



GREEN GROWTH

CEO
PLATFORM
inMENA

CATALYSING CHANGE

The CEO Platform for Green Growth in MENA

THE MIDDLE EAST AND NORTH AFRICA (MENA) is among the world's regions that are most vulnerable to environmental stresses such as water scarcity, climate change, loss of arable land and threats to marine ecosystems. At the same time, the region faces global economic challenges such as energy and resource security and rapid urbanisation.

THE CEO PLATFORM aims to identify paths to a sustainable future and promotes green growth as a holistic approach that combines environmental conservation, economic development and social prosperity. A greener economy helps not only to manage business risks but also to create new business opportunities.

THE CEO PLATFORM brings together visionary, action-orientated senior executives in order to strengthen their role as leaders of the green economy in the MENA region and beyond through concerted action.



DRIVING THE CHANGE Business leaders have the necessary competence, expertise and ambition to understand and influence government policy and to play a role in shaping high-level discussions. This is crucial for accelerating progressive change. Business leaders are also in a position to engage in effective debate with their peers and with governments in order to identify green growth patterns specific to their region, and they are instrumental in mobilising the business community to build a thriving and sustainable economy.

CATALYSING THE CHANGE The CEO Platform connects the visionary leaders of top companies from prominent industrial sectors in the MENA region to catalyse change towards a green economy and a sustainable future.

The CEO Platform cooperates with global and regional partners such as the Corporate Leaders' Network for Climate Action hosted by the University of Cambridge, the Dubai Green Economy Partnership and the Sustainable Development Academy.

GROWING GREEN The CEO Platform provides a framework for voicing common business interests in the field of green growth. In this context, business leaders can launch new, long-term policy discussions aimed at generating a more reliable business environment and appropriate conditions for sustainable investments. The goal is to elaborate practical policies and incentive schemes in order to accelerate the transition to a sustainable economy and society. Leading companies are encouraged to be agents of change via this unique forum in which businesses and government officials can debate green growth and the collective good in an impartial and open manner.

PLATFORM PRIORITIES

Green finance

- Finding ways to unlock private finance for green growth
- Exploring current issues and future needs
- Catalysing leadership in greening investments

Innovation and technology transfer

- Exploring the best policy frameworks to unlock technological innovation and scaling-up technology deployment for a rapid transition to green growth
- Strengthening long-term market certainty and the right investment environment
- Reinforcing intellectual property rights to attract business investment in innovation

Climate resilience

- Encouraging cooperation between businesses and government towards the development of policies that take climate risks into account
- Strengthening capacities at corporate level to integrate climate resilience into long-term business planning

Green goods and services

- Working on innovative policy frameworks that support new products and services
- Minimising market distortions and bottlenecks to help businesses seize new opportunities

BUSINESS BENEFITS The CEO Platform is a unique business leadership group for CEOs and other C-level executives to engage in influential global political discussions.

The CEO Platform provides:

- an opportunity to connect business leaders with high-level government officials and to enable productive discussion;
- membership in the Corporate Leaders' Network for Climate Action, established under the auspices of the Prince of Wales;
- free technical support and capacity-building services for member companies; and
- comprehensive information and access to global research, insights and trend analyses.



MEMBERSHIP The CEO Platform is keen to attract members from a variety of sectors, backgrounds and geographical locations to drive the green growth agenda. The CEO Platform welcomes the participation of leading businesses that are committed to driving the change.

The benefits of membership include: an enhanced public profile; access to high-level policy makers; opportunities for involvement in high-level policy debates; influence in political and business contexts; leadership recognition; an advantage in industrial competition; and access to an international network of business leaders.

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REGIONAL ENVIRONMENTAL CENTER



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Cleaner Production Center



SUSTAINABLE DEVELOPMENT ACADEMY