

G7 Environment

Firms for Sustainable Development



G7 2017
ITALIA

Hubert de Boisredon
Chairman and CEO



MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



ARMOR

INDUSTRY FOR PEOPLE

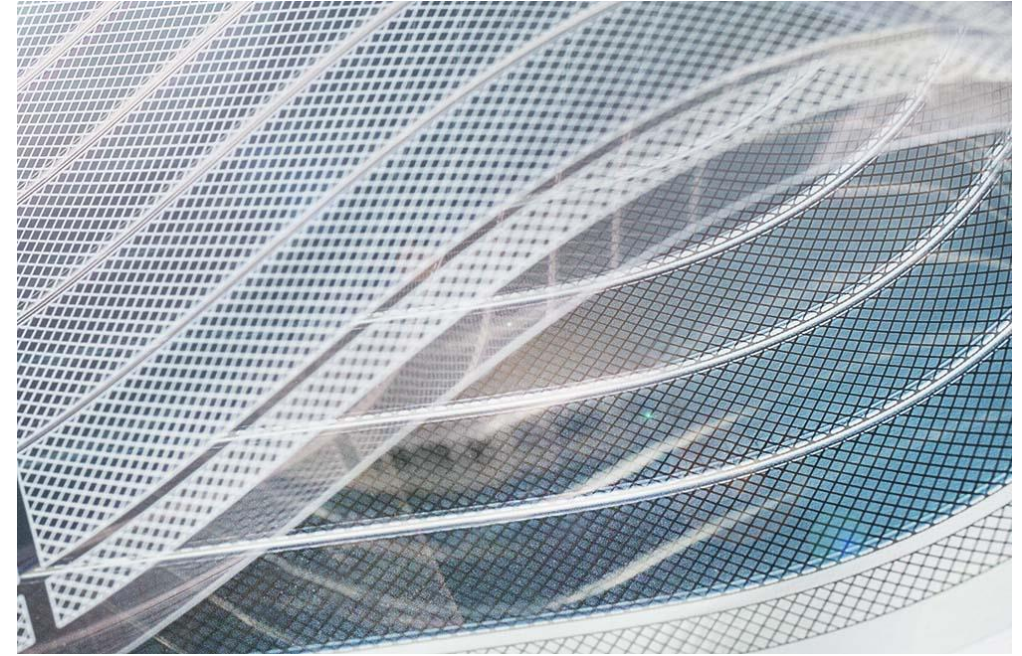
**CORPORATE SOCIAL RESPONSIBILITY
IS AT THE HEART OF OUR STRATEGY**

CORPORATE SOCIAL RESPONSIBILITY

WE ARE DIRECTLY INVOLVED IN 12 SDGs★



WE INVENT ENVIRONMENTALLY FRIENDLY TECHNOLOGIES



AND DISRUPTIVE TECHNOLOGIES

HIGH TECHNOLOGY AND INNOVATION AN ANSWER TO DELOCALISATION AND THE END OF THE OLD INDUSTRY



Asca
power to all



EMPOWER YOUR BATTERIES

ARMOR
INDUSTRY FOR PEOPLE

CORPORATE SOCIAL RESPONSIBILITY : OUR COMMITMENTS



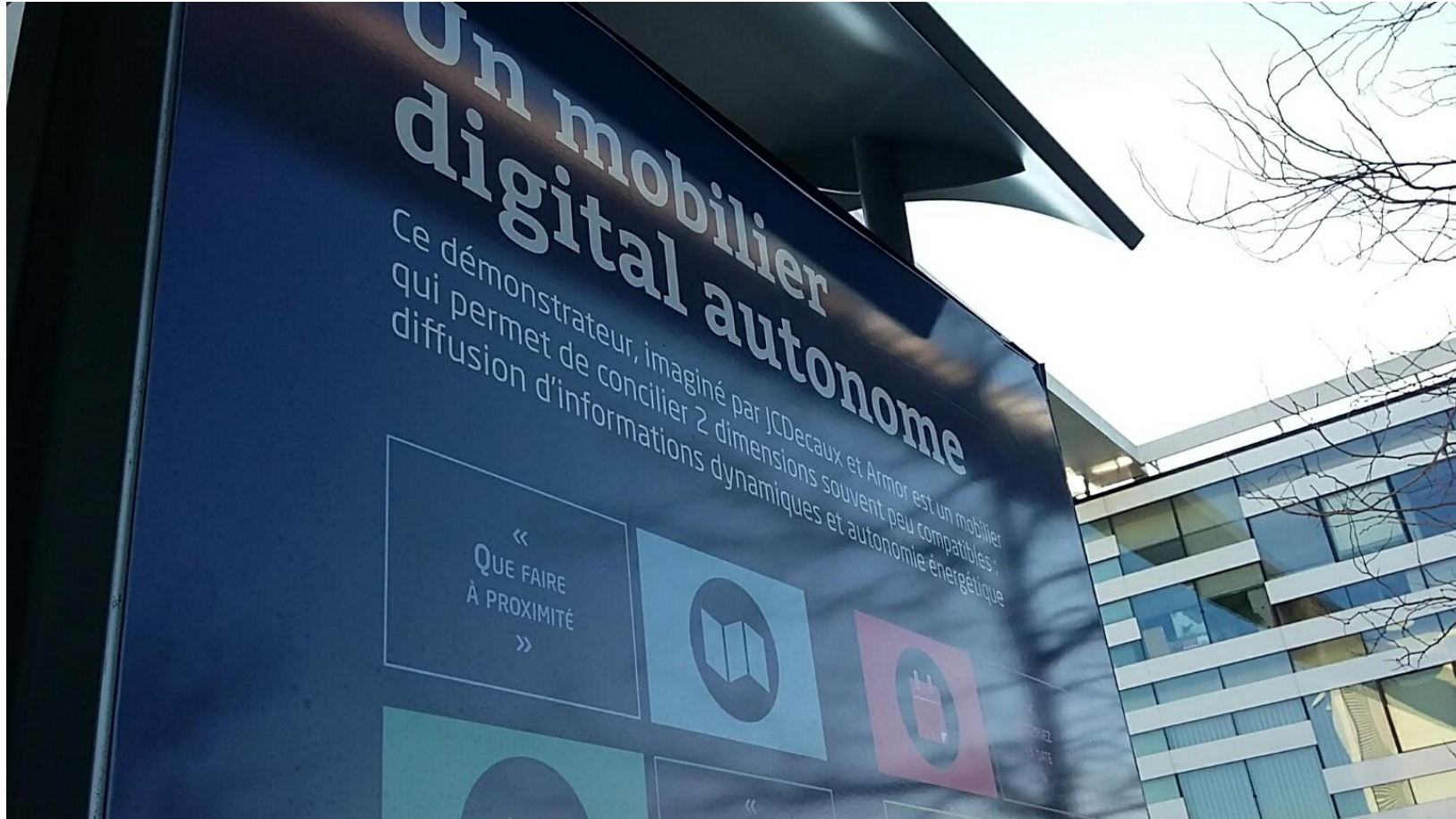
WE SUPPORT

Advanced level

Charte 
RELATIONS FOURNISSEUR
RESPONSABLES



WE WANT TO BUILD TOGETHER THE INDUSTRY OF THE FUTURE



AND SHARE OUR INNOVATIONS



THEN AS A SUMMARY:

A way to encourage environmental friendly and disruptive technologies is to position **CSR** at the heart of the companies' strategy. It has to be a decision by the shareholders and top management

The best answer to delocalisation is **high technology and innovation**

Innovation shall be **shared** to all economic actors including emerging countries through the BOP “**Bottom of the Pyramid**” concept. Many innovations will start where the need for new solutions is greater (ex: solar charger ARMOR in Africa, new yoghurts by DANONE in Bangladesh or Senegal, etc.)

The process of innovation in environmental technologies shall be driven with rigorous commitments such as The **Global Compact** or **ISO 26000** guidelines. This is the best insurance to check the fairness of the commitment all over the value chain, including suppliers and retailers.

The challenge of environmental disruptive technologies is such, with potential returns in the very long term, that firms cannot bear alone the cost of disruptive innovation (ex: organic photovoltaic films). **Government shall support** by **public financing** the companies that contribute to prepare the environmental technologies in the future. A **financing 50/50 approach** is our recommendation.



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