

March 20, 2012

To: **Heads of Delegations attending the UN Rio + 20 Conference on Sustainable Development**

Dear Madam or Sir,

We urge your government to commit to action at the **United Nations Rio +20 Conference on Sustainable Development**.

The World Business Council for Sustainable Development (WBCSD) and the International Union for Conservation of Nature (IUCN) strongly believe that, along with governments, business and civil society have a key role to play in building sustainable economies, creating jobs and boosting livelihoods.

Over the last two decades, leading businesses, supported by WBCSD and IUCN, have helped economies become more sustainable. However, the current voluntary transition to sustainability is too slow to meet future challenges and must be accelerated. Governments must now go further and make sure that all businesses play their part.


We therefore urge governments to:

1. **Instill a sense of urgency into the negotiations.** Addressing economic woes is one of the most compelling reasons to advance sustainability, not an excuse to do nothing or go backwards.
2. **Ensure that commitments made since 1992 are implemented.** Additional commitments at Rio +20 will be meaningless without action on previous promises.
3. **Put in place predictable, stable policies to help business scale up sustainable solutions.** We need clear long term policies and rules that reward more responsible and inclusive business practices, and sanction unsustainable behavior.
4. **Strengthen paragraph 24 of the Zero Draft Document** by including the explicit requirement for companies to adopt standardized, rules-based sustainability reporting.

WBCSD and IUCN have developed many tools for business on how and why moving to a sustainable economy (or “green economy”) can be successful and profitable. Many companies have already used these resources, and we will continue to provide support in this regard.

Business, civil society and governments need to work together. The Rio Conference must drive policies and actions that mandate and reward innovative and sustainable business. Make Rio+20 count for all of us.

Sincerely,



Peter Bakker
President
WBCSD

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Julia Marton-Lefèvre
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