Production and consumption patterns over the last few decades have been the main cause of the environmental problems that we face today, mainly reflected on climate change. In order to address a country’s development based on a green economy and on actions that help emissions’ reduction and incentivize the proper use of resources, a strategy that involves public policy and public and private initiatives must be introduced to promote a move towards sustainable production and consumption.

A fundamental part of this development comprises identifying priority areas so as to concentrate on those in which there may be benefits in the short term, according to development needs and the economic conditions that reign in Mexico.

That is why the aim of the National Roundtable on Sustainable Production and Consumption, attended by representatives of various sectors of the community, is to identify and choose those areas or sectors in which changes may be made to current production and consumption paradigms.

In addition, the Roundtable will seek to identify possible action linked to current public policy or future policy needs in priority areas, so as to establish which tasks the various sectors of the community consider should be carried out to boost development by means of a Green Economy.

**NOVEMBER 18, 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9:00 a 10:00</td>
<td>Registration.</td>
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<tr>
<td>10:00 a 10:15</td>
<td>Welcoming speech/ opening/ objectives of the Roundtable</td>
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<td></td>
<td>Sandra Denisse Herrera Flores; Under Ministry of Environmental Regulation and Promotion, SEMARNAT (The Department of the Environment and Natural Resources).</td>
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<td>Arab Hoballah; Head of the Sustainable Production and Consumption Division, UNEP.</td>
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<td>Marie-Anne Coninx, Ambassador, Head of the European Union Delegation in Mexico.</td>
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<tr>
<td>10:15 a 10:30</td>
<td>Development of the National Production and Consumption Strategy</td>
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<td>Luis H. Barojas Weber, General Director of Industry, SEMARNAT</td>
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<tr>
<td>10:30 a 10:40</td>
<td>Base Line</td>
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<td>Federico Arce Navarro, Director of Sustainable Production and Consumption, SEMARNAT</td>
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<tr>
<td>10:40 a 10:50</td>
<td>Methodology of the Event</td>
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<td>Irma Adriana Gomez, Director. EGADE Business School, Mexico City.</td>
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<td>Susana Chacon, Head Lecturer, Studies on Mexico, ITESM, SANTA FE CAMPUS.</td>
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</tbody>
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AGENDA

1st NATIONAL ROUNDTABLE OF SUSTAINABLE PRODUCTION AND CONSUMPTION
Mexico City, November 18 and 19, 2010
Marquis Reforma Hotel.

10:50 to 11:30

THEME PANEL 1  THE MARRAKESH PROCESS ON SUSTAINABLE PRODUCTION AND CONSUMPTION/ THE GREEN ECONOMY

A Green Economy links economic growth to environmental sustainability by means of investment in economic sectors so as to help reduce consumption of the planet’s natural resources, reduce environmental risks and damage to the environment and, at the same time, to further job creation.

In order to boost this type of investment, market infrastructure policy and development need to be reinforced so as to encourage productivity and competition.

How can economic development in Mexico lead to changes towards sustainability of production and consumption patterns? How can the working groups of the Marrakesh Process encourage change in societies whose consumption is based on the line established by the Green Economy? Is Latin America, specifically Mexico, prepared to develop within this framework?

Chairman: Sandra Denisse Herrera Flores
Under Ministry of Environmental Regulation and Promotion, SEMARNAT

Presentation: UNEP
Attended by:

Dr. Arab Hoballah.
Head of the Sustainable Production and Consumption Division.
United Nations Environmental Program (UNEP).

Dr. Kai Bethke
Representative and Director of the Regional Office in Mexico.
United Nations Industrial Development Organization

Anna Jonsson.
First Secretary, Economic and Financial Affairs.
European Union Delegation in Mexico
AGENDA

1st NATIONAL ROUNDTABLE OF SUSTAINABLE PRODUCTION AND CONSUMPTION
Mexico City, November 18 and 19, 2010
Marquis Reforma Hotel.

11:30 to 12:10  THEME PANEL 2  Production

Current production trends are being influenced by the demand to bring together economic, social and environmental aspects when developing and manufacturing products, and the need to orientate consumers towards responsible consumption of products manufactured in a sustainable manner.

There are, however, financial, economic, politics related, organizational, technical and technological and conceptual factors that have hindered progress towards establishing sustainable production patterns, and the design of products that make consumers reflect on the impact of what they consume throughout a product’s life cycle.

What are Mexican industrial corporations doing to innovate their products? Are they working together to reduce the use of resources, emission and waste by means of policies that are aimed at cutting down on consumption? What prevents them from making changes quickly? Are they working with the academic sector to innovate and come up with alternative products and processes? How can industry help to create “green” jobs?

Chairman: Luis Hector Barojas Weber.
General Director of Industry, SEMARNAT

Presentation: UNEP
Attended by:

Rodrigo Gallegos Toussaint
    Environmental and Technology Director of the Instituto Mexicano para la Competitividad (the Mexican Competitiveness Institute).

Vladimiro de la Mora
    CEO of the Aviation and Technology Center
    GE International México.

Alejandro Sosa Reyes
    CEO, Global Environmental Management Initiative
12:10 to 12:25 Break

12:25 to 1:05

THEME PANEL 3 Commerce

Commerce and retail are the market forces that have become influential in tipping the balance when deciding what to buy, and in the free transition of products towards sustainability.

Some countries have established policies that prevent trading products that do not meet sustainability requirements throughout their life cycle. Major self-service chains require their suppliers to develop new products or to use new technology, so as to supply products under the flag of sustainability and, in turn, provide consumers greater options.

Is Mexico ready to compete in markets that incorporate sustainability criteria during the product life cycle? Can Mexico and Latin America continue competing in markets that impose new restrictions on them on account of CO₂ emissions? Should retailers support manufacturers in developing sustainable products jointly?

Chairman: Eduardo Javier Ramos Avalos.
Head of the International Negotiations Coordination Unit,
Under Department of Foreign Trade, Department of the Economy

Presentation: UNEP

Attended by:

Eugenio Carrion Rodriguez
CEO of Government Relations, ANTAD

Manuel Gomez Peña
Sustainability Director for Mexico and Central America.
Wal-mart de México.

Arturo Mendicuti Narro
President of the Mexico City Chamber of Commerce and Vice-president of the Confederation of National Chambers of Commerce.
AGENDA

1st NATIONAL ROUNDTABLE OF SUSTAINABLE PRODUCTION AND CONSUMPTION

Mexico City, November 18 and 19, 2010
Marquis Reforma Hotel.

1:05 to 1:45

THEME PANEL 4 Consumption

The demand for sustainable products is increasing every day, however, most people do not have enough information to decide what to buy based on sustainability criteria. There is also insufficient information regarding convenience, availability and accessibility to enable consumers to choose between one product and another.

The current view is that sustainable consumption should be determined by the supply of sustainable products, not by the change in consumption patterns, which brings about a change in the lifestyle of the various sectors of the community.

How can the community be encouraged to change its way of life, and does it understand that its consumption is a major cause of current environmental problems? Will changes in consumption patterns and lifestyles provide a solution to greater equality and reducing poverty? How can understandable information be provided to make people aware of the environmental problems caused by their consumption?

Chairman: Ricardo Navarro Benitez.
Vice-president of Political and Legislative Liaison of the Mexico City Chamber of Commerce, and President of the Legislative Liaison Commission of the Confederation of National Chambers of Commerce.

Presentation: UNEP
Attended by:
Victor Manuel Chora Cardenas
Development Director of DICONSA
Ernesto Bächtold Garcia
Consejo Nacional de Industriales Ecologistas AC. (CONIECO) (the National Industrial Ecologists Council);
Alejandro Calvillo Luna
Director, El Poder del Consumidor (Consumer Power)
Dr. Graizbord Ed Boris.
Coordinator of the Lead Program, El Colegio de México.
AGENDA

1st NATIONAL ROUNDTABLE OF SUSTAINABLE PRODUCTION AND CONSUMPTION
Mexico City, November 18 and 19, 2010
Marquis Reforma Hotel.

1:45 to 2.00 Break
2:00 to 3:30 LUNCH
3:30 Parallel Tables
5:30

PARALLEL TABLES

The parallel tables will identify priorities and the opportunities and tasks needed to implement them, and discuss their relationship with the Green Economy and Climate Change.

A brief presentation of the subject will be given at each table and the chairman will conduct a discussion on the straight forward priorities, tasks and opportunities that are in line with current policy, instruments and activities, and that create win-win benefits in the short term.

Each table will have a suitable mixture of representatives from the sectors that attend the Roundtable.

The subjects to be discussed at each parallel table are:

Table 1. Production
Table 2. Commerce
Table 3. Consumption
AGENDA

1st NATIONAL ROUNDTABLE ON SUSTAINABLE PRODUCTION AND
CONSUMPTION

Mexico City, November 18 and 19, 2010
Marquis Reforma Hotel.

NOVEMBER 19, 2010

10:00 to 11:30  Presentation of Results of the Parallel Tables

10:00 to 10:20  Table 1. Production.
10:20 to 10:40  Table 2. Commerce.
10:40 to 11:00  Table 3. Consumption.

11:00 to 11:30  Q & A Session

11:30 to 11:50  Break

11:50 to 12:50  PUBLIC POLICY PANEL

Sandra Denisse Herrera Flores, Under Ministry of Environmental Regulation and
Promotion, SEMARNAT
Elizabeth Oswelia Yañez Robles, Under Secretary, Attention to the Public and
Regulation, Department of the Civil Service
Chairman: Dr. Irma Adriana Gómez. EGADE Business School. ITESM

12:50 a 1:20  Q & A Session

1:20 a 1:30  Closure of event

1:30 to 3:00  Cocktail