



Action 2020 Hungary



bcsdh

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



Action2020
led by the WBCSD

The Generali team knows what it's like to have a long-term effect on people's lives: we help them to feel safe both about their properties and their physical fitness.

In the same time one who is thinking in the long-term has to invest in one's environment: **Generali is training young people so the new generations will be more prepared for the challenges of the future.**

We are planning to employ as many people with disabilities as possible as variegation is not just a catchword for us but a real, precious value that contributes to the growth of our enterprise. We urge continual studying and development with receptive and supporting work environment.

However, Generali does not take responsibility only within the company: this year we have made the lives of inhabitants of the twelve children's home a little better. We did not only give contributions but meaningful study programs too that were in line with the children's interests and helps them to preserve their health. Generali can not stay next to all underprivileged children but we feel responsible for not only our close but also to our wider environment.

We do everything in our power to protect and make better people's lives.



“Can business be a positive force for solving environmental and social challenges?
We say: “YES”

SUSTAINABLE LIFESTYLE

Unilever has, from its origins, been a purpose-driven company. Today its purpose is to make sustainable living commonplace. But to be so, business will have to change. Sustainable, equitable growth is the only acceptable business model.

The Unilever Sustainable Living Plan, launched in 2010, is the blueprint for sustainable growth. It is Unilever's strategic response to the challenges the company faces in doing business in an uncertain and volatile world. In the Plan Unilever sets out three big goals. First is to improve health and well-being: By 2020 Unilever will help more than a billion people take action to improve their health and well-being. Second is to reduce environmental impact: By 2020 Unilever will halve the environmental footprint of the making and use of its products as business grows. Third is to enhance Livelihoods: By 2020 Unilever will enhance the livelihoods of millions of people as business grows.

„Innovation and collaboration are critical to achieving our sustainable living goals. But we are only one company, cannot succeed alone. We are stepping up our engagement to work with governments, NGOs and others in our industry on these issues. Creating a sustainable future will require fundamental changes in attitudes and behaviours across society. As one of the world's leading consumer goods companies, Unilever is constantly researching the attitudes and needs of people all around the world. Our expertise in marketing as well as sustainability means that we can make a real contribution to inspiring and enabling consumers to adopt more sustainable habits and products. Over two thirds of our greenhouse gas impacts is associated with consumer use. Unilever's products touch the lives of over 2 billion people every day. That means that if we can inspire people to take small everyday actions, it can add up to a big difference.” – said Andras Gyenes, CEO of Unilever Hungary.



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.



Welcome

The level of unemployment among young people has almost reached 20%, 1.8 million tons of food are wasted an annual basis, global warming (which may reach 2°C by 2050) is already impacting Hungary, only 9% of surface water is of good quality and sustainable consumers make up only 10% of the population. These are just some of the reasons that companies who operate over the long term and who are responsible are being called to action.

Through adapting to Hungary our mother organization’s (WBCSD) Action 2020 program, we justify and support the above-mentioned call to action. Food and Feed, Employment, Sustainable Lifestyles, Climate Change and Water are five focal areas for Hungary where sustainability challenges can be identified on a macroeconomic level that may have great impacts on social and economic welfare and the competitiveness of the business sector.

This Action 2020 program is unique because scientific and civil experts were involved and engaged in identifying the most important social, environmental and economic facts, trends and goals. Following this step, we discussed the experts’ proposals with CEOs whose companies may be key to the success of the program. The end result of the process was goal setting for the Action 2020 initiative (details on this are contained in this brochure).

These goals identify the most important environmental and social challenges in Hungary where the business sector will play a key role over the next 6 years. The next step is to specify exactly what the contribution of business will be. Business solutions will be identified, developed and disseminated in order to contribute to the meeting of the goals.

We are grateful to more than 100 researchers, NGOs, corporate experts and CEOs whose work has been crucial to this program. Action 2020 Hungary is the fruit of their combined work.

We hope that, by creating this platform, more and more company leaders will be inspired and that we will be able to report tangible results in the next few years. We hope that by 2020 those elements of the business sector that participated in this program will have had an important impact on the Hungarian economy and will have successfully contributed to meeting the goals that have been set with their own tools and solutions.

We invite our readers to read this brochure with the same openness and interest with which it was prepared. It is the result of careful input and an unprecedented cooperative effort.

István Salgó
President

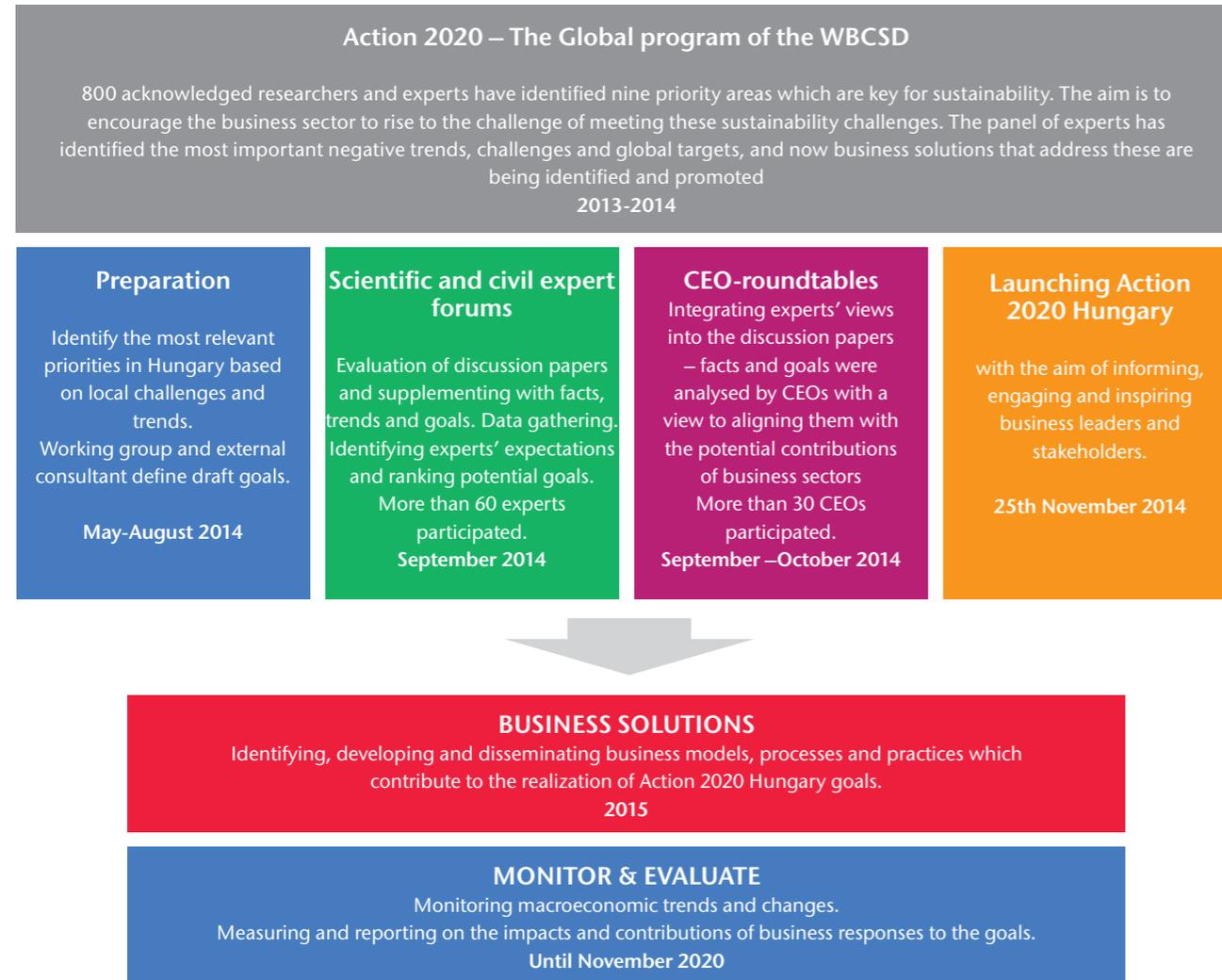
Ida Petrik
Managing Director

Pál Kapusy
Head of Action 2020
Working Group

Action 2020 Hungary

The nine priorities and global aims of the WBCSD program were created so that regional network partners, together with their member companies and with independent scientific and civil experts, can tailor the program to their country's needs. This is necessary because of the local circumstances, risks,

challenges, cultural differences and because of local business opportunities. In 2014, BCSDH worked on adapting this programme to local conditions. The first part of the following process chart describes the most important steps that have been taken in this process until now.



During the localization phase of the program and while setting the targets for Hungary we mainly considered the following factors:

- the need to align targets with pre-existing national strategic goals, and/or
- common scientific agreements that have identified problems or goals, and
- **ensuring that the contribution of business sectors to these areas will be potentially significant.**

The program is unique, as after the facts, trends and goals were discussed by scientific and civil experts they were aligned with the potential contributions of the business sector through discussion with CEOs. The process resulted in the Action 2020 Hungary goals, as articulated by BCSDH, that integrate sustainable development features and incorporate stakeholders' opinions and expectations.

The critical phase of the program still lies ahead: identifying and disseminating business solutions. Notwithstanding this fact, we stress the unexpected value of the process that has already taken place. We have already gained tangible benefits from the program by arriving at important conclusions. It was found to be quite difficult to set macroeconomic goals, as the business sector mainly has an impact at a micro level. For this reason, it is not realistic to expect the business sector to meet all of the goals defined by the program by itself. Meeting most of the targets will require stakeholder cooperation and partnerships.

Data provided in the 'facts and goals' section were taken from publicly-available, official, credible, international and Hungarian sources. A list of these sources is available at www.action2020.hu

Nestlé in Hungary

Nestlé is 148 years old and has grown to be the largest food manufacturer in the world. During this time Nestlé has delivered sustainable business results through long term thinking and actions. A respect for people, a respect for communities and a respect for the environment have been in our DNA since Henri Nestlé invented the first infant formula in 1866 to reduce infant mortality in Switzerland.

'Sustainability for Nestlé means that we need to do our part to ensure efficient use of resources, do our part to ensure food security and do our part to encourage sustainable and healthy living. However no company can do this alone. This is why we participate actively with organizations like BCSDH and the 2020 action plan which can leverage competences across sectors to maximum effect.

At Nestlé we apply a Creating Shared Value approach to how we do business. This provides a clear structure to the many initiatives we have and is based on the principle that our long term success is based on the success of the societies in which we operate. In Hungary we put special focus on

Nutrition and Youth Employment and we have made clear commitments to help solving issues related to these areas. We have just launched our 10 Nutrition Commitments based on 3 pillars: Reformulation, Information and Education showing what we did so far and what we will do in the future. In 2013 we launched the Nestlé Youth Employment Initiative in Europe with the aim to contribute to reduce the unemployment among youth under 30.'



Michael Nixon
Managing Director, Nestlé Hungary

For more information please visit our website: www.nestle.hu/csv





FRAGILE AGRICULTURE

- **Extreme weather conditions:** drought, extreme rainfall and floods threaten farming, food provision and biodiversity
- **Significant environmental impacts:** topsoil degradation, 23% of greenhouse gas emissions and 85% of N₂O emissions caused by agriculture
- **Workforce challenges:** agricultural work has low prestige compared to other industries, 60% of agricultural workers are over the age of 55, a skill gap exists between education and market needs

FOOD PRODUCTION AND DISTRIBUTION GLOBALIZATION CHALLENGES

- **Low level of sustainable sourcing** of agricultural raw materials in food production
- **Consumers perceive** increasing risks concerning nutritional value of food
- **Increasing transport of food** due to consumption of out-of-season products

UNSUSTAINABLE CONSUMPTION

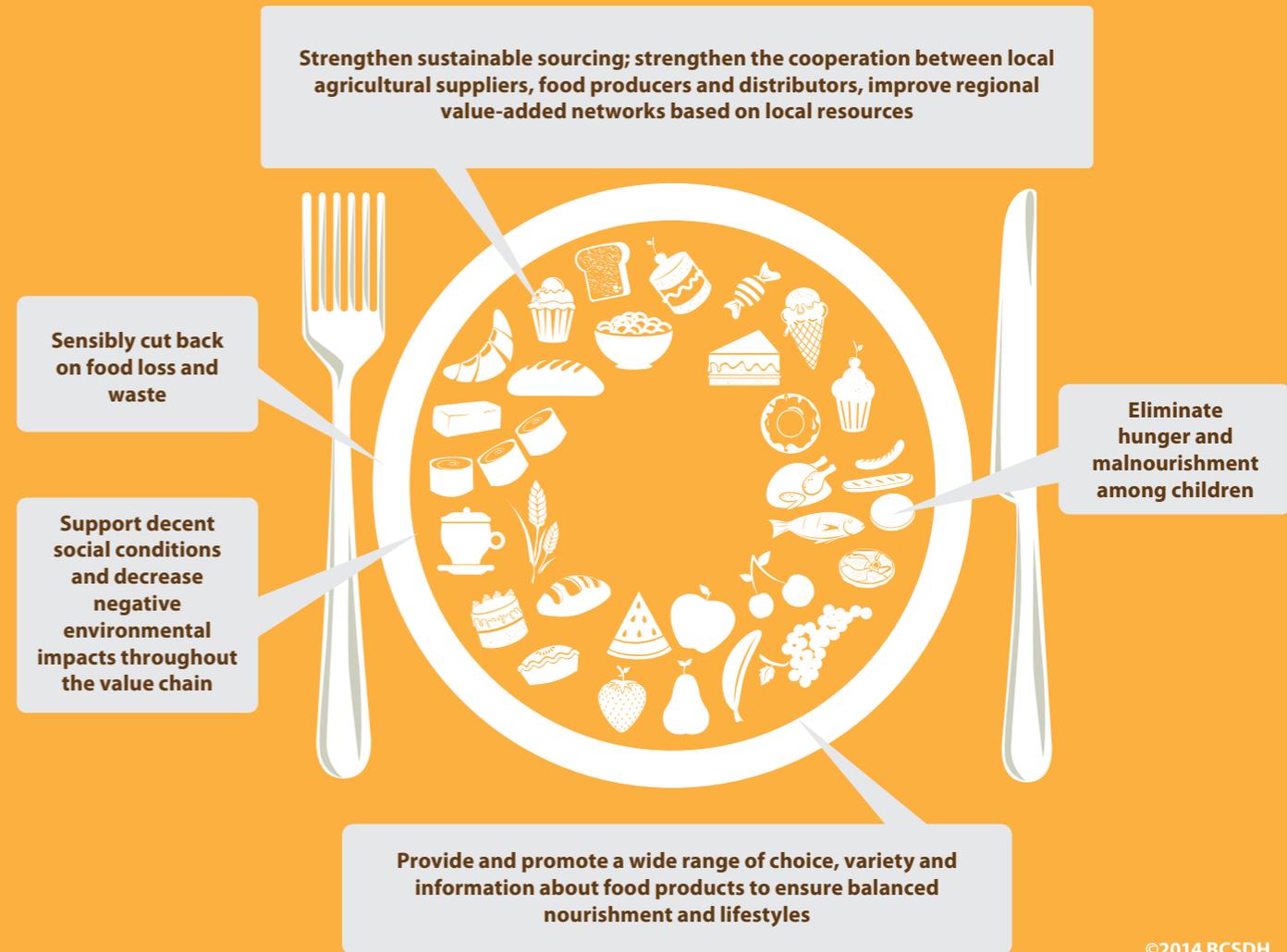
- **Small segment of sustainable consumers** (10% of LOHAS – Lifestyle of Health and Sustainability), high price sensitivity
- **Growing demand for resource-intensive products**
- **20,000 children are starving and 100,000 are undernourished in our country**

WASTING FOOD

- **1.8 million tons of food waste is generated on a yearly basis, out of which**
 - industry accounts for 1.4 million tonnes
 - 40 kilograms of food waste per person per year is thrown away in households
- **If you throw away a 120-gram piece of processed meat, you are also throwing away what went into producing it:** 3 kgs of animal feed and 240 liters of water (for drinking and irrigation)

STRUCTURAL TENSION BECAUSE RESOURCES ARE NOT SUSTAINABLY UTILIZED LOCALLY

SUSTAINABLY INCREASING THE PRODUCTION AND RESOURCE EFFICIENCY OF AGRICULTURAL AND FOOD SYSTEMS TO SECURE ACCESS TO SUFFICIENT, SAFE AND NUTRITIOUS FOOD FOR ALL



FACTS & TRENDS

where action is needed



DRIVERS OF UNSUSTAINABLE CONSUMPTION

- While poverty and deprivation still exist, there is significant consumerism, materialism which do not positively correlate with well-being and happiness
- Crisis of trust in society; Hungary has the lowest consumer trust from among sixty countries
- Absent, imperfect and/or misleading information and education for consumers, while households do not have adequate sustainability and financial-related knowledge and skills
- **Small proportion of sustainable, conscious consumers**
10% of LOHAS - Lifestyle of Health and Sustainability; 30% of LINC's – Low Income No Culture, and 20% are subjectively poor
- Low variety of affordable, available and reliable sustainable products and services
- Appr. 150 billion HUF is spent on media advertising, but only a fraction of it involves sustainability-related messages



UNBALANCED LIFESTYLES

- Healthy living strategies and practices are entirely absent or inadequate
- Only **15%** of the population do sport or exercise on a regular basis, while calorie intake is relatively high
- Two-thirds of adults struggle with being overweight/obese
- 64 178 people died because of cardiovascular illnesses, which accounts for **49,6%** of all deaths
- Increasing work-related stress



ENVIRONMENTALLY POLLUTING LIFESTYLES

- The carbon footprint per capita is 4.6 tons / year, while the sustainable rate is appr. 2 tons / year
- 67% of municipal waste is disposed of in landfills; slightly over 20% of municipal waste is collected selectively, less than half of all packaging waste is recycled (the EU average is 65%)
- Low proportion of public transportation:
 - 67% car
 - 20% bus
 - 10% rail transport
 - 3% tram and underground
- Buildings with zero or low energy demands are rare: 70% of the 4.3 million flats do not meet modern heating technology standards

CONFUSION ABOUT WHICH INFORMATION SOURCES ARE RELIABLE THAT LEADS TO MISSALLOCATION OF RESOURCES AND POOR DECISION-MAKING

OVERCONSUMPTION: HUNGARY'S ECOLOGICAL FOOTPRINT IS 3.57 HA PER PERSON AND IS CONTINUOUSLY INCREASING, WHILE BIOCAPACITY PER CAPITA IS CURRENTLY 2.2 HA AND DECREASING

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

EMPLOYMENT

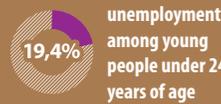
FACTS & TRENDS

where action is needed



UNEMPLOYMENT AND VULNERABLE EMPLOYMENT

The employment rate is 60.9%



- Black and grey employment account for 22% of GDP
- Two-thirds of earners take home less than the average wage; 32% of the population is at-risk-of poverty or social exclusion
- Every fifth adult plans to go abroad, temporary or permanently
- 32% of the population are satisfied with their working situations and 27% with their quality of life
- Increasing work-related stress, but only 20% of companies are dealing with it



LACK OF COMPETENCIES AND SKILLS

Skill shortages in several sectors (skilled blue-collar workers, engineers, etc.)



- Room for improvement in quality of leadership
- Missing or low level of adaptation and resilience ability
- Less than 3% participate in life-long-learning



WORKPLACE DISCRIMINATION

The salary gap between women and men is 17.6%

- Only 9 of the top 200 companies in Hungary have a woman as a CEO
- The employment rate of the most disadvantaged groups is low compared to their proportions in the population.

The employment rate is 18%

for disabled people and among the roma 17%

- Only 31% of people believe they know their rights if they experience discrimination

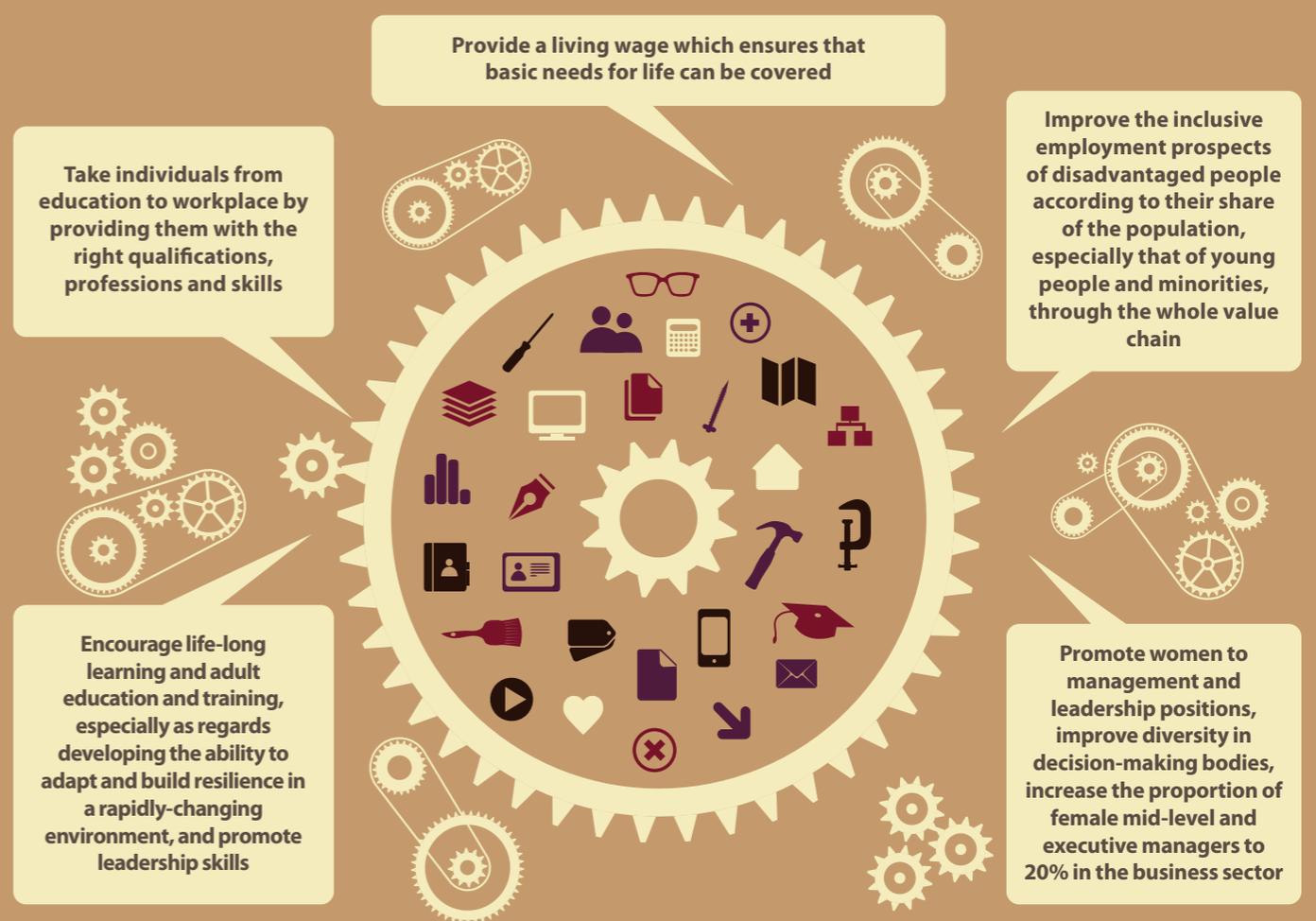
NEGATIVE IMPACT ON SUSTAINABLE ECONOMIC GROWTH AND PRODUCTIVITY
POVERTY AND LOW PURCHASING POWER
SOCIAL TENSION

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



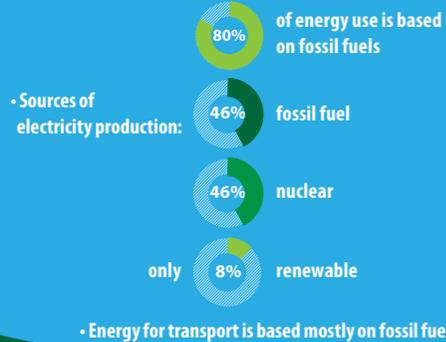
CLIMATE CHANGE

FACTS & TRENDS

where action is needed



BASED ON FOSSIL FUEL



HIGH AND INEFFECTIVE ENERGY USE

- 84% of total greenhouse gas emissions come directly from economic activity, household use accounts for 16%
- 40% of total energy use is connected to buildings and there are almost no passive or zero energy buildings
- Only 4,4% of waste is reused to produce energy
- Low level of awareness related to energy, unsustainable consumption and lifestyles

GLOBAL WARMING

Increasing greenhouse gas emissions will account for an almost 2°C increase in temperature by 2050; the impacts are already being felt in Hungary. This will increase radical weather (drought and heat) and water (floods and water shortage) events, contribute to drinking water availability problems and to the spread of disease

VULNERABILITY

Climate change intensifies vulnerability and inertia

ADDITIONAL COSTS

More than one billion HUF of additional costs was caused by only one long bout of rain during the summer – not taking into consideration the losses caused to agriculture

FOOD SUPPLY PROBLEMS

Security of agricultural production is steadily decreasing, the security of the food / feed supply is more often at risk



UNPREDICTABILITY

less predictability, a focus on short-term decision-making



DELAYS AND PARALYSIS

in feedstock supply, logistics, commuting



PRODUCTION LOSSES

because of lasting utility outages



LOSS OF WORKING DAYS

because of increasing health risks

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

WATER

FACTS & TRENDS

where action is needed

WATER

GOALS 2020

business contributes to



EXTREME WATER AND RAIN CIRCUMSTANCES

- In 2012 **87%** of the country, and in 2013 **76%** was hit by drought
- **60%** of all flat land is vulnerable to flooding
- Climate change may decrease the watershed in the Alföld by 50% by 2050 which will threaten drinking water supply in the region



WATER POLLUTION

- **9%** of all surface water courses and **65%** of surface water bodies are of good or excellent quality
- Some of the 154 million m³ of wastewater produced yearly by industry is not being cleaned
- Excessive nutrient loading increases the already high risk of eutrophication
- There are an average of 150 cases of havaria yearly that pollute water



HIGH LEVEL OF USE, LOW LEVEL OF EFFICIENCY

- The water footprint of Hungary is double the global average at 2384 m³/year, more than 20% of this is connected to the manufacturing of products
- Losses from water supply systems are as high as 20-25%
- **25%** of sewage sludge still goes to landfill



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

NO ECONOMIC PRESSURE TO REDUCE WATER USE OR INCREASE EFFECTIVENESS
HALF OF ENVIROMENTAL PROTECTION INVESTMENTS ARE RELATED TO WATER ISSUES
LOW VALUE GIVEN TO WATER - WHICH IS ONE OF HUNGARY'S SIGNIFICANT NATIONAL ASSETS

List of participants in the Action 2020 Hungary program development process

We are grateful to the following scientific, civil and corporate experts and the CEOs who 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 | Hungarian Dietetic Association | Gulyás Emese Dr. | Association of Conscious Consumers |
| Balázs Bálint | ESSRG | Gyenes András | Unilever Hungary |
| Baranyai Gábor Dr. | ELDH | Hankó Gergely | ECO-Pack |
| Baross Pál | Hungary Green Building Council | Harcz Zoltán | Milk Interbranch Organisation and Dairy Board |
| Bartus Gábor Dr. | National Council for Sustainable Development | Havranek György | Havranek Family Farm |
| Beliczay Erzsébet | Clean Air Action Group | Henye István | KPMG Hungary |
| Biró Szabolcs Dr. | Research Institute of Agricultural Economics | Herner Katalin | KÖVET Association for Sustainable Economies |
| Borbély Csaba Dr. | Kaposvár University | Horváth Ágnes | McDonald's Hungary |
| Bujdosó Andrea | Shell Hungary | Horváth Levente Dr. | Corvinus University of Budapest |
| Chikán Attila | ALTEO Energy Services | Huijsmans, Joris | HEINEKEN Hungaria Breweries |
| Czigány Tibor | Syngenta Hungary | Jamniczky Zsolt | E.ON Hungary |
| Cseh Balázs | Hungarian Foodbank Association | Janák Katalin | Hungarian Central Statistical Office |
| Cselényi Tibor | McDonald's Hungary | Jásper Éva | Salva Vita Foundation |
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| Major Balázs | Budapest Power Plant |
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| Massidda, Diego | Vodafone Hungary |
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| Nagy Attila | Grundfos Hungary |
| Nagy Edit | Hungarian Water Utility Association |
| Nagy Gréta | DANDELION Group |
| Nagy Mariann | Lapker |
| Narbeshuber, Thomas Dr. | BASF Hungary |
| Németh András | HVG Publisher |
| Nixon, Michael | Nestlé Hungary |
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| Rákóczi János | eisberg Hungary |
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| Salgó István | ING Bank Hungary |
| Scharle Ágota Dr. | Budapest Institute |
| Simon Anita | Biofilter |
| Stöllinger, Robert | KPMG Hungary |
| Süth Miklós | Functional Food Council |
| Szabó Balázs, Dr. | Kékkúti Ásványvíz (Nestlé Waters) |
| Szabó István | KPMG Hungary |
| Szalóki Szilvia Dr. | Hungarian Energy and Public Utility Regulatory Authority |
| Szauer Péter | HVG Publisher |
| Szendró Gábor | Budapest University of Technology and Economics |
| Szőllősi Réka | Federation of Hungarian Food Industries |
| Szűcs Gábor Dr. | Office of the President of the Republic |
| Tornóczky Mónika | Hungary Green Building Council |
| Török László | Grundfos |
| Urbán Katalin | Grundfos Hungary |
| Vadnai Ágnes | McDonald's Hungary |
| Vadovics Edina | GreenDependent Institute |
| Valkó Gábor | Hungarian Central Statistical Office |
| Váradai Rita | Hungarian Central Statistical Office |
| Vaszkó Csaba | WWF |
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| Zolnai Emese | Vodafone Hungary |
| Zilahy Gyula Dr. | Budapesti Corvinus Egyetem |
| Zolnai Emese | Vodafone Magyarország Zrt. |

Implement

Explore, identify and use business solutions which contribute to meeting the Action 2020 Hungary goals!
www.action2020.org
www.action2020.hu

Influence

Use your networks – both internal and external – to spread the word about the Action 2020 Hungary program and get more businesses involved!

Join

Become a BCSDH member and shape the future of sustainable development in Hungary with us!
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Impressum

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