



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement

Programa de las Naciones Unidas para el Medio Ambiente

Программа Организации Объединенных Наций по окружающей среде

برنامج الأمم المتحدة للبيئة

联合国环境规划署



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Dear Colleagues,

Business and industry are key to making the transition towards a Green Economy a reality. The scope for innovation and transformation through market led approaches has grown significantly in recent years.

UNEP's partnerships with enterprises and entrepreneurs has yielded an ever growing set of examples and lessons learnt, three of which I wish to share with you.

This year is the United Nations International Year of Biodiversity (IYB). Loss of species and ecosystems across the planet continue at an alarming rate, and we seek your appreciation, commitment and action as business leaders in addressing the continued erosion of the world's natural capital and our ecological infrastructure. What may not appear as an immediate concern to your business is in fact a growing threat to food security, water resources, the ocean's fish stocks and our capacity to cope with climate change.

I am pleased to share the following three publications with you that may prove useful in deepening consideration of this issue and the broader challenge of environmental sustainability in your future business strategy: -

- *Are you a Green Leader? Business and biodiversity: making the case for a lasting solution;*
- *Design for Sustainability – A Step-by-Step Approach; and*
- *Green Meeting Guide 2009: Roll out the green carpet for your participants*

There is a growing practice and community of entrepreneurs pioneering transformational approaches to greening business and the market place. UNEP's Green Economy Initiative (<http://www.unep.org/greeneconomy/>) and The Economics of Ecosystem and Biodiversity Project (<http://www.teebweb.org/>) are two notable partnerships alongside our initiatives with the construction, finance and transport sectors which offer significant and practical resources in this field.

For further information, please visit <http://www.unep.fr/scp/publications/>. We hope you will find the publication useful as you consider the future strategy of your business. The future of our economies will be green – the question is whether we wish this to happen by design or by default.

Best regards.

Yours sincerely

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