



Reporter: Claire Salles

Closing session of World Forum Lille 2012

***European launch of the Global Union for Sustainability:
A closing session of 6th World Forum Lille oriented toward commitment***

The European launch of the Global Union for Sustainability (GUS) was the highlight of the 6th World Forum Lille, inviting companies to commit right now in concrete actions for sustainable development.

To close the 6th World Forum Lille, Jorge Abrahao, President of the Ethos Institute in Brazil invited present partners and entrepreneurs to join the **Global Union for Sustainability (GUS)**, a global initiative which was launched at Rio +20 Summit last June.

GUS is a global movement bonding businesses, organizations and individuals who are committed to taking simple, concrete and measurable actions that will make sustainable development progress in the world by four years. With a ripple effect on other economic actors, the sum of commitments expects to be a significant lobby able to influence organizations and governments toward a more responsible economy.

To launch GUS at a European level, the World Forum Lille has federated his private and public partners, institutional actors for sustainability in the Nord-Pas-de-Calais, Alliances network companies and International CSR networks.

Philippe Vasseur invited them to announce to the public their concrete commitments for the coming years:

- Jacques Gounod, CEO of **Eurotunnel**, promised to decrease by 3% per year the greenhouse gas emissions of its business.
- Alain Denizot, CEO of the **Caisse d'Epargne France Northern Europe**, announced the implementation of a specific software to help reduce by 20% the consumption of paper and consumables within 4 years.
- Dominique Mirada representing the **Caisse des Dépôts Nord-Pas-de-Calais** committed in three measures of energy savings, with the implementation of energy performance contracts by an external investor.

- Jean-François Dutilleul, CEO of the company **Rabot Dutilleul** pledged to apply performance indicators of the GRI (construction industry) and to publish them. He also proposed to let the engineering expertise of his company assist the implementation of the Third Industrial Revolution in the region.
- Brigitte Mansuy-Joubert, Sustainable Development Manager of **Leroy Merlin** is committed to training all its buyers to responsible purchasing, and to increasing by 15% per year the number of sustainable products in stores.
- René Carpentier, regional representative of **EDF-Suez**, presented the initiative "Easy Gas", which is a mediation system on access to gas for most disadvantaged people, with the goal of helping 14,000 families in 2013.
- Christophe Bonduelle, CEO of **Bonduelle** Group, pledged to a 20% reduction in the use of pesticides within 4 years
- - Hervé Lanco, CEO of **Transpole**, promised to train 42 executives to the management of severe disability, and to hire 2 or 3 disabled people full-time in 2013.

Fifty economic actors have committed themselves publicly in specific sustainable actions whose results will be measured annually. Those who could not come, like Ellen MacArthur, had sent a video to support the European launch of the Global Union for Sustainability.

The 6th edition of World Forum Lille was completed with this series of tangible commitments toward a more responsible economy: a strong sign that **now is the right time for everyone to take action!**

www.globalunionforsustainability.org