

1997 Bravo Award for Environmentalist of the Year

Latin Trade Magazine

Acceptance Speech by Stephan Schmidheiny

This award of “Environmentalist of the Year” gives me particular pleasure because it is not from a “green” organization but from a highly respected, dynamic business journal. I am one among a number of *Latin Trade* laureates - leaders in the worlds of trade, management, policy, banking and business. *Latin Trade*, and presumably most of its readers, must therefore understand that due concern for ecological efficiency, as well as economic efficiency, is not a side issue in business. Like profit and loss, eco-efficiency is a core element of business. We are moving toward a world in which no enterprise can be environmentally sloppy and financially successful. Those who prepare for that world today will be tomorrow’s business winners.

I congratulate my fellow laureates, in whose company I am proud to be. And I congratulate *Latin Trade* for its foresight in recognizing the environment as a crucial element of our business world.

Stephan Schmidheiny