

## 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