



CC Forum 4th Investment in Sustainable Development

Remarks by H.R.H. Princess Camilla of Bourbon Two Sicilies

Panel Discussion:

**The New Agenda: How to Build a More Environmentally Responsible
Corporate Capitalism**

24 September 2020

Your Serene Highness Prince Albert II, Your Royal Highnesses, Distinguished guests,

*I would like to begin by congratulating the Chairman and Founder of CC Forum, Max Studennikoff, for his bold and trailblazing initiative of creating the only investment forum singularly dedicated to sustainable development. I thank him and the organizers of the CC Forum for their leadership in convening this meeting on the topic of **Investments in Sustainable Development**.*

I am really honored to take part in this panel discussion today, together with my distinguished co-panelists Serge Conesa, Per Wimmer and Michel Bouquier. In the brief time allocated to me, I will share some thoughts about what I believe



should be part of the New Agenda on How to Build a More Environmentally Responsible Corporate Capitalism. This includes an environmental strategy, the highlight of best practices and continuous dialogue.

First and foremost, sustainable policies must be built into strategic plans of the corporate sector, as well as the public and non-profit sectors. Businesses, Governments and Charitable organizations must take responsibility to do whatever they can to establish 'green business practices' such as using and promoting renewable energies and developing partnerships with eco-friendly institutions. A step by step action plan should be created rather than a big plan with less efficient results.

For example, The Italian oil Company Eni SpA recently set a goal of reaching net-zero emissions in its European operation. In doing so, Eni will become the fifth major oil company to have made a similar pledge within the past year. Also, the Governments of the UK and France passed laws requiring carbon neutrality



by 2050, with the EU following in a similar way. These are good models that other entities can follow in ways that are relevant to their respective industries.

*What happens in one industry is undeniably inter-connected to the other. This is why I believe highlighting best practices should be part of **the new agenda on environmentally responsible corporate actions.***

Similarly, I believe that the way corporate capitalism embraces environmental responsibility should also be applied to philanthropic endeavors. On a personal level, I created the of Princess Camilla of Bourbon's Charitable Foundation which not only is dedicated to environmental protection, it is also headquartered in Mauritius – a small island developing nation that is suffering from the consequences of climate change and environmental degradation. This creates a double impact of not only contributing to solving global environmental problems, it also takes on the mission from a country that has so much to share about exactly how to solve them.



This leads me to my last observation, now more than ever, we need to talk to each other, learn from each other and re-double our efforts to make sure that we safeguard the future for ourselves and more importantly, the next generation. Dialogue is the key to set the base of a more sustainable economy and we have no time to lose to get our institutions prepared for the difficult effects of climate change. There is a lot of good work taking place across the globe and in different sectors. Convening conferences such as the CC Forum, help to break down silos and foster information sharing so that best practices can be highlighted and replicated. I remain optimistic because adaptation and change are at the heart of human progress.

Thank you for this opportunity to share some of my ideas and I look forward to hearing the remarks of my co-panelists.