

## Action 2020

<http://action2020.hu/about-action-2020/>

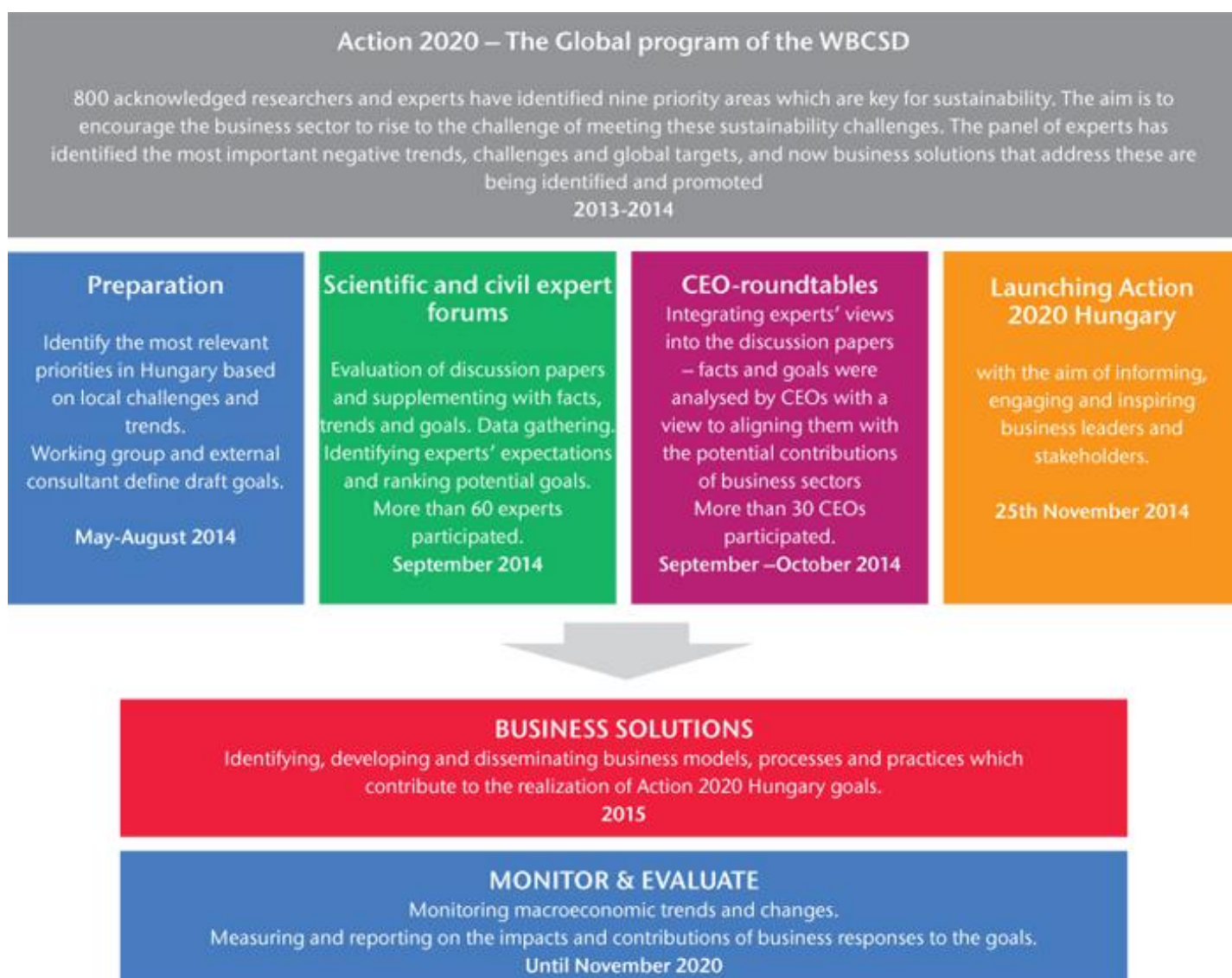
The Action 2020 Hungary program is the Hungarian adaptation of the global Action 2020 program of the World Business Council for Sustainable Development – WBCSD. Action 2020 is one of the business sector's platforms for action and contributes to the Vision 2050 of WBCSD.

Vision 2050's long-term perspective frames the short term societal must-haves and strategic goals of Action 2020. In contributing to these goals, business solutions are identified and concrete action is taken on the path to sustainable development.

800 acknowledged scientists and researchers were involved in the global program and nine priority areas were identified – from which five were selected for the Action 2020 Hungary program: Food and Feed, Sustainable Lifestyles, Employment, Climate Change and Water. More than 100 scientific and civil experts and business CEOs actively contributed to defining the goals for Hungary.

## Action 2020 Hungary

The nine priorities and global aims of the WBCSD program were created so that regional network partners, together with their member companies and with independent scientific and civil experts, can tailor the program to their country's needs. This is necessary because of the local circumstances, risks, challenges, cultural differences and because of local business opportunities. In 2014, BCSDH worked on adapting this programme to local conditions. The first part of the following process chart describes the most important steps that have been taken in this process until now.



During the localization phase of the program and while setting the targets for Hungary we mainly considered the following factors:

- the need to align targets with pre-existing national strategic goals, and/or
- common scientific agreements that have identified problems or goals, and
- ensuring that the contribution of business sectors to these areas will be potentially significant.

The program is unique, as after the facts, trends and goals were discussed by scientific and civil experts they were aligned with the potential contributions of the business sector through discussion with CEOs. The process resulted in the Action 2020 Hungary goals, as articulated by BCSDH, that integrate sustainable development features and incorporate stakeholders' opinions and expectations.

The critical phase of the program still lies ahead: identifying and disseminating business solutions. Notwithstanding this fact, we stress the unexpected value of the process that has already taken place. We have already gained tangible benefits from the program by arriving at important conclusions. It was found to be quite difficult to set macroeconomic goals, as the business sector mainly has an impact at a micro level. For this reason, it is not realistic to expect the business sector to meet all of the goals defined by the program by itself. Meeting most of the targets will require stakeholder cooperation and partnerships.

Data provided in the 'facts and goals' section were taken from publicly-available, official, credible, international and Hungarian sources. A list of these sources is available at [www.action2020.hu](http://www.action2020.hu)



# GOALS 2020

business contributes to

## SUSTAINABLY INCREASING THE PRODUCTION AND RESOURCE EFFICIENCY OF AGRICULTURAL AND FOOD SYSTEMS TO SECURE ACCESS TO SUFFICIENT, SAFE AND NUTRITIOUS FOOD FOR ALL

Strengthen sustainable sourcing; strengthen the cooperation between local agricultural suppliers, food producers and distributors, improve regional value-added networks based on local resources

Sensibly cut back on food loss and waste

Support decent social conditions and decrease negative environmental impacts throughout the value chain

Eliminate hunger and malnourishment among children

Provide and promote a wide range of choice, variety and information about food products to ensure balanced nourishment and lifestyles

# FACTS & TRENDS

where action is needed



## DRIVERS OF UNSUSTAINABLE CONSUMPTION

- While poverty and deprivation still exist, there is significant consumerism, materialism which do not positively correlate with well-being and happiness
- Crisis of trust in society; Hungary has the lowest consumer trust from among sixty countries
- Absent, imperfect and/or misleading information and education for consumers, while households do not have adequate sustainability and financial-related knowledge and skills
- **Small proportion of sustainable, conscious consumers**  
**10% of LOHAS - Lifestyle of Health and Sustainability; 30% of LINC's – Low Income No Culture, and 20% are subjectively poor**
- Low variety of affordable, available and reliable sustainable products and services
- Appr. 150 billion HUF is spent on media advertising, but only a fraction of it involves sustainability-related messages



## UNBALANCED LIFESTYLES

- Healthy living strategies and practices are entirely absent or inadequate
- Only **15%** of the population do sport or exercise on a regular basis, while calorie intake is relatively high
- Two-thirds of adults struggle with being overweight/obese
- 64 178 people died because of cardiovascular illnesses, which accounts for **49,6%** of all deaths
- Increasing work-related stress



## ENVIRONMENTALLY POLLUTING LIFESTYLES

- The carbon footprint per capita is 4.6 tons / year, while the sustainable rate is appr. 2 tons / year
- 67% of municipal waste is disposed of in landfills; slightly over 20% of municipal waste is collected selectively, less than half of all packaging waste is recycled (the EU average is 65%)
- Low proportion of public transportation:
  - 
  - 67% car**
  - 20% bus**
  - 10% rail transport**
  - 3% tram and underground**
- Buildings with zero or low energy demands are rare: 70% of the 4.3 million flats do not meet modern heating technology standards


**CONFUSION ABOUT WHICH INFORMATION SOURCES ARE RELIABLE THAT LEADS TO MISSALLOCATION OF RESOURCES AND POOR DECISION-MAKING**

**OVERCONSUMPTION: HUNGARY'S ECOLOGICAL FOOTPRINT IS 3.57 HA PER PERSON AND IS CONTINUOUSLY INCREASING, WHILE BIOCAPACITY PER CAPITA IS CURRENTLY 2.2 HA AND DECREASING**

# GOALS 2020

business contributes to

**FOSTERING SUSTAINABLE CONSUMPTION THROUGH ENSURING ADEQUATE DEMAND AND SUPPLY OF SUSTAINABLE GOODS AND SERVICES AND REBUILDING TRUST AMONG STAKEHOLDERS BY PROVIDING RELIABLE INFORMATION WHICH LEADS TO A BETTER QUALITY OF LIFE WITHIN ECOLOGICAL BOUNDARIES**



Provide an adequate variety of sustainable products and services which are affordable and available for the majority of the population

Empower consumers to increase their demand for sustainable products and services by providing reliable, actionable, user-friendly consumer information, communication and education

Measure and decrease negative environmental impacts from cradle to grave to decrease the consumption footprint

Promote healthy living and health-supporting choices to enhance balanced lifestyles and wellbeing

# FACTS & TRENDS

where action is needed



## UNEMPLOYMENT AND VULNERABLE EMPLOYMENT

• The employment rate is 60.9%



unemployment



long-term unemployment



unemployment among young people under 24 years of age



of unemployed people have only primary schooling

- Black and grey employment account for 22% of GDP
- Two-thirds of earners take home less than the average wage; 32% of the population is at-risk-of poverty or social exclusion
- Every fifth adult plans to go abroad, temporary or permanently
- 32% of the population are satisfied with their working situations and 27% with their quality of life
- Increasing work-related stress, but only 20% of companies are dealing with it



## LACK OF COMPETENCIES AND SKILLS

• Skill shortages in several sectors (skilled blue-collar workers, engineers, etc.)



of the population over 16 are still digitally illiterate



of the population do not speak a foreign language

- Room for improvement in quality of leadership
- Missing or low level of adaptation and resilience ability
- Less than 3% participate in life-long-learning



## WORKPLACE DISCRIMINATION

• The salary gap between women and men is 17.6%



- Only 9 of the top 200 companies in Hungary have a woman as a CEO
- The employment rate of the most disadvantaged groups is low compared to their proportions in the population.

The employment rate is 18%



for disabled people and among the roma



- Only 31% of people believe they know their rights if they experience discrimination

**NEGATIVE IMPACT ON SUSTAINABLE ECONOMIC GROWTH AND PRODUCTIVITY**  
**POVERTY AND LOW PURCHASING POWER**  
**SOCIAL TENSION**

# GOALS 2020

business contributes to

## INCREASING EMPLOYMENT RATE TO 75% BY ACCELERATING PROGRESS TOWARDS PROVIDING PRODUCTIVE AND DECENT WORK FOR ALL WITHOUT DISCRIMINATION, INCLUDING MINORITIES, YOUNG PEOPLE AND WOMEN

Provide a living wage which ensures that basic needs for life can be covered

Take individuals from education to workplace by providing them with the right qualifications, professions and skills

Improve the inclusive employment prospects of disadvantaged people according to their share of the population, especially that of young people and minorities, through the whole value chain

Encourage life-long learning and adult education and training, especially as regards developing the ability to adapt and build resilience in a rapidly-changing environment, and promote leadership skills

Promote women to management and leadership positions, improve diversity in decision-making bodies, increase the proportion of female mid-level and executive managers to 20% in the business sector

# FACTS & TRENDS

where action is needed



## BASED ON FOSSIL FUEL

80% of energy use is based on fossil fuels

Sources of electricity production: 46% fossil fuel

46% nuclear

only 8% renewable

Energy for transport is based mostly on fossil fuels



## HIGH AND INEFFECTIVE ENERGY USE

84% of total greenhouse gas emissions come directly from economic activity, household use accounts for 16%

40% of total energy use is connected to buildings and there are almost no passive or zero energy buildings

Only 4,4% of waste is reused to produce energy

Low level of awareness related to energy, unsustainable consumption and lifestyles

## GLOBAL WARMING

Increasing greenhouse gas emissions will account for an almost 2°C increase in temperature by 2050; the impacts are already being felt in Hungary. This will increase radical weather (drought and heat) and water (floods and water shortage) events, contribute to drinking water availability problems and to the spread of disease

## VULNERABILITY

Climate change intensifies vulnerability and inertia

## ADDITIONAL COSTS

More than one billion HUF of additional costs was caused by only one long bout of rain during the summer – not taking into consideration the losses caused to agriculture

## FOOD SUPPLY PROBLEMS

Security of agricultural production is steadily decreasing, the security of the food / feed supply is more often at risk



## UNPREDICTABILITY

less predictability, a focus on short-term decision-making



## DELAYS AND PARALYSIS

in feedstock supply, logistics, commuting



## PRODUCTION LOSSES

because of lasting utility outages



## LOSS OF WORKING DAYS

because of increasing health risks



# GOALS 2020

business contributes to

## LIMITING CLIMATE CHANGE-CAUSING RISKS AND EMISSIONS THROUGH STRUCTURAL AND TECHNOLOGICAL TRANSFORMATION



Shift to low carbon economy by increasing effective energy use and industrial energy efficiency, promoting clean and environmentally friendly technologies and life cycle assessment of products and services

Mitigation of climate change risks and flexible adaptation through effective monitoring, education and communication, and developing new technologies and business models

Decreasing greenhouse gas emissions per capita via climate friendly transport and buildings, and by increasing the proportion of renewable energy from 15% in the total energy mix

# FACTS & TRENDS

where action is needed



## EXTREME WATER AND RAIN CIRCUMSTANCES

• In 2012 87% of the country,

and in 2013 76% was hit by drought

60% of all flat land is vulnerable to flooding

• Climate change may decrease the watershed in the Alföld by 50% by 2050 which will threaten drinking water supply in the region



## WATER POLLUTION

9% of all surface water courses and

65% of surface water bodies are of good or excellent quality

- Some of the 154 million m<sup>3</sup> of wastewater produced yearly by industry is not being cleaned
- Excessive nutrient loading increases the already high risk of eutrophication
- There are an average of 150 cases of havaria yearly that pollute water



## HIGH LEVEL OF USE, LOW LEVEL OF EFFICIENCY

• The water footprint of Hungary is double the global average at 2384 m<sup>3</sup>/year, more than 20% of this is connected to the manufacturing of products



• Losses from water supply systems are as high as 20-25%

25% of sewage sludge still goes to landfill

**NO ECONOMIC PRESSURE TO REDUCE WATER USE OR INCREASE EFFECTIVENESS**

**HALF OF ENVIRONMENTAL PROTECTION INVESTMENTS ARE RELATED TO WATER ISSUES**

**LOW VALUE GIVEN TO WATER - WHICH IS ONE OF HUNGARY'S SIGNIFICANT NATIONAL ASSETS**

# GOALS 2020

business contributes to

## RAISING UTILITY OF WATER AND EFFECTIVENESS TO ENSURE LONG TERM AVAILABILITY OF WATER FOR ALL WITHIN THE LIMITS OF WATER RESOURCES

Improving the efficiency of water distribution and usage

Maintaining water quality  
through the protection of  
subsoil and surface water by  
effectively treating all  
wastewater and effectively  
managing other related  
emissions

Improving water utility and  
adapting to the continuously  
changing circumstances and  
availability of water

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