



# Action 2020 Hungary

Business has already solutions



**bcsdh**

Magyarországi Üzleti Tanács a Fenntartható Fejlődésért  
Business Council for Sustainable Development in Hungary



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led by the WBCSD

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*Can business be a positive force for solving environmental and social challenges?  
We say: 'Yes'*



Members of the BCSDH

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# Action 2020

The Action 2020 Hungary program is the Hungarian adaptation of the global Action 2020 Program of the World Business Council for Sustainable Development (WBCSD).

Action 2020 is one of the business sector's platforms for action and contributes to the Vision 2050 of WBCSD.

Vision 2050's long-term perspective frames the short term societal must-haves and strategic goals of Action 2020. In contributing to these goals, business solutions are identified and concrete action is taken on the path to sustainable development.

800 acknowledged scientists and researchers were involved in the global program and nine priority areas were identified, from which five were selected for the Action 2020 Hungary program: Food and Feed, Sustainable Lifestyles, Employment, Climate Change and Water. More than 100 scientific and civil experts and business CEOs actively contributed to defining the goals for Hungary.

In 2015 further coordination was again carried out at the expert and corporate leader level in order to establish a set of tools for measuring efficiency. Numerous business solutions were consequently identified.

## Message from the President of WBCSD



Our world is changing and so is our climate. Never has the need to build a sustainable world been so real and so urgent.

2015 is a year filled with promise for a better climate and a more sustainable world. I continue to feel hopeful and optimistic about business contributions to making 2015 a historic year for sustainable development.

WBCSD is driving the voice of business forward on the Road to Paris and beyond, using the Action 2020 framework.

Our local programs are very important for our success. WBCSD partners around the world are implementing global goals into local realities by identifying regional priorities and opportunities, and by engaging with local stakeholders.

Hungary is a leader across the Action 2020 program, focusing on catalyzing action and scaling up business solutions to meet sustainability challenges.

Action 2020 Hungary provides a connecting framework for business strategy and Hungarian priorities, while addressing a wide spectrum of sustainability topics - such as climate change, employment, food and feed, water protection and sustainable lifestyle.

The Hungarian program enables 'learning by sharing' by promoting both good practices and developing change leaders.

The momentum is clear and profound: sustainable development will define healthy business. It is the only possible option for long-term profitability and success. We need change leaders, we need you. Let's continue to work together to make 2015 the start of this new era.

**Peter Bakker**  
President, WBCSD

## Welcome

These days, neither countries nor companies can be successful without taking sustainability into consideration. This situation is no different with the case of Hungary and companies in Hungary. For this reason, in 2014 we defined 20 macro level goals with 5 priority areas and a deadline of 2020, the delivery of which will contribute to a sustainable and competitive Hungary.

The business sector has already developed versatile, forward-looking, unique solutions with regards to the goals that have been defined, be they products, services, processes, business models or programs. However, their impact is often lacking in extent, and no major breakthrough successes or progress in sustainability are expected through these initiatives alone. Our responsibility for putting the business world into motion and increasing its positive contribution to the propagation of sustainability is crucial. There are three ways of doing this.



István Salgó  
President



Irén Márta  
Managing Director



Attila Chikán Jr.  
Action 2020 Hungary  
Working group leader

On the one hand, we must promote awareness raising about pre-existing solutions and practices, and their wide-scale implementation. Stakeholders should be informed about these developments and should consider them to be genuinely accessible goods and services.

Secondly, through a process of shared thinking and cooperation new solutions to sustainability challenges to which the business sector does not yet have clear response need to be developed. Long-lasting changes can only be created by the business world.

Thirdly, we need to engage in dialogue with our most important partners - primarily policy makers, government and regulators - in order to make sure that our decisions and action lead to an even more sustainable Hungary. Such decisions should not raise obstacles, but much rather provide incentives for sustainability solutions to be created and publicized. The most important areas in which the NGO sector, science, education and the media can support and inspire sustainable business solutions need to be identified.

Unfortunately, even these days there exist numerous obstacles to stabilizing and significantly developing a sustainability-based business operation. Even more change leaders are needed: brave individuals and business decision makers who can go beyond the short term, strictly profit-oriented business as usual approach; who are daring and brave enough to follow a beyond business as usual strategy by strongly promoting sustainability initiatives and developing, supporting and implementing progressive, novel solutions to today's challenges.

We are convinced that, along with these change leaders, BCSDH can raise the sustainability orbit of Hungary to the next level.

# About the program

First, we identified the most important business sustainability risks and opportunities in Hungary. We then defined 20 macro level goals with the involvement of high-level scientific, NGO and corporate expertise using a deadline of 2020. Goals, in which realization business' contributions are significant.

Next step is to explore, develop and raise awareness about existing business solutions, as well as to measure and collate their results and impacts. This will be followed by involving stakeholders in identifying external and internal obstacles and success factors, through which actions we can propagate business solutions and scale up their positive impact. The Action 2020 Hungary program is harmonized with global, EU level and national strategic objectives.

## Action 2020 – The global program of the WBCSD

800 acknowledged researchers and experts have identified nine priority areas which are key for creating a state of sustainability. The aim is to encourage the business sector to rise to the challenge of meeting these sustainability challenges.

## Action 2020 Hungary – the BCSDH's program in Hungary

This program inspires companies to take action with the aim to scale up the impact of business sector in Hungary according sustainable development.

### Scientific and NGO experts

More than 60 scientific and NGO experts are assisting with the work of the program. They have contributed to identifying Hungarian trends and goals and to defining indicators for measuring results and impact. We continue to lean on their support for assessing business solutions and multiplying their effects.

### Chief Executive Officers, Corporate Leaders

35 top corporate leaders are participating in strategically establishing the program and ensuring it is integrated into business. In 2015 alone, 31 CEOs participated in roundtable discussions on this theme, sharing their solutions and identifying ways to progress.

### Publicity

Wide-ranging publicity and awareness about the program and dissemination of existing business solutions is ensured through the media, professional events and online channels.

## BUSINESS SOLUTIONS

Identifying, developing and disseminating business models, processes and practices which contribute to the realization of Action 2020 Hungary goals.

We are leveraging the contribution of the business sector to sustainability!

## INVOLVING STAKEHOLDERS

We need to engage in ongoing dialogue with government and regulatory decision-makers about priority areas and objectives. Through working with experts, we are cooperating with NGOs, scientific and academic sectors.

## MONITOR & EVALUATE

Monitoring macroeconomic trends and changes.

Measuring and reporting about the impacts and contributions of business responses to goals.

# Joining

The Action 2020 Hungary program inspires companies to take action. It is an action platform for businesses through which companies can share best practices and business solutions that they have developed to tackle environmental and social challenges. The program enables the business sector to provide successful, effective answers to Hungarian sustainability and business challenges.

## Be the next to join

The Action 2020 Hungary program defines domestic goals until 2020, the implementation of which the business sector can make a significant contribution to. If you also agree with these goals and that the business sector can make a major contribution to dealing with the sustainability challenges that face Hungary, please join the program. By joining, your company undertakes to implement a minimum of two business solutions by 2020, by means of which it will contribute to achieving two of the chosen goals. The impacts of the solution should be measured and shared with us.

## Implement and share your business solutions

Our program is designed to collect and disseminate business solutions to solving sustainability challenges that go beyond 'business as usual'. Share your business solutions with us so that others can gain inspiration from you!

## We are looking for change leaders

Real change is brought about by real solutions, the initiators and implementers of which are important change leaders. Be one of them. Inspire others through your ideas and practices, by sharing your experience, challenges and difficulties and by multiplying your individual impact by showing an example. We are convinced that enterprises which are successful in the long term play a key role in promoting sustainability.



Above list shows companies joined to the program until 10th November 2015. The list is continuously growing and actualized on the [www.action2020.hu](http://www.action2020.hu) website.

This publication introduces the macro goals identified on the five priority areas. It also includes business solutions of several companies which have already joined the program in order to inspire other companies. Solutions which are contributing to realization of the Action 2020 Hungary goals. Details about these business solutions – and more – are available and are continuously updated on our newly refreshed website: [www.action2020.hu](http://www.action2020.hu).

**Browse! Be inspired! Share your business solutions!**



# FOOD & FEED

## GOALS 2020

business contributes to

Sustainably increasing the production and resource efficiency of agricultural and food systems to secure access to sufficient, safe and nutritious food for all

Strengthen sustainable sourcing; strengthen the cooperation between local agricultural suppliers, food producers and distributors, improve regional value-added networks based on local resources

Sensibly cut back on food loss and waste

Support decent social conditions and decrease negative environmental impacts throughout the value chain

Eliminate hunger and malnourishment among children

Provide and promote a wide range of choice, variety and information about food products to ensure balanced nourishment and lifestyles



*Garbage is not waste, it is rather full of inspiring possibilities. We know that by using the right technologies and methods, large amount of the waste can be kept in the material cycle: to be reused, recycled, and to serve as the raw material for renewable energy sources. Our ultimate goal is to reduce the volume of organic waste that arrives to landfills. Being faithful to our philosophy, we're constantly working to*

*improve our processes and to recycle the waste in a more environmentally conscious way, ensuring that it will re-create generate an economic value. We highly strongly support the expansion of renewable energy sources: with through the collected food waste we supply raw materials for biogas generation purposes, and with the collected used cooking oil that has been collected we supply biodiesel plants. Last year – with the help of our partners – we were able to manage oversee the recycling process of for more than 10. 000 tons of organic waste.*

**Anita Simon, Corporate COO, Biofilter Ltd.**



*It is unacceptable that 1.8 million tonnes of food is wasted in Hungary every year, while thousands of people are living in need. Tesco is committed to tackling food waste and has defined an aspirational target for its Central European businesses: no food that could be eaten will be thrown away. If food cannot be sold, it will be given to charities and community groups to help feed*

*those in need. We are proud of our long-term collaboration with the Food Bank Association, through which we offer our food surplus for charity purposes. In less than one year we introduced the food surplus donation programme to more than 50 of our stores, which means that now we donate an average of over 75 tonnes of food every month to people in need. We hope to work together with an increasing number of partners in the future to make sure our food surplus is reaching disadvantaged people in growing numbers.*

**Zsolt Pálincás, CEO, Tesco Global Stores**



*According to WHO recommendations we should eat at least 400 grams of vegetables and fruits every day. The intake of the population is far behind this recommendation with its consumption of 150-200 grams of vegetables – which applies to children as well. This contributes to the fact that 20% of children are currently overweight in Hungary. Social needs and business interests*

*point in the same direction, but they require creative development and innovative methods which go far beyond business as usual practices. We are working to connect a pro vegetable-eating culture and balanced diets with community-building, creative communication and learning by playing. But, more importantly, with product development as well. Our ideas are born from our collaborations with our business partners and customers: these include the children's FrissNass salad which was inspired by the Hungarian Dietetic Association. Moreover, from the proceeds of these efforts we support the devoted work of Bátor Tábor.*

**Zoltán Gazsi, CEO, eisberg Hungary**



*Whichever part of the production process employees are involved in, every one of them is aware that at the end of the production chain we are producing food. We all feel this responsibility and we carry out our everyday business according to it. The complete product chain (laying plants, hatching, fodder production, meat chicken raising and processing) is owned by the*

*company, and the company manages and controls it. The company group is owned 100% by Hungarians, and each plant is located in Hungary. At feeding time we do not use antibiotics, genetically modified ingredients, hormones or other yield-increasing agents to increase yield. We operate animal welfare programs at our breeding plants where perching density is maximized. With such an integrated and forward-looking approach we can build a productive, efficient and sustainable domestic food industry that creates excellent quality products that support a balanced diet.*

**László Bárány Jr., CEO, Master Good**

# SUSTAINABLE LIFESTYLES

## GOALS 2020 business contributes to

Fostering sustainable consumption through ensuring adequate demand and supply of sustainable goods and services and rebuilding trust among stakeholders by providing reliable information which leads to a better quality of life within ecological boundaries



Provide an adequate variety of sustainable products and services which are affordable and available for the majority of the population

Empower consumers to increase their demand for sustainable products and services by providing reliable, actionable, user-friendly consumer information, communication and education

Measure and decrease negative environmental impacts from cradle to grave to decrease the consumption footprint

Promote healthy living and health-supporting choices to enhance balanced lifestyles and wellbeing



*It might seem that we are acting against short-term business interests when we teach consumers how to be energy aware. However, we are not. The goal of the E.ON Energy Neighborhoods program - developed together with the Green-Dependent Institute - is to save energy so that quality of life does not deteriorate. Consumers become more aware, both environmentally and economically, as well as more satisfied and*

*creative, and – herein lies the program's greatest value – they take part in the building of community. The average savings of the 160 households involved in the competition in 2015 was 9%, which means a total of more than 120,000 kWh of energy has been saved. The members of the winning Rate Tamers community in Egyházaskölyk saved 54.9% of their energy compared to their previous level of consumption. Even the carbon footprints of the participating communities was calculated and compensated by planting 115 indigenous fruit trees, distributed between participants..*

**Zsolt Jamniczky, Deputy CEO, E.ON Hungária**



*For me, sustainability starts with the individual responsibility. Therefore, our business philosophy is that if we want to be a responsible, ethical, sustainable bank/company, our customers have also to be responsible and ethical. Instead of taking an authoritarian approach, which usually characterizes the financial sector (and also Hungary), we practice empowerment. We operate more transparently*

*than our competitors, thus our customers receive additional information about us through which we motivate them to make responsible decisions. Such information may be about the social/environmental issues which the investors' money goes towards, the civil issues supported by the profits we generate, or how much the customer is paying to maintain their bank account. Last time, more than 70% of our customers voted to select the NGOs we should support using 10% of the bank's profits. This is much more than is typical of the level of support in our country (individuals often decide who to support using 1% of their annual tax). Our goal is to reach 90% and more.*

**János Salamon, CEO, MagNet Bank**



*On the one hand we need to satisfy consumers' needs, but on the other hand it is our responsibility to shape their lifestyle towards sustainability. Almost 70% of the environmental impact of our products is generated during their use. We need to go beyond sustainable product development and sustainable business operations. Through our marketing and other communications channels we can inform*

*consumers and empower them to make more sustainable decisions while shopping and using our products. This is why we decided to do targeted research into consumer awareness, and why we have created a guide for them which contains practical everyday tips about how they can be more sustainable and save not only natural resources but also some money or time for themselves. We believe that sustainable consumption is a new, quality way of living that needs to be strengthened.*

**Regina Kuzmina, CEO, Unilever Hungary**



*People need to relax, to be entertained and to be continuously re-charged. Our mission is to provide visitors with the opportunity to engage in sustainable tourism, therefore the carbon footprints of their visits should be minimized. For this reason, we only develop attractions that do not consume energy, and if they do, we produce this from renewable sources.*

**János Handó, Owner, Ladybird Farm Leisure Center**



*Consumers want safe, modern, convenient and eco-efficient cars and need for mobility is also increasing. Toyota is committed to providing solutions to current needs by shaping consumers' lifestyles in a more sustainable direction. We analyze our environmental impacts during production, and we evaluate carbon footprint of car use. Our product portfolio is based on latest technological solutions and we*

*are striving to make a wider range of hybrid cars available. Although only 13% of our sales of Toyota and Lexus are hybrids in Hungary, we are working together with our stakeholders to increase this share continuously.*

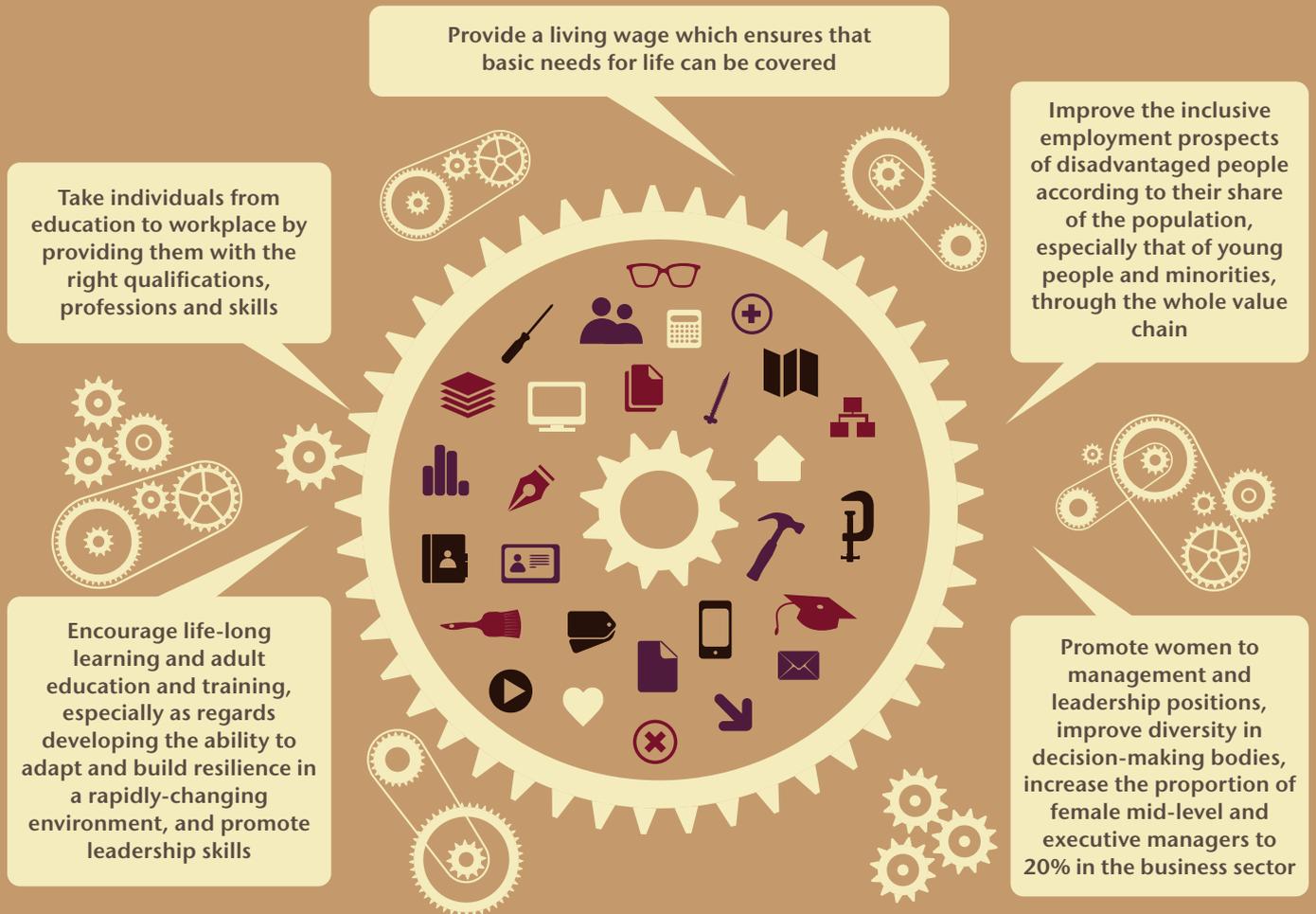
**Shingo Kato, President, Toyota Central Europe**

# EMPLOYMENT

## GOALS 2020

business contributes to

Increasing employment rate to 75% by accelerating progress towards providing productive and decent work for all without discrimination, including minorities, young people and women





*In our country the unemployment rate is extremely high: 14% among the under-30s and more than 38% among 15-19 year olds. So, for both social and economic reasons it is essential that companies should create employment opportunities for the younger generation. At McDonald's our employees are mostly under 30 and are not professionals.*

*Most of them have to deal for the first time with meeting requirements and expectations, and here they learn how to work in a team. The better ones may get a chance to have managerial responsibilities. The restaurant environment gives them an opportunity to come face to face with important issues such as equal treatment, trust, environmental awareness and corporate ethics, in an entertaining way. We provide theoretical and practical courses - more than 300 hours a year - in order to increase the efficiency of our employees and broaden their later career opportunities. We use an employment model that is commercially advantageous for us and we try to consciously enhance its positive social effects.*

**Ágnes Horváth**, CEO, McDonald's Hungary Restaurant Chain LLC.



*What will happen to a country and its economy if we lose all the youngsters? Youth unemployment is a social issue that we have to tackle together by involving all related stakeholders. In 2013 we launched the Nestlé Needs Youth program to help young people find job opportunities. Within the framework of the program, we are committed to increasing the number of trainee positions by*

*at least 50%, and providing work for 150 young employees by 2016. We are very proud that we have already exceeded our targets. In line with our business strategy, we believe in taking a multi-stakeholder approach to maximizing impact and creating value for society. In 2014, we launched the Alliance for Youth initiative by involving our business partners and several experts in thinking about creating business solutions to this challenge. Our initiatives have been recognized as best practice business solutions both on national and international levels.*

**Jean Grunewald**, CEO, Nestlé Hungary



*We are committed to creating and maintaining a business environment which is both open-minded and an equal opportunities provider because employee diversity contributes to business success. In our program (acknowledged with honor by the UN International Labour Organization), the participation of women in leadership has top priority. We consciously make efforts*

*that when hiring entrants and choosing leaders both genders represent themselves. We support the advancement of women through individual educational plans, a mentoring program and career management training specifically tailored to women. We are monitoring the emergence of equal opportunities through all elements of the all HR process. We support the return of mothers by flexible arrangements. Through a training program we try to help men and women leaders to understand and recognize differences, and to communicate more efficiently. Although in our country the percentage of women in senior management is 17%, at Shell it is 28%. In our middle-management the proportion is 43%, which is more than the Hungarian mean.*

**Zoltán Tartóczy**, Country Chairman, Shell Hungary



*Being in legal compliance does not always mean being ethical or fair. Sometimes we need to review our processes – so we did this by looking through the wages and benefits offered to our colleagues. We decided to increase the minimum wage paid at our company to ensure that basic needs for a decent life can be covered. As a result, we introduced a company-based minimum wage*

*that is higher than legally required. As it covered appr. 3% of our employees, it created some extra costs, but the benefits outweigh them: our relationship with the Labour Council moved to the next level, the loyalty and motivation of our people increased and the working environment at our company is better. So the initiative that affected 3% of our employees had an effect on almost 100% of them. I think all company leaders should have a look at their minimum wages - the living standards we create in this country are our responsibility.*

**Joris Huijsmans**, CEO, HEINEKEN Hungaria Breweries Ltd.

# CLIMATE CHANGE

## GOALS 2020

business contributes to

Limiting climate change-causing risks and emissions through structural and technological transformation



Shift to low carbon economy by increasing effective energy use and industrial energy efficiency, promoting clean and environmentally friendly technologies and life cycle assessment of products and services

Mitigation of climate change risks and flexible adaptation through effective monitoring, education and communication, and developing new technologies and business models

Decreasing greenhouse gas emissions per capita via climate friendly transport and buildings, and by increasing the proportion of renewable energy from 15% in the total energy mix



*More and more companies would prefer energy that has been generated from renewable sources, but they are not capable of paying much more for this. To address this issue – in accordance with regulations – we provide a simple and comprehensible way to purchase energy, and we offer a certain amount of renewable energy to our clients too. Its green origin is guaranteed. Through this we not only*

*help to decrease carbon emission, but we foster the development of a new industry and new technology as well. We are contributing to a cleaner, more sustainable environment with the yearly production of more than 30 gigawatt hours – equivalent to the annual consumption of approximately 13-15 thousand households – of green electricity.*

**Attila Chikán Jr., CEO, ALTEO Energy Services Plc.**



*40% of total energy use is related to buildings. As a leading property developer, we aim to use green technologies and materials in construction, and to ensure the energy efficient management of the facilities we complete for our business partners. By integrating environmental and business targets, we focus on increasing energy efficiency and decreasing CO<sub>2</sub> emissions during our projects; moreover, we can provide*

*innovative working environments tailored to our customers' needs. Our commitment to sustainable development is well demonstrated by the fact that our buildings obtain Green Certification; they go beyond the demands of current legislation and are 'A' category (meaning they use 20-25% energy less than traditional office buildings), and we also consider social and economic impacts during their construction.*

**Zoltán Linczmayer, CEO, SKANSKA Hungary**



*By developing and marketing environmentally conscious solutions, our portfolio helped globally to reduce our customers' CO<sub>2</sub> emission by 428 million tons in 2014 alone. Our goal is to cut our own CO<sub>2</sub> emission by half by 2020, and to become carbon-neutral by 2030. One great example is the almost 5000 sqm green roof on our office buildings in Budapest. We started installing them already in the early 90s, setting the trend at least in Hungary. Such green roofs have multiple benefits: decrease heating and cooling costs; additionally contribute to decreasing CO<sub>2</sub> emission by its plants and decrease the impact on drainage system in case of heavy rainfall.*

**Dale A. Martin, CEO, Siemens**



*Concrete is the second most used basic material in the world in terms of the overall quantities. There is no other construction material that, on a global scale, can replace it. The manufacturing process for the cement used in concrete generates approximately eight percent of global CO<sub>2</sub> emissions due to the enormous amount of energy it requires. Through 'Green Sense', BASF provides solutions to the urgent*

*challenges of the construction industry such as its high share of primary energy consumption, greenhouse gases and fine dust emissions. Green Sense Concrete technology ensures that the concrete used in construction projects is optimally suited to purpose. By using Green Sense technology during the construction of a big office building, the emissions of thousands of tons of CO<sub>2</sub> equivalents can be avoided.*

**Dr. Thomas Narbeshuber, Vice President, BASF South East Europe**



*We decide where to set our environmental boundaries. As a green printing company, we assure our customers that we will not increase their carbon footprint while doing their printing work. Compared to the year before, we reduced our CO<sub>2</sub> emissions by 31 tons (by 23%) in 2014. Not to mention that it was 100 % offset in both years.*

*For us, this represents an environmental mission and a business model at the same time. All our materials, technology, our production and business processes are designed not only to meet customer demands for the highest quality, but also to prevent and reduce carbon dioxide emissions. We went beyond industry standards.*

**Tímea Szabó, CEO, Folprint Green Press**

# WATER

## GOALS 2020 business contributes to

Raising utility of water and effectiveness to ensure long term availability of water for all within the limits of water resources

Improving the efficiency of water distribution and usage

Maintaining water quality through the protection of subsoil and surface water by effectively treating all wastewater and effectively managing other related emissions

Improving water utility and adapting to the continuously changing circumstances and availability of water



*Our aim is to reduce group level water consumption by 25% by 2018, and by 50% by 2025 as compared to 2008. We are now at 28%. This means that even if we produce more, or open new factories, we still need to reduce absolute water consumption. This is a really progressive approach to sustainability: as the ecological frame is given, we need to find our business*

*strategy within it. Improvements are supported by clear target setting, action plans and monthly data monitoring; we encourage our employee to think water-wise. In our Hungarian factories in 2015 we were able to save almost 3000 m<sup>3</sup> of drinking water – equivalent to almost 5% of our yearly consumption - by using rainwater for filling testers, cooling towers and flushing toilets. On the other hand, water should not only be seen as a technological resource; we are continuously improving our products and solutions to provide our customers with water even in the most remote areas at a high level of efficiency without system losses due to drainage.*

László Török, CEO, Grundfos Manufacturing Hungary



*Our main goal is to protect the quantity and quality of water, and to preserve and improve the environmental conditions of water. Personally, I find the issue of rainwater utilization exciting. You can see a natural resource being wasted in front of you, its better utilization is almost only an issue of providing the infrastructure, but we do not consider it like this at all. Meanwhile,*

*variable rainfall distribution and the prospective costs of increases in the consumption of water are pressing challenges. Modern rainwater management not only helps to avoid the damage caused by rainwater, but it may help by increasing the options available for its recovery, not to mention protecting aquatic habitats as well.*

Károly Kovács, CEO, BDL



*Land and water – two natural resources in which Hungary seems to be rich. However, the risks arising from climate change, variable rainfall distribution and certain agricultural practices are creating challenges for employees across the entire agricultural sector who must work to preserve that wealth into the future. We have developed a complex*

*system which involves the most influential of those concerned in terms of agricultural manufacturers and their operations. Thanks to this program, we can share our knowledge and experience and disseminate soil-friendly farming methods. Thus, our goal is to strengthen the competitiveness of domestic agriculture. In the first two year round, producers who represent 70,000 hectares of arable area joined up. Not only their expertise, but their profits have increased. Meanwhile, soil degradation processes have been reduced and soil fertility is now stagnating but will improve within a few decades. Rainwater seeps into the soil and becomes available to plants, which reduces the climate-related risks of agricultural production.*

Tibor Czigány, CEO, Syngenta Hungary



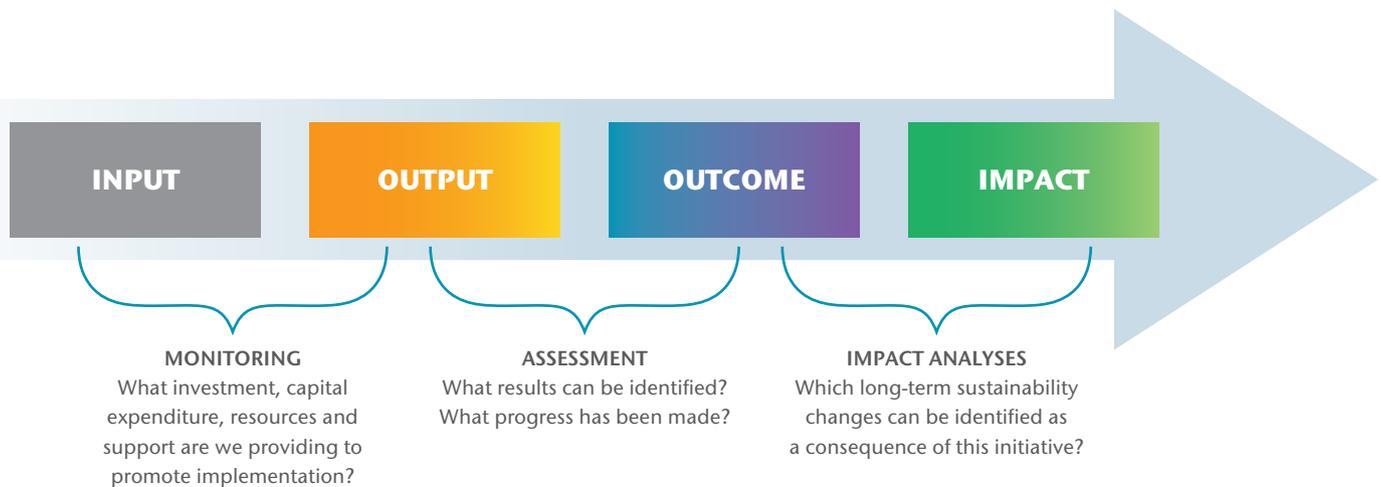
*Approximately 90% of beer is water, and every technological step in the process of producing beer requires water. Because of increasing global water scarcity and the sustainability challenge of saving resources and our ecological system, we are thinking globally and acting locally. Based on our initiatives we have saved 2.2-2.3 million hl water in 4 years, and reduced our 4,2 hl*

*water per hl beer usage to 3,2 hl per hl over 4 years. These environmental activities have not affected the excellent quality of our products, but they have made financial savings and increased the motivation and loyalty of employees at our factory.*

Robert Cooper, CEO, Dreher Breweries

# Impact assessment

The 20 targeted, macro-level goals are harmonized with pre-existing national economic objectives, and the business sector currently has and will continue to have a significant role in their implementation. Although business entities also use sophisticated and field-proven performance monitoring systems, in the case of sustainability-oriented business solutions, effectiveness quantification systems are often lacking. It is important to know, however, what contribution the business sector is making to achieve these macro goals. Accordingly, we are putting emphasis on increasing effectiveness through both monitoring and measurement. In 2015, five workshops were organized at which scientific, NGO and corporate experts identified company-level measurement indexes and indicators that measure operational sustainability and contributions to macro objectives. A list of 77 indicators was compiled, from which companies can select those which best match their activities, strategy and objectives, enabling them to contribute to sustainability at an organizational level in a genuine, focused way – we encourage newly joining companies to apply these indicators from next year onwards.



The Action 2020 Hungary program has multifold effects. Sustainability is not only fostered through the identified business solutions and the results of the practices of member companies, but through the process of the program itself which is based on dialogue, shared thinking, scaling up and continuously challenging ‘business as usual’.



*Currently, the Hungarian process is a world-first, as players from the business sector have initiated proactive and forward-looking forms of cooperation with well-known scientific and NGO experts to establish national-level sustainability objectives. Even the process of participation is exemplary, bringing about important sustainability benefits, not to mention the significance of the issues that have been raised: the business integration of macro-level risks, impact measurement and the search for solutions that go beyond ‘business as usual’.*

**Dr. László Pintér**, docent at the Environmental Science and Policies Faculty of Central European University (CEU) and Head Associate of the International Institute for Sustainable Development (IISD)

As an insurance company we are connected to sustainability with almost all aspects of our operation. Therefore we give special attention to prepare our customers to **FUTURE CHALLENGES** and **RESPONSIBLE THINKING**. Our services that encourage our stakeholders – among others - to self-care and sustainable consumption represent the long-term approach of Generali.

We believe that **THE SUCCESSFUL DIALOGUE WITH OUR STAKEHOLDERS** is based on personal consultation and common thinking. We build relations with communities with the aim of shaping sustainable approach through spreading the importance of conscious, long-term decisions, while keeping the safety of future generations in mind.

Being a responsible company we established our foundation with the purpose of **CREATING SOCIAL VALUE**. In parallel with its targets Generali Foundation for Safety supports such initiations that improve lives of communities.



Your  
**Powerful**  
Partner



**Focusing on Smart Energy Management ALTEO Group offers expert solutions to increase our partners competitiveness.** We provide customized energy services for operating complex energy systems in line with our industrial customers' needs.

Our services include the comprehensive management of energy systems from establishing corporate energy strategy, through implementation and, based on demand, financing of the energy systems, to daily operation and maintenance. ALTEO Group's energy trading business branch offers optimized electricity purchase packages for best available prices.

Take your chance now to become the partner of Hungary's fastest-growing energy business!

[www.alteo.hu/en/](http://www.alteo.hu/en/)

## List of participants in the program development process for Action 2020 Hungary in 2015\*

**We are grateful to the following scientific, civil and corporate experts and the CEOs who have personally contributed to the first phase of the Action 2020 Hungary program. We hope that we have integrated their opinions, experiences, expectations and proposals in a way that meets their expectations.**

Antal Emese Dr.	TÉT Platform	Fodor János	Folprint Green Press
Balázs Bálint	ESSRG	Gayer József Dr.	Global Water Partnership Foundation
Baranyai Gábor Dr.	ELDH	Gazsi Zoltán	eisberg Hungary
Baross Pál	Hungary Green Building Council	Grunenwald, Jean	Nestlé Hungary
Bart István	Hungarian Energy Efficiency Institute (MEHI)	Gulyás Emese Dr.	Association of Conscious Consumers
Bartus Gábor Dr.	National Council for Sustainable Development, Budapest University of Technology and Economics	Guzli Piroska	Hungarian Water Association
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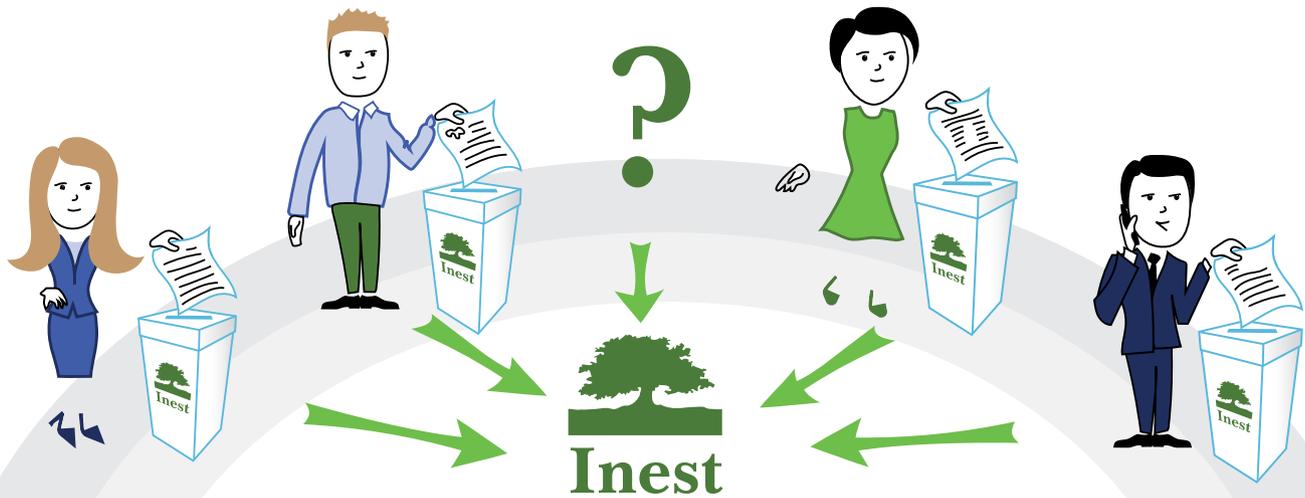
-Working Group members, scientific forum participants and CEO roundtable participants of the Action 2020 Hungary program.

# We respect and protect water

*Protection of quantity and quality of our waters, water conservation and improvement of the aquatic environmental conditions are important to us to make **clean water available to everyone.***

The complex water management includes drinking water purification, waste water treatment or new uses of stormwater, but environmental remediation or designing water utility networks systems and cost-effective way of thinking as well.

Dedicating our designing-engineering and environment economic activities for the protection of the environment, aiming to design and preserve a liveable and pure nature, we offer solutions in the field of sustainable and integrated water management.



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### CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY

We always strive to be better tomorrow than we are today. This, more than anything, speaks to who McDonald's is as a company. The overarching goal of our sustainability efforts is focused on continuous improvement through our five focus areas: Nutrition & Well-Being, Sustainable Supply Chain, Environmental Responsibility, Employee Experience and Community.

**NUTRITION AND WELL-BEING** We are committed to supporting our customers' well-being. We offer a range of menu choices to meet our customers' diverse needs and preferences. We provide information on the nutritional values of our offerings so that our customers can choose items that meet their dietary needs and those of their families.

**SUSTAINABLE SUPPLY CHAIN** We envisage a supply chain that profitably yields high-quality, safe products without supply interruption while leveraging our leadership position to create a net benefit by improving the ethical, environmental and economic outcomes.

**ENVIRONMENTAL RESPONSIBILITY** McDonald's is committed to environmental responsibility, and everyone in the System has a role to play in living up to that commitment. We focus our efforts on areas where we can have significant impact on critical environmental issues, including climate change, natural resource conservation and waste management.

**EMPLOYEE EXPERIENCE** We provide opportunity, nurture talent, develop leaders and reward achievement. We believe that a team of well-trained individuals with diverse backgrounds and experiences, working together in an environment that fosters respect and drives high levels of engagement, is essential to our continued success.

**COMMUNITY** We take seriously the responsibilities that come with being a leader. We help our customers build better communities, support families through the Ronald McDonald House Charities, promote an active lifestyle in our Bikemanía program, and leverage our size, scope and resources to help make the world a better place.





## Impressum

**Publisher:** Business Council for Sustainable Development in Hungary

**Year of publishing:** 2015

**Responsible for publishing:** István Salgó, President, BCSDH

**Editing and text:** Eszter Chikán-Kovács, Enikő Fábíánfy, Mandy Fertetics, Anna Hajdu, Irén Márta, Ida Petrik

**English:** Zsolt Vajna

**Proof reading:** Simon Milton

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**Design and graphics:** WBCSD and acnecom

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## SCALING FOR IMPACT ON SUSTAINABILITY

Companies are also facing impacts of environmental change and they can see how people are already affected by these changes. Unilever has a successful history of tackling some of the big issues society faces. The Unilever Sustainable Living Plan launched in 2010 is driving sustainability into every corner of the company's business and generating new opportunities and growth.

In the Unilever Sustainable Living Plan the company has committed to halve its environmental impact, improve the health and well-being of more than a billion people, and enhance the livelihoods of millions working across its value chain. The Plan is focusing on three areas where the company has the scale, influence and resources to make big difference. These areas are the elimination of deforestation, sustainable agriculture and providing universal access to safe drinking water, sanitation and hygiene.

Regarding operations of Unilever, the progress towards their ambitious global goals is promising. Those targets outside of direct control of the company are proving more challenging. The biggest challenge for the future is to help changing consumer attitude by our brands that are integrating sustainable living into their core purpose.

Combining actions with external advocacy on public policy and joint working with partners, Unilever is seeking to create so called 'transformational change', a fundamental change to whole systems. This is the reason for Unilever to join the United Nations in adopting the Global Goals for Sustainable Development.

*„Last year we have contributed to fulfilling our commitments of the Unilever Sustainable Living Plan in Hungary. Further efforts were made to improve the health and well-being of people and drive attention to the importance of preventive health check-ups by the Flora pro.activ screening program. We launched the first Knorr Landmark Farm in Hungary to enhance livelihoods of the suppliers in our value chain. And last but not least, our Domestos brand started a program to help Hungarian schools in less developed areas with calling attention of teachers and parents to the importance of basic hygiene and sanitation. Unilever also plays an important role in Hungarian economy. In recognition of this the Government of Hungary signed Strategic Partnership Agreement with the company in September” – said Regina Kuzmina, the Managing Director of Unilever Hungary & Adria.*



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