



When:  
Wednesday July 25th, 2012, 2:00 pm

Where:  
Science Gallery, Dublin

## Hack the Green Economy

Chaired by Gabriel D'Arcy, Managing Director of Bord na Móna

Speakers:



Dr. Matt Crowe, Director, Environmental Protection Agency

*Why Business needs a Sustainable Ireland - key message from the EPA State of the Environment Report 2012.*



Lois Guthrie - Technical Director, The International Integrated Reporting Council  
*Corporate Sustainability Reporting - the future for corporate social responsibility*



Justin Kilcullen – Director of Trócaire

*Sustainable Development Goals for the Future we Want - key messages from Rio +20*

The United Nations global conference on Sustainable Development (Rio+20) has just ended. So what did it achieve? This important global event focused on 4 key sustainability issues, the green economy, sustainable development, poverty eradication and institutional reform.

The principle idea of a green economy is that beyond the simple measure of economic wealth there are two other types of capital. These are environmental and social capital and both make a sizeable contribution to economic output and therefore need be accounted for, invested in, exploited efficiently and increased rather than decreased in their value.

In its simplest expression, a green economy is a low-carbon, resource efficient, and socially inclusive economy.

## How will sustainable development affect Irish businesses?

**Hack the Green Economy** will examine some of the emerging trends in sustainability and ask how they will affect Irish business. The event will explore some of the next steps on the sustainability agenda, in particular future developments in the area of integrated sustainability reporting and future environmental legislation.

## Building a Green Business

Hack the Green Economy will be chaired by Gabriel D'Arcy Managing Director of Bord na Móna. Since 1934 Bord na Móna has renewed itself many times. Using its core competencies of peat and peatland know-how, energy expertise, and resource management the company now aims to become Ireland's leading environmentally responsible integrated utility service provider encompassing electricity, heating solutions, resource recovery, water, horticulture, and related services.

## Valuing the Environment

In June the EPA published their fifth 'state of the environment' report, Ireland's Environment 2012. The report provides an evidenced-based assessment of the quality of Ireland's environment and identifies current and future pressures. The 2012 assessment has confirmed that while Ireland's environment is of a generally high standard, there are significant environmental challenges facing the country in the coming years.

**Dr Matt Crowe, Director of EPA** will present some of the environmental challenges facing Irish business, focusing particularly on how business can shift to a more resource efficient, green economy.

## Integrated sustainability Reporting

Over recent years there has been growing interest in the development of integrated sustainability reporting for business. In Denmark over 1000 of the biggest companies must now provide information about their corporate social responsibility policies on a "comply or explain" basis as part of their annual financial reports.

**Lois Guthrie of the International Integrated Reporting Council** will present the latest developments in corporate sustainability reporting and explain how more integrated and robust corporate reporting can help to redefine business values.

## Sustainable Development Goals

A key output from the Rio+20 conference was a commitment by world governments to create a new set of 'sustainable development goals' (SDG). SDGs could offer a coherent vision for sustainable development for the future and offer an real toolkit for addressing the wider sustainable development challenges in a comprehensive manner.

*Justin Kilcullen, Director of Trócaire* believes it's time we all got real about climate change. It isn't an abstract scientific notion – it is a very real threat to the future of life on this planet and poor people in developing countries are already being hit hardest.

## Business Working Responsibly

It is now clear that there are significant opportunities for companies to use sustainability to drive innovation and improve how they do business. A systematic analysis can highlight areas ripe for attention. Business in the Community Ireland provides just such a methodical tool to help business to integrate sustainable business practices across their organisations.

The Business Working Responsibly Mark is Ireland's only certification for responsible and sustainable business practices. It helps companies to measure, manage and report on their sustainability practices.

*Elise McCarthy, Business Working Responsibly programme Manager with BITCI* will be available on the day to explain the Business Working Responsibly Mark to attendees.

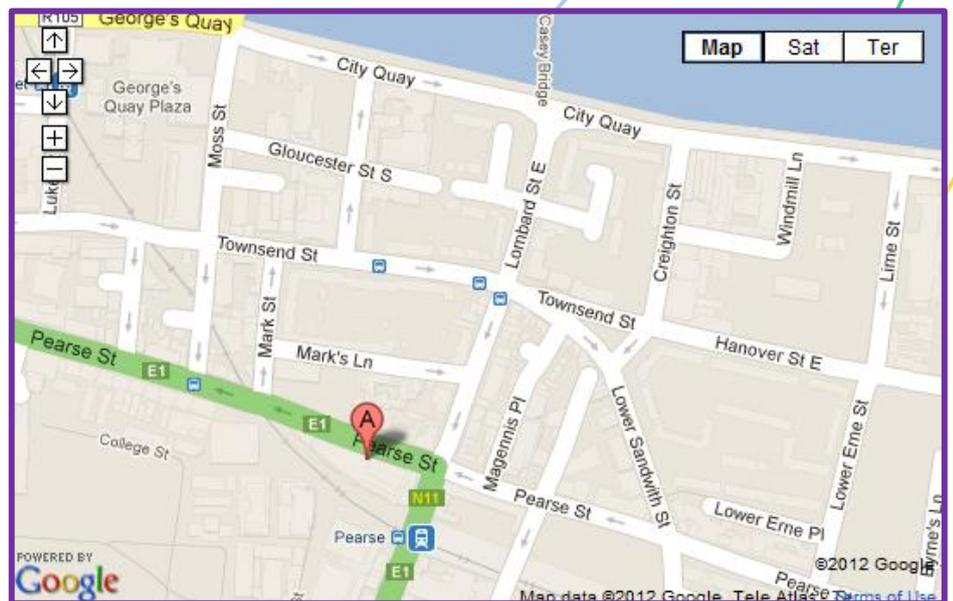
## Getting there

**Walk:** We're at the Pearse Street entrance of Trinity College, opposite The Academy Building, and around the corner from Westland Row and Pearse Street station.

**Bus:** Trinity College is on most of the major bus routes into the city centre: 1, 2, 3, 25, 25a, 26, 27X, 44, 44C, 48a, 49X, 50X, 66, 66a, 67, 67a, 77, 77X. For route details, visit the Dublin Bus website.

**Train:** DART and suburban train services stop at Pearse Street Station.

**Park:** The nearest 24hr car park is in Fleet Street, Temple Bar.



## CONTACT

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