

## Showcasing Results of EPF/EMM Members' Sustainability Efforts and Identifying Opportunities for Future Joint Actions

### Automotive/Manufacturing Sector

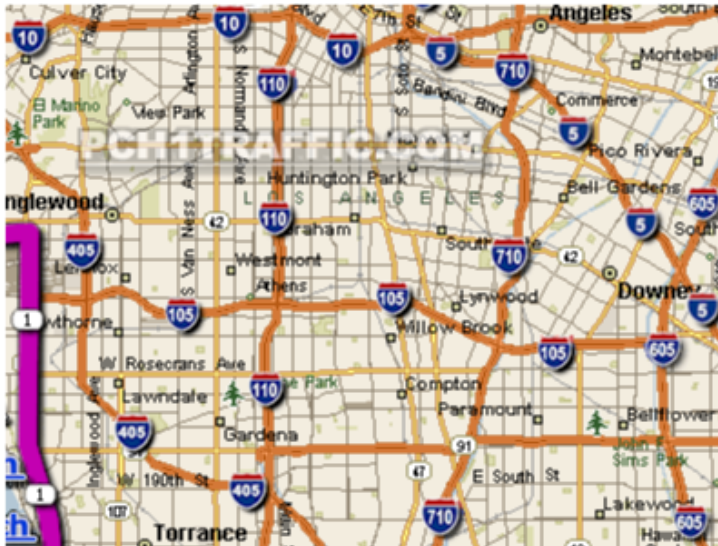
Chair: Diego Angelina

## Inputs:

- **Luisa Manzanares**, Coordinator, Greenhouse Emissions Program, CESPEDDES / World Business Council for Sustainable Development, Mexico
- **Molly Yang**, Vice President, Volkswagen, China

- Talking sustainability on the Automotive sector
- Emerging economies
- Driving force for investment
- Future challenges
- Joint actions \*

# Automotive Sustainable



## EMM

### Region per year (market growth forecasts (cars, million of units))

	2001	2005	2010	2020
North America	19.6	21.5	23	24
Western Europe	16.6	15	15	15
Asia Pacific	12.4	18.5	21.7	30
South America	2.4	3	4	7
Africa	.8	1	5	12

Source: Center for Automotive Industry Research, Cardiff Business School

# Driving force of investment

- We have the money- Banking
- We have the projects – Private Sector
- We have the frameworks- Public Sector
- We have the necessities- Civil society

## Natural space of collaboration of the public private sector, academy and civil society

Infrastructure	Innovation
Mobility	Education
Technology transfer	Without lose the competitive advantage in determined sector.



Luisa Manzanares is Coordinator of the Greenhouse Emissions Program of the Sustainable Development Study Commission at CESPEDES, the Mexican chapter of the World Business Council for Sustainable Development.

- Mexico is the 8th producer of light vehicles
- The automotive sector represents the 4% of the GDP national
- It is estimated that the national annual production will be 3.7 millions of units in 2015.

Ubicación en México de Plantas de Vehículos Ligeros





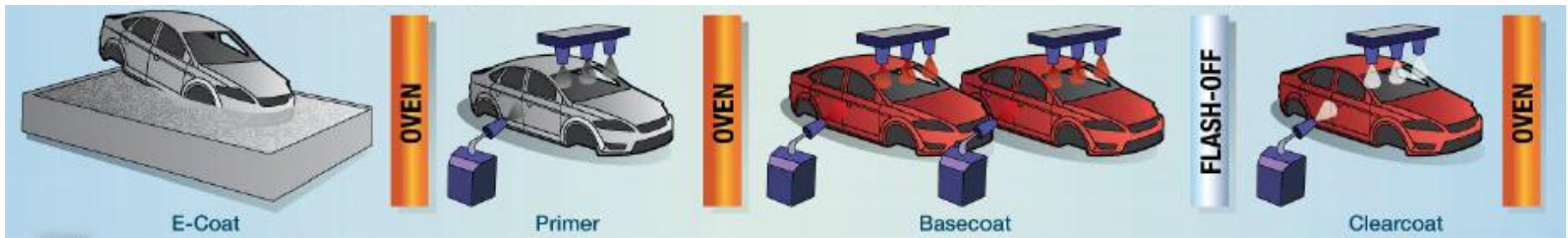
■ Used vehicles ■ New vehicles



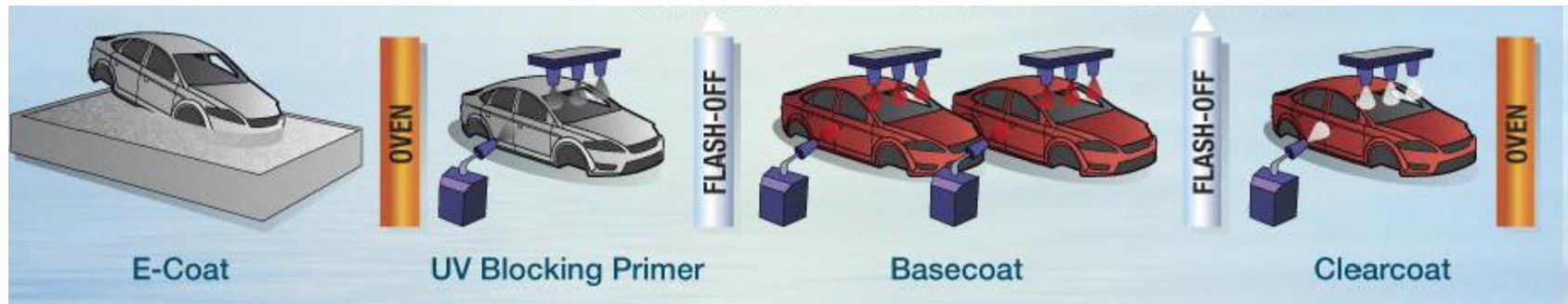
- In 2013, México imported 644,209 used cars
- It was a 40.6% increment from 2012
- While sales of new brand cars only growth 7.7%,
- In 2013 1,063,363 new vehicles were sold and the importation of used units represented 60% of this sale.

# Painting Process

## Conventional method



“three wet paint”





EMERGING MARKET  
MULTINATIONALS NETWORK  
FOR SUSTAINABILITY



EPF  
ECONOMIC  
POLICY FORUM

# Global EPF-EMM Summit

15. & 16. September 2014

Molly Yang- Vice President for CSR at Volkswagen China. Previously she served as Vice President of Public Relations and Communications at Volkswagen China.

BMZ



Federal Ministry  
for Economic Cooperation  
and Development



ZEIT-Stiftung  
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für Internationale  
Zusammenarbeit (GIZ) GmbH

- <https://www.car2go.com/en/austin/>
- <http://www.mu.peugeot.es/>
- <http://www.bmw.com/com/en/insights/corporation/bmwi/philosophy.html>
- VW heavily focussed on using new technologies – such as solar panels, biomass and hydroelectric plants- in their manufacturing process.

- Sustainable-Core Business- Long term
- How to create a sustainable sector?



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# Joint Actions

BMZ



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- Lets do it...
- Who are here?
- Do you want to be part of it?
- How?
- Which would be be the first step?



## Outcomes

- Business incentives for energy conservation and environmental protection
- Financial benefits