

Antipoverty, Anti-Carbon Footprint & Anti-Time! GCEL Declares Three Wars during UN-Doha Climate Change Talks. (Doha, Jan 15, 2013)

GCEL's announcement preceded by messages from H.E. Ban Ki-moon, the UN Secretary General, from H.E. Benigno Aquino III, the President of the Philippines, and from Mme. Irina Bokova, the Director General of UNESCO.

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GCEL declares wars on poverty, carbon footprint and time in critical moments of disaster at United Nations Doha Climate Change talks

The Global Coalition for Efficient Logistics (GCEL) announced three distinct wars to be waged through its HumaWealth Program during a special event coinciding with high level and ministerial negotiations at the 18th meeting of Contracting Parties to the UN Framework Convention on Climate Change.



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They encouraged Colombia, Philippines and Kenya, the lead countries in the Tri-continental Dialogue for South-South, Public Private Sector Cooperation, to continue sharing best practices in making the developing countries more resilient to the impact of climate change. They also echoed many recommendations that are an integral part of GCEL's HumaWealth Program.

Dr. Viktor Sebek, GCEL Executive Member, said in his opening address, "GCEL is a champion of the digital economy and is at the threshold of winning three wars which will have a tremendous positive impact to curb the negative effects of climate change by connecting the strengths of the world community, bringing well being across humanity."

The first war being waged is on reducing the carbon footprint by increasing capacity utilization throughout the logistics pipeline, especially by increasing throughput at ports and border crossings and reducing multimodal congestion at high-volume ports and other logistics choke points.

The second war is on time in critical moments of disaster. GCEL's HumaWealth Program provides the tools to provide real time global information on the availability of materials needed for emergencies. An Emergency Transportation Flow Management System will dynamically direct and reroute shipments of relief supplies to emergency situations. Lastly, tools will be available to build a rapid emergency logistics pipeline by assigning specific logistics activities to the nearest logistics service providers and dynamically track and monitor their performance.

The third war is on poverty. While world leaders and intergovernmental agencies have this as their priority, GCEL's program includes the delivery of defined results by 2020, including: a reduction of annual trade costs by \$700bn, an increase of global trade by \$1.2 trillion, the creation of 100 million jobs, and generation of a \$6 trillion new market opportunity for the service industry. In addition, the Program will reduce business operating costs by up to 15% and provide \$1 trillion grants to SMEs through their local development banks.