



Chamber of Eco Commerce (CEC) grew out of a highly collaborative partnership between a group of committed individuals, companies and specialized organizations. Launched at the founders meeting in 2009 in Atlanta, it is designed as a private-public initiative with a focus on developing Eco Innovative solutions and strategies to contribute positively to the emerging markets. The CEC will seek to engage a critical mass of companies from around the world, in partnership with other stakeholders, to accelerate Eco Commerce growth. Whenever possible, CEC will coordinate efforts and work with existing partners and programs, both local and global, in order to maximize impact.

How to Join

The CEC seeks to build an international movement of committed companies, both leaders and learners. The partner projects are open to small to large size organizations. CEC requires the endorsement of a company's C-level executive, or equivalent. Companies that join the CEC partner projects commit to pursuing the implementation of the framework's core elements for Eco Innovation and Commerce. A company wishing to join the CEC should indicate their endorsement by submitting a TSF (Technology Submittal Form) or Partner Project Proposal (PPP) to regional CEC Chapter Leader.

About the CEC

The CEC is a call to companies everywhere to voluntarily align their operations and strategies with universally accepted principles in support of UNDP Millennium Development Goals. Endorsed by C-level executives, the CEC is a leadership platform for the development, implementation, and disclosure of responsible corporate policies and practices. Launched in 2009, it is the first Eco Commerce initiative in the world – with stakeholders based in all continents. For more information: www.ChamberofEcoCommerce.com

Overview

As leaders of business organizations we recognize that the private sector has an important role to play in helping to address the resource challenges faced by businesses today. It is increasingly clear that lack of access to resources in many parts of the world causes great risk to businesses.

We recognize that demand for resources is expected to increase in many parts of the world as a result of factors including urbanization and population growth, increasing food production, changing consumption patterns, industrialization, water pollution, and climate change. Though less resources used in manufacturing and services, these sectors can still contribute positively. Resource scarcity and related problems pose material risks but can also, when well managed, create opportunities for improvement and innovation. Unsafe drinking water and lack of appropriate sanitation profoundly affect the health and well-being of people. Companies can have a direct impact on resource management in their own business, as well as an indirect impact by encouraging and facilitating actions by those in their supply chains to improve resource management. In order to operate in a sustainable manner, and contribute to the vision of the Millennium Development Goals, companies have a responsibility to make resources management a priority. Individual and collective efforts – involving partnership with the public sector and civil society and through the supply chain – will be required to adequately address resource challenge.

Recognizing these facts, and the positive role that the international business community can play, we hereby invite other business leaders to endorse this vision and objectives, and to adopt its strategic framework. The CEC is voluntary and aspirational. Nonetheless it represents a commitment to action. Its structure covers key areas and is designed to assist companies in developing a comprehensive approach to resource management. The areas are: Direct Operations; Supply Chain; and Watershed Management; Environment; Collective Action; Public Policy; Community Engagement; and Transparency. Effective resource management is vital in both developing and developed economies. Certain areas of the world are experiencing, or are expected to experience, acute resource stress.

Direct Operations

Virtually all business organizations, whether small or large, utilize resources in the production of their goods and services. The extent of this use varies across industrial and economic sectors. Companies play a direct role in working with other stakeholders to manage our limited resources. Rapid industrialization and economic development place significant demands on resources.

Therefore, we pledge to undertake the following actions, where appropriate, over time:

- Conduct a comprehensive resource-use assessment to understand the extent to which the company uses water in the direct production of goods and services.
- Set targets for our operations related to conservation and waste-to-reuse
- Seek to invest in and use new technologies to achieve these goals.
- Raise awareness of Eco Innovation and sustainability within corporate culture.
- Include sustainability considerations in business decision making

Supply Chain and Resource Management

In recent years more and more business organizations have focused on issues and activities along their supply chains – recognizing that many impacts are beyond their direct control. With many companies beginning to examine the degree to which their suppliers utilize resources in their operations. Companies operating in communities and areas of resource scarcity increasingly see that as local stakeholders they have an interest and can play a role in helping to protect and manage the resources - understanding and recognizing the leading role that governments and local authorities must play.

Therefore, we pledge to undertake the following actions, where appropriate, over time:

- Encourage suppliers to improve their conservation, LCA and recycling practices
- Build capacities to analyze and respond to resource risk.
- Encourage and facilitate suppliers in conducting assessments of resource usage and impacts.
- Share sustainability practices – established and emerging - with suppliers.
- Encourage major suppliers to report regularly on progress achieved related to goals.

Collective Action

While individual organizational efforts will be critical in helping to address the resource challenge, collective efforts – across sectors and societal spheres – will also be required. Such multi-stakeholder collaboration can draw on significant expertise, capacities and resources. Utilizing frameworks such as the CEC regional Chapters, companies can participate in collective efforts to address sustainability.

Therefore, we pledge to undertake the following actions, where appropriate, over time:

- Build closer ties with civil society organizations, especially at the regional and local levels.
- Work with national, regional and local governments and public authorities to address sustainability issues and policies, as well as with relevant international institutions.
- Encourage development and use of new technologies, including efficient methods, and efficiency.
- Be actively involved in the CEC working groups and networks.
- Support the work of existing initiatives and projects involving the private and public sector.

Public Policy

Actions will only be sustainable and efficient if embedded in effective global, regional and local governance structures with the right incentives for resource efficiency and allocation. As a consequence, the topic of sustainability is increasingly rising to the top of the international policy agenda as governments, multilateral organizations and other stakeholders, including civil society. Some of these discussions relate to government policy and regulation; others focus on the interplay of regulatory and voluntary efforts; while still others involve efforts to create the proper environment and enabling spaces for partnerships and collective efforts to flourish. Basic issues of governance and the market value of resources remain to be resolved.

Therefore, we pledge to undertake the following actions, where appropriate, over time:

- Contribute inputs and recommendations in the formulation of government regulation and in the creation of market mechanisms in ways that drive the resource sustainability agenda.
- Exercise “business statesmanship” by being advocates for sustainability in global and local policy discussions, clearly presenting the role and responsibility of the private sector in supporting integrated resource management.
- Partner with governments, businesses, civil society and other stakeholders - to advance the body of knowledge, intelligence and tools.
- Join and/or support special policy-oriented bodies and associated frameworks.

Governance

Companies operate not in a vacuum but in a broader societal context. Indeed, it is increasingly recognized that businesses are part of the social fabric of the communities in which they operate – and as corporate citizens share in the responsibility of the sustainability and wellbeing of these communities. More and more companies – both multinationals operating abroad and local enterprise – see that supporting or actively engaging with communities and grass-roots organizations and initiatives is in their enlightened self-interest.

Therefore, we pledge to undertake the following actions, where appropriate, over time:

- Endeavor to understand the resource challenges in the communities where we operate and how our businesses impact those challenges.
- Be active members of the local community, and encourage or provide support to local government, groups and initiatives seeking to advance the resource agendas.
- Undertake resource education and awareness campaigns in partnership with local stakeholders.
- Work with public authorities and their agents to support – when appropriate – the development of adequate infrastructure.

Community Engagement

Transparency goes to the heart of accountability. Leading companies recognize that transparency and disclosure are crucial in terms of meeting the expectations of a wide group of stakeholders. Such efforts help companies focus on continuous improvement and turning principles into results – a process which is crucial in terms of realizing gains and building trust.

Therefore, we pledge to undertake the following actions, where appropriate, over time:

- Include a description of actions and investments undertaken in relation on Progress for CEC partner projects, making reference to relevant performance indicators.
- Publish and share strategies (including targets and results as well as areas for improvement) in relevant corporate reports, using – where appropriate – the indicators.
- Be transparent in dealings and conversations with individuals and organizations.