

**Press Release**  
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**PROMEXICO AND ACCENTURE MEXICO PRESENT THE BUSINESS SURVEY  
“THE CANCÚN CONCEPTS”**

Within the framework of Green Solutions@COP16 organized by the Mexican government in parallel with the 16<sup>th</sup> Conference of the Parties (COP16) of the United Nations Framework Convention on Climate Change (UNFCCC) and the 6<sup>th</sup> Conference of the Parties to the Kyoto Protocol (CMP6), ProMéxico and the consulting firm Accenture presented the study “The Cancún Concepts”, a document resulting from a survey of CEOs at leading global companies to ascertain their opinions regarding climate change worldwide.

The parameters within which Accenture developed this survey contemplated the participation of executives in industries singled out because of the elevated carbon emissions they generate, as well as heads of companies whose industrial activities tend to be extremely energy-intensive.

Carlos Guzmán Bofill, CEO of ProMéxico, said this study arose in order to identify “the perspectives and actions of the private sector in the face of the challenge presented by climate change, particularly in those industries that are most energy-intensive and have the highest carbon leakage”.

Luis Ferezín, Accenture’s Managing Director, said the study is being conducted at a propitious time, “especially when the Mexican government has been so proactive on this issue. In addition, there is a real need to identify viable solutions to mitigate climate change based on a strategy of collaboration between the public and private sectors”.

Based on the results obtained via “The Cancún Concepts” survey, five basic points were identified that summarize the private sector’s opinions, concerns and interests:

1. Adopt a sector-specific approach in climate change negotiations

2. Explore the role of incentives to bring climate and trade policies into line
3. Make the private sector a catalyst for advancing climate change initiatives
4. Differentiated approaches to climate change policies
5. Emphasize the role of technology and innovation in climate change initiatives

Among the survey's various findings is that most executives believe it to be necessary that companies participate as global entities within climate change policy development processes.

"Private industry should undoubtedly be a catalyst in achieving different agreements that will enable the regulation of carbon emissions and very focused on preventing carbon leakage, as businessmen and women are starting to realize," Luiz Ferezín explained.

An almost unanimous business response asserts that the implementation of bilateral and multilateral conventions will make it necessary to develop policy tools encompassing local and inter-country commitments to prevent carbon leakage.

For his part, Carlos Guzmán stated that private sector participation is essential in the search for environmentally-friendly solutions, and added that surveys such as this one facilitate "the dialogue and exchange that will make it possible to advance towards a sustainable economy that will foster business opportunities around productive projects that will help mitigate climate change".

Accenture is a global management consulting, technology services and outsourcing company.