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## WHAT FUTURE FOR SUSTAINABLE DEVELOPMENT? New project seeks to accelerate pace and scale of change

**London, March 1, 2012** – *The Regeneration Project*, a joint initiative from GlobeScan and SustainAbility, launches today with the first of *The Ray Anderson Memorial Interviews*, a weekly series of videos featuring the most notable sustainable development pioneers from the past few decades. Building on these pioneer insights, the project will assess progress on sustainable development to date and help chart a course to a more sustainable future.

2012 marks the 20<sup>th</sup> anniversary of the Rio Earth Summit and the 25<sup>th</sup> anniversary of the Brundtland Report, *Our Common Future*, which together elevated the concept of sustainable development on the global policy agenda. *The Regeneration Project* over the course of the year will bring together a wide range of leaders and influencers to determine how best to bring new energy and focus to the agenda.

Made possible by the generous support of presenting sponsor **SC Johnson**, sponsor **DuPont** and in partnership with **Guardian Sustainable Business**, this joint initiative by GlobeScan and SustainAbility – both celebrating their own 25<sup>th</sup> anniversaries this year – will particularly focus on the role that the private sector can take to fundamentally reshape – and make more sustainable – our society and economy.

*“SC Johnson believes that the private sector has an important role to play in making the world a better place,”* said Kelly M. Semrau, SC Johnson Chief Sustainability Officer. *“The Regeneration Project is an excellent opportunity to bring influencers and business together to create a roadmap for sustainability leadership that is essential to the future.”*

Also launched today is the first in a series of *The Regeneration Project* white papers – *Unfinished Business: Perspectives from the Sustainable Development Frontier*. Over the course of 2012, we will undertake a series of surveys – of experts, influencers and the general public – and will host a number of live events, to further inform the debate and catalyze new approaches to sustainable business.

*“The Regeneration Project is just the type of channel to spur dialogue and collaboration among industry, NGOs, academia, policymakers and other thought leaders to solve some of the world’s most pressing challenges,”* said Linda Fisher, DuPont Vice President and Chief Sustainability Officer. *“DuPont is proud to be part of the conversation to find innovative solutions that can deliver sustainable growth now and in the future.”*

To view the first of the *Ray Anderson Memorial Interviews*, please visit: <http://www.guardian.co.uk/sustainable-business/regeneration>

In addition to presenting sponsor SC Johnson, sponsor DuPont and media sponsor GSB, *The Regeneration Project* is delighted to have the support of Globe; the International Council on Mining and Metals; National Geographic; Net Impact; Report Comunicação: Starbucks; Sustain our Africa; Sustainable Life Media; UNEP; the World Bank; and the World Business Council for Sustainable Development.

To download the first white paper and for further information on how to get involved in the project, please visit [www.theregenerationproject.com](http://www.theregenerationproject.com) or follow [@regenproj](https://twitter.com/regenproj) on Twitter.

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**SustainAbility** is a think-tank and strategic advisory firm working to inspire transformative business leadership on the sustainability agenda. Established in 1987, SustainAbility delivers illuminating foresight and actionable insight on sustainable development trends and issues.  
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