



# World Environment Center

## Increasing the Business Value of Sustainable Development for Global Companies

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# WEC's Mission—creating business solutions through sustainable development

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“WEC’s mission is to apply sustainable development to create business solutions across the value chain of global companies in partnership with government, multi-lateral institutions, non-government organizations and other stakeholders. WEC is independent and conducts no advocacy activities.”

## WEC Facts

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- Founded in 1974 through the United Nations Environment Programme, since 1981 an independent body
- Headquartered in Washington, D.C. with regional offices in China, El Salvador and Germany (India in the future)
- 45 global member companies – 15 business sectors
- Company leadership – senior sustainability executives of global companies
- Funding sources – member companies, national governments and foundations

# WEC's Membership Has Sustainability Leaders in Consumer Products and Retail Sectors

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Beiersdorf

Coca-Cola

FEMSA

International Paper

Marks & Spencer

Philips Electronics

Unilever

Walmart

# WEC's Strategic Focus and Programs



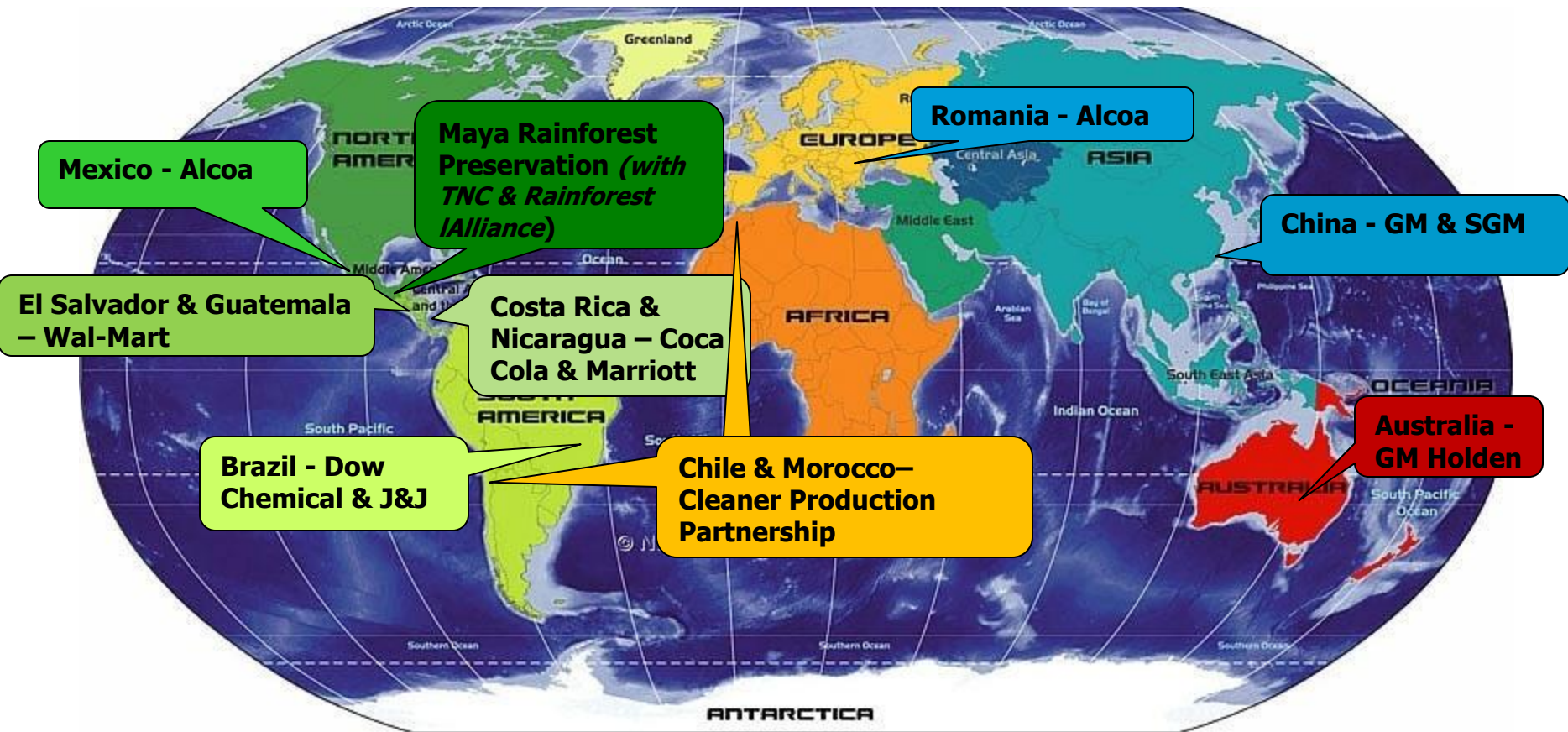
## *Proposed Visualization of WEC's Updated Strategic Plan: Thought Leadership for Practical Business Solutions*



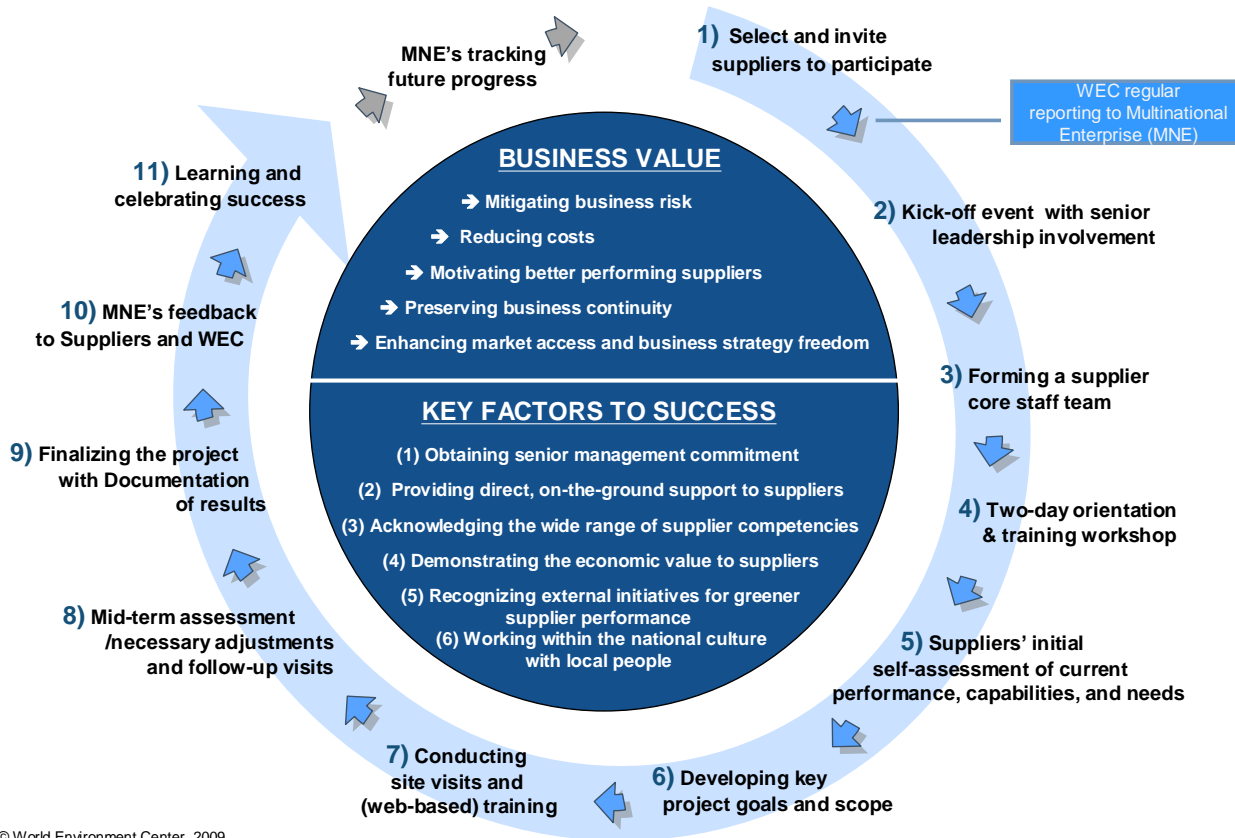
## Examples of WEC Collaboration Partners for Specific Roundtables & Project Implementation



# Greening the Supply Chain: Implementing On-the-Ground Business Solutions, 2005-2011



## WEC Greening the Supply Chain Program – Process Scheme



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# WEC's Washington Sustainability Forum: A Quarterly Town Hall Conversation with Global Leaders

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## *Recent Participants:*

- IPCC Chairman R.K. Pachauri
- EU Environmental Commissioner Stavros Dimas
- Chinese Ambassador to U.S. Zhou Wenzhong
- U.S. Senator Joseph Lieberman
- Walmart Sustainability Vice President Matt Kistler



# How Companies Obtain Value From WEC Membership

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- Walmart—WEC manages supplier projects in selected emerging markets to achieve company sustainability objectives
- Marks & Spencer—participates in WEC to obtain better understanding of strategies and initiatives of global leaders; WEC provides a communication platform for Plan A
- Coca-Cola—commissioned a White Paper on “Climate Change and Water Vulnerability” released at Copenhagen COP15 special event co-chaired by IPCC Chair RK Pachauri and WEC’s CEO.
- Unilever—WEC moderated the public launch of its “Sustainability Living Plan” on November 15, 2010

# Value of WEC Membership

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- Customized solutions for individual member companies on strategic business issues
- Peer-to-peer sustainable business strategy discussions at senior executive level
- Access to global thought leaders
- On-the-ground project implementation capabilities
- Value chain alignment strategies
- Platform for brand differentiation
- Neutral broker for company, NGO, government agency partnerships
- Cost effective

# Thank you!

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For more information, see  
[www.wec.org](http://www.wec.org)