



THINK IS GOOD
ACT IS BETTER.

9th – 11th October 2008

« Feed and Protect the Earth »

Best Practices to preserve our planet's resources.



Organized by the



network



« The pervasive publicity on the financial crisis that is currently shaking the world cannot and should not make us turn a blind eye to food and environmental crises. Today, almost one billion people suffer from hunger and malnutrition – i.e. one out of six individuals throughout the world – and our planet is not very well, what with climate disruptions, depleted natural resources, highly unequal distribution of such vital resources as water... »

Philippe VASSEUR, as Chairman of Alliances, opened the 2nd World Forum of Lille with these words. International meetings on « **How to Feed and Preserve the Planet** » were held in 2008.

Briefly going back over the financial crisis, Philippe VASSEUR considered that it was, to a large extent, predictable – the search for short-term profits and speculation, mainly account for this crisis.

All through those three days dedicated to the issues of hunger, nutrition, resources, the preservation of the planet, the same – partial – explanation to current environmental problems and those related to vital resources needed to feed the world was eloquently recurrent – **i.e. the disproportionate prevalence of short term plans** against long-term, **sustainable visions and behaviours** that take future generations into account.

« Together Responsible for our Planet! » - This was the title of the opening plenary session.

The current financial crisis should not lead economic players – from public authorities to private citizens, not to forget businesses, NGO's, the media... - to consider their social and environmental responsibility to be of secondary importance.

Quite on the opposite, this financial crisis should be considered as an opportunity to further integrate respect for human beings and the preservation of the environment into corporate strategies and actions.

Today, the question should not be WHY act for the environment, but HOW? This is the conviction shared by many contributors and supported by Maximilien ROUER, as Founding Chairman of BeCitizen, a sustainable development consulting agency and partner of the World Forum in 2008.

This is all the most critical as the preservation of the environment most often induces actual savings (in terms of energy, resources...) and **improved performance**.

This was demonstrated by the testimonial of Patrick COLLIGNON, as General Manager of Volvo Europa Trucks in Belgium, a company that pioneered in the world with a CO₂-free automotive plant:

« If you don't do it by conviction for the preservation of the environment, do it for the economic performance of your organisation »!

1- The environment - a systemic issue.

This was the first subject developed by Wangari MAATHAI at the opening conference. Relying upon her remarkable action for reforestation in Africa with the Green Belt Movement, an action which earned her the Peace Nobel Prize in 2004, she explained the effects of reforestation:

- Preservation of water tables,
- Favourable impact on biodiversity,
- Reduced erosion, encouraging « food crops »,
- And reduced carbon emissions

These **combined effects** all have a **long-term impact** on the preservation of the planet.

This systemic approach also provided the opportunity for a debate on the issue of agro-fuels that may undeniably represent a move forward on the issue of CO₂ emissions, compared with fossil energies such as oil. However, areas cultivated for these agro-fuels may represent areas available for food crops and thereby help feed the planet...

We may clearly see that what may be beneficial on the one hand may also have detrimental effects on the other.

Philippe TILLOUSBORDE, as Chairman of Sofiproteol, pleads for Diester, a sustainable fuel which may be derived from canola seed or sunflower, which may be grown on some 4 million hectares of non-cultivated areas in Europe today.

One of the solutions that may reconcile both challenges (feeding the world and limiting CO₂ emissions due to transport) will probably come from second-generation agro-fuels, obtained from agricultural residues (straw) and enzymes for example, Christophe BOURILLON, as Deputy Chairman of Iogen, Canada, says. Waste derived from such transformation into bio-ethanol may also be used to manufacture pulp, textile or feed...

Another area where the systemic approach becomes fully relevant is that of **industrial ecology**. Nothing is wasted, nothing is created. Relying on this principle, Hiroshi MORIMOTO, as General Manager of Sharp, Japan, demonstrated that his organisation already applied this « closed-loop economy » principle. Waste produced at one end of the production chain (or by a factory) is reused at another end of the chain (or by another factory in case of industrial parks).

This is the virtuous circle based on « **recycle-reuse** », rather than « process-dispose »; plants become energy-producers rather than energy-users.

Zhengping WANG, a Professor at the Shanghai Normal University, presented the case of Boasteel Group Corporation in China, which is committed to the same industrial ecology approach.

The success of such projects should be based on an approach that consists in broadening perspectives. Starting from the same purpose sought after – i.e. reducing energy consumption and CO₂ emissions -, we need to extend the scope of our thinking rather than start from a known solution to improve it. This is the conviction of Flora BERNARD, a BeCitizen expert.

Now, issues at stake should be clearly defined. This is the example followed by Jason LEADBITTER, a Research Engineer with Ineos, a company that makes PVC window frames. PVC is not biodegradable, but it may be recycled several times for many years. This manufacturing cycle reduces CO₂ emissions by 80%!

André MALSCH, as Sustainable Development Manager with SteelCase, also lays strong emphasis on the **global vision of the product cycle**, endeavouring to reduce its impact on the environment from the design stage, to preserve biodiversity and have a transparent manufacturing process.

A question asked by Lionel BONY, from Rocky Mountain Institute, was not answered: is the ecological footprint of a tomato that was grown in Mexico and conveyed to Europe more or less severe than that of the tomato that was grown in Holland in a greenhouse?

The sea water desalinisation practice described by Greg MERCER, as operating Manager of the Degrémont plant of Perth (GDF Suez), also provided a good illustration of the global environmental issue: desalinisation is an efficient practical solution to meet the critical problem of water supply in Australia. **Still, this positive solution should not generate serious environmental consequences**, both through energy costs and high carbon emissions and through the salt concentration disposed of at sea, generating high risks for the sea ecosystem. Degrémont is committed to the elimination of such risks.

We may clearly see through such practices that **preserving the environment requires complete – and therefore often complex – solutions.**

This was how Simon PEARSON, as Logistics Manager with Asda, submitted a plan to reduce the impact of transport, covering such varied aspects as the load factor of heavy goods vehicles, training drivers in eco-driving, looking for local supplies, using nitrogen for refrigerated transport or “piggy back” transport...

Michael GIES, an architect who made the eco-neighbourhood of Freiburg in Germany, among other achievements, identified the following limits in the construction of positive buildings – i.e. not only the complexity and costs of the environmental rehabilitation of existing buildings, but also the joint issue of transport and its environmental impact; **the beneficial effects of an eco-neighbourhood on the environment are fully annihilated if distances to come there or go to work exceed 20 kilometres!**

Waste recovery and re-use is an objective that fully falls in line with the necessity for a systemic approach: **re-cycle, re-use**. Many practices were shared on this subject during the three days of meetings.

Maqsood SINHA, as Founder of Waste Concern, considers that « *waste is raw materials at the wrong place* ». Taking this observation as a starting point, he founded an organic waste composting business resulting in multiple benefits: first of all, the collection of polluting waste in major cities in particular, then no CO₂ emissions, compost supplies to farmers working on naturally extremely poor soils and finally spin-off jobs.

For Hugues PERCIE DU SERT, as Sita Recyclage Manager (GDF Suez), practically everything may be recycled: rubber from used tyres as material for surfaces for sports areas, recycled steel or aluminium which consume from 4 to 20 times less energy...

He added that one of the benefits resulting from such recycling activities is the fact that no jobs are relocated as most of the time, waste may not be carried.

Wangari MAATHAI, who laid emphasis on the « **Respect - Reduce - Recycle** » rationale, clearly demonstrated the necessity to adopt a systemic approach to the preservation of the environment.

2- The environment or the necessity for a long-term, sustainable approach.

Deon ROSSOUW, as Chairman of the International Society of Business, Ethics and Economics in South Africa, remarkably delineated points at stake when he asserted that businesses should set to themselves the objective of **creating riches before making profits**, i.e. the objective of having a long term rather than a short term approach.

So, Deon ROSSOUW substituted « **People, Planet, Prosperity** » for « People, Planet, Profit ».

This long-term objective should first and foremost be initiated by shareholders. Christophe BONDUELLE, as Managing Director of Bonduelle, a multinational, family organisation, supported this position when he claimed that environmental responsibility and corporate performance are not incompatible, and may even go hand in hand, provided we opt for long-term business models, and we **accept lower short-term profits, that will however be safer and more regular in the long run.**

Preserving **biodiversity** also is a long-term issue. Humans, like all other species, need this biosphere to satisfy their vital needs. Besides, the biosphere interacts with the climate, which appears to be a critical factor for the survival of living beings. Though nature has an extremely strong resilience capacity, it needs time to adjust, and our current world does not allow such time to nature. This was clearly demonstrated by Patrice VALANTIN, as General Manager of Dervenn.

Natura's value chain, which was described by Fabien BRONES, clearly illustrates this long-term vision from the Brazilian organisation, from the supply of raw materials to the use and end of life of products, going through processing and transport.

The London Warm Zone programme by EDF Energy, presented by Peter HOFMAN, as Sustainable Development Manager, helps customers located in impoverished areas reduce their energy consumption, facilitating access to government assistance, in particular. The objective of EDF Energy is to improve the solvency and enhance the loyalty of this type of customers.

As a conclusion on this subject, the conference entitled « Generation 2008 – A responsible generation? », mainly attended by students who discussed their responsibility as young and future economic players, gives hope for the future! These young people consider the concern for sustainable development as a necessity; they also claimed that **being committed as a responsible citizen will give a meaning to their work**, and finally, they are convinced that **social and environmental responsibility can be an asset** and represent a way for companies to make a positive difference.

For them, in addition to creativity and leadership, having a long-term – and therefore sustainable - vision and being a responsible citizen are the assets of any future manager.

Michael BREMANS, as Chairman of Ecover, gave a good definition of matters at stake when he said that for a company, sustainable development is a continuous improvement process that demands constant adjustments and innovations.

3- Limited resources: why we need to reduce our consumption and change our behaviours

This was an observation that was shared and a recurrent message all through the three days of meetings.

Deon ROSSOUW talked of a **way of thinking**, as one of the three conditions - with technology and an ethical approach to business – needed to solve the environmental and food crisis.

Jean CORNET, as Marketing Manager of Alpro Soja, was able to demonstrate that soy and vegetable proteins consumed 10 times less soil, 11 times less fossil fuels, and 100 times less water than animal proteins for the same nutritional content. The nutritional properties of soy for humans are also relevant for animals. However, Jean CORNET points at the environmental risk that exists in South America – soy will be grown to feed animals that will feed humans, when these vegetable proteins could be beneficial to humans, and growing soy leads to massive deforestation, resulting in a particularly heavy environmental impact.

Such examples of **significantly reduced energy consumption** were developed by several businesses and showed that there really are many options. Christophe BONDUELLE mentioned that energy consumption had been reduced by 12% and water consumption by 25%, in addition to the fact that waste water was treated. Niels CHRISTIANSEN, as Deputy Chairman of Nestlé, said that water consumption had been reduced by 28% and that production had increased by 76%. For Manuel BERQUET-CLIGNET, as Development Manager with Coca Cola, in 1995, 2 litres of water were needed to produce one litre of Coke, now, 1.2 litres only are required.

One risk may appear: **the rebound effect**. This was how Lionel BONY presented research efforts pursuing the objective of dividing gas-oil consumption by heavy goods vehicles by 2, showing that such ensuing reduced costs could also make this transportation mode more competitive and therefore more used...

Joël KARECKI, as Chairman of Philips France, demonstrated that **the environmental concern could be or become a real opportunity**. When he was asked if the fantastic extension of the service life (and highly significant reduction in energy consumption) of new bulbs might represent a strategic risk of sharp drop in the turnover, he answered that quite on the opposite, this gave rise to new opportunities as new bulb technologies open up the possibility of seeking a position in the market of lights and decoration...

Though Wangari MAATHAI touched a chord when he said: « *the current consumption system is not sustainable; we need to change our practices, be more modest; our own species depends upon other species for which we should be responsible* », the stance adopted by Philips clearly showed that **the necessity to reduce consumption may not challenge economic development.**

4- Technology at the service of the preservation of the planet

Deon ROSSOUW gave priority to technology to try and solve the environmental crisis, even though he was aware that this cannot be enough.

Marc ROQUETTE, as Chairman of Roquette, described his long-term vision based on the observation of the inevitable depletion of petrochemical resources, and relying upon the alternative development of biomass to satisfy the demand for energy resources in the years to come. He also anticipates **fantastic potentialities in the development of micro algae**. They multiply extremely rapidly, so we may rely on a production cycle of less than one month; they generate high protein contents, and finally they will be extremely modest soil-consumers – 1,000 times less than crops. To move forward in the development of such micro algae, the fusion nuclear energy technology is the final barrier to be removed.

Maximilien ROUER followed the same direction when he explained that we need to work on new techniques that consist in using the biological activity of bacteria or fungus to protect crops.

Other examples of **technological advances that are highly beneficial for the environment** were given by SeaWaterGreenHouse or ZonneWater.

This was how Charlie PATON, as General Manager of SeaWaterGreenHouse, described the technology of greenhouses having one wall made of cardboard moistened by seawater, to obtain the moist environment necessary for the photosynthesis of plants. Flora BERNARD also presented ZonneWater, a Dutch company which developed an optimised solar thermal distillation technology, used to treat sea water, groundwater that contains mineral pollutants or tainted rivers.

Beyond technology, Bagoré BATHILY, as General Manager of La Laiterie du Berger in Senegal, founded a business which now is profitable and collects, processes and distributes dairy products, offering local breeders beneficial opportunities and making it possible to remove the need to massively import milk powder. However, to materialise this apparently « simple » project, he had to face complex problems relating to the collection of milk from travelling cattle or to the storage of fresh products in retail outlets where the temperature can reach 40°C. **Organisational rather than technological solutions for sustainable development**

5- How to reconcile economic performance with the preservation of the environment

Patrick COLLIGNON's testimonial speaks for itself: in his Volvo Europa Trucks factory, which was transformed to be carbon emission-free (and became a pioneer in this industry worldwide), he also succeeded in reducing the energy consumption by 35%, while increasing production by 25%: **economic performance may be reconciled with the preservation of the environment!**

Other examples of reduction in the use of resources mentioned above (Bonduelle, Nestlé...) support this conviction and demonstrate that good practices exist in all industries.

Leontino BALBO, as Agriculture and Sales Manager of Balbo (*Native*) transformed his business and production and turned to organic products. **He demonstrated that organic products did not go together with reduced yields.** He also explained that the approach followed by his organisation was resolutely a long-term strategy focused on sustainable farming that preserves the environment: waste from sugar cane is not burned; a reaper that preserves soils was developed; worms that help maintain quality soils are protected; agricultural residues are used as organic fertilisers; corporate land was reforested...

To complete the overview on « economic performance & environment », the SRI experience (Intensive Rice growing System) probably is the most eloquent. This rice growing system, which was described in the workshop entitled « Integrated farming – how to produce better and more », makes it possible to increase yields fivefold or even sevenfold, while reducing water consumption by 50%, using 8 times less seeds and no pesticide or non-organic fertiliser: **however unrealistic this equation may seem, it is being implemented in more than 30 countries...**

Jean CORNET even said that **you sometimes need to accept to make environmental rather than economic choices:** the planet should be a critical factor in the decision-making process.

Finally, there is one issue which cannot be brushed aside: that of economic performance appraisal. If we stick to short term plans, assessment is easy as it is « based on the books »; if you adopt a **long-term perspective, the fraction of non quantifiable aspects** (impact on corporate image, effect on employees' engagement) **becomes more important, or even significant.**

6- An approach to mobilise all stakeholders

Michael GIES provided a good demonstration of this when he described the rehabilitation process of the Freiburg neighbourhood – this was a collective approach defended by the architect/urban planner, where not only building contractors and the contracting authority, of course, but also **public authorities** joined forces to develop, in particular, an appropriate transport policy (restricting car traffic), together with future residents, finally, so their needs could be taken into account.

This is also the case of Danone's action, which was presented by Bernard GIRAUD, as Sustainable Development Manager – i.e. work on the **supply chain** with farmers and breeders, mobilisation of employees to help them change their behaviours and discussions with packaging suppliers, carriers...

Emmanuel MARCHANT, as General Manager of danone.communities Fund, which was founded with Muhammad YUNUS from Grameen Bank, perfectly illustrated this engagement from all stakeholders. Emmanuel MARCHANT explained that such a business could not be founded by one multinational food-processing organisation alone; Grameen Bank played a critical part in this project by contributing its expertise in finance, while **local players** take an active part in this business, providing local knowledge, in-depth insight into local cultures and mentalities, and their relations with micro entrepreneurs.

This was also the matter at stake in the debate on potential cooperation modes between **NGO's** and businesses. This was how Damien DELEPLANQUE, as General Manager of the Adeo group, talked about positive cooperative efforts with some NGO's, which either materialised after the group had been made aware of a problem via a « publicity stunt » pulled out by NGO representatives denouncing the sale of certain harmful products, or were initiated as a result of the need to rely on expertise (e.g. on the timber industry) which the group did not hold. The contribution of NGO's, which are increasingly turning professional, is reflected, in particular, by the certification of products, and enhances consumers' trust.

Of course, the **engagement of employees** is also a critical aspect, as was demonstrated by Goeff TOWNSEND, as Nalco Manager. The organisation's commitment to sustainable development is materialised by a strong involvement of employees, a strong training policy, a performance assessment system that incorporates sustainable development into indicators implemented.

The **part played by the media** appeared as critical at the conference dedicated to this issue - their role is to provide information, raise the public's awareness, be objective, and be scientifically relevant.

Several contributors also stressed the **role and impact of consumers**, who often have the capacity to make businesses change and move forward.

Bakary KANTE, as Director of the United Nations' Programme for the Environment, laid strong emphasis on the **necessity to have complementary** practices from economic players and actions from public authorities and **international organisations**.

7- The issue of carbon credits and quotas

There are two good practices that show the advantages and drawbacks of this point as it now stands.

On the one hand, Michel DENYS, as Sustainable Development Manager of the Carmeuse group, stressed that the introduction of carbon quotas for a lime producer (that consumes a lot of energy) represents a heavy constraint and generates

significant additional costs that forces producers to **identify ways to make drastic energy savings**.

On the other hand, he demonstrated that this system, which is limited to Europe and southern countries, puts a European group like his in a situation of **unbalanced competition** as a result of the impact on its cost prices, as today, this extra cost is not paid by certain players from other regions in the world.

Patrick VILLEMEN, as Deputy Chairman of Verde Dominicana, clearly demonstrated the opportunity represented by these carbon credits and quotas, which enable his business to produce and sell compost to local farmers, avoiding the emission of carbon induced by waste fermentation, whatever such waste may be, and, with the "Clear development mechanism", to accumulate carbon credits that represent an **extra source of income**.

However, this subject raises the issue of the purchase of **rights to pollute...**
Good practices relating to this topic will be analysed at our next World Forum meetings in 2009 on responsible finance!

As a conclusion

Ecological formulas may not necessarily be applied everywhere as they are. However, usually, good practices may easily be adapted to circumstances.
This is the ambition of the World Forum of Lille, and this is the frame of mind of the economic players who came and took part in these international meetings.

« When your house is on fire, you no longer think that the fire extinguisher is too expensive... ». Such urgency to act is justified for all players, even if this means that they have to make investments.

Luc VAN LIEDEKERKE, as Chairman of the European Business Ethics Network, in his conclusion, weighed up the pros and cons of two options to solve the current food and environmental crises – either we bring to a halt the demographic and economic growth, or we search for a compromise between development and the environment -, while stressing that no contributor, in all three days of meetings, ever opted for or considered the first option. A harmonious – and therefore sustainable - economic development system only may be considered, provided all stakeholders and regions in the world take part in this process.

To conclude on his conviction, after observing and analysing good practices, Geert DEMUIJNCK, a Professor at the EDHEC Business School, stated that performance and sustainable development go hand in hand, noting the « pride » of businesses that came and described their good practices.

Philippe VASSEUR closed the meetings and convened participants at the **3rd World Forum of Lille on 19, 20 & 21 November 2009**, on the following subject – **money and responsible finance**.

The speakers of the World Forum Lille 2008 edition

AFRICA

Bagoré BATHILY, Laiterie du Berger (Senegal)
Kimani CHEGE, TechNews Africa (Kenya)
Cheikh Bamba FALL, Novasen (Senegal)
Bakary KANTÉ, United Nations Environment Programme
Wangari MAATHAI, Nobel Peace Prize 2004, Green Belt Movement (Kenya)
Edline RAVELONIRINA, farmer (Madagascar)
Deon ROSSOUW, International Society of Business, Ethics and Economics (South Africa)



AMERICA

Leontino BALBO, Native (Brazil)
Lionel BONY, Rocky Mountain Institute (United States)
Christophe BOURILLON, Iogen (United States)
Fabien BRONÈS, Natura (Brazil)
Nancy DALE, Action against Hunger (United States)
Jean-Marc FLEURY, World Federation of Science Journalist (Canada)
Valter ISRAEL DA SILVA, Cooperativa do Biodiesel (Brazil)
André MALSCH, Steelcase International (United States)
Professor Bernardo MANÇANO, Université Presidente Prudente (Brazil)
Alex MARKEVICH, Rocky Mountain Institute (United States)
Professor Norman UPHOFF, CIIFAD / Cornell Institute (United States)
Patrick VILLEMIN, Verde Dominicana (Dominican Republic)
Tábata VILLARES, Ethos (Brazil)

ASIA

Emmanuel MARCHANT, Danone.communities Funds (Bangladesh)
Hiroshi MORIMOTO, Sharp (Japan)
Maqsood SINHA, Waste Concern (Bangladesh)
Shiow Shin TAN, SciDev.net (Malaysia)
Zhengping WANG, Shanghai Normal University (China)



OCEANIA

Craig KNOWLES, former Minister of the Environment (Australia)
Greig MERCER, Degrémont (Australia)

EUROPE

Véronique BONNELYE, Suez-Degrémont (Italy)
Michael BREMANS, Ecover (Belgium)
Niels CHRISTIANSEN, Nestlé (Switzerland)
Patrick COLLIGNON, Volvo Europa Truck (Belgium)
Jean CORNET, Alpro Soya (Belgium)
Michel DENYS, Carmeuse Group (Belgium)
Chris HARRIS, Greenpeace (United Kingdom)
Peter HOFMAN, EDF Energy (United Kingdom)
Bethina HORSCH, WIGWAM Conseil (Germany)
Michael GIES, Gies Architekten (Germany)
Jason LEADBITTER, INEOS (United Kingdom)
Michiel LEIJNSE, Lipton (The Netherlands)
Scott McAUSLAND, the Global Reporting Initiative (The Netherlands)
Charlie PATON, SeaWaterGreenHouse (United Kingdom)
Simon PEARSON, Asda (United Kingdom)
Scott POYNTON, Tropical Forest Trust (United Kingdom)
Marco SELVA, World Food Program (Italy)
Goeff TOWNSEND, Nalco (United Kingdom)
Luc VAN LIEDEKERKE, EBEN (Belgium)
Monica VON SCHMALENSEE, Cabinet White (Sweden)
Boers Brita WESTELIUS, Kraft Foods Europe (Norway)



FRANCE

Marc BARRÉ, CDC Biodiversité
Manuel BERQUET-CLIGNET, Coca-Cola
Christophe BONDUELLE, Bonduelle
Claire, Eric and Michael, Coeur Vert
Damien DELEPLANQUE, Groupe Adéo
Geert DEMUIJNCK, EDHEC Business School
Bernard GIRAUD, Danone
Joël KARECKI, Philips
Nathalie MALIGE, Diverseo
Matthieu, Shake Your Planet
Hugues PERCY DU SERT, Sita Recyclage
Marc ROQUETTE, Roquette
Denis TARDIT, Syngenta Agro
Philippe TILLOUS-BORDE, Sofiprotéol
Patrice VALANTIN, Dervenn
Christine VIRON, Botanic

And all the experts from BeCitizen

Next meeting on the 19th, 20th & 21st of November 2009
for the World Forum Lille third edition on :

Sustainable money

Ils sont engagés dans une démarche responsable et nous soutiennent
They are involved in sustainable development and support us

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