



REGERINGSKANSLIET

Memorandum

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**Deputy Prime Minister Ms Maud Olofsson's speech at UNIDO's General
Conference 7 December 2009 – Energy and Environment**

Honourable UNIDO-delegates, Ladies and Gentlemen,

I am delighted for the opportunity given to me by the Director General
Dr. Yumkella, to send you a greeting.

First of all I would like to say how honoured I am to be able to
participate in the UNIDO General Conference – even if it is from a
distance due to an EU-Presidency commitment. Today I am in Brussels
where I am chairing a Council meeting for the EU energy ministers.

But Sweden is not without representation in Vienna. My State Secretary
Mr. Ola Alterå will be with you, and he will later on this week deliver the
formal EU-speech.

The issues that you have gathered to discuss in Vienna are highly
relevant as we live in a time when climate change and the security of

energy supply have come to dominate the world's political agenda. At the same time the objective to promote economic development and poverty reduction remains necessary.

The overarching theme - "Green Industries" - of the General Conference as well as UNIDO's priority of trade capacity building, energy and environment and agro-industry are obviously very interesting for the big global challenges that we have before us.

These challenges: the economy and employment, climate and energy, affect each and every one of us. And they are challenges that call for immediate action – by individuals, researchers, businesses and not least us politicians.

Together we must find new ways forward. Not only correct the wrongs of past generations but find ways that create conditions for the development of new technologies, new solutions, new businesses, jobs and wealth. Together we must bring hope to our citizens.

I believe that this can be done. I believe that the challenges of the present economic down-turn and of climate change could – if met simultaneously - offer enormous business opportunities and creating a strong driving force for sustainable growth.

This is why we chose the transformation to an Eco-Efficient Economy as one of the over arching themes for the Swedish EU-Presidency.

An Eco-Efficient Economy is about creating more wealth while using less natural resources, causing a less negative impact on the environment.

It is about combining competitiveness with environmental responsibility.

And it is about making use of the growing demand for environmentally friendly products, services and solutions as the world makes the necessary switch to new forms of housing, production and transportation.

Some people call this a “green industrial revolution”. We call it a transition to an Eco-Efficient Economy.

To bring this transition about, many different policy areas must contribute. Policies in areas such as industry, environment, energy, transport, ICT, agriculture and regional growth must all pull in the same direction.

Remember that the transition to an Eco-efficient Economy doesn't have to be rocket science. I believe that we should start by identifying the many “low hanging fruits”: tried and proved policies and technologies, where investments give quick and strong payoff

Some of these low-hanging fruits are actually already lying on the ground. Energy efficiency is the obvious example where there is great potential for job creation, carbon emissions reduction and increased security of energy supply.

It is also crucial to gear our long-term policy instruments for the future. We need to put a price on carbon, and reaching an international agreement in Copenhagen is a vital step towards creating the necessary long-term market conditions.

To retain global leadership on a new – and greener - market, it is imperative that we all act now. We cannot afford to sit around and wait and I believe that UNIDO can and should play a major role in that process!

Let us seize this opportunity. Let us work together to make sure that our children will gain from economic growth and social development.

We need to bring hope to our people and our nations – today as well as tomorrow. Let it be said that this generation did its part. The challenges we faced were great but our hope and determination was stronger.

We overcame the hurdles and changed the future to the better. As I have shown in this speech, jobs, competitiveness and a greener future, all go together and we need to solve these simultaneously. This is the only way there can be real hope for a better (and greener) future!

I wish you all a very successful week in Vienna!

Thank you!