

**02-06-08**

## **Germany: World Leaders Commit to Conserve Diversity of Life on Earth**

According to the news reported by Environment News Service (ENS), heads of states and 87 ministers from around the world have reinforced their commitment to "substantially reduce" the global loss of biodiversity within two years. The European Commission is committed to stopping the loss of biodiversity in Europe by 2010.

The Bonn World Biodiversity Summit was opened by German Chancellor Angela Merkel. In her opening statement, Chancellor Merkel promised that Germany would provide 500 million euros through 2013 to protect forests, and 500 million euros a year after that.

Given that deforestation contributes 20 percent of global greenhouse gas emissions, more than transport and travel combined, Merkel said, "We are convinced that this is a very good investment." Along with Germany, Norway will also provide 600 million euros a year for the following three years for forest conservation.

According to the news, 34 internationally active companies also declared at the conference that they are committed to making biodiversity conservation an important element of their corporate policies. Companies from the tourism, timber and construction industries, financial services, the food industry and the natural cosmetics sectors signed on to a Leadership Declaration. Companies from Germany, Brazil, Finland, Japan, Switzerland and the United States have signed up so far.

"This is an important signal," said Matthias Machnig, state secretary at the German Environment Ministry. "Just as with climate protection, we will only achieve our ambitious global targets for biodiversity conservation if we involve the private sector in our efforts."

Full Report by ens-newswire.com | May 30, 2008, available at:  
<http://www.ens-newswire.com/ens/may2008/2008-05-30-01.asp>

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## **UK: Responsible Investment Drives Improvements in CSR**

A new research released by EIRIS, a UK based responsible investment specialist company, indicated the key role responsible investors can play in encouraging some of the world's biggest companies to improve their corporate social responsibility practices.

Stephen Hine, head of responsible investment development at EIRIS said, "In the UK, you have a lot of institutional investors who are putting pressure on companies to respond to climate change and this affects environmental policies."

"Investors are joining together on climate change, joining, for example, the Carbon Disclosure Project based in London and IIGCC-Institutional Investors Group on Climate Change. You also have pension plans that are adopting responsible investment, looking at ESG issues. Many of these large plans invest in FSTE 100 companies, and the companies are under pressure to respond," added Hine.

The research discovered that most of the UK's largest companies have made significant progress on environmental, social and governance (ESG) matters, especially environmental policy development. The active engagement of responsible investors in encouraging businesses to adopt more responsible practices is mentioned as one of the major drivers for the improved performance.

EIRIS report also showed that the number of companies at the very top of the environmental policy scale is growing rapidly. In 2003, 4% of FSTE 100 companies were assessed with an exceptional environmental policy. This percent jumped to 16% of FSTE 100 companies in 2007.

Full Report by socialfunds.com | May 28, 2008, available at:  
<http://www.socialfunds.com/news/article.cgi/2513.html>

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### **USA: Nike Foundation and Buffetts will jointly invest \$100 million in the development of Girls**

According to the news distributed by nikebiz.com, the Nike Foundation and Peter and Jennifer Buffett, co-chairs of the NoVo Foundation, jointly will invest in "the girl effect": the ability of adolescent girls in developing countries to bring unprecedented social and economic change to their families, communities and countries.

The news indicated that the NoVo Foundation has committed \$45 million over three years. This represents the NoVo Foundation's largest grant since it received a pledge of Berkshire Hathaway stock, worth over \$1 billion, from Peter Buffett's father, Warren Buffett. NIKE, Inc. will also commit additional \$55 million investment in the Nike Foundation through fiscal year 2011 in addition to the \$36 million already invested in the Nike Foundation to date for programs supporting girls in countries such as Ethiopia, Kenya, Bangladesh, Liberia and India.

According to the news, funds from NoVo and NIKE, Inc. will be managed by the Nike Foundation, which has focused on the issue of girls and poverty since 2004. Together, their goal is to mobilize exponentially more resources from public and private sources directly to adolescent girls through advocacy, awareness and impactful programs.

Full Report by nikebiz.com | May 27, 2008, available at:  
[http://www.nikebiz.com/media/pr/2008/05/27\\_Foundation.html](http://www.nikebiz.com/media/pr/2008/05/27_Foundation.html)

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**09-06-08**

### **Bangladesh: the Bangladesh Bank (BB) will Monitor Adoption of CSR by Banks**

According to the news reported by the Financial Express, the Bangladesh Bank (BB) will monitor the adoption of Corporate Social Responsibility (CSR) by banks and financial institutions and their performance.

As indicated by a circular issued by the bank, the adoption of CSR and performance of the corporate entities will be treated as an additional indicator of their management efficiency.

"We want that the banks and non-banking financial institutions (NBFIs) will move forward to implementing CSR programmes in line with the international standard," a BB senior official told the FE. The central bank took the move to create awareness among the banks and NBFIs about the CSR, he added.

Reporting of the CSR initiatives can begin in a modest way as supplements to usual annual financial reports, eventually to develop into full blown comprehensive reports in the global reporting initiative (GRI) format. The central bank, however, advised the banks and NBFIs to take action plans like ingraining environmentally and socially responsible practices within the organisation initially.

According to the news, foreign banks in Bangladesh having structured CRS programmes can come forward to usefully guide the new, incipient CSR initiatives of local banks, according to the circular titled 'Mainstreaming CSR in banks and financial institution in Bangladesh'. Currently, some commercial banks are implementing programmes as part of their corporate responsibility.

Full Report by financial express (FE) | June 8, 2008, available at:

[http://www.thefinancialexpress-bd.info/search\\_index.php?page=detail\\_news&news\\_id=35556](http://www.thefinancialexpress-bd.info/search_index.php?page=detail_news&news_id=35556)

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### **USA: TerraPass Launches Customizable Carbon Offsets Program**

According to the news reported greenbiz.com, customers of TerraPass are able to personalize the types of carbon-reduction strategies in their portfolio.

The options available to offsetters right now are projects funding wind energy, generating farm power from anaerobic digesters and landfill gas. When choosing the number of tons of carbon emissions to offset through each type, TerraPass clients are buying in to a portfolio of each type project, examples of which are posted on the TerraPass website

TerraPass CEO Erik Blachford explained in an interview that the portfolio model builds more stability into the process: "Offering offsets by project type instead of by a single project itself takes the risk out -- diversification is always a good idea. Putting

funds into a portfolio of projects makes it safer." Blachford also said that increasing participation in just what kinds of offsets individuals and companies alike are buying into is a growing trend in the market.

TerraPass offers ways for individuals and businesses to calculate their carbon footprint and then systematically reduce those by lowering their energy use and investing in clean technology projects. First-time customers can calculate their footprint and then choose how much and in what ways to offset those emissions through the new portfolio program.

Full Report by greenbiz.com | June 6, 2008, available at:

<http://www.greenbiz.com/news/2008/06/06/terrapass-launches-customizable-offsets-program>

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### **USA: The Merck Company Foundation Creates Alliance to Reduce Health Care Disparities in Diabetes**

A news release by the Merck Company Foundation indicated the creation of the Merck Alliance to Reduce Disparities in Diabetes.

According to the news, the initiative is designed to address the growing disparities in health care among minority, low-income and underserved adult populations in the United States who have or are at risk for developing diabetes. The Merck Company Foundation will support the Alliance with up to \$15 million in funding during the next five years.

"This initiative reinforces Merck's ongoing commitment to diabetes and to promoting access to quality health care by helping to develop comprehensive diabetes prevention and management programs," said Dr. Jeffrey L. Sturchio, president, The Merck Company Foundation.

"Reducing health care disparities related to diabetes requires a comprehensive approach," noted Dr. Sturchio. "Through this Alliance, we hope to empower patients to become more involved in their health care, build strong communications between patients and their health care providers, and assist health care organizations in implementing system-level changes to reduce disparities."

Earlier this year, The Merck Company Foundation issued a "Call for Proposals," inviting submission of letters of intent to develop proposals for comprehensive diabetes prevention and management programs to help reduce disparities in diabetes care. This process is now complete, and the letters of intent are currently under review.

Full Report by merck.com | June 3, 2008, available at:

[http://www.merck.com/cr/docs/merck\\_alliance\\_to\\_reduce\\_disparities\\_in\\_diabetes\\_fin al0608.pdf](http://www.merck.com/cr/docs/merck_alliance_to_reduce_disparities_in_diabetes_fin al0608.pdf)

16-06-08

## **Germany: Deutsche Bank enhances its Corporate Social Responsibility programme**

Deutsche Bank is strengthening its Corporate Social Responsibility programme. "Social responsibility must be part and parcel of the way we do business," said Dr. Josef Ackermann, Chairman of the Management Board and the Group Executive Committee of Deutsche Bank, to the press in Frankfurt.

The social market economy's declining reputation in Germany was, according to Ackermann, "a disconcerting development." Companies did not operate "in a vacuum," he added. The higher the instability, the more precarious their existence, said Ackermann. "For our own good, we must fulfil our corporate social responsibilities and make it clear, through words and deeds, that the market and ethics are not a contradiction in terms, but rather, that the market economy is actually the best of all known economic systems - also when it comes to ethics."

According to the news distributed by Deutsche Bank's Press and Media Relations, the bank is enhancing its Corporate Social Responsibility (CSR) programme and intends to integrate its activities as a good corporate citizen even more closely into its business processes and decisions. "Our topmost social responsibility," however, was to remain "internationally competitive, earn profits and grow as a company," said Ackermann. "This is the only way we can create sustainable value for our shareholders, clients, staff and society - as a provider of attractive products and services, as an employer and as a taxpayer, but also as a sponsor."

According to the news, Last year Deutsche Bank provided more than € 80 million in funding to society around the world, with nearly half of this allocated to the bank's home market, Germany. Deutsche Bank will be concentrating its CSR activities on the following five areas of activities: fostering talent (education), creating opportunities (community development), Encouraging creativity (art), safeguarding the future (sustainability) and demonstrating commitment (corporate volunteering).

Full report by Deutsche Bank, Press and Media Relations | June 10, 2008, available at: [http://www.db.com/presse/en/content/press\\_releases\\_2008\\_3941.htm](http://www.db.com/presse/en/content/press_releases_2008_3941.htm)

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## **Denmark: Danish Government Encourages Companies to Join Global Compact**

The Danish Ministry for Economic and Business Affairs has introduced a thirty-item action plan for corporate social responsibility. The Action Plan aims to ensure that the financial growth of the Danish corporate sector goes hand-in-hand with social and environmental objectives.

Focusing on internationally recognized principles for corporate responsibility, the Action Plan explicitly encourages Danish companies to join the UN Global Compact. It also urges Danish investors to support the UN Principles for Responsible Investment (PRI).

The action plan has four key action areas:

- Increasing business-driven social responsibility.
- Promoting social responsibility through state activities.
- Strengthening corporate climate responsibility.
- Marketing Denmark for responsible growth.

The action plan was first presented last month by Minister for Economic and Business Affairs Bendt Bendtsen. "In a globalised, modern world we need old-fashioned values like responsibility and consideration," said Minister, Bendt Bendtsen during the presentation of the action plan.

One of the initiatives calls for Denmark's 1,000 largest companies to take the lead and report annually on their social responsibility work in the management's review of the annual reports that are already prepared today.

"It is completely up to the individual company whether it wants to set up a policy for the area. The Government will not introduce legislation specifying how companies must work with corporate social responsibility in detail. But we want the largest companies to explain what they are doing," stated Mr. Bendtsen.

Full report by [unglobalcompact.org](http://unglobalcompact.org) | June 11, 2008, available at:

[http://www.unglobalcompact.org/NewsAndEvents/news\\_archives/2008\\_06\\_11.html](http://www.unglobalcompact.org/NewsAndEvents/news_archives/2008_06_11.html)

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### **USA: Bay Area Nonprofits Receive \$1.26 Million in Silicon Valley Impact Grants from Cisco Foundation**

According to the news distributed by [newsroom.cisco.com](http://newsroom.cisco.com), the Cisco Foundation recognized 84 non-profit organizations for their contributions to community development and improvement with its annual Silicon Valley Impact Grants, a program that provides funding to non-profit organizations within 50 miles of Cisco headquarters in San Jose.

According to the news, each organization received a \$15,000 grant to further educational opportunities, community development, and mental and physical health programs in underserved communities. In total, the Cisco Foundation awarded \$1,260,000 in Silicon Valley Impact Grants this year to assist well-run, innovative Bay Area nonprofits.

Since 1993, the Cisco Foundation has provided nearly \$18 million in grants to 1,400 local nonprofits, giving priority consideration to programs that offer online resources to support the community, that can be replicated through use of technology, and that serve significant numbers of individuals.

"Cisco and the Cisco Foundation recognize that local community progress comes from a sustained dedication to, and a hyper-focus on, improving educational opportunities and social programs for everyone in the community," said Michael Yutrzenka, executive director, Cisco Foundation. "The local nonprofits we support

exemplify our commitment to sustainable business practices and positive social change."

Many of Cisco's grant winners this year operated mentorship programs, literacy initiatives, basic and advanced skills training, and other education programs in traditionally underserved communities; others focused on improving physical, mental and environmental health.

Full report by [newsroom.cisco.com](http://newsroom.cisco.com) | June 13, 2008, available at: [http://newsroom.cisco.com/dlls/2008/corp\\_061308.html](http://newsroom.cisco.com/dlls/2008/corp_061308.html)

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**23.06.08**

### **Japan: Global Business Leaders Urge Huge Cuts in Emissions**

According to the news reported by the Environmental News Network (ENN), detailed climate change recommendations to the Group of Eight leaders, backed by an influential group of CEOs from many of the world's largest companies, were delivered to Prime Minister Yasuo Fukuda of Japan. Prime Minister Yasuo Fukuda of Japan will host the G8's annual summit next month in Hokkaido, Japan.

The document outlines a new, more "environmentally effective and economically efficient" long-term policy framework to succeed the Kyoto Accord. It was presented on behalf of the group of 100 chairmen and CEOs by World Economic Forum Executive Chairman and Founder Klaus Schwab.

In their recommendations, the CEOs urge adoption of a rapid and fundamental strategy by governments to bring about a low-carbon world economy. They call on the G8 and other developed country governments to provide leadership through deep absolute cuts in their greenhouse gas emissions (GHG), as well as direct work with the international business community to develop a pragmatic strategy of cost-effective, medium-term carbon abatement opportunities.

According to the news, the new policy framework recommended by the CEOs represents a significant departure from the structure of the 1997 Kyoto Accord — more flexible and more results-oriented. The business leaders suggest a combination of top-down international commitments by governments, particularly by developed economies but also including emerging economies, and practical bottom-up efforts within and across industry sectors in the form of a multifaceted agenda of intensified public-private cooperation.

Full Report by [enn.com](http://www.enn.com) | June 20, 2008, available at: <http://www.enn.com/pollution/article/37456>

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## **USA: Honeywell Launches Green Power Evaluation Tool**

According to the news reported by greenbiz.com, Honeywell has developed a tool to help businesses evaluate the environmental and financial potential of introducing renewable energy to a specific location.

The Renewable Energy Scorecard evaluates solar, wind, biomass and geothermal for a given location and offers information for each on the payback, tax implications, rebates, subsidies and other incentives.

"The Renewable Energy Scorecard is a data-driven solution to a complex issue," Kent Anson, vice president of global energy for Honeywell Building Solutions, said in a statement. "It's important that environmental stewardship makes good business sense too. The Scorecard takes the guesswork out of the equation."

The scorecard also takes into account a location's attributes, such as heating and cooling loads and fuel availability, and uses a database of factors that can impact renewable energy technologies.

Honeywell said the technology is part of its efforts to help its customers cut energy use and take advantage of renewable energy advancements. Nearly half of the company's products are linked to energy efficiency, Honeywell estimates.

According to the news, renewable energy use is growing at a clip greater than 10 percent, the company said. Photovoltaic solar energy generation, in particular, increased 56 percent in 2007 compared to the year before.

Full Report by greenbiz.com | June 19, 2008, available at:

<http://www.greenbiz.com/news/2008/06/19/honeywell-launches-green-power-evaluation-tool>

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## **UK: City of London Launches City Climate Pledge**

According to the news information distributed by CSR News Europe, On Monday 23 June, the City of London Corporation will launch its City Climate Pledge. The Pledge is a new initiative, designed to help companies in the City of London play their part in the global fight against climate change.

According to the news, the City Climate Pledge will help City organisations improve their environmental performance and will encourage them to use their global influence to affect the behaviour of companies around the UK and the world.

Lord Mayor of the City of London David Lewis says 'Climate change is our most serious global challenge and has severe implications for the world's social and economic wellbeing. The City Climate Pledge will help the City show its commitment to combating climate change and use its global influence to set an example for the rest of the world to follow.

The City Climate Pledge is being delivered by the City of London in partnership with

BRE, which is acting as core provider of carbon management advice and support for the Pledge and PURE, the UK's leading carbon offset charity.

Robert Rabinowicz, Director of Pure says 'We are delighted to be involved in this great initiative by the City. We hope that every organisation within the square mile will sign up. Collective action is the only way to achieve the culture shift in industry and commerce that is necessary to make a demonstrable difference.'

Full Report by CSR News Europe | June 19, 2008, available at:  
[http://www.csrnewseurope.com/page/city\\_of\\_london\\_124.cfm](http://www.csrnewseurope.com/page/city_of_london_124.cfm)

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### **30.06.08**

#### **Canada: Canadian Groups Issue New Eco-Claim Guidelines**

According to the news distributed by greenbiz.com, the Competition Bureau and the Canadian Standards Association issued new guidelines concerning Eco-Claims. The groups detail the guidelines in Environmental Claims: A Guide for Industry and Advertisers to help companies avoid misleading and false statements.

According to the news, the overall message is to avoid vague, general terms and instead focus on detailing specifics about products. The guide discourages the use of "green," "environmentally friendly," "all natural" and "eco" since, when used alone, they have no specific meaning. Claims should only be made when they can be substantiated and verified with supporting information.

For example, when indicating a product is recyclable or contains recycled content, a product should not only have a symbol for recycling, but also information on the percentage of recycled content and if only certain parts of it are recyclable. Saying that a product is "free" of a particular substance should be worded carefully. Claims about the benefits of a product should also be realistic.

The guide is aimed at manufacturers, importers, distributors, retailers or anyone else who would benefit from self-declared environmental claims that are not independently verified or certified by a third party.

Full Report by enn.com | June 27, 2008, available at:  
<http://www.greenbiz.com/news/2008/06/27/canadian-groups-issue-new-eco-claim-guidelines>

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#### **USA: Dell has launched a Plan to become the Greenest Technology Company**

According to the news reported by.edie.net, Dell has launched a plan to become the greenest technology company on earth.

According to the news, the computer giant's Zero Carbon Initiative aims to work with employees and suppliers to maximise the energy efficiency of Dell's products and

offset their carbon impact. The company has pledged to reduce the carbon intensity of its global operations by 15% by 2012 and extend its Plant a Tree for Me programme to Europe.

The scheme allows customers to offset the emissions from the electricity used to power their Dell computers and laptops. Customers are also being asked to help further by submitting their ideas for building the greenest PC on the planet to the company's [IdeaStorm website](#)

"Our goal is simple and clear," Dell chairman and CEO Michael Dell said as he announced the initiative. We'll take the lead in setting an environment standard for our industry that will reflect our partnership with, and direct feedback from, our customers, suppliers and stakeholders, and we intend to maintain that leadership."

Under the scheme, Dell has asked its main suppliers to begin reporting greenhouse gas emissions data, and will then begin working with the companies to develop emissions reduction strategies.

Full Report by edie.net | June 23, 2008, available at:  
[http://www.edie.net/news/news\\_story.asp?id=14846&channel=0](http://www.edie.net/news/news_story.asp?id=14846&channel=0)

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### **France: Observatoire de la Finance launched the second edition of the Robin Cosgrove Prize - Ethics in Finance! (2008-2009 - 2nd Edition)**

The Robin Cosgrove Prize promotes greater awareness among young people throughout the world of the benefits of ethics in finance.

The prize is aimed at young professionals, under the age of 35. They are invited to submit unpublished papers (in English or in French) that address the role of ethics in finance.

An international jury, comprising prominent experts in finance and ethics, will designate in Autumn 2009 one or more prizewinners and allocate the sum of USD 20,000 between them.

The papers must be submitted electronically to the Observatoire before the deadline of midnight, 31st March 2009 (CET).

More information is available at: <http://www.robincosgroveprize.org/>

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