

# The GHG Pilot Program in Mexico

An example of collaborative action  
between Government and Industry

Montreal, 02 December 2005

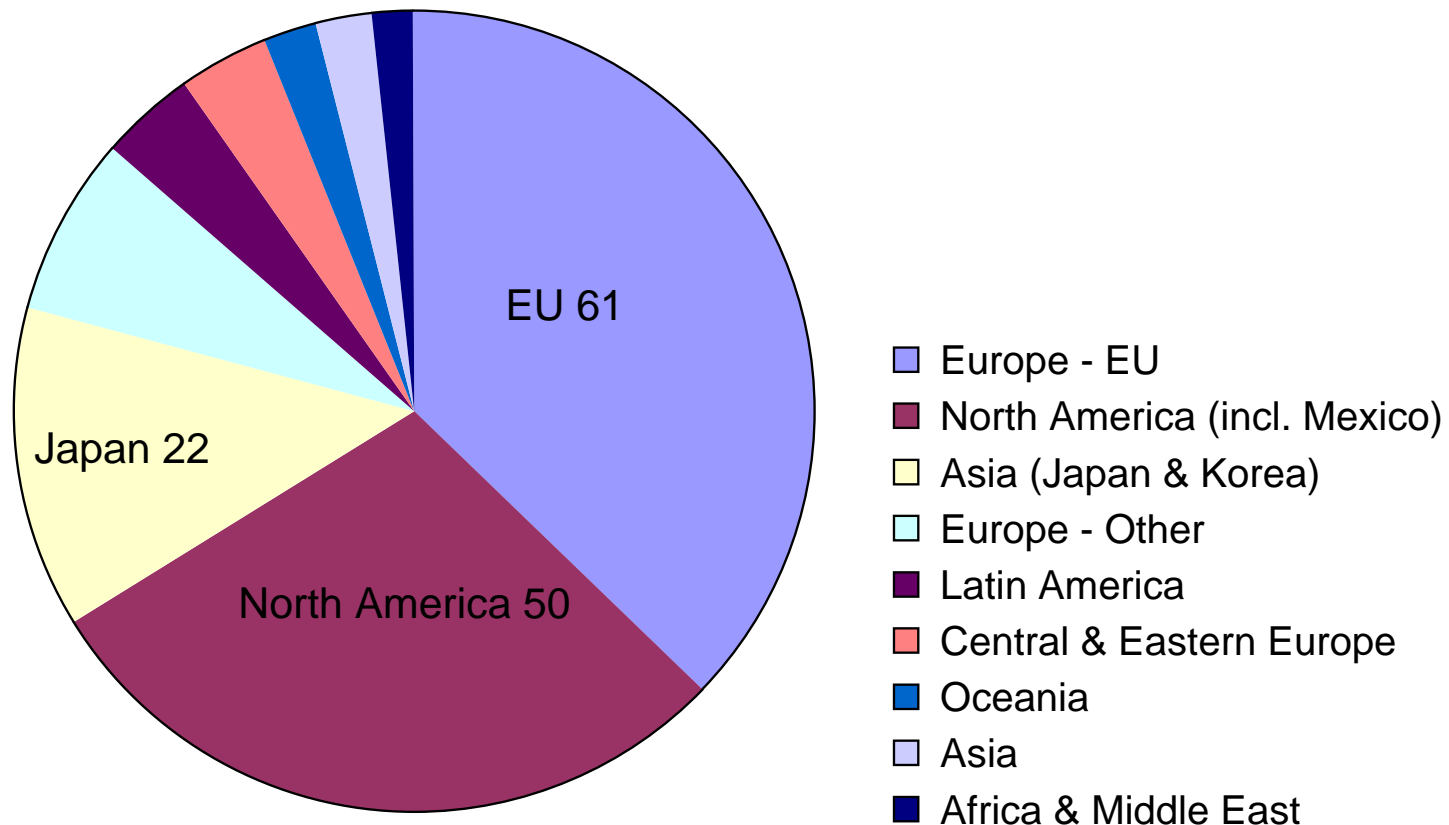


World Business Council for  
Sustainable Development

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- Coalition of 180 leading international companies focused on sustainable development
  - ✓ 35 countries
  - ✓ 20 major industrial sectors
  - ✓ Mexican members: CEMEX, Grupo IMSA, Vitro
- Regional Network
  - ✓ 50 national/regional BCSDs and partner organizations
  - ✓ In Mexico: CESPEDES

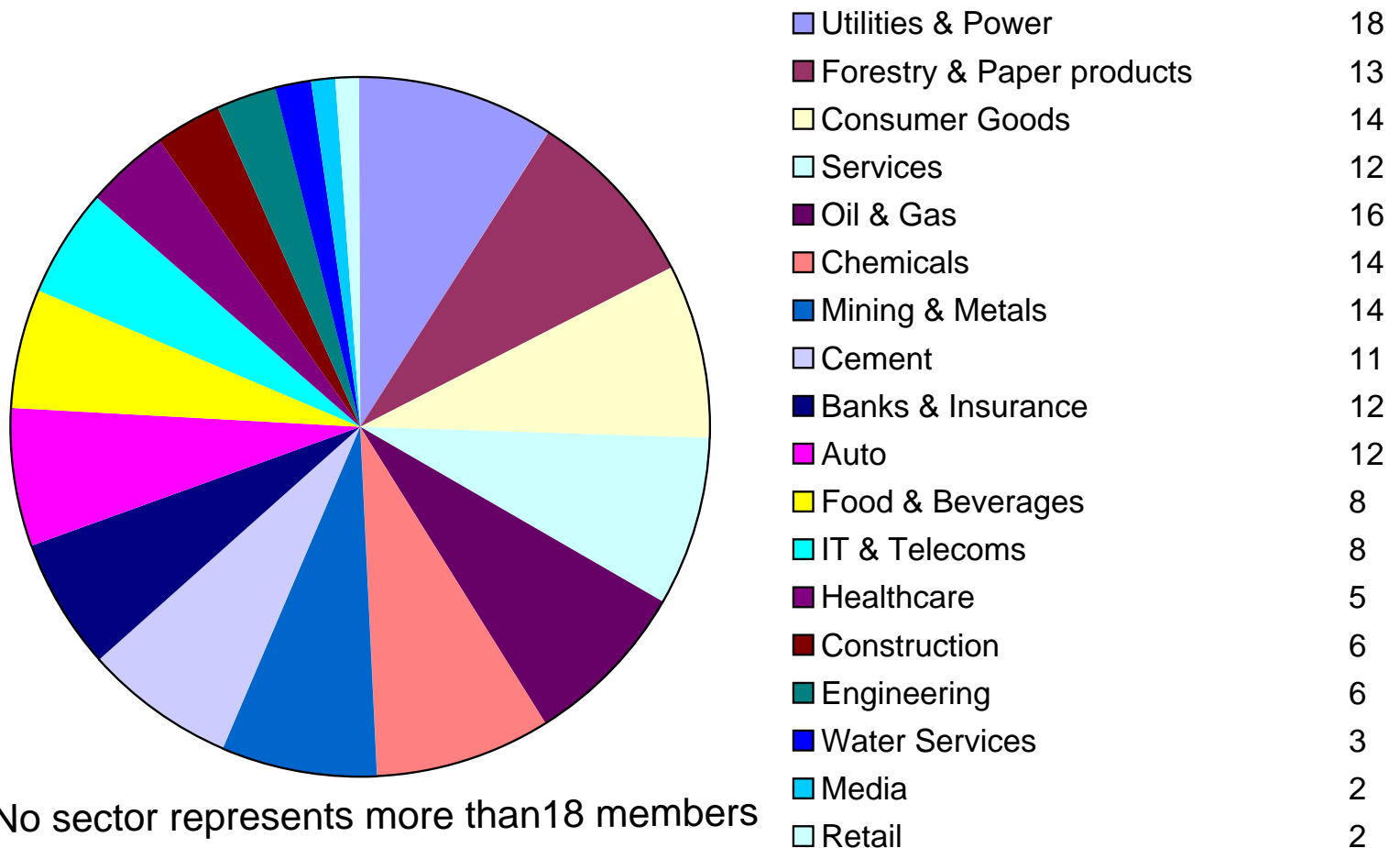
# Membership by geographical distribution



EU, NA and Japan: 80%

Regional Network: a counterbalance

# Membership by sector



# Regional Network



# WBCSD Mission

- Provide business leadership as a catalyst for change towards sustainable development,
- Support business license to operate, innovate and grow in a world increasingly shaped by sustainable development issues.

# The Mexican GHG Pilot Program

- Program MoU August 2004;
- Actual start December 2004;
- MoU with Det Norske Veritas (DNV) 2005;
- Is entirely voluntary;
- As of November 2005:
  - ✓ Phase I (establishing inventories) well underway;
  - ✓ 30+ companies participants;
  - ✓ Five groups established.

# (Some) Key Program Features

- Voluntary: no direct financial incentives
- Local implementation (SEMARNAT + CESPEDDES)
- Ensuring credibility/transparency:
  - Adheres to GHG Protocol reporting and verification principles;
  - Verification: voluntary but strongly encouraged; companies incentivised to opt for third party verification, provision of subsidized verification services.



# What's in it for Business?

- Ability to translate “interest” to “experience”;
- Demonstrate Business leadership: role of champions, effect of catalysts, on competitors + peer group;
- “Peer based learning”;
- Doing it alone: costly, adopting best practice is tougher.

# Key factors of success

Government  
commitment  
and support

1. Clear Terms of Reference
2. Common usage tools  
*GHG Protocol –  
Corporate Standard and  
Project Accounting*

Business  
champion +  
peer  
engagement

Dedicated and efficient  
program facilitators

# Business motivation: a key ingredient

- Mexican Businesses: similar drivers and business logic as other worldwide Businesses;
- Importance of “getting ahead of the curve”:
  - ✓ to understand, measure and report their emissions
  - ✓ to take action and initiate emissions reductions projects

# Next steps?

- Mexico's smooth continuation of Pilot Program
  - ✓ Phase I
  - ✓ Launch Phase II – geographical + membership expansion
  - ✓ Emissions reduction projects
- “Duplication” of concept to other interested countries?
  - ✓ several ongoing initiatives,
  - ✓ Mexico's support, guidance and “return of experience” will be needed,
  - ✓ Support from international companies is key.

## Next steps ? (cont'd)

In addition to the support provided to the Mexican program and its partner CESPEDES, the WBCSD is ready to support new initiatives and explore opportunities with its member companies and its regional partners.

Thank you for your attention



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