

Eco Commerce Review



Banking on Climate Risk

March 25, 2013, Atlanta, CEC --- The “Banking on Climate Risk” Forum Series and Trade Missions, will bring Investors and Technology Experts, Business and Policy Leaders to areas affected by natural disasters. These B2B forums will gather key decision makers, to discover and discuss climate risk-related challenges and opportunities, alternatives to the conventional solutions, exchange success stories and build private partnerships.

The Forums bring together key players in business, finance, academia, non-profits, and policy, presenting business cases on climate risk-related business opportunities, encouraging innovation through cross fertilization between disciplines and sectors, identifying and prioritizing the key issues that need to be addressed. The forum will play key part in identifying new climate risk-related investment targets that can create new jobs and profits, and propose future action on climate risk mitigation and management for business.

In regions where the climate risk will challenge people and organizations, where there is increasing competition for resources of all kinds, **a major market opportunity exists for new technology, products and services that help mitigate and manage risk, and make better use of resources.** We embrace the concept of investing in new technology and building human capital, recognizing that we need to find ways to build resiliency to climate change, at the same time reducing our dependency on resources which are being used



unsustainably. To do this, we must support and pave the way for sustainable solutions, new business models and practices, to become embedded in modern entrepreneurship, enhance economic growth, and become part of the sustainable consumer culture.

The issues of climate risk - safety, security, and health of our people and planet has grown in prominence recently. We focus on sustainable innovation shifting towards a dematerialization of the economy. A sustainable resource management will establish an economy which uses finite and renewable resources efficiently and responsibly, recycles strategically important materials and develops alternatives to the consumption of scarce resources or materials which cause high environmental impacts during extraction, use and disposal. The forum will cover key issues such as: **Financing Innovation, success stories, case studies and practical experiences from Individuals and organizations that have recognized the commercial challenges and opportunities presented by climate risk.**

For more information, please visit:

[Disaster Recovery for Business](#)

[DisasterRecoveryHub.com](#)

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