



Brazil will Host of the Global Celebrations of World Environment Day



The United Nations Environment Programme (UNEP) announced today that Brazil, who owns one of the fastest growing economies in the world, will host the global

celebrations of World Environment Day (WED) , celebrated annually on June 5.

This year's theme, " Green Economy: It includes you?" invites the world to assess where the "Green Economy" is the day to day life of each one and estimate if the development, by the Green Economy way, covers the social, economic and environment needs in a world with 7 billion people, which expected to reach 9 billion 2050.

Brazil has hosted the WED in 1992 during the Earth Summit, where heads of state, world leaders, government officials and international organizations met to refocus, recalibrate and chart a path towards sustainable development.

"By celebrating WED in Brazil in 2012, we are returning to the roots of contemporary sustainable development to create a new path that reflects the realities, but also the opportunities of the new century," said Achim Steiner, UN Under-Secretary General and Executive Director UNEP.

"Three weeks after WED, Brazil will receive the Rio +20, where world leaders and nations are reunited to design a future that will make sustainable development a successful practice - a future that can grow economies and generate decent jobs without pressing the limits of the planet," he added.

Brazil has the fifth largest territory in the world, with nearly 8.5 million km² where more than 200 million people, making it the fifth most populous country in the world. In recent years, has taken big steps to solve problems such as deforestation in the Amazon by monitoring the region. Estimates show significantly reducing emission of greenhouse gases as a result of reduced rates of deforestation.

According to the UNEP report called Green Economy: Pathways to Sustainable Development and Poverty Eradication, Brazil has taken a leading position in building an economy that includes recycling, renewable energy and job "green" creation. A recycling industry return generates \$ 2 billion, a reduction in emissions of greenhouse gases by around 10 million tonnes. Only in

Brazil, China and the United States, recycling in all its forms, already employed twelve million people.

Brazil is also a leader in the sustainable production of ethanol as a fuel for vehicles and is expanding into other forms of renewable energy like wind and solar. Recently, the construction of 500 thousand new homes with solar panel installations in Brazil has generated 300 thousand new jobs.

"We are delighted to host the global celebrations for the environment. The World Environment Day in Brazil will be a great opportunity to present the environmental aspects of Sustainable Development in the weeks leading up to Rio +20 Conferences," said the Minister of the environment of Brazil, Izabella Teixeira.

"The history of Brazil, with its complex dynamics and diverse economy, its wealth of natural resources and its current role in international relations, offers a unique perspective through which a large and result transformer will become possible in the Rio +20 "added Mr. Steiner. "The strong commitment of Brazil to social equity and its leading role between developed and developing economies, can guide and shape debates." The contemporary concept of sustainable development was born in Brazil and we can consider the potential that this model has to respond to future challenges and opportunities will be set in Brazil in four months," added .WED's celebrations in Brazil, in the week of June 5th, are part of thousands of events happening around the world. The WED 2012 will emphasize how individual actions can have an exponential impact, with a variety of activities ranging from a marathon joint effort of cleaning up, bloggers competitions, exhibitions, seminars, national and international campaigns and more.

The Kia Motors, the second largest producer of cars in the Republic of Korea donated five vehicles to UNEP in response to the theme of WED 2012 - Green Economy: It includes you? - Marking Kia's commitment to environmental sustainability. The cars include the Kia Rios and a 2012 Kia Optima Hybrid, chosen by proven fuel efficiency.

"When participating in environmental partnerships like this with UNEP, we aim to support efforts to address global environmental challenges," said Soon-Nam Lee, Director of Foreign Marketing of Kia Motors." This year's theme resonates the main objectives of our environmental management to achieve low carbon and resource efficiency and put the environment ahead of all our corporate activities. "

Achim Steiner took the opportunity to thank the support of Kia and said that UNEP and Kia launch a worldwide competition in which groups and organizations from all sectors of society could win one of the vehicles.