



Office of the United Nations Resident Coordinator in China
联合国系统驻华协调员办公室

Subject: Invitation to Green Consumption Forum

04 December 2012, Beijing, China

The United Nations China has the honor to invite you to participate in the upcoming Green Consumption Forum to be held on 04 December 2012 in Beijing, China.

Co-organized by the United Nations China and the Beijing Environmental Protection Bureau with the support of the UN Theme Group on Climate Change and Environment (UNGCCE) and the Beijing Environmental Protection Communication Center (EPCC), the Forum will bring together key government officials, academia, manufacturers, civil society and media to share their national and international experiences with green consumption efforts and to identify gaps and opportunities in these efforts in China.

Green consumption—also commonly referred to as sustainable consumption—is about finding workable solutions to imbalances, both social and environmental, through more responsible behaviors from everyone. However, the public and private sectors still lack awareness of what the benefits of green consumption are; this lack of awareness hinders efforts to promote and encourage green consumption in society. In China, the economy is transferring from an export-oriented economy to a domestic-led consumption economy with a strong focus on urbanization. With this continued but changing economic growth, the Chinese Government's 12th five-year national plan regards green consumption as a priority. In light of these circumstances, the Green Consumption Forum aims to provide a platform to discuss, share and transfer the knowledge and experiences in green consumption efforts of our esteemed guests and presenters.

The tentative agenda is attached for more detailed information. For further information, please kindly contact:

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Yours sincerely,

A handwritten signature in black ink, appearing to read 'E. Clarence-Smith'.

*Mr Edward Clarence-Smith
Chair, UNTGCCE
Representative
UNIDO Regional Office*

A handwritten signature in black ink, appearing to read '张世钢'.

*Mr Zhang Shigang
Vice Chair, UNTGCCE
Country Coordinator
UNEP China Office*



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联合国系统驻华协调员办公室

邀请函 绿色消费论坛

2012年12月04日，北京，中国

联合国驻华系统很荣幸地邀请您参加2012年12月04日在北京召开的‘绿色消费’论坛。

由联合国驻华系统和北京市环境保护局共同主办，在联合国气候变化和环境专题小组（UNTCCE）和北京市环境保护宣传中心支持下，本论坛将汇集相关政府部门、学者，企业和民间组织和媒体分享国家和国际在绿色消费方面的经验，并找出在中国的差距及机遇。

绿色消费 - 通常也称为可持续消费 - 即通过每个人更负责任的行为，找到能够有效解决社会与环境发展不平衡的方法。然而，公共和私营部门仍然对绿色消费能对社会带来什么好处缺乏认知。在中国，经济正在从出口导向的外向型经济向内需主导的消费经济转型，重点关注城市化。随着这种持续而变化的经济增长，中国政府的第十二个五年国家计划将绿色消费作为重点。在这种氛围下，绿色消费论坛旨在为我们尊敬的嘉宾和与会者提供一个讨论、分享绿色消费知识和经验的平台。

更多信息请详见日程（暂定）。

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诚挚地，

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