
CIFAL Ecuador - Guayaquil Sustainable Experience 2025 - Grupo Ekos People

Deadline: 31 Aug 2025

Type: Conference

Location: Guayaquil, Ecuador

Date: 14 Oct 2025

Duration: 1 Days

Programme Area: Decentralize Cooperation Programme

Website: <https://ekosnegocios.com/articulo/guayaquil-sustainable-experience-un-evento-do...>

Price: \$0.00

Event Focal Point Email: cifals@unitar.org

Partnership: Ekos

BACKGROUND

As climate change, biodiversity loss, and socio-economic inequalities intensify, sustainability has become a strategic imperative for governments, businesses, and civil society.

The Guayaquil Sustainable Experience 2025 was designed as an immersive, high-impact event to transform how sustainability is understood and implemented in Ecuador. It aimed to connect corporate leadership, public institutions, academia, and international actors to accelerate ESG integration and sustainable urban transformation.

Guayaquil, as Ecuador's main economic hub and coastal city, was positioned as a symbol of transformation—demonstrating that economic progress must be aligned with environmental stewardship and social responsibility.

EVENT OBJECTIVES

To promote the integration of ESG principles and sustainable development strategies across business, public governance, academia, and civil society in Ecuador.

Specific Objectives:

- Strengthen corporate commitment to ESG integration
- Promote public-private partnerships for sustainable urban development
- Highlight marine and coastal conservation priorities
- Foster dialogue on climate change mitigation and adaptation
- Encourage innovation in waste management, mobility, mining, and infrastructure
- Recognize business leaders advancing sustainability

CONTENT AND STRUCTURE

Key Thematic Areas

Climate Action & Carbon Reduction

- Carbon footprint reduction strategies
- Climate risk and financial impact
- Urban wastewater treatment infrastructure
- Biogas capture and emissions mitigation

Marine and Biodiversity Conservation

- Ocean restoration initiatives (Oceans 2050)

- Blue Cities Alliance
- WWF Ecuador marine conservation strategies
- Protection of mangroves, estuaries, and dry forests

Sustainable Cities & Urban Governance

- Public-private partnerships
- Waste valorization and circular economy
- Sustainable urban infrastructure
- Reforestation and community environmental engagement

ESG Integration in Business

- Environmental, Social & Governance frameworks
- Climate-related financial risks
- Transparency and anti-greenwashing regulations
- Responsible mining, mobility, and waste management

Ethical Artificial Intelligence

- UNESCO Recommendation on AI Ethics
- Governance frameworks for responsible AI

METHODOLOGY

The event adopted an immersive and multi-sector format including:

- High-level keynote speeches
- Thematic panel discussions
- Expert conferences
- Corporate case studies
- Urban sustainability showcases
- Recognition awards for sustainability leadership
- Formal signing of cooperation agreements (e.g., UN initiative “Cascos Verdes”)
- Interactive eco-zone exhibition

TARGETED AUDIENCE

- CEOs and senior corporate executives

- Sustainability and ESG officers
- Government representatives
- Municipal authorities
- International organizations
- Academia
- Environmental NGOs
- Financial institutions
- Civil society representatives

ADDITIONAL INFORMATION

Key Outcomes

- Reinforced corporate ESG commitment across Ecuador
- Formal collaboration agreement between Municipality of Guayaquil and Grupo Ekos for implementation of the UN “Cascos Verdes” initiative
- Public recognition of sustainability-focused CEOs
- Strengthened dialogue on marine restoration and climate resilience
- Promotion of 100% wastewater treatment strategy in Guayaquil
- Increased awareness of climate-related financial risks