The Greenroom is a meeting room reserved for the participation of Major Groups and Stakeholders of Civil Society during the First Universal Membership of the UNEP Governing Council held in Nairobi, Kenya, from 18-22 February 2013. The Greenroom facility was available from Monday 18th February to Thursday 21nd February 2013 from 8am to 6pm in conference room 11 at the UN compound, Nairobi, Kenya.

Various events were held including daily briefings, ad-hoc meetings, press events, special events and bilateral meetings with government delegations. The daily time slots from 8-9.45am were reserved for the daily briefing of all participating major groups and stakeholders, led by the Major Groups Facilitating Committee (MGFC).

This document provides a report on the events that occurred in the Greenroom as per schedule prepared and made available to the participating major groups and stakeholders.

Monday 18/02

11:00 - 11:45 Establishing the 1% Earth Profits Fund: a new private sector conservation finance mechanism by Oasis Earth

The event was hosted by keynote speaker Richard Steiner and it’s main objective was to raise awareness on the growing predicament of unequal redistribution of revenue and tax amongst the greater corporations that exist in the world today. Moreover, Steiner highlighted the severe demand needed in helping to develop habitat, species, population sustainability, dematerialization, poverty eradication, sustainable energy and sustainable agriculture. He drew attention to the large strain placed on stated development due to the misuse of certain resources, explicitly oil.

The oil industry has triggered a large incentive amongst large corporations such as Exxon Mobil and Shell, to direct their tax and revenue away from external funding and thus bringing in a great deal of profit to the corporations. Therefore, was stressed the importance in developing the 1% Earth Profits Fund which urges governments to institute a sustainable tax of 1% of all corporate revenues and direct it towards funding for sustainability. This will help tackle the lack of conservation funding and help promote citizen engagement.

The questions raised by NGO’s and Civil Society organizations were on the criteria needed to implement this fund and how to encourage companies to view this proposed fund as a ‘business-plan’ and beneficial.

In the event, “Ombudspersons for Future Generations”, it was stressed the need to evaluate policy proposals in order to meet the needs and demands of future generations. The event consisted of the contribution from four different speakers; Catherine Pearce from World Future Council, Marcos Orellana from CIEL, Kehkashan Basu from TakingITGlobal and Alexander Juras from UNEP.

Ombudspersons wishes to enhance on cutting across cultural and heritage interests, gaining more access and transparency in the impact for future generations. Mr. Orellana stressed the need to identify the threats present to future generations and to enhance sustainable development implementation in order to encourage more public participation. Ms. Basu highlighted the apathy and complacency that still exists amongst the younger generation concerning the environment. She concluded with a rather interesting reference to Leonardo DiCaprio who claimed that we should move environmentalism from a philosophy of a minority to that of a majority. Moreover, Mr. Juras emphasized the view of Ombudspersons as an institution and as part of UNEP’s reform.

12:00 - 12:45 Implementing the Long-Term Ombudspersons for Future Generations by World Future Council

13:00 - 13:45 Incorporating ecosystems management into national development plans: the case of Chinas ecological civilization drive by UNEP-IEMP

The session introduced the notion of incorporating Ecosystems Management into National Development Plans, and focused upon the example of China and its ‘ecological civilization drive’. The main points which were discussed was that after 30 years of rapid development, China must take an alternative path to be able to continue this development sustainably. It has now realized that the environment shares the same importance within China’s development planning, especially when it comes to economic growth. The importance of developing ecological civilization, and respecting nature was made clear, and that environmental protection is vital for China’s future. It can be achieved through several key points; improve industrial
structure and the way of life whilst conserving resources and protecting the environment, through ecosystems management and upgrading its ecological strategy and encompassing all levels of society.

In 2012 China took the concept of the Ecological Civilization and made it one of the 5 pillars of its development strategy; Convention on Biological Diversity (CBD) strategic plan for biodiversity, and reversing its loss by 2020 with the “Achi” targets. Biodiversity is integrated into development and national poverty reduction strategies- however it is clear that China needs assistance to link these aspects together and additionally other global states must share and assist each other to be successful.

14:00 - 14:45 LDCs group formation by PROVIA

A welcome speech was made by Dr. Saleemul Huq to all the participants and an introduction explaining the main aim of the meeting, as like the importance of forming a LDC group. A brief on PROVIA was also presented and it highlighted how PROVIA can address LDCs’ and adaptation needs. During the event, the importance of forming a focus group for sustainable development in the LDC countries was stressed, highlighting the importance of communication and dialogue within the LDCs in order to address the priorities.

The event also had a session for feedback on the regional and national urgency and usefulness of PROVIA in addressing LDC adaptation needs.

Dr. Saleemul Huq pointed out that PROVIA will be useful to LDCs as it is a platform where the LDCs can raise their concerns with regards to their adaptation needs. So that PROVIA will be able to take LDCs concerns to researchers and also able to take advice from the researchers to the policy makers and practitioners on the ground; He also pointed out how PROVIA could contribute to National Action Plans (NAPAs) process of the UNFCCC, and help LDCs in the development of NAPAs in order to enhance capacity building.

There were further highlights on what PROVIA has done, and two products of PROVIA were presented: A global research agenda in Vulnerability Impacts in Adaptation (VIA), and guidance on tools and research methodologies assessing VIA.

15:00 - 15:45 Taking Rio +20 from outcome to effective implementation: by Agency for Cooperation and Research in Development (ACORD)

This session discussed the outcome of ACORD after Rio+20 and its implementation. They advocated for the priority of poverty alleviation, and suggested looking at the causes of poverty- a degraded ecosystem, corruption, inequality and poor governance. Thus they forward the process of sustainable development, highlighting the importance of inclusiveness, sustainability and social justice, with key importance being placed upon gaining active participation and citizen interest. ‘Economic growth for it to be sustainable has to be inclusive’ – was mentioned, the importance of people having to be empowered through education and skills, enabling them to claim and exercise rights, creating awareness, what can lead to more engaged citizens with the process of sustainable development. There must be a one track, a universal process, matching citizens into a sustainable framework under the pillars of growth. The event also addressed the importance of having the right level of governance and planning to mobilize the population.

16:00 - 16:45 Poverty-Environment Initiative by UNDP/UNEP

This session was an opportunity for the PEI Team, led by David Smith, the PEI Africa Regional Coordinator, to present the work of PEI to about 30 participants from various CSOs and to discuss practical approaches and experiences to enhance stakeholder participation in integrated planning and budgeting processes in PEI countries.

The main points mentioned was its main role in physically managing and planning the program with the two agencies, UNDP and UNEP, aiming to support governments to integrate environmental sustainability into more inclusive national development policies and goals that will enable continued growth.

PEI aims to achieve pro-poor sustainability with national and sector development plans; it was indicated in the event the importance of all sectors of the economy investing a portion of their budgets into sustainability. They have jointly developed a new Sustainable Development model (post Rio+20) which is led by governments and focused on human rights, going beyond GDP and encouraging governments to use other ways of measuring GDP- e.g. Bhutan’s ‘gross national happiness Index’. PEI focus their strategies on ensuring effective participation and participation of their target groups, the civil society, the private sector, human rights and gender equality sectors.
Tuesday 19/02

10:00 - 11:45 Eye on Earth Special Initiatives facilitators and UNEP by UNEP

The session introduced the project that was convened in December 2011. This project Eye on Earth, calls for strengthening of existing efforts and inspires new solutions to the critical issues, such as access to environmental data and information. This session presented 5 out of 8 special initiatives implemented by the Eye on Earth; Foundation for all, Environmental Education, Global Networks of Networks, Community Sustainability and resiliency and Disaster Management. The first initiative, introduced by Mr. Toregas and Mr. de Silva, stressed the project’s principle to strengthen the capacity of governments and stakeholders to deploy a Web-based Principle 10 Legal Index Globally, Publish Biennially and bring experience to the Latin American region. The second initiative, introduced by Mr. Pradhan, stressed the consolidation of partnership, capacity building and thematic special initiatives being supported by a platform for education. The third initiative, presented by Mr. Bargmeyer, stressed the need for facilitated access to sustainable development. The fourth initiative, presented by Ms. Comstock highlighted the importance in Urban Scale in solving long term sustainability and reliance issues. This may be seen through training, explicitly through workshops in order to enhance bottom-up efforts. Finally, the fifth initiative, presented by Mrs. Terborgh, highlighted the key point of accessibility and the search for geographical data and analysis. The final concluding remark of this session implied that with every $1 spent to help, one saves $10 in the cost of the outcome.

14:00 - 15:45 Sustainable Development Goals and the Post2015 agenda by Women Major Group

This event stressed the implementation of the Millennium Development Goals in order to assess poverty eradication, gender equality, education and sustainable development of the environment. The event stressed that women are the one of most affected by climate change and humanization; therefore, gender equality and women empowerment are considered the key goals of this Millennium Development Goals. Moreover, women play importance roles in communities and their active participation is vital, therefore, it is important to enhance their empowerment in decision-making, especially in the Sustainable Development Goals and Post2015 agenda.

16:00 – 18:00 Green Stories from West Asia by Gulf Research Center

This session focused primarily on Arab states, and what their countries have done towards “greening” their economies and development processes. In this discussion, it was clear that there are several key success stories from the region, yet they remained unknown as there are no regional, national or international mechanisms for making them recognized, and therefore states are keen to develop such networks. However it is clear that such effort is far from being successful, and only a handful of the Arab states are driving this initiative.

It was highlighted that green economy is a vital tool, of which most states are gradually applying to their economies. For example, in Cairo there is the phasing out of 40,000 old taxis, which are being replaced by cars that work on liquefied gas. Additional research and learning programs are being carried out by several states in the region; however there is a clear problem of underfunding. The state that showed the most “green” signs was Qatar, which has developed a national strategy, developed by the Qatar National Research Fund, enveloping the social, biomedical and environmental.

The Emirates Environmental Group excels in advocacy - focusing on raising awareness, protecting the environment through education, and lobbying through collective group work. They have developed substantial waste management programs, making waste management into a business case. For example, they have developed methods of recycling used batteries and their hazardous parts - these are turned into inert concrete blocks. Interestingly, they received zero international funding and have developed business contracts.

There are many issues in the region that must be addressed-funding is lacking, and lack of governmental and religious support for science research remained a challenge.

Wednesday 20/02

10:00 - 10:45: Global Action for Sustainable Consumption and Production: The 10YFP Launching the Global SCP Clearing House by UNEP

As Lewis Akeji claimed, the launch of the Clearinghouse is the step towards ‘walking the talk of sustainable development’. The session presented an overview on the main objectives of the 10YFP and highlighted the pre-launch of the Global Sustainable Consumption and Production (SCP) Clearing House. Ulf Jaeckel, from the German delegation, stressed the need for more involvement and commitment from governments and the implementation of the 10YFP in every single country. This may be seen impossible due to the lack of training on how to be more actively engaged in sustainable development. It was also indicated that when more interest is shown by major groups, it can help increase and reduce the gap between national policy and action on the ground. Therefore, the launch of the Clearinghouse will stress the one-stop hub bringing together and expanding the SCP global community and increasing the ‘talk’ of Sustainable Development. Finally, the session concluded that the work done can help addressing both the physical and social infrastructure that drives these structures.

11:00 - 11:45 Survival Options: Presentation of AFED and GFN Atlas of Ecological Footprint in Arab Countries by Arab Forum for Environment and Development (AFED)

The session highlighted the report produced by AFED in November 2012 on Ecological Footprints in Arab countries. This report has revealed that the three countries with the highest footprint per capita in the world are Kuwait, UAE and Qatar. Additionally, the session highlighted a rather worrying
fact - the entire Arab region consumes twice as much as its natural systems can produce and regenerate.

12:00 - 12:45 UNEP-Live and the Future of National Environmental Reporting by UNEP/DEWA

This event reviewed the proposed national toolkit to be developed under the Eye on Earth partnership to assist Member states in producing dynamic state-of-environment report. SOER-live is a three year project in association between AGEDI and UNEP. Clive Swan stressed that the stakeholder process would be essential as every country views this as their product. Additionally, it helps to match the needs of both the richer, through online services, and the poorer, local-based countries. However, certain questions were raised, explicitly the idea of addressing the public. What issues it will focus on was questioned, and in response, Mr. Swan claimed that they would bring in organizations or NGOs for those who are not technicians, also known as Geeks.

13:00 - 13:45 Environmental Protection by Verne Global

Verne Global led a workshop investigating opportunities in which UNEP participants and the universal membership can help reduce the impact that IT (information Technology) growth is having on the environment. Global policy makers have a unique opportunity to harness the power of the IT consumer to produce sustainable action. IT consumers depend on technology solutions across every aspect of their day-to-day lives, from communications to entertainment to business collaboration. This growing dependency is forecasted to push IT sector CO2 emissions beyond airline industry emissions by the year 2020. While the IT consumer relies on technology, they also form a powerful group – a global democracy – that votes with the very data that it generates. What if those consumers could also use that power to support companies and industries that were redefining sustainable and renewable energy for the next generation?

Tate Cantrell, CTO of Verne Global, explored how governments and corporations, use technology today in a way that adversely impacts the environment. Mr. Cantrell provided a blueprint for how the global community, the policy makers and the IT industry at large can support unprecedented demand in technology growth while mitigating damage to the environment.

14:00 - 14:45 Kenya Elephants Forum (KEF) by the ivory trade and elephant poaching

"Only elephants need ivory, the rest means genocide", was the key message delivered in the session. The ivory trade within Kenya, as well as poaching, has caused a great threat to the conservation of elephants. The amount of deaths of elephants and rhinos through this illegal trade has increased by nine times since 2007 and increasingly places a threat to tourism in the region. The keynote speaker Iaian Douglas Hamilton stressed the need to reach out to NGOs and help reach out to the hearts and minds of those who are consuming elephants. Similarly, Patricia Awori addressed this issue to war and has stressed that without the collective efforts of citizen or organization development, one cannot win this war. Additionally, Kimunya has enforced the importance of removing future speculation for the ivory trade as it not only affects the conservation of elephants but also triggers a different variety of crime. This issue is considered to be the fourth largest transnational crime in the world, overlapping with the development of the arms trade, engendering different forms of criminal activity. Hence, the question rose on the actions to be taken in order to raise awareness, may be linked to the need of support at the legislative and judicial at the top level.

It was concluded that strict measures on ivory trade was to be implemented in countries that were mainly involved and that it calls for leaders to stop completely the trade in ivory.

15:00 - 15:45 Greening Kenya Initiative by Office of the Prime Minister

The event with the theme “Greening the Economy, Walking the Talk” ‘Greening Kenya Initiative’, aimed to deliver the experiences and inspirations of the greening Kenya initiative towards acceleration of the implementation of the Rio+20 outcomes document. With the major reforms of expediting transition to green economy, it was shared with the major groups and stakeholders, the challenge and opportunities in reconciling the competing economic development.

Aspirations of developed and underdeveloped countries in the world economy, faced by increasing climate change, water, energy, insecurity and ecological scarcity thereby slowing transformation to a green economy. The barriers can be removed by offering a development path, which reduces carbon dependency, promotes efficient resource utilization, enhancing biodiversity and sustainable ecosystem management. This event explained how the GKI Green growth strategy pathway can be emulated across the world to accelerate the achievement of green growth for sustainable development.

16:00 – 18:00 Launch of Platform for Sustainable Performance in Education by GUPES

This session discussed the role of higher education institutions for the development of sustainability in the future. They highlighted the need for a global university partnership, to enable a platform for future sustainable development to be launched. They presented the notion of environmental education as a means to address environmental issues, training different target groups, facilitating internationally
agreed goals and a place for collating research information. It is clear that the gap between the academic community and policy makers must be bridged and that sustainable development teachings should be included into each curriculum, irrespective of the course or curriculum. It is the responsibility of universities to influence national and international awareness, debate, develop policy and put them into practice.

However in Africa, there are substantial issues that need to be addressed: there is a need for community outreach and poverty alleviation through curriculum innovations and mainstreaming environmental research and teachings.

### Thursday 21/02

**10:00 - 10:45 Citizen's Advisory Councils to enhance citizen oversight of industry by Oasis Earth**

The session introduced the concepts of the Citizen's Advisory Councils (CAC), by Richard Steiner. Due to the growing political tension, citizen engagement has become clearly important. Therefore, the CAC concept advocates the ‘Eyes, Ears and Voice’ of the local community. The CAC aims at increasing citizen engagement with large-scale industrial operations with the overall goal of reducing conflict and engendering trust. The CAC focuses primarily on extractive industry projects considering oil and gas. Mr. Steiner mentioned projects such as the Alaska Model and the Aarhus Convention which stress public participation in decision-making in order to get the local people involved in a research development project. He also emphasized the importance of substantial funding and safeguards in the industry to fight against corruption. Finally, the lessons learn through these models stressed the importance in the presence of these councils during the lifetime of these projects, their presence in governments to be in legal compliance for all the representative states to be concerned and for the board members to be elected by a constituency.

**12:00 - 12:45 Eye on Earth Special Initiatives facilitators and UNEP**

Eye on Earth presented the last three special initiatives which are: water security, eye on biodiversity and eye on oceans and blue carbons. Bruce Bargmeyer presented the water security initiative where he stressed the importance on enhancing water security and ecosystem management through the practical means to address the test case of GNON. One could do this through engendering culture sharing in the regions of developing countries, through improving the contribution to data. Hutton introduced the Eye on Biodiversity initiative which stresses its role in improving mechanisms that reorganize people who publish data and awareness sharing between governments and institutions. Grimsditch presented the initiative on Eye on Oceans and Blue Carbons which focuses on the data collection of coastal ecosystems in the role of climate change mitigation. Its proposed objectives lie in the developing policies through globalized standardized methodologies. In addition, it has also created an interesting Apple Application for iPhones or iPads which enables the ability to download data sets and use them on the hardware even within an offline mode. In reference to the application, this was projected on the projector screen, giving a short and quick guide into how the application could be used to the NGOs and Civil society organizations.

**13:00 - 13:45 Leveraging Software and Hardware for Sustainability Gain, Measure, Analyze and Optimization by Oracle**

The event was presented by Richard Kroes, who emphasized the role of ORACLE in public reporting and helping governments and institutions, through software, on reducing costs and at the same time helping save energy through their projects. Through servers and data bases, ORACLE aims at assessing three key areas: Risk and Performance management, Operations and IT infrastructure. Mr. Kroes presented examples as to how certain institutions or enterprises have used ORACLE’s software, for example Kraft Foods Global, who reduced the amount of empty trucks transporting goods, consequently reducing costs and addressing the environmental impact. More importantly, ORACLE also highlighted the importance of regulating information more regularly in order to avoid outdated information.

**14:00 - 14:45 Ecoimagination by General Electric**

This session was given by Jay Ireland, president and CEO of General Electric Africa. In this presentation, he covered in detail what his company has accomplished, particularly on the African continent, under the concept of ‘Ecoimagination’ - a commitment to imagine and build innovative solutions to today’s environmental challenges while driving growth. The company has been working strongly in South Africa, from
developing generators in Durban land fill sites, which turn methane gas into energy and developing the first electric-diesel locomotive, the first to meet UIC2 emissions standards. This technology will now be distributed to other areas of the continent.

Globally, GE has had other economic-environmental breakthroughs, such as developing the GE90-115B aircraft engine, which has provided airlines with savings of up to $840Million dollars.

15:00 - 15:45 Pan African Partnership on E-waste by NEMA Kenya

The event dealt with the issue of E-waste which can cause environmental damage if not dealt with in an appropriate way. An appropriate handling of e-waste can prevent environmental damage, recover valuable materials and provide sustainable jobs and trade benefits in Africa. It was also stated that the prominent challenges to e-waste is the procurement laws and the awareness about changes. Hence, was stressed the importance of implementing an e-learning initiative and forum in order to raise awareness amongst citizen engagement.

16:00 - 16:45 Greening Economy and Development by International Business Green Economy Dialogue

This session discusses the idea that there has to be an increased level of pro-active forums to engage governments, businesses and thought leaders generate jobs, investment, development, innovations and green dialogue meetings. It was identified that in Africa there is a need to match development pathways to national priorities and circumstances, and place a higher priority upon aligning green policies with national priorities and circumstances to functions effectively in globalized markets. Additionally, it was noted that “greening” requires economic growth, and proposals for “greening” does not automatically induce growth and poverty alleviation, it must involve the whole economy.

17:00 - 18:00 The Post Rio measurement agenda and fostering behavioral change for sustainable development by Population Media Center

This session discussed a possible summary framework for classifying the Sustainable Development Goals (SDGs). It was highlighted that there is a need for resource sufficiency evaluation; population issues as a function of bio and geophysical realities and that just “greening” the economy, however as necessary it may seem to be is not sufficient alone. Resource efficacy evaluation must be integrated into any evaluation; “green” technologies may become more efficient in relation to the natural world, but resource consumption will still increase. Green technologies do not ensure progress to sustainability, but it is a contributing factor.

The levels of population, lifestyle and the level of resources must be incorporated into any analysis; in essence, human development needs to be redefined as we cannot adapt nature to comply with our growing appetite.