

**THE SECRETARY-GENERAL**

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**MESSAGE TO ANNUAL SUMMIT OF GREEN COMPANIES
Qingdao, China, 21-22 April, 2011**

Delivered by Mr. Georg Kell, Executive Director, UN Global Compact

I am pleased to send greetings to the Annual Summit of Green Companies.

Your focus on “responsibility and innovation in a shifting world” is very timely.

New levels of corporate performance are essential if we are to address key global challenges, meet the aspirations of the world’s people and deliver on the promise of sustainability.

The corporate sustainability movement, as embodied in the UN Global Compact, continues to seek greater impact. Growing numbers of companies from all sectors and regions have broadened and deepened their implementation of environmental, social and corporate governance policies and practices.

Yet major challenges remain and I urge all of you to do more.

The consequences of climate change are being felt with ever greater force, and threaten to undo many hard-won development achievements of recent years. Developing countries are particularly vulnerable. Chinese and international efforts to promote a sustainable, low-carbon path of development are of critical importance. Private investment has tremendous capacity to spread environmentally friendly practices and to promote greater energy efficiency and green technology innovation.

There are many ways to improve your performance.

If you have not done so already, I invite you to join the Global Compact and support “Caring for Climate”, the Compact’s platform for businesses that are serious about tackling climate change.

I also encourage you to adopt the Global Compact’s Blueprint for Corporate Sustainability Leadership. Building on ten years of experience, the Blueprint provides a clear roadmap and action plan for companies to become true sustainability leaders.

And as we gear up for next year's Rio+20 Conference on Sustainable

Development, I will rely on you as innovators and investors to bring good and effective solutions to scale so that we can make a more sustainable global economy a reality.

There has been considerable debate about how business can best contribute to sustainable development. While much discussion focuses quite rightly on technology, innovation, distribution networks and the delivery of specific public goods, sustainability itself requires more attention. If business were to fully embrace corporate sustainability, and organize itself around delivering long-term value in financial, environmental, social and ethical terms, this would galvanize the cause.

I look forward to working with you to advance this agenda. Strong partnerships between the public and private sectors will be central to this effort. We must all pull our weight to advance corporate sustainability and create a greener economy.

In that spirit of partnership, I wish all of you a productive meeting. Thank you for your support.