



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente

Программа Организации Объединенных Наций по окружающей среде برنامج الأمم المتحدة للبيئة

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MEDIA ADVISORY

New Green Economy Report to be Launched in Nairobi Monday 21 February
Live Webcast & Dial-in for Journalists

A New Blueprint for Green Growth: How Investing Two Percent of Global GDP Can Strengthen Economies and Fight Poverty

What: Press Conference

When: Monday 21 February, 1.00pm – 2.00pm

Where: Press Centre, UNEP headquarters, Nairobi

Who: Achim Steiner, UN Under-Secretary General and UNEP Executive Director

Sha Zukang, UN Under-Secretary General for Economic and Social Affairs

Lisa Jackson, Administrator, US Environmental Protection Agency

Rosa Aguilar Rivero, Minister of Environment, Spain

Pavan Sukhdev, Head, UNEP Green Economy Initiative

The UN Environment Programme (UNEP) will release the Green Economy Report on 21 February at its annual gathering of the world's environment ministers. The ground-breaking study outlines the public policy choices, urgent actions and investments needed to a global 'Green Economy' – one that is low-carbon, resource-efficient and socially-inclusive.

The report challenges the myth that adopting a Green Economy approach means an inevitable trade-off between environmental sustainability and economic growth. It demonstrates, for example, that investing 2 percent of global GDP across ten key sectors will trigger a new engine of economic growth and provide a net generator of decent jobs. Greater investment in a Green Economy model is also vital for eradicating extreme poverty.

The idea of a Green Economy is fast becoming a key component of mainstream economic discourse. UNEP's Green Economy Report provides the blueprint for a transition to a more efficient and equitable economy that makes better use of natural resources to achieve sustainable growth. The Green Economy will be one of two pillars of the UN sustainable development conference in 2012, known as Rio+20.

In addition to Nairobi, Green Economy launches will be held in Bangkok, Beijing, Brussels, Mexico City, Sao Paulo and several other cities on 21 February.

A live webcast of the Nairobi launch can be viewed at <http://dcs.unon.org/gc26webcast/>

Journalists can dial-in to join the press conference live at: +254 724 597 52

The award ceremony for the inaugural **UNEP Young Environmental Journalist Award** will be held at the end of the press conference, along with the signing of a new agreement between UNEP and the US Environmental Protection Agency.

For more information, please contact: Bryan Coll, UNEP Newsdesk, on Tel +254 20 7623088, Mobile +254 731666214 or Email: unepnewsdesk@unep.org