



WORLD GREEN SUMMIT
BUILDING A SUSTAINABLE FUTURE
At Rio+20, June 20, 2012, Rio de Janeiro, Brazil
Rio de Janeiro Government Pavilion. Olympics Athlete's Park. Barra

Press Advisory Notice

Helle Thorning-Schmidt, Ted Turner & Sir Richard Branson are the “Green Icons” at the World Green Summit

20 June 2012 - Rio de Janeiro - United Nations Foundation Founder & Chairman **Ted Turner**, Danish Prime Minister & holder of the EU Presidency **Helle Thorning-Schmidt**, and Founder of Virgin Group **Sir Richard Branson** are to take part today in a ‘Green Icons’ panel at the World Green Summit in parallel to the formal Rio+20 talks.

At 5pm today, these three Green Icons will discuss their personal experiences and the role of business, philanthropy and politics in creating sustainable green economies to complement the outcomes of the Rio + 20 negotiations.

In addition to Helle Thorning-Schmidt who will make a statement in the Green Icons panel, the World Green Summit is also host to two other EU government luminaries in the world of climate and sustainability:

- **Connie Hedegaard**, Commissioner for Climate Action, European Commission will give a statement at an Act NOW side event on energy efficiency, EU policy and Rio+20 outcomes; and
- **H.E. Martin Lidegaard**, Minister for Climate, Energy and Building, Danish Government will also provide further detail on EU and Rio + 20 policy matters.

The World Green Summit will also feature a session on **Sustainable Energy for All** with three members of Secretary-General Ban Ki Moon’s High-Level Group from the private sector Giuseppe Recchi, Chairman, ENI; Dr. Sultan Al Jaber, CEO, MASDAR and Jean-Marc Ollagnier, Group Chief Executive, Accenture.

Media may contact the WGS media advisor to arrange individual interviews on the day. Quotes will be released at the end of the day.

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Notes for editors:

1. Full programme: www.worldgreensummit.org/about/programme/
2. Act NOW www.worldgreensummit.org/about/side-events/
3. World Green Summit is a special event dedicated to furthering sustainable development goals in partnership with the United Nations Foundation, the Government of Rio de Janeiro, Sustainable Energy for All, Regions of Climate Action (R20), Carbon War Room, Act NOW, Carbon Disclosure Project, ICLEI – Local Governments for Sustainability, Brazilian Business Council for Sustainable Development and UNICA.

4. **Global media partners:** TIME, Thomson Reuters and Financial Times
5. **Global TV partner:** CNBC
6. **EU media partner:** European Voice
7. Business guests and partners include Philips , BMW Group , Pepsico , Schneider Electric, Grundfos, Itaipu Binacional, Inerjys, Accenture, Aviva Investors, MBA Polymers and State of Green.

FOR FURTHER DETAILS visit: www.worldgreensummit.org Twitter: **#wgsummit @wgsummit**