



Governments must help shape the new marketplace

Bali, UNFCCC climate change conference – 6 December 2008

Environment Business Australia (EBA), the peak body for the Australian environment industry and cleantech sector, is calling on governments around the world to help shape the marketplace for the 'next great technological era'.

Environment Business Australia calls on governments around the world to:

- **Provide a strong regulatory policy framework with firm targets, timelines and milestones to speed up deployment of technology and infrastructure solutions to climate change**
- **Engage more closely with the private sector to shape a level playing field where the marketplace encourages and rewards energy efficiency, cleaner production, as well as clean and renewable sources of energy and fuel**
- **Remove waste and pollution subsidies and ensure all impacts are costed and included in supply chain pricing**

Environment Business Australia's CEO Fiona Wain said "It is time for governments to stop downplaying the dangers of climate change and to tackle the risks with a greater sense of urgency.

"It is also time for governments to work more closely with business so that we can deliver a speedy and effective transition to a clean energy and low greenhouse gas emissions future.

Progressive companies are ready, willing and able to tackle climate change but they need to do it on a commercial basis and they need access to markets that value clean technology and clean energy. Government policies are needed to ensure that innovation in technology, infrastructure and funding is used to decouple productivity from carbon emissions and pollution.

Governments can put in place - unilaterally, bilaterally, or multilaterally – the 'policy levers' that can help deploy the clean 'technology wedges' that will deliver the economic outcomes needed to maintain prosperity in developed countries and to help developing countries grow their economies and pull their citizens out of poverty. Only governments can shape the mechanics of the new marketplace.

Business needs a level commercial playing field where smart and efficient processes are rewarded and where damage to environments and economies is costed, penalised and phased out. A strong regulatory framework with firm targets, timelines and milestones is required to overcome market failures, remove pollution subsidies to free-riders, and eradicate waste and pollution.

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Commercial activity without environmental degradation is the world's greatest opportunity for the generation and preservation of wealth