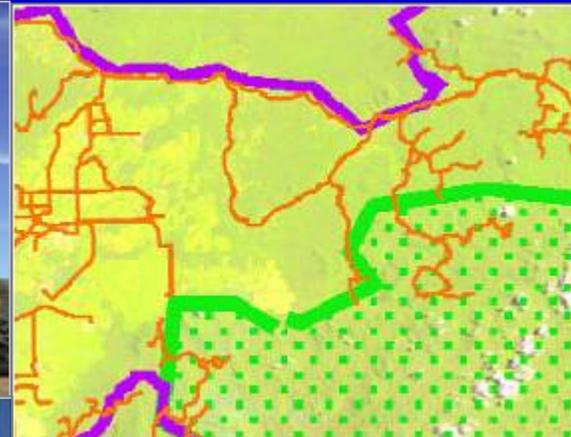
**Protect
Earth's
living
systems**



**Create
sustainable
enterprise
opportunities**



**Increase
access to
information**



**Protect
the
climate
system**





The Equator Principles

An approach for financial institutions to determine, assess and manage environmental & social risk in project financing based on the environmental and social screening criteria of the International Finance Corporation

31 Banks had adopted the Principles as of May 2005,

Australia	Westpac Banking Corporation
•Belgium	Dexia Group, KBC
•Brazil Bradesco	Banco Itau, Banco Itau BBA, Unibanco, Banco do Brazil, Banco
•Canada Scotia Bank	CIBC, Royal Bank of Canada, Manulife Financial Corporation,
•Denmark	Eksport Kredit Fonden
•France	Calyon
•Germany	Dresdner Bank AG, HVB Group, West LB AG
•Italy	MCC
•Japan	Mizuho Corporate Bank
•Netherlands	ABN AMRO Bank N.V., ING Group, Rabobank Group
•Switzerland	Credit Suisse Group
•UK of Scotland	Barclays plc, HSBC Group, Standard Chartered, The Royal Bank
•USA	Citigroup Inc., Bank of America, JP Morgan Chase

The Equator Banks
arranged 75% of
project finance
lending in 2003

Green Power Market Development Group

Developing corporate
markets for 1,000 MW of
cost-competitive green
power



Alcoa

Delphi Corporation

**The Dow Chemical
Company**

DuPont

FedEx Kinko's

General Motors

IBM

Interface

Johnson & Johnson

NatureWorks LLC

Pitney Bowes

Staples

Starbucks

ecomagination commitment

1

•Deliver on aggressive GE goals

- R&D spend... double from \$700M to \$1.5B by 2010.
- ecomagination revenue... increase from ~\$10B to \$20B by 2010.
- GHG emissions... reduce intensity 30% (compared to 2003) by 2008 and at least a 1% absolute reduction by 2012.
- GHG reduction from the installed base of GE ecomagination products will more than offset all GE GHG emissions every year, starting in 2005.
- Improve the energy-efficiency of GE's operations 4% annually.

And tomorrow is right around the corner...

Hybrid locomotive

Imagine a 40 ton Toyota Prius on rails



Solar technologies

Imagine powering your home with photovoltaic roofing tiles that convert the sun's rays into affordable electricity

Solid oxide fuel cells

Imagine powering 500 homes without releasing green house gases



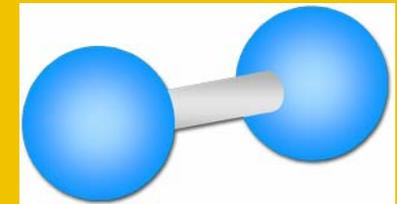
Solid state lighting

Imagine a home with no light bulbs, illuminated by organic light emitting diodes for a fraction of the cost



Hydrogen technologies

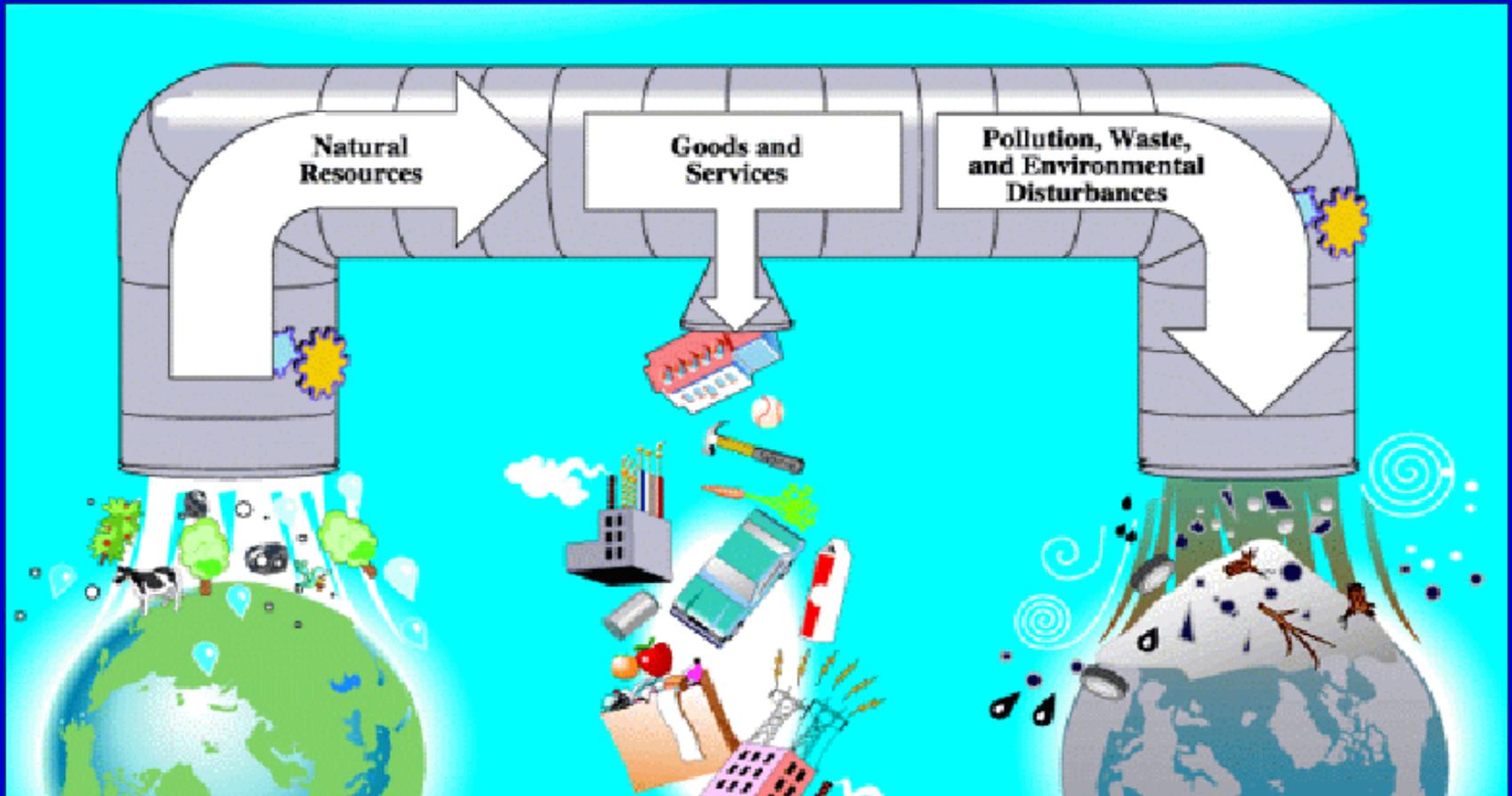
Imagine a cost effective, scalable means of producing this clean burning fuel



Levels of Corporate Practice

- Compliance/ISO Certification
- Measure and Report Performance
- Stewardship/ Set Targets and Report Progress
- Sustainability Based Business Strategy

Increasing Wealth Depletes Resources

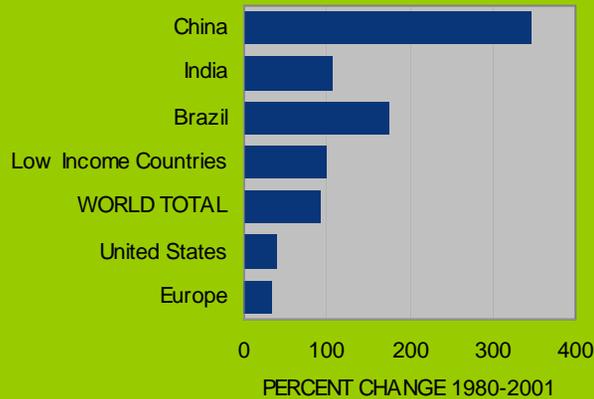




Trends in Consumption 1980-2001

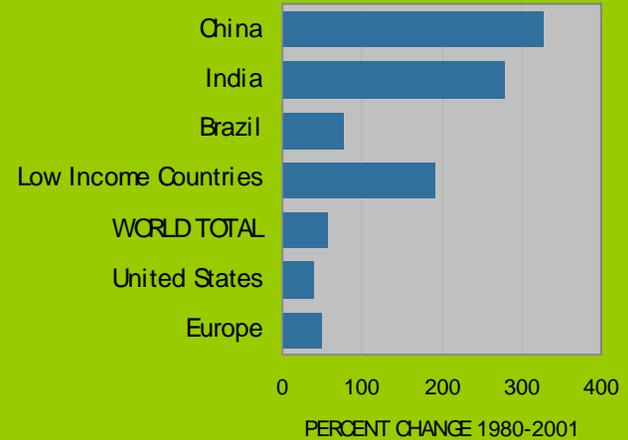
MEAT

Total Consumption in 2001: 240 million metric tons



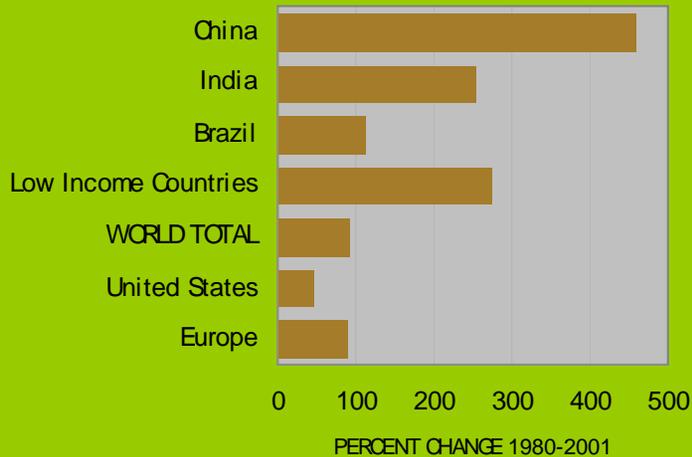
MOTOR GASOLINE AND DIESEL OIL

Total Consumption in 2001: 1.7 trillion liters



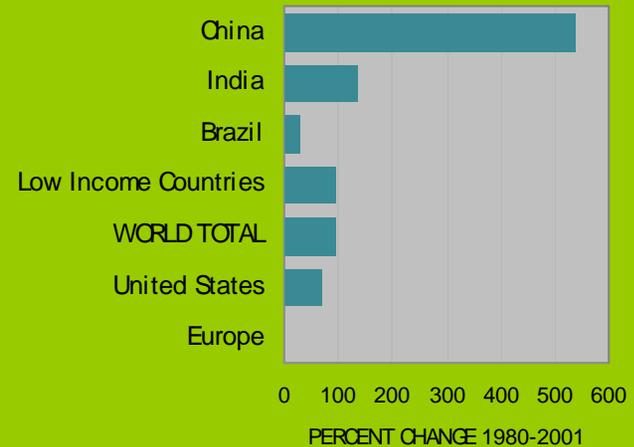
PAPER AND PAPERBOARD

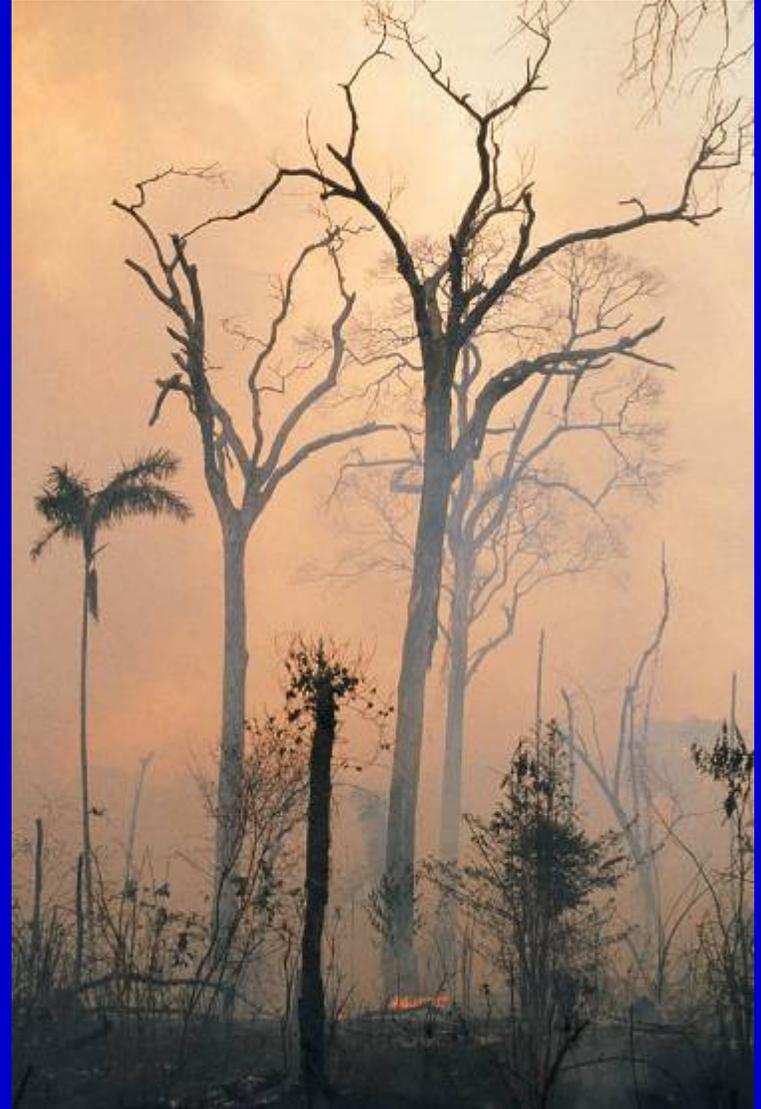
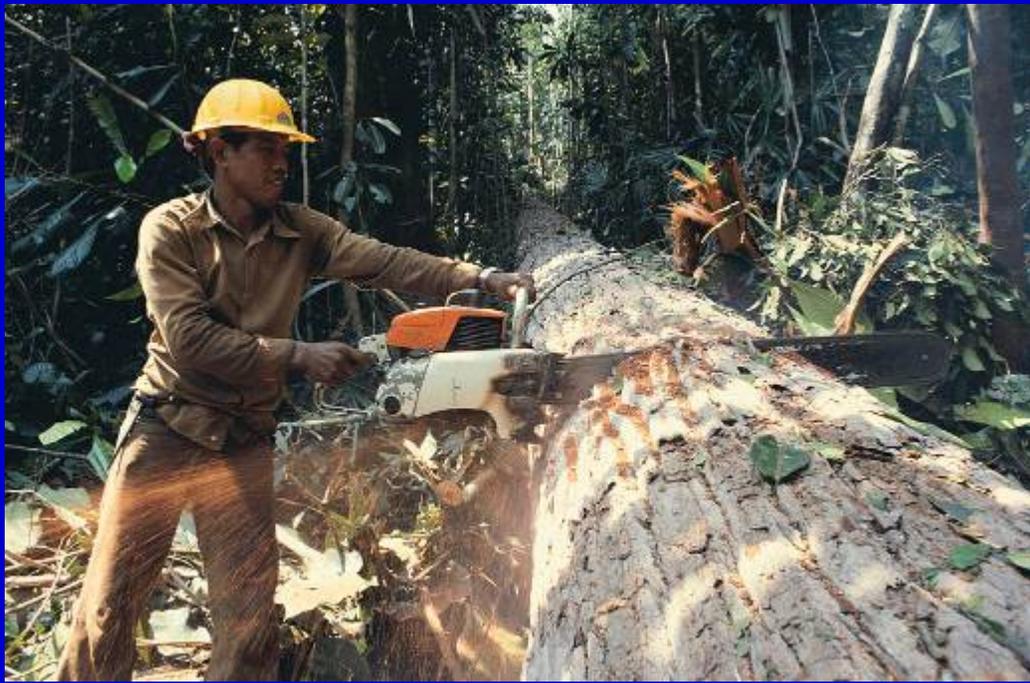
Total Consumption in 2001: 325 million metric tons



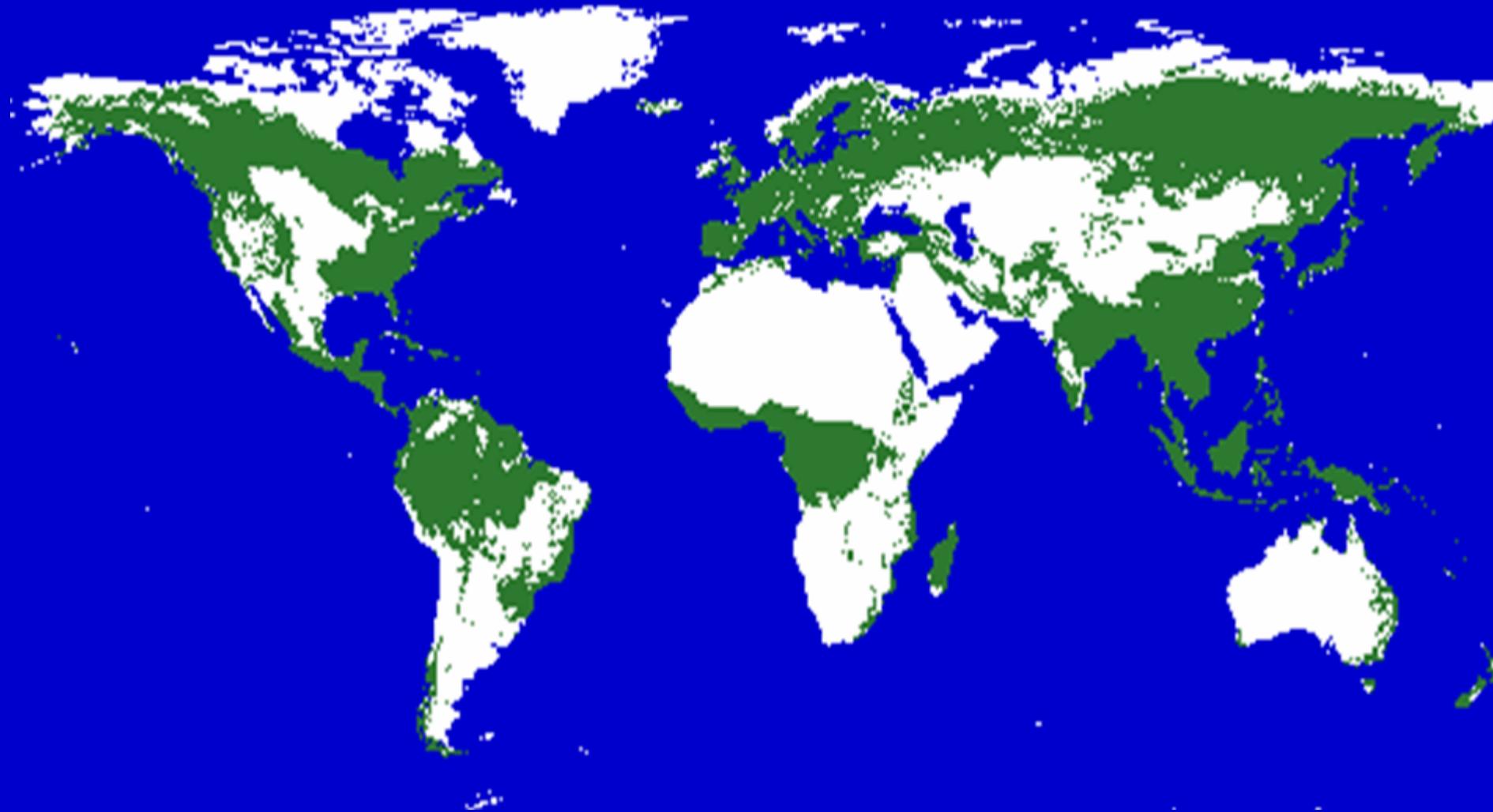
FISH AND FISHERY PRODUCTS

Total Consumption in 2001: 132 million metric tons

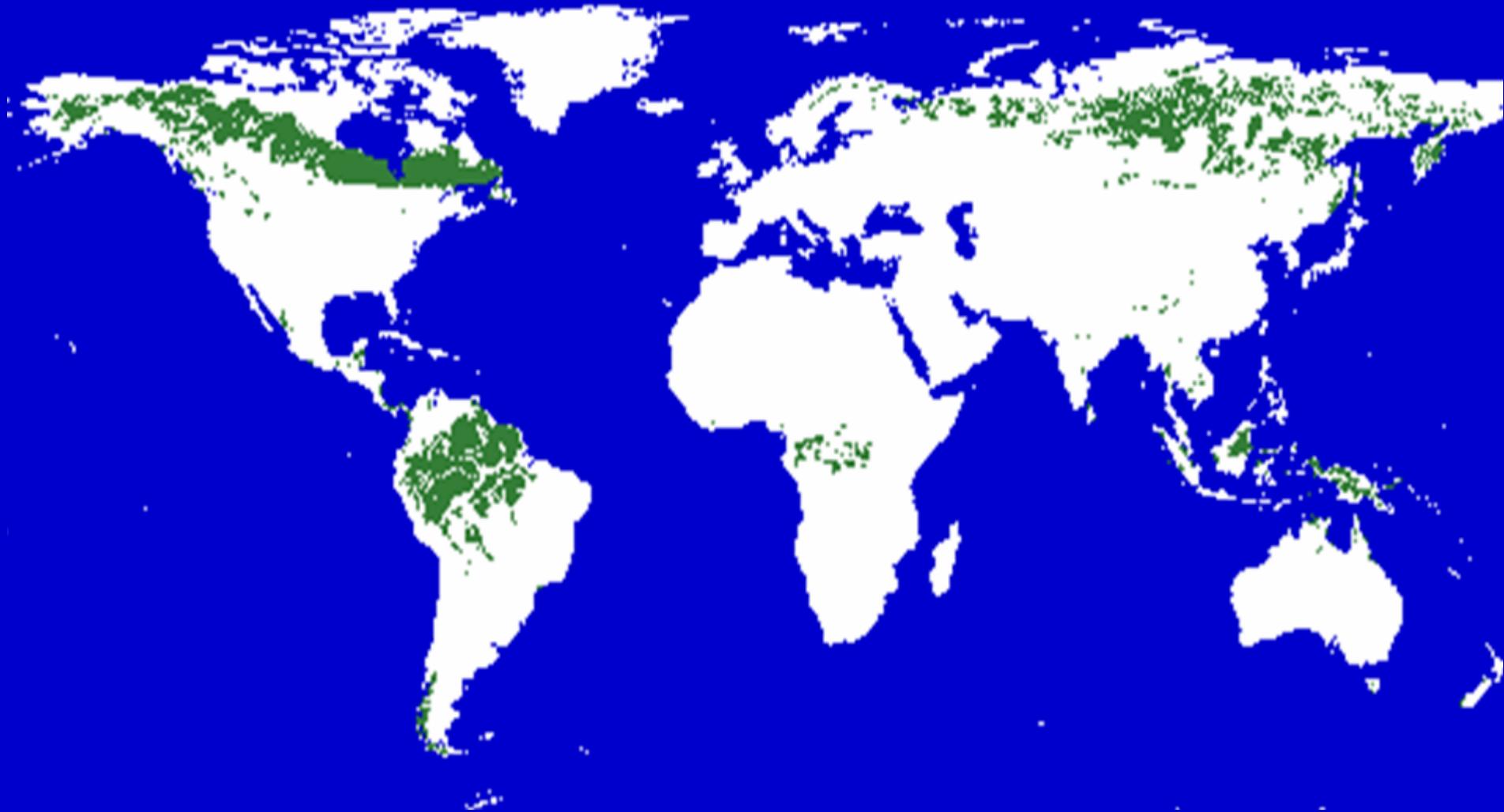




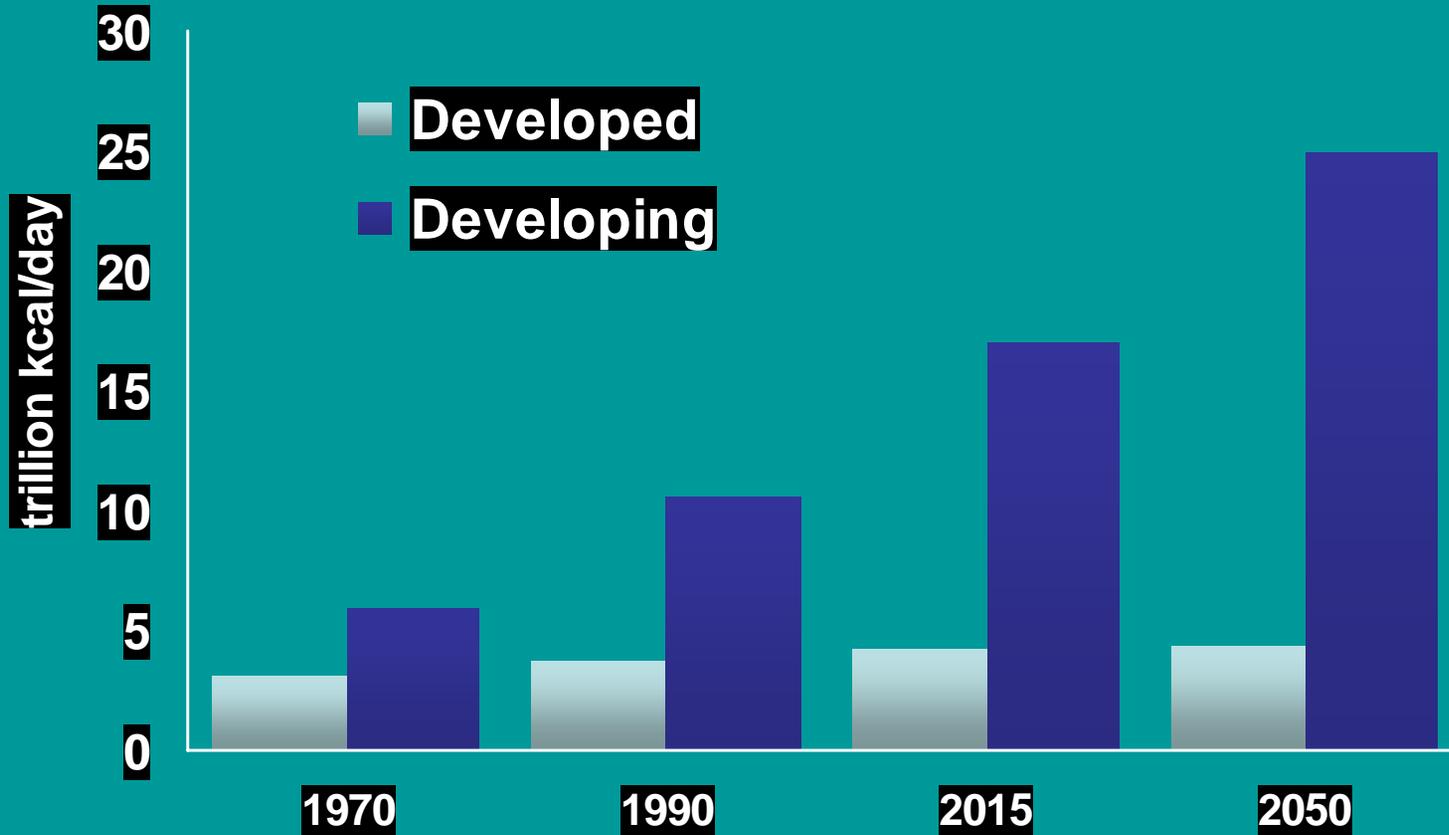
Frontier Forests 8,000 Years Ago



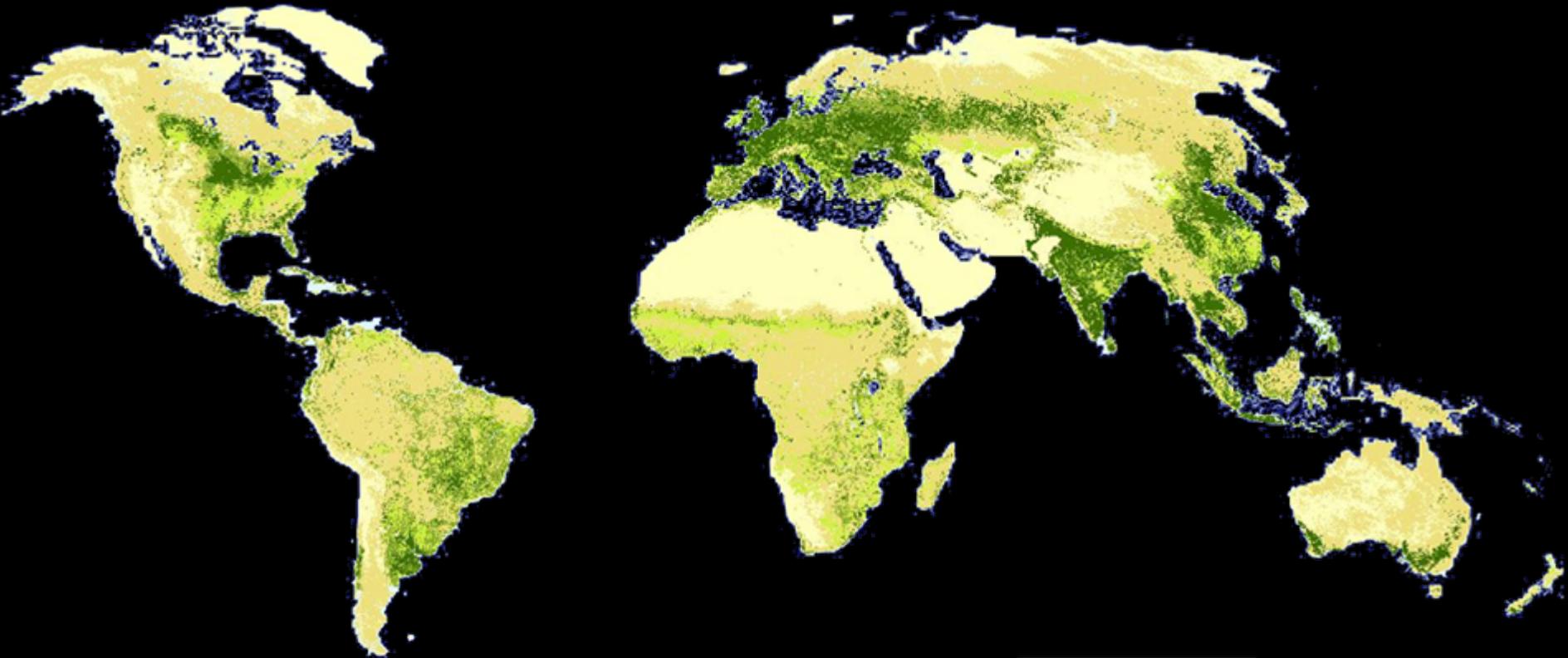
Frontier Forests Today



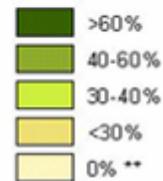
Increasing Food Demand Threatens Ecosystems



Extent of Agriculture

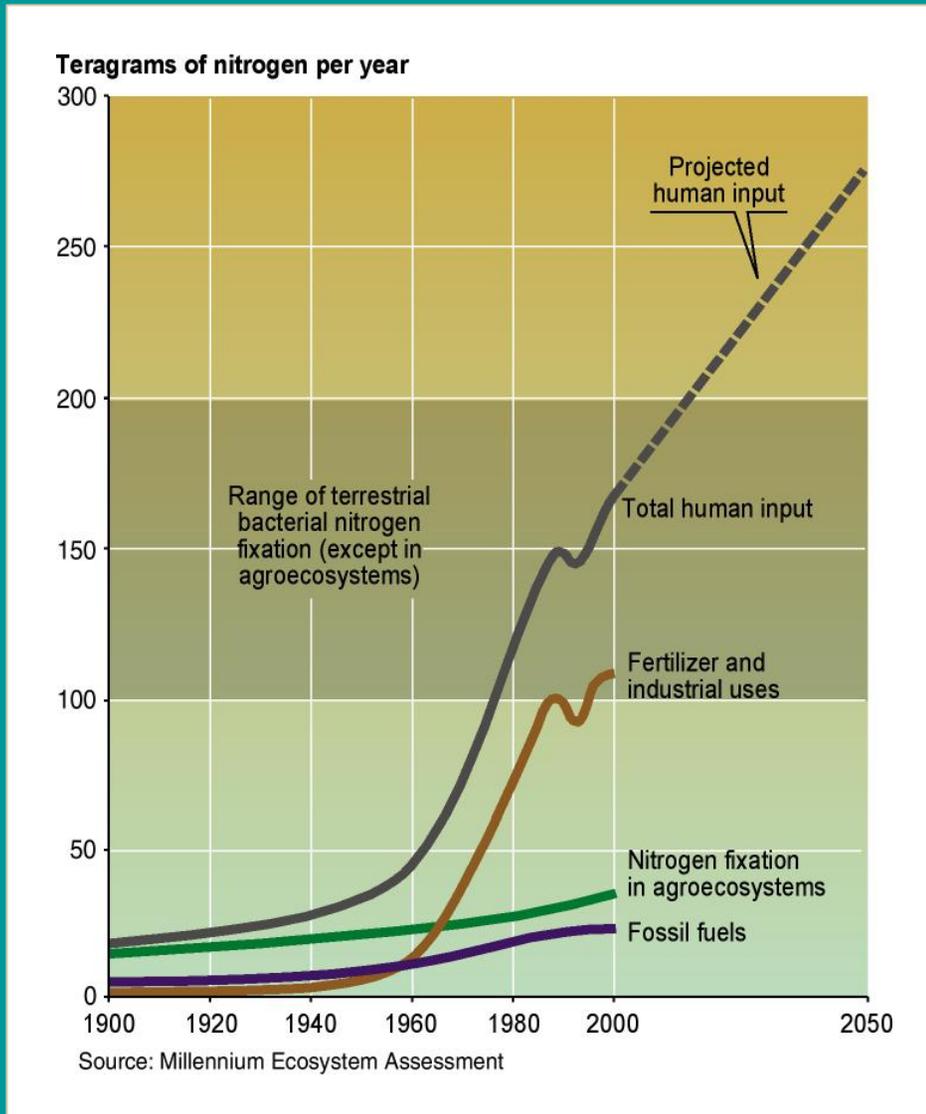


Percent Agricultural
Land Cover



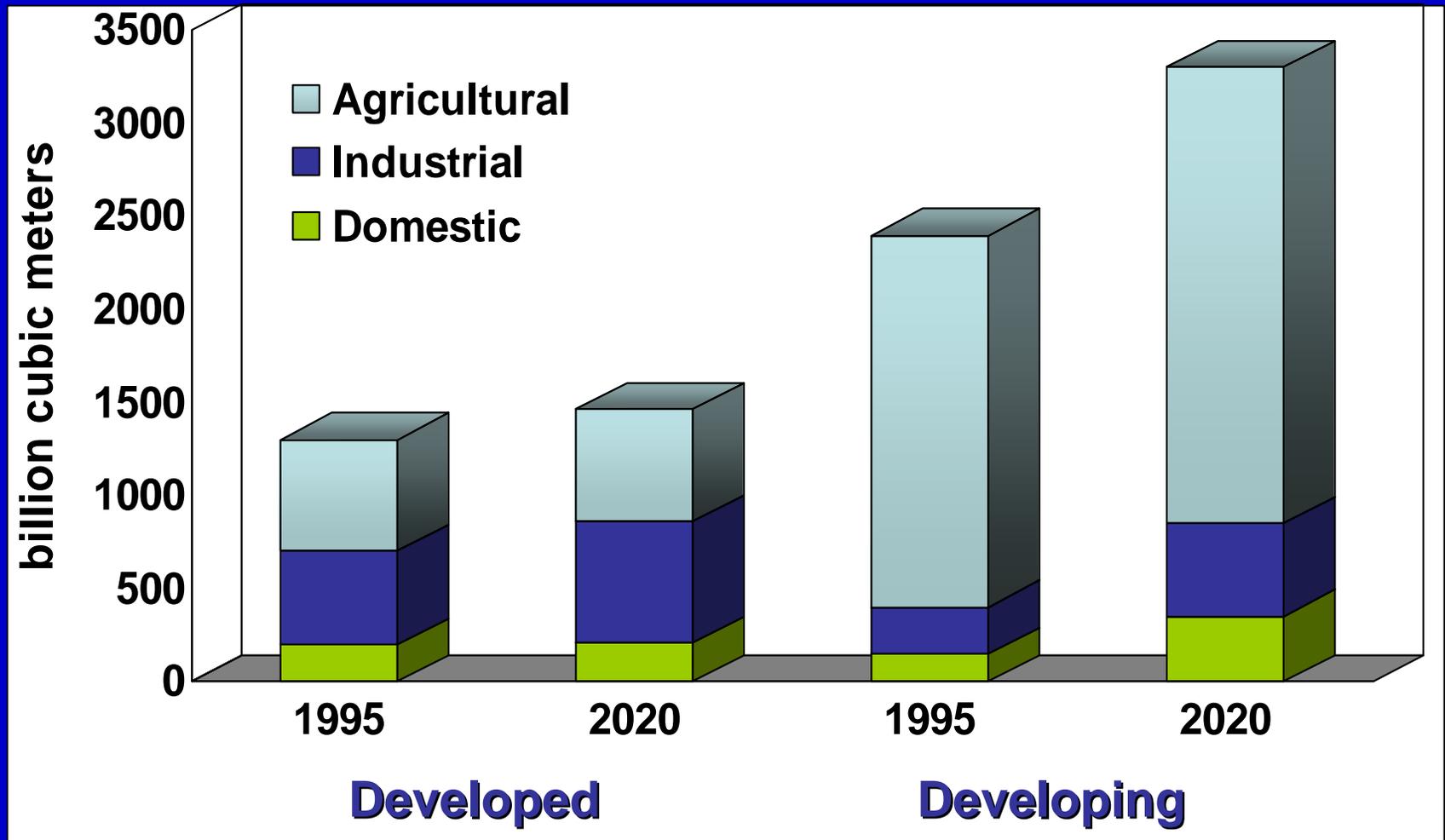
Environmental Trends: Water Pollution and Scarcity

Human-produced Reactive Nitrogen

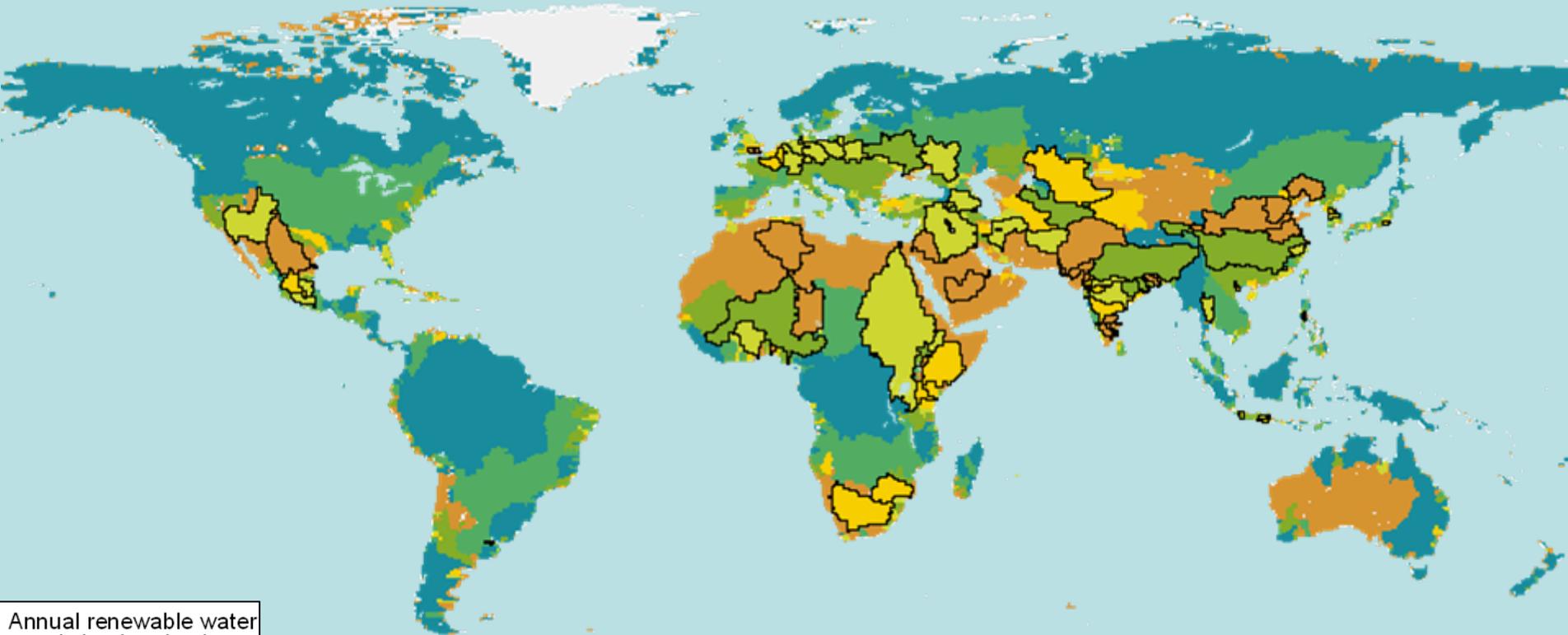


Humans produce as much biologically available nitrogen as all natural pathways and this may grow a further 65% by 2050

Growing Demand for Water



Water Scarcity – 2025



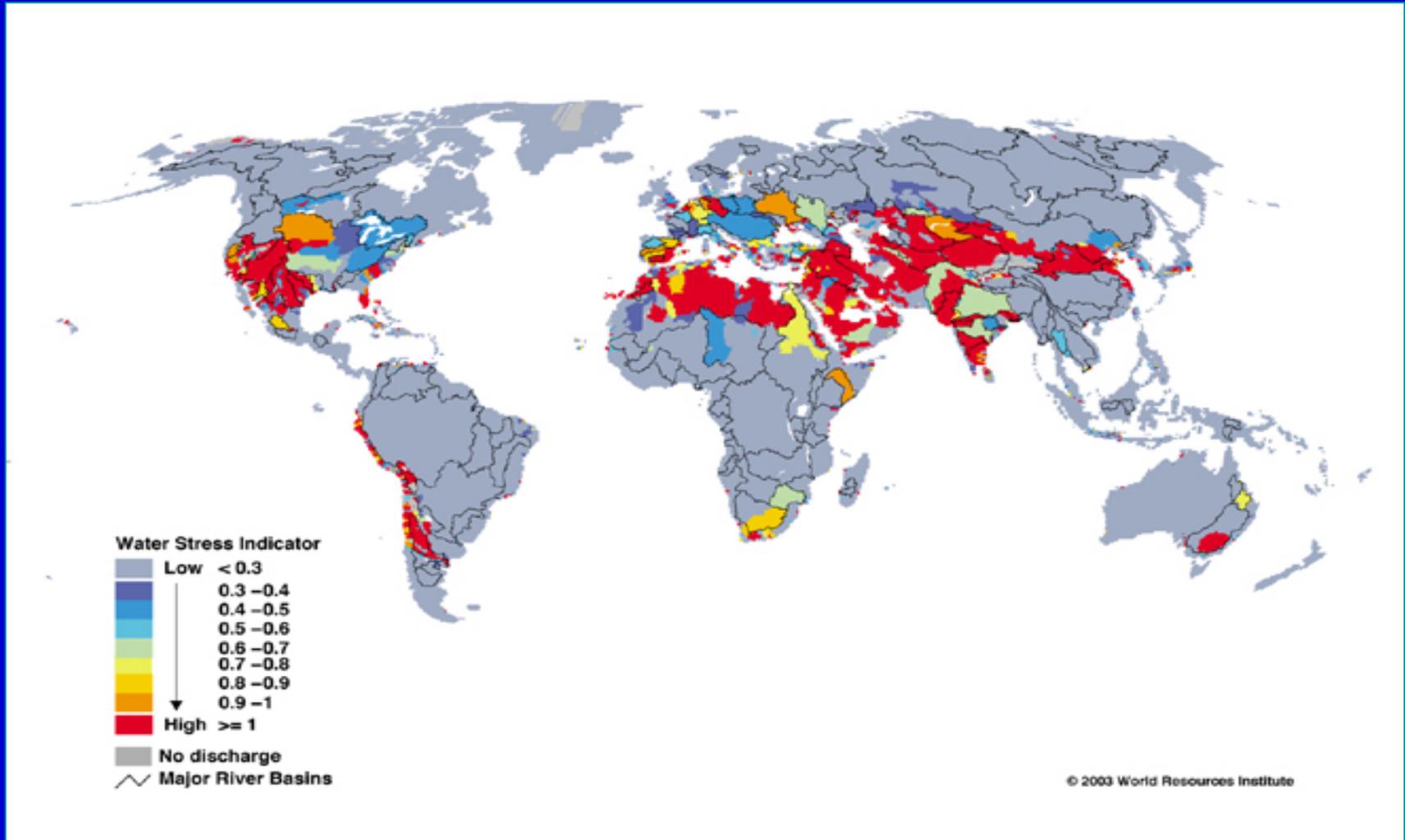
Annual renewable water supply by river basin (m³/person/year)

- <500
- 500 - 1000
- 1000 - 1700
- 1700 - 4000
- 4000 - 10000
- >10000
- No data

outlines show those that are both in and approaching scarcity

Water for Nature:

Environmental Water Scarcity: 2000

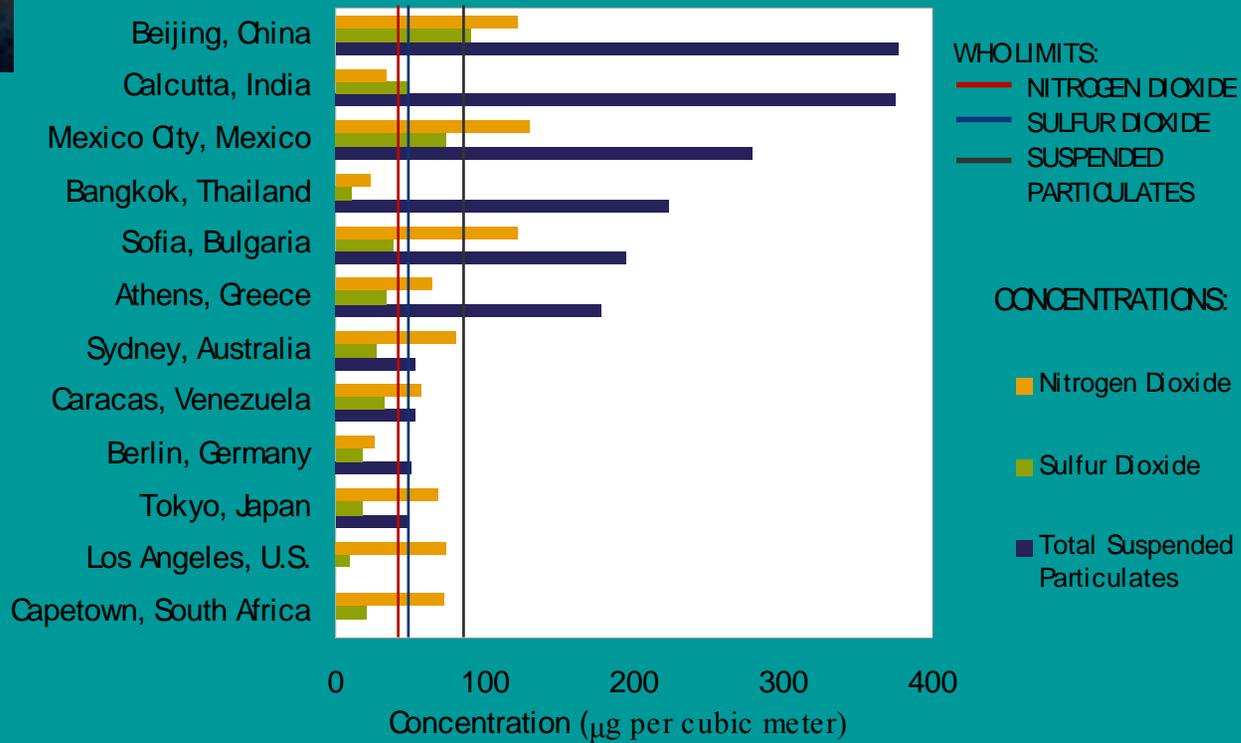




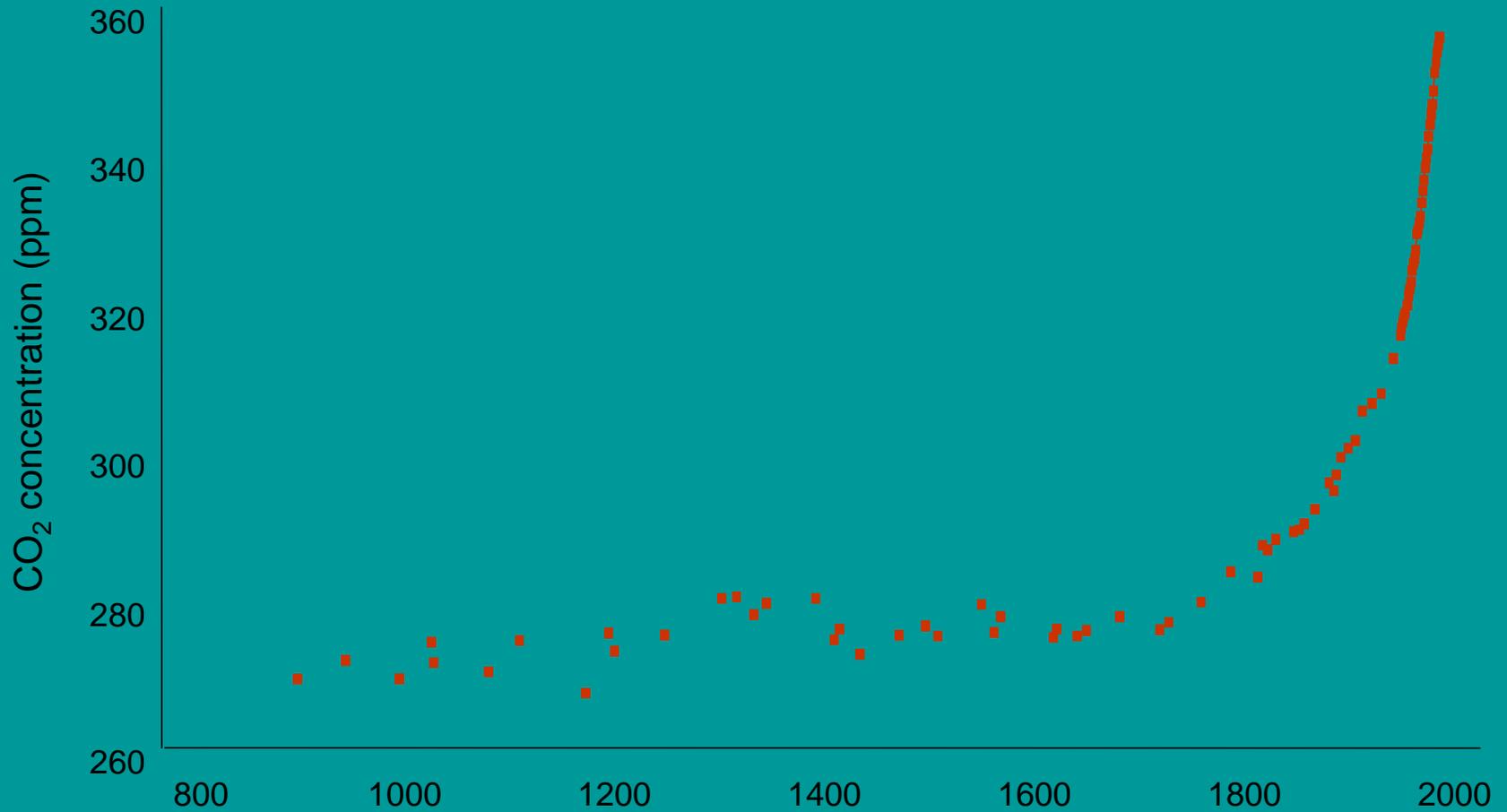


Global Pollution

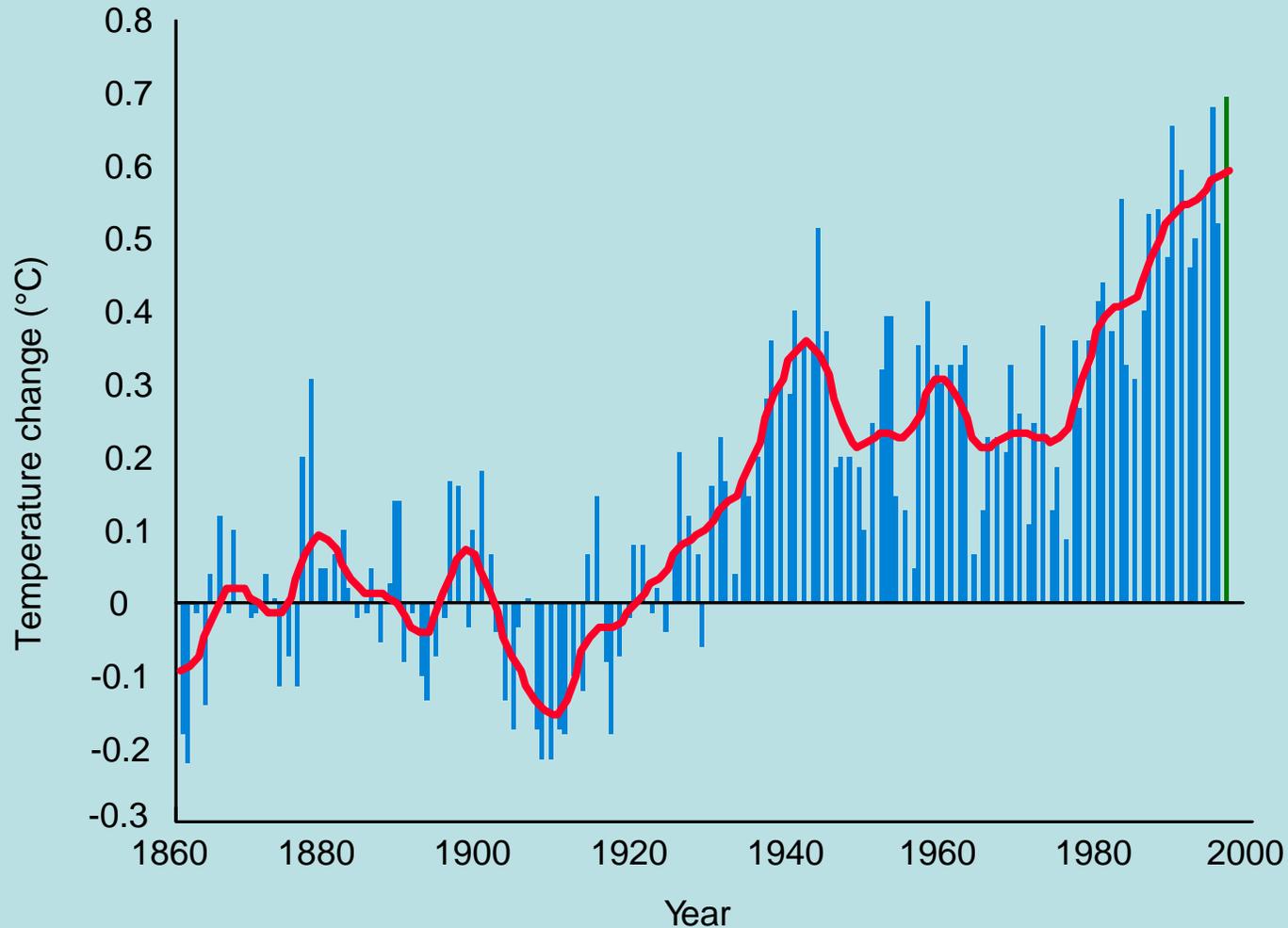
Concentration of Key Pollutants in Major Cities, 1995-1998



Global CO₂ Concentration



Global Observed Temperatures



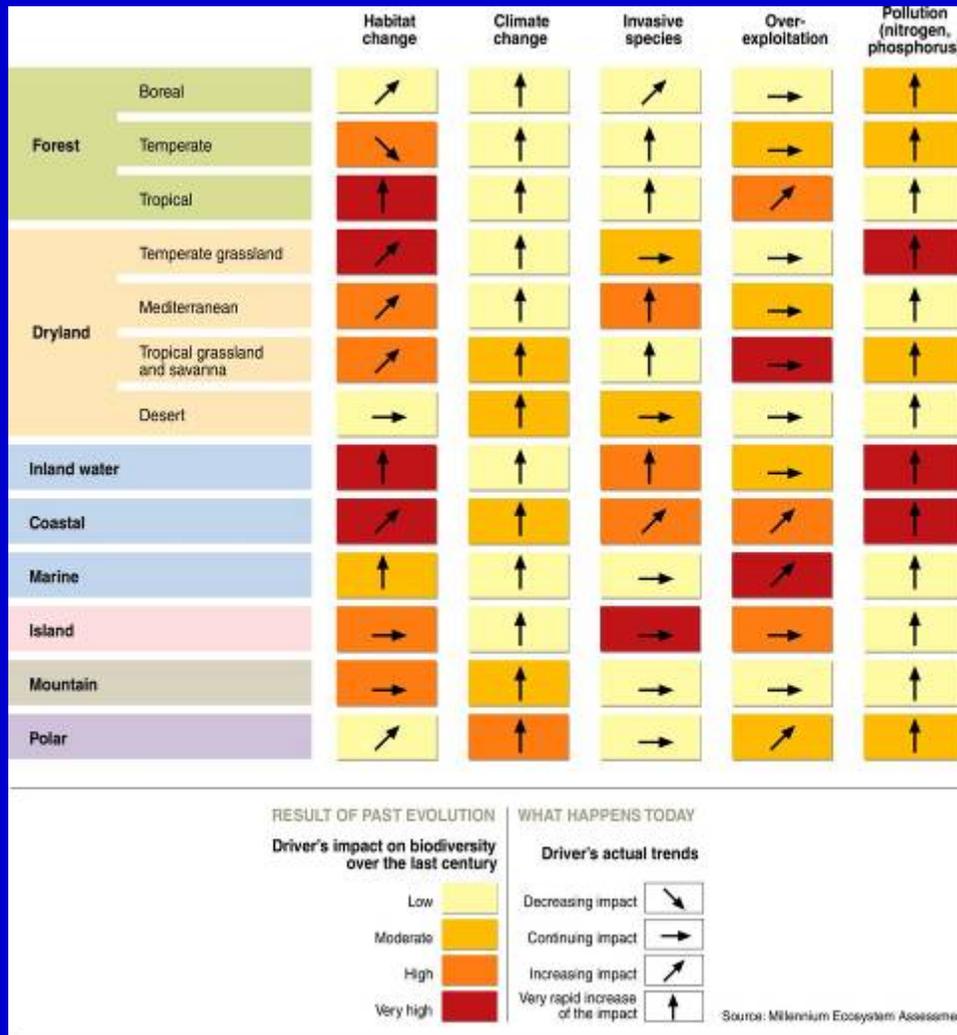
Rapidly Melting Sea Ice



Since 1979, more than
20% of the Polar Ice Cap
has melted away.

ARCTIC SEA
ICE BOUNDARY IN 1979

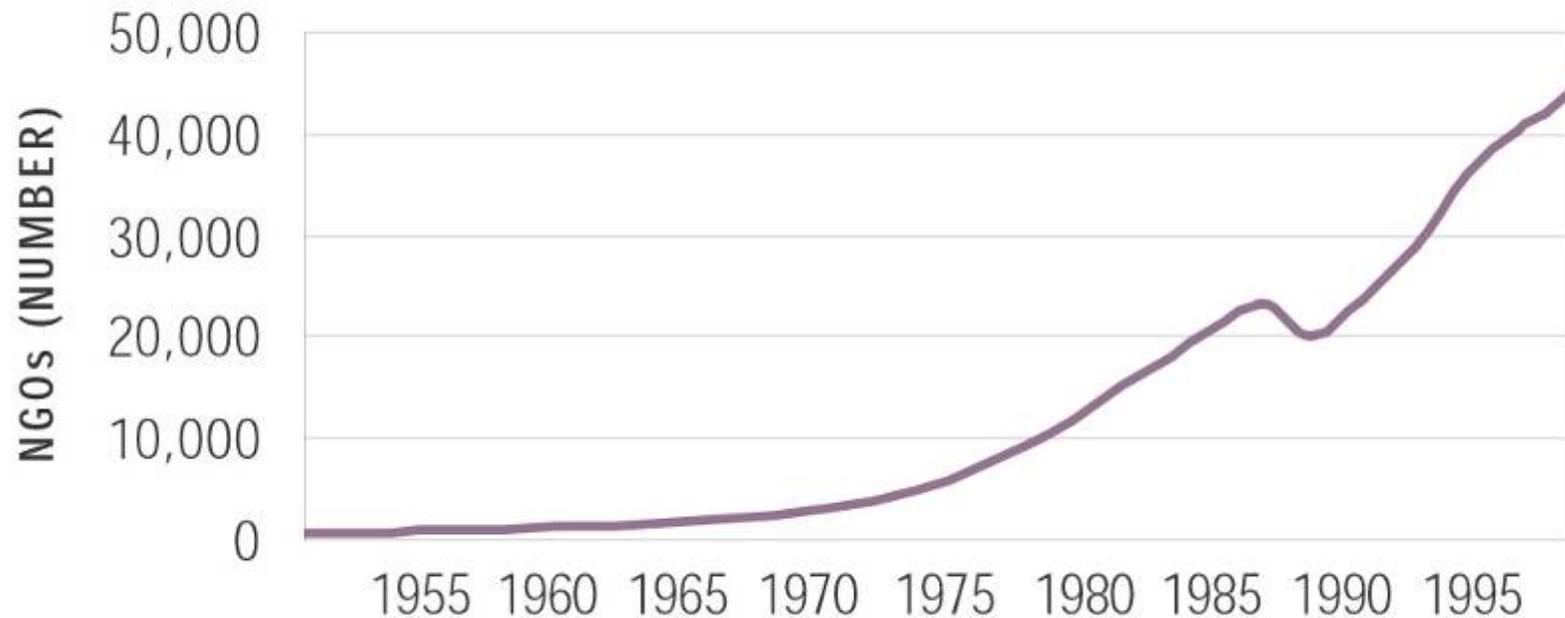
Direct drivers growing in intensity



- Most direct drivers of degradation in ecosystem services remain constant or are growing in intensity in most ecosystems

The Rise of Civil Society Organizations

Number of Non-Governmental Organizations, 1951-1999



SOURCE: Union of International Associations, 1999.

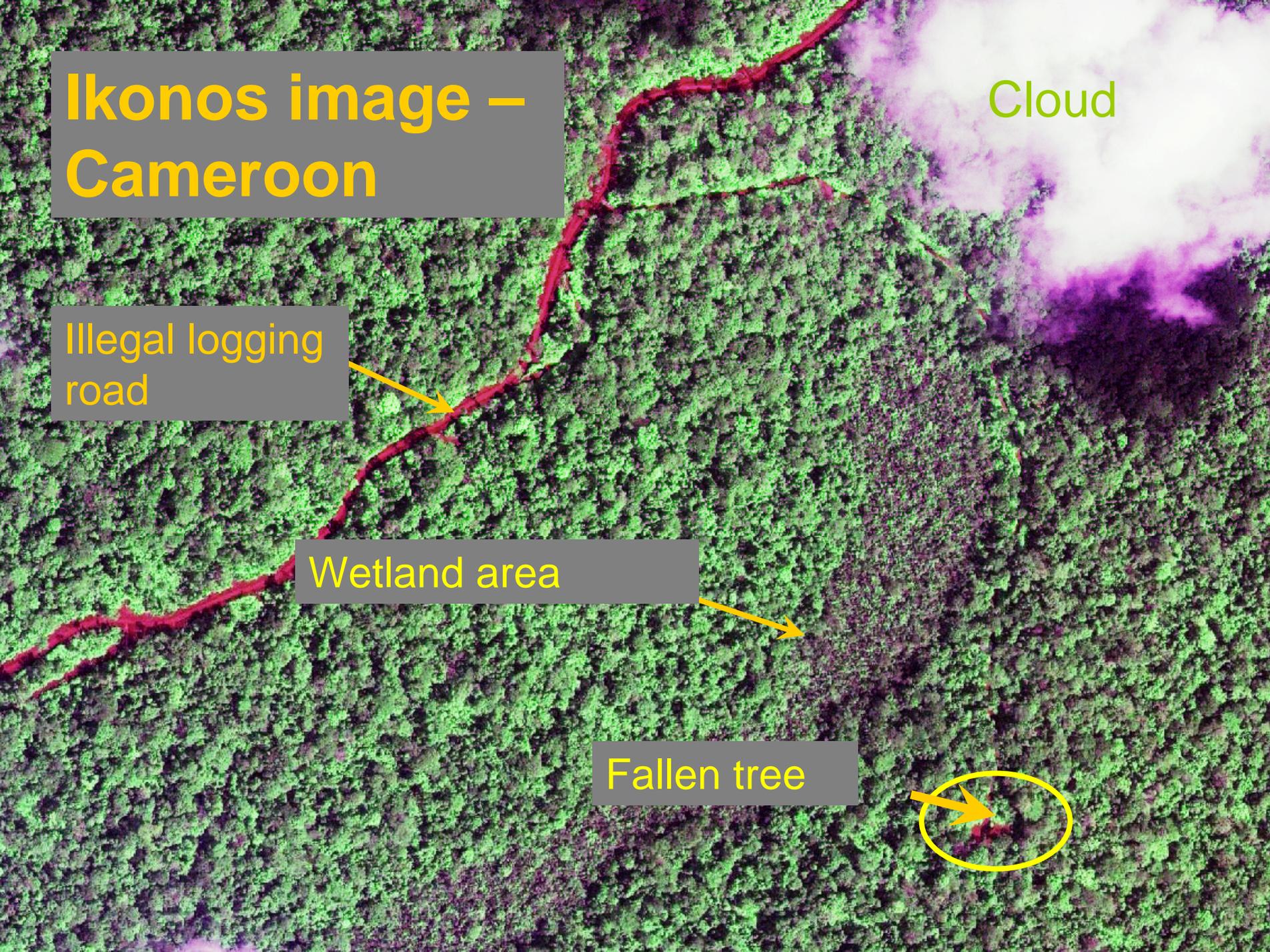
Ikonos image – Cameroon

Cloud

Illegal logging
road

Wetland area

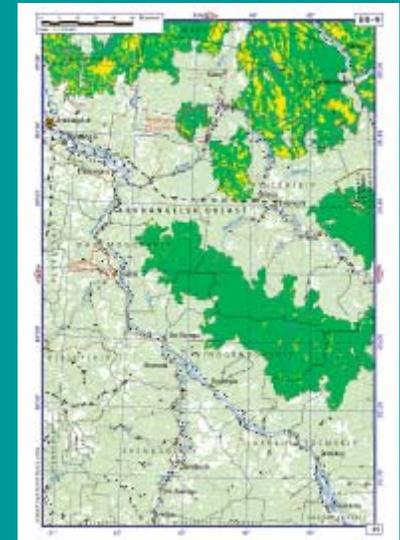
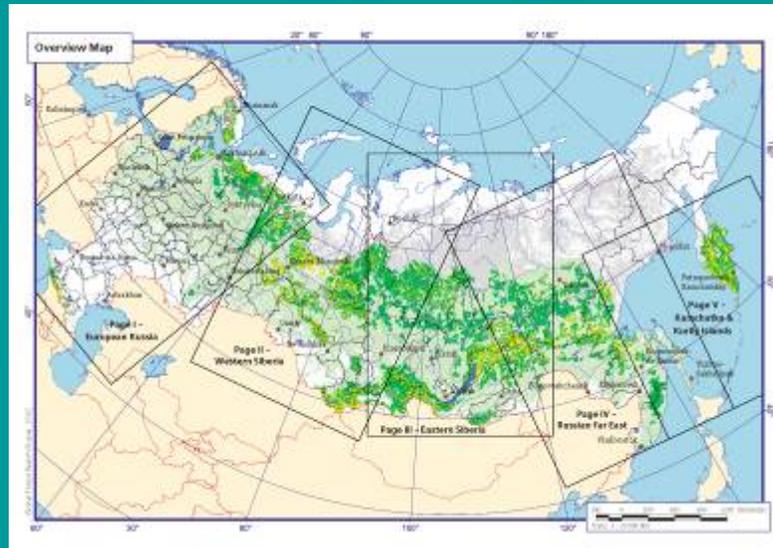
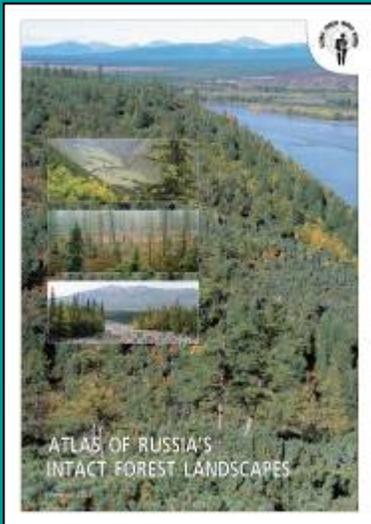
Fallen tree



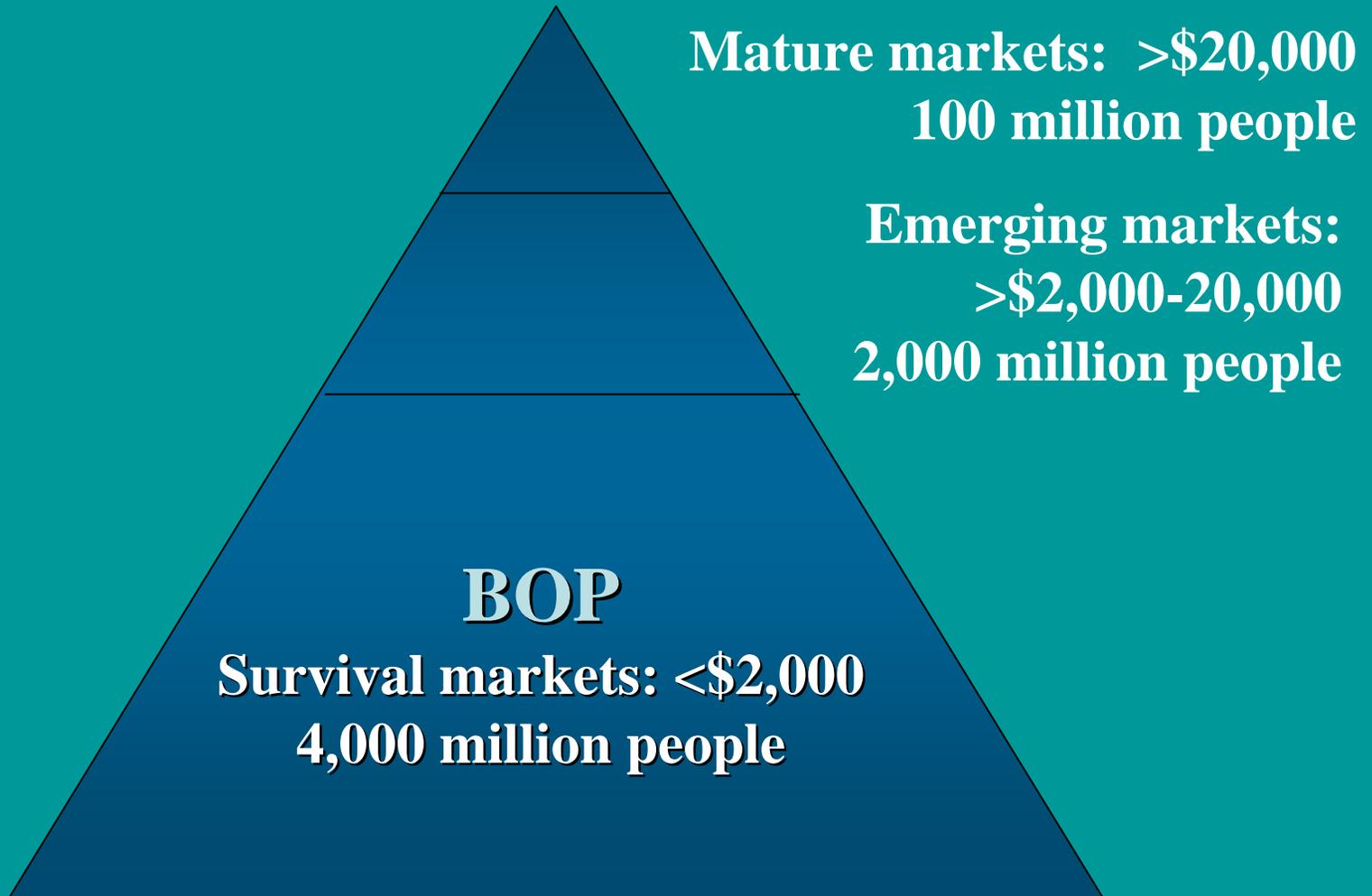


“The wood must not originate from intact natural forests unless certified according to a standard recognised by IKEA”

”We have mapped all intact natural forests in Russia”



Tomorrow's Markets



Proctor & Gamble: Exploring the Market for Safe Drinking Water

“...We see sustainability as an opportunity to address needs that are as yet unmet. Needs that are driven by the six billion people on this planet, which may grow to eight to 10 billion in the next century.”

-Proctor and Gamble



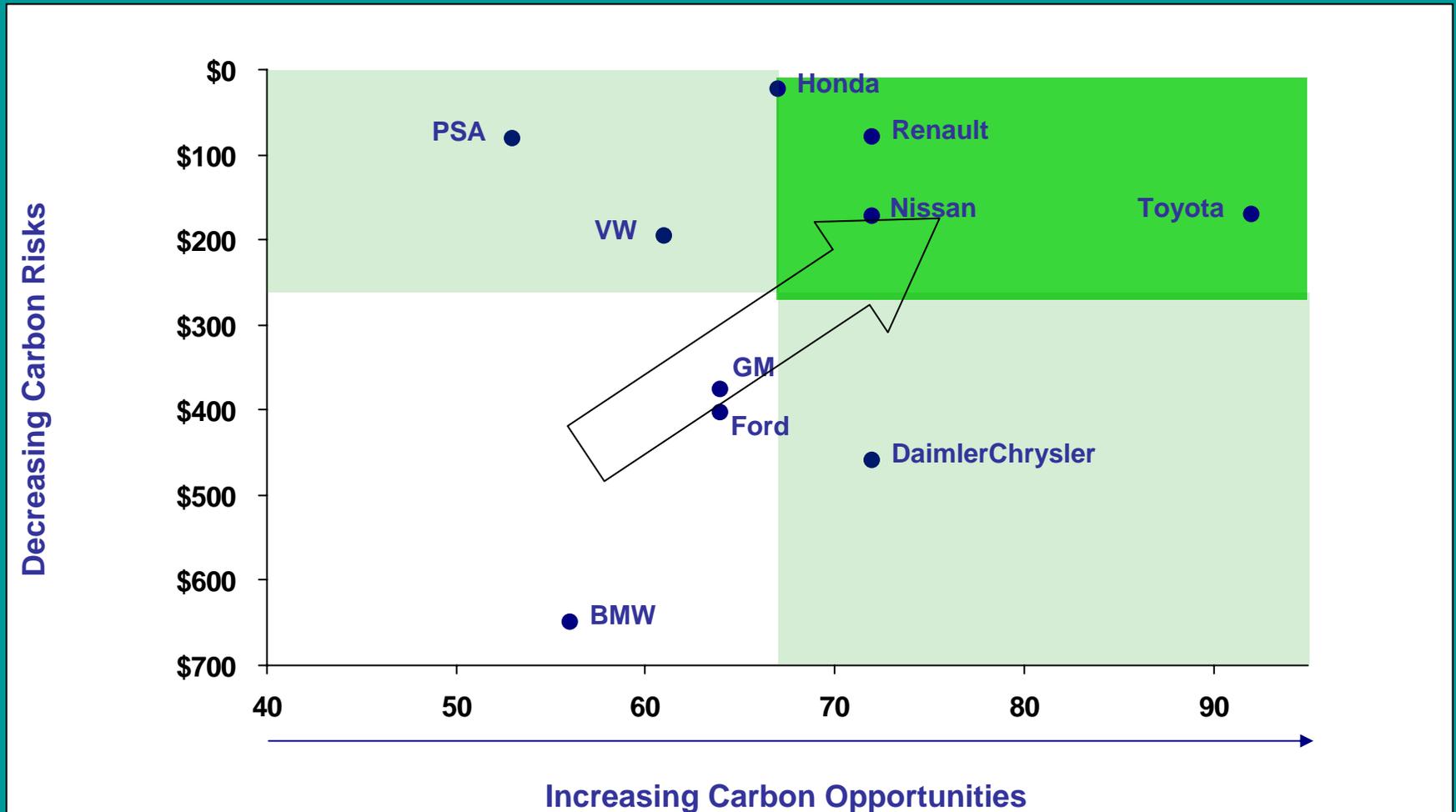
S.C. Johnson: Supporting Farmers and Creating Markets



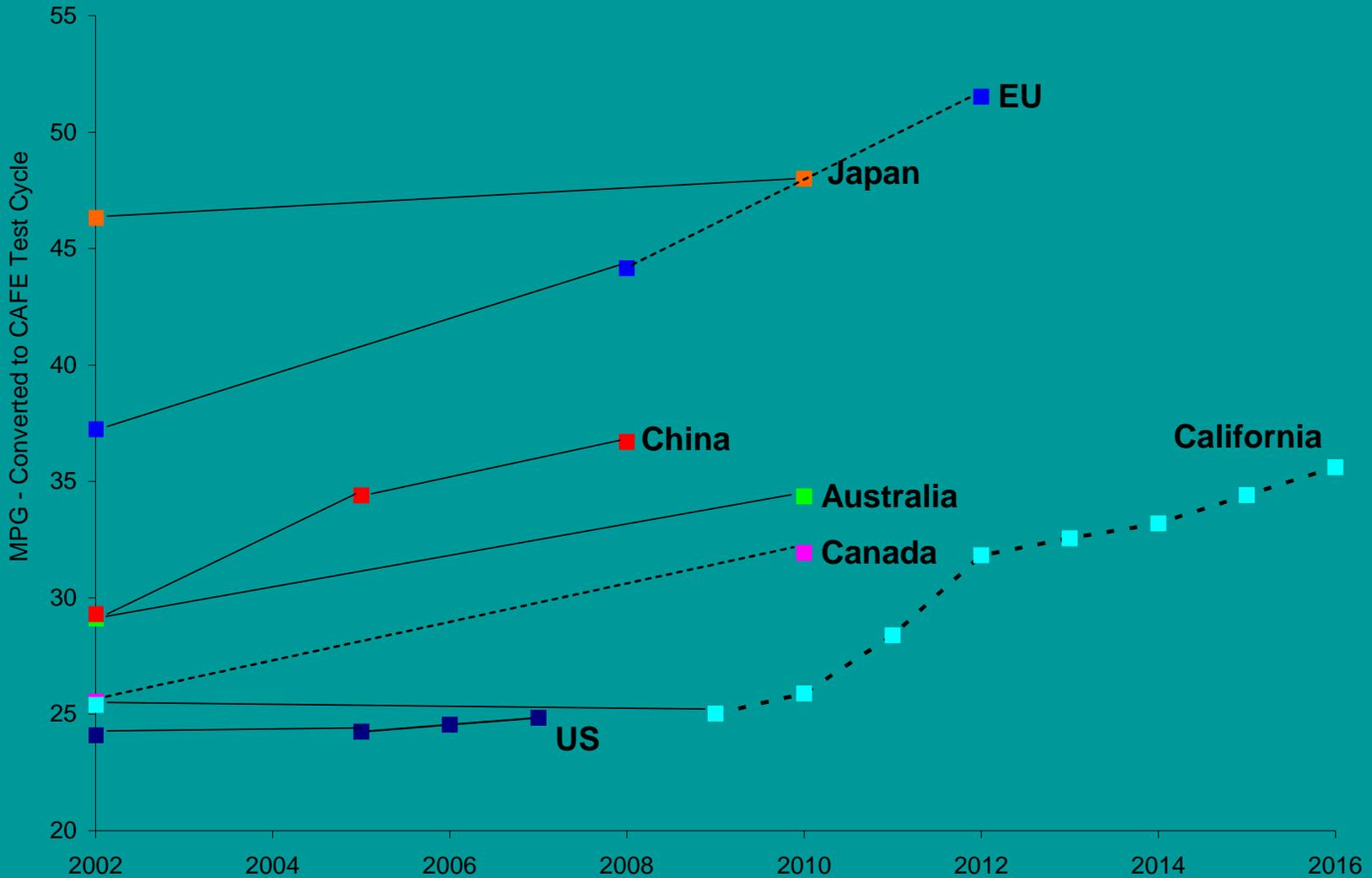
- Pyrethrum sourcing
- 200,000 small farmers in Kenya

Courtesy of S.C. Johnson and WRI's Eradicating Poverty Through Profit Conference

Carbon Positioning of Leading OEMs



Comparison of Fuel Economy and GHG Emissions Standards around the World



The New York Times

***Rebuffing Bush, 132 Mayors
Embrace Kyoto Rules***

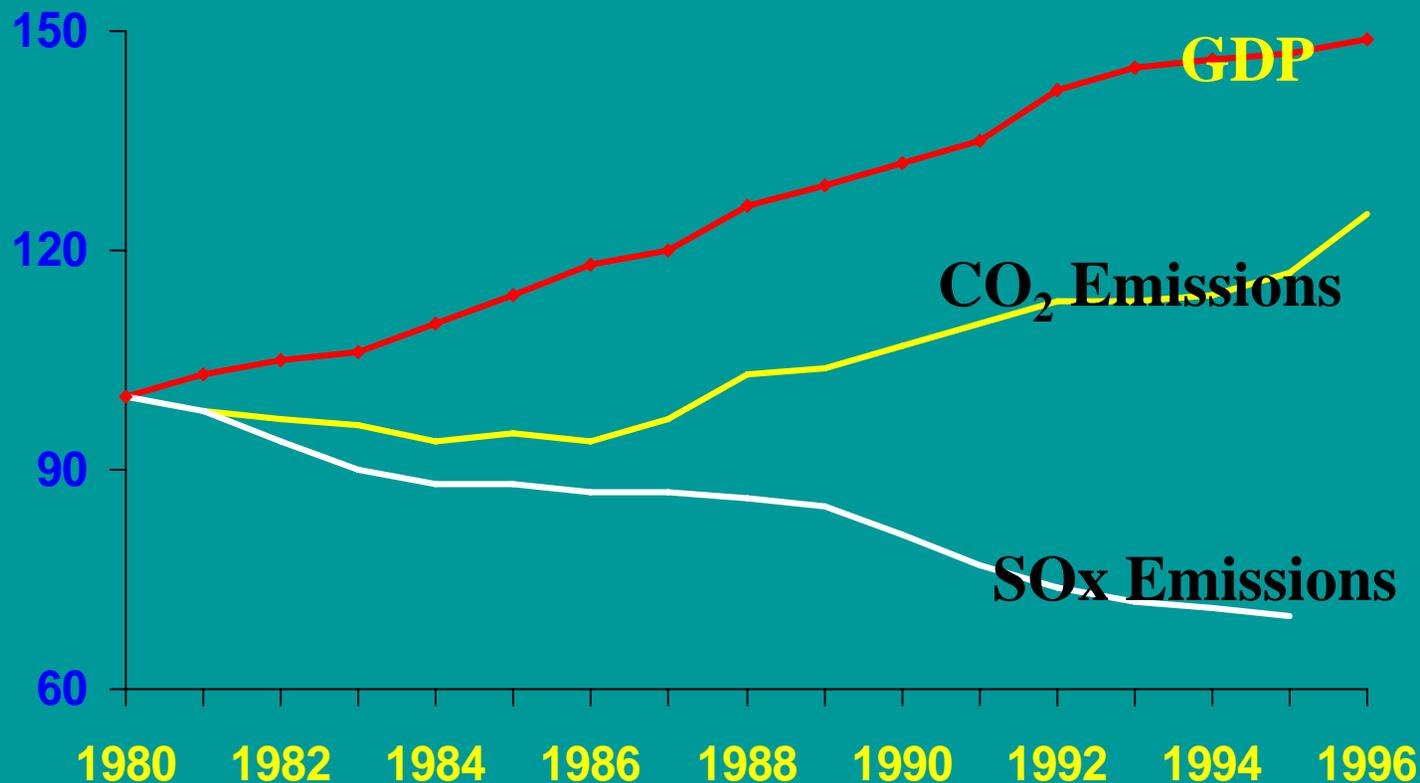
New York City circa 1950



New York City December 2001



Air Emissions in the OECD Countries, 1980-95

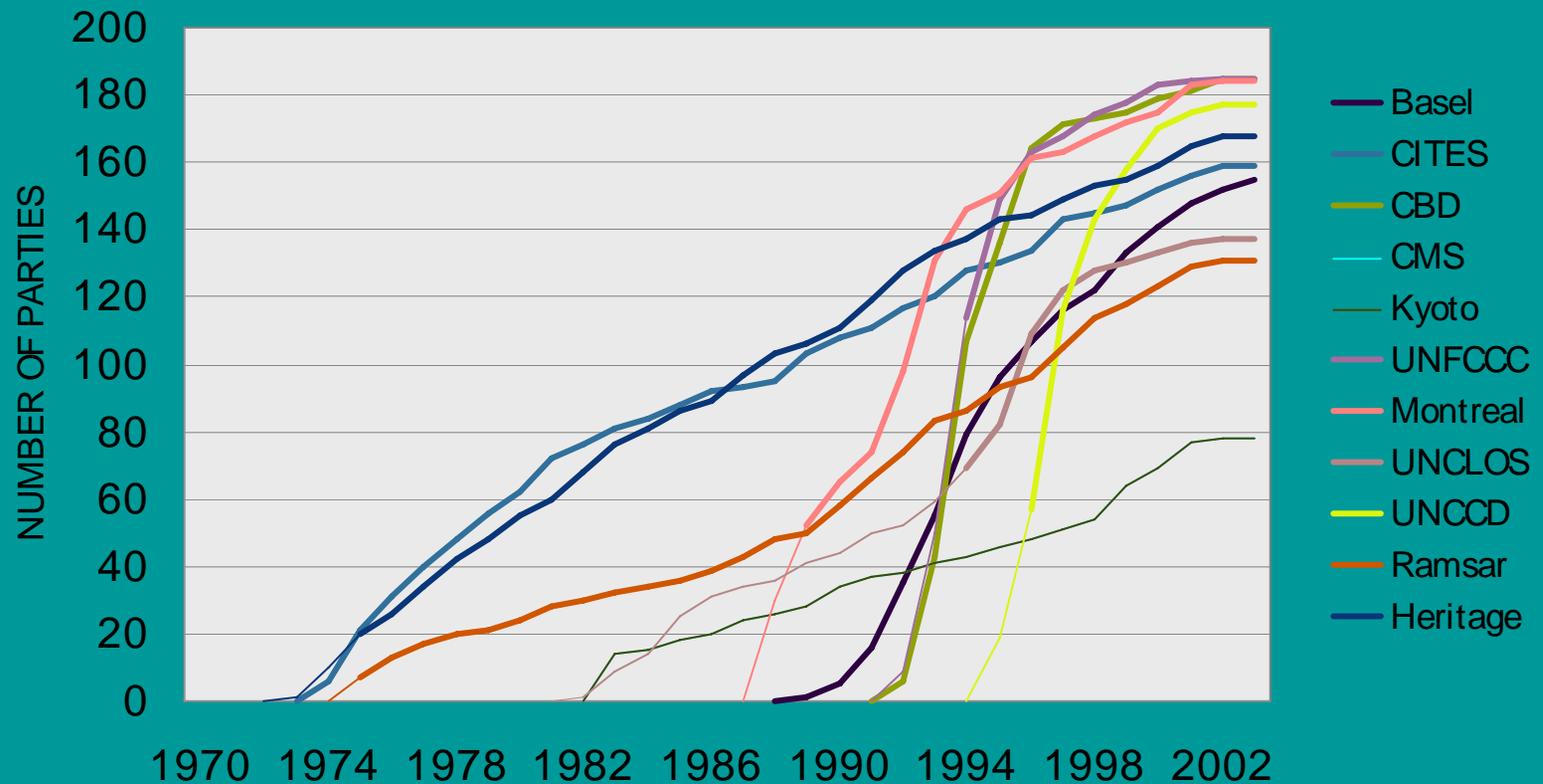


1980 = 0



Global Governance

Growth in numbers of Parties to selected MEAs. 1970-2003





HUMAN NATURE

Make the Connection

MORE INFORMATION:

Earth Trends



*the environmental
information portal*

<http://earthtrends.wri.org>