

## **WCC-2012-Res-108-EN**

### **The green economy and corporate, social and environmental responsibility**

NOTING that the structural cause of global climate change and major environmental problems is the consumer development model, which threatens to destroy the bases of human subsistence;

CONSIDERING that several global forums and institutions, such as the IUCN World Conservation Congress, Rio+20 – United Nations Conference on Sustainable Development, etc., have defined the green economy as an important topic, which is of relevance to conservation;

BEARING IN MIND that the proper approach to a green economy must be based on economic activities that respect and maintain the integrity of ecosystems, and that therefore there are biodiversity values that cannot be quantified in economic terms;

BEARING IN MIND that business should play a vital role in driving countries' transitions to a green economy, it is important that governments use policy tools such as regulation and taxation to create the conditions under which business will minimize ecological impact, innovate, invest and grow in a sustainable way, which includes enabling business to take a leadership role through a range of actions, such as corporate social and environmental responsibility and signing up to voluntary agreements;

CONSIDERING that for several years the Corporate Social and Environmental Responsibility (CSER) programmes have been used increasingly frequently, as voluntary measures to improve social and environmental behaviour, and in order to create an alternative to environmental management based on competitiveness;

CONCERNED because these CSER programmes have become a mechanism taken advantage of by some companies with negative social and environmental behaviour, who do not comply with environmental regulations, to clean up their image; and

BEARING IN MIND that the CSER tools should never replace compliance with regulations regarding the conservation of the environment and natural resources;

#### ***The World Conservation Congress, at its session in Jeju, Republic of Korea, 6–15 September 2012:***

1. RECOMMENDS that the IUCN Council and the Director General do not sign any agreement with companies if they do not comply with the social and environmental regulations of their countries of origin, irrespectively of where they do business;
2. RECOMMENDS that the constituencies of IUCN, the Council and the Director General promote the green economy as a means to address global climate and environmental problems;
3. URGES governments to incentivize business through regulation and wider policy tools to minimize their ecological impact, but also to encourage business to engage in credible CSER in order to avoid 'green-washing';
4. URGES governments to design the necessary institutional and legal mechanisms to allow economic activities to adequately internalize environmental costs and, similarly, to design economic development indicators that adequately incorporate the concepts of quality of life and a good life; and

5. RECOMMENDS that civil society should ensure that the green economy, in order to respond to conservation, respects the balance and conservation of ecosystems.

State and agency Members of the United States abstained during the vote on this Motion for reasons given in the US General Statement on the IUCN Resolutions Process.