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

<table>
<thead>
<tr>
<th>Region</th>
<th>2001</th>
<th>2005</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>19.6</td>
<td>21.5</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>Western Europe</td>
<td>16.6</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>12.4</td>
<td>18.5</td>
<td>21.7</td>
<td>30</td>
</tr>
<tr>
<td>South America</td>
<td>2.4</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Africa</td>
<td>.8</td>
<td>1</td>
<td>5</td>
<td>12</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility</td>
<td>Education</td>
</tr>
<tr>
<td>Technology transfer</td>
<td>Without lose the competitive advantage in determined sector.</td>
</tr>
</tbody>
</table>

**Global EPF-EMM Summit**

15. & 16. September 2014
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.
- In 2033, 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”
Molly Yang- Vice President for CSR at Volkswagen China. Previously she served as Vice President of Public Relations and Communications at Volkswagen China.
• https://www.car2go.com/en/austin/
• http://www.mu.peugeot.es/
• 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?
Joint Actions
• Let's 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