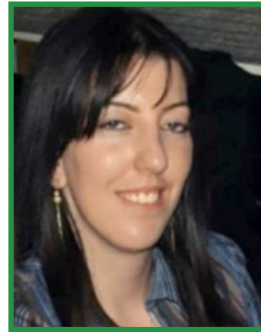


Role of Business & its Leaders in Creating Positive Climate Change



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Earth climate is altering and will continue into the future. Multiple evidence show fluctuations in our weather, ecosystems and oceans.

Human activities are causative of these changes, but the extent of the change will depend on how much and how quickly, humans can reduce greenhouse gas emissions.

The world is worried about the climate change speed because of man's activities (electricity, vehicles, deforesting, population growth, industrial revolution, burning oil and gas, fertilizers containing nitrogen, fluorinated gases, etc...) and natural causes, thus these modifications are deeply studied by scientists all over the world in order to try to find real solutions.

Where does the role of business and its leaders reside in creating positive climate change?

The role of business is changing and the splash of business leaders isn't trapped anymore in financial revenues but should cover bolder action to address climate change. Business leaders need to recognize the complex nature of the issues of sustainability and integrate solution to social and environmental challenges together with the need for good financial results, thus future business leaders demand more aggressive actions to face climatic change. Also they need to deal with the stubbornly sensitive topic of climate change; sure it will be expensive, but not nearly as much

as the costs of delaying action.

Although the Climate Needs Aggressive CEO Leadership who use their power to influence the climate change which is the greatest societal challenges of our time; that's why the heaviest responsibility is shouldered on businesses.

Is it realistic to think that humans can really influence the Earth's climate, so that to save this world we must flirt with technology that may destroy it. Business leaders should support with their best efforts policies to face the climate change, otherwise they will miss the chance to shape these dangerous changes.

Business will play a vital role in the upcoming health of the planet because the future life rests on meeting basic human needs without destroying the environment on which all depends, so that's why economic growth and environmental protection are inextricably linked.

The President of Mitsubishi Corporation Mr. Shinroku Morohashi stated: "We believe a business cannot continue to exist without the trust and respect of society for its environmental performance".

Eco-efficiency may be reachable if industries and business:

- Work on maximizing their added value while minimizing resource and energy use.
- Limit the pollution and clean up waste.
- Recycle materials in their products and thus limit the use of raw materials.
- Change in their daily practices and tools to reach a resourceful environment.
- Make market works on the environment.
- Respect environmental laws.
- Set long term objectives and strategies that lead to eco efficiency.
- Eliminate the use of agricultural inputs such as pesticides



that may have wasteful overuse, resulting in increasing pollution and salinization of soils.

- Use specific requirements such as air filters.
- Follow self-regulations that may lead to achieve positive environmental impacts.
- Adjust the structure of industrial output toward more efficiency and less pollution.
- Use economic instruments that may have important advantages toward the climate change.
- Benefit from the technology to provide deals that may be useful and generate environmental care products.
- Implement new business opportunities that emerge in the field of business counseling on environmental matters and design.
- Establish production processes and methods that may improve the efficiency of the production by creating less waste and recycle as much as possible.

Even more the demands may fall not only on businesses to

limit the climate change but on business schools that are being called to train leaders to have good business sense in facing the negative effects of climate change.

Business leaders have an unprecedented opportunity to create a better economy in a changing world, where the climate changing is affecting their business supply chains, operations, workers, and if they fail to act, they will exacerbate their risk. So they can't be apart anymore, it is imperative that they should be united in calling for tough international climate change rules that affect everyone.

Finally it's time for radical action, fine words and pledges are no longer enough, it's time to act now, business leaders can't wait for tomorrow. They should play a visible constructive role in making the change happen, a world with low carbon, low climate risk, and sustainable economy.