



Vision 2050

Dr Per Sandberg

Accenture Management Consulting

*Shared responsibility – how to increase visibility
and effectiveness of the EU CSR framework*

Gdansk, Poland, 5.9 2011



World Business Council for
Sustainable Development



The new agenda for business

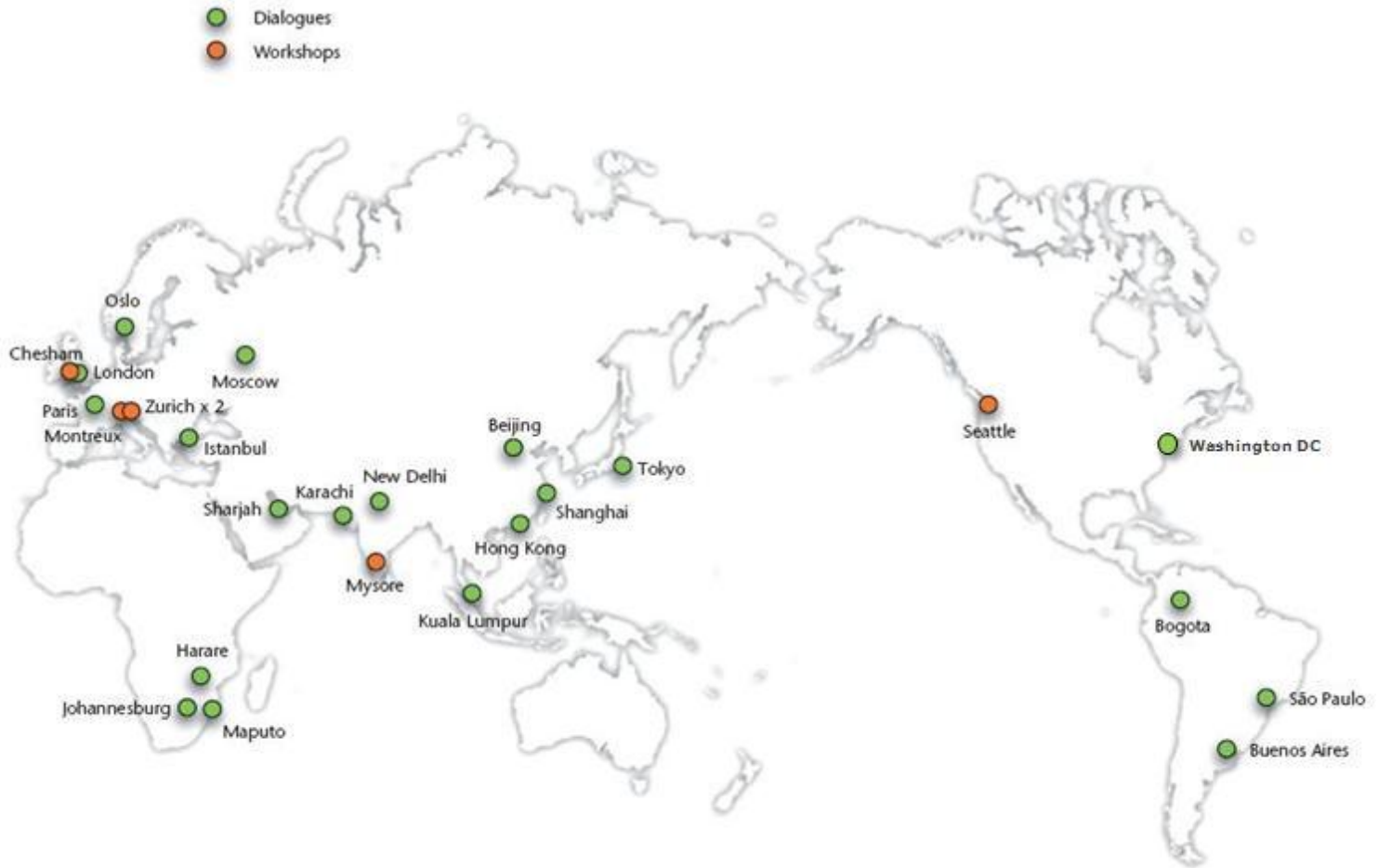


A collaborative effort involving 29 companies





A global business dialogue



...and Outreach...

Spanish



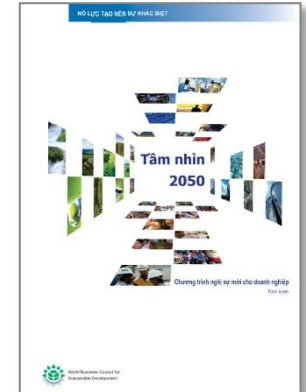
Portuguese



German



Vietnamese



Korean



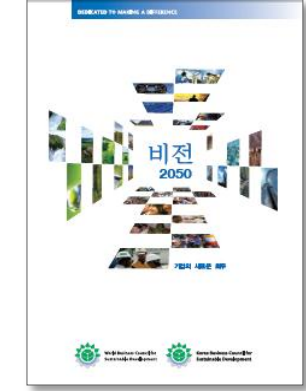
Hungarian



Russian

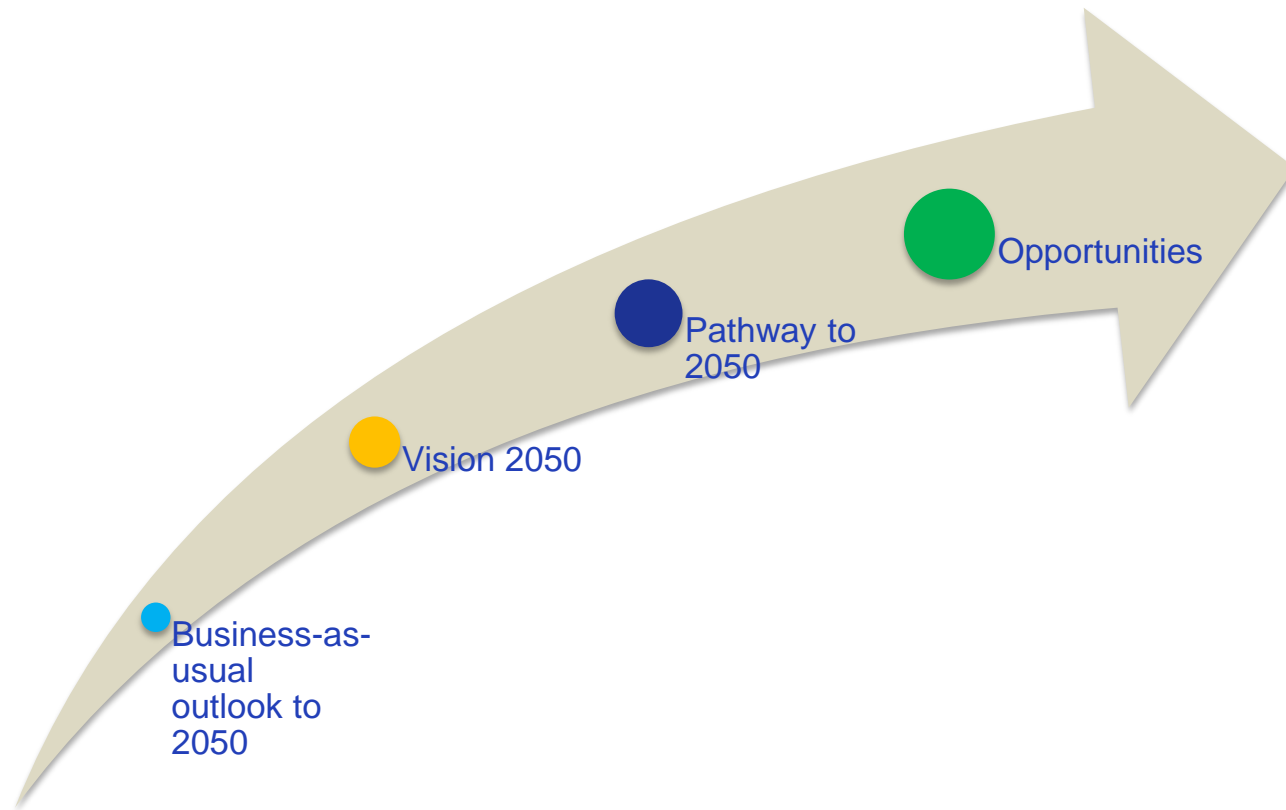


Chinese





The different steps of *Vision 2050* project

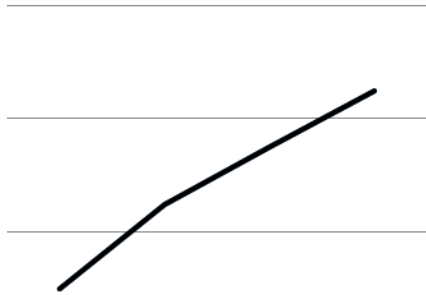


Business-as-usual Outlook to 2050

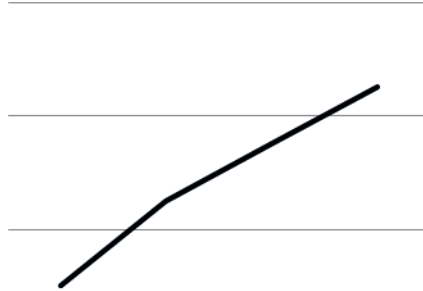




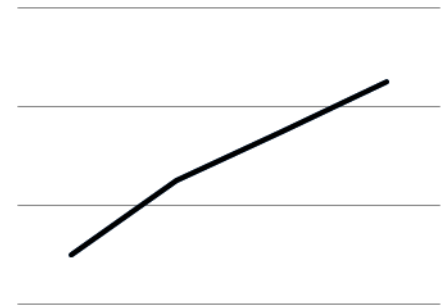
BAU to 2050: Growth, inertia, degradation



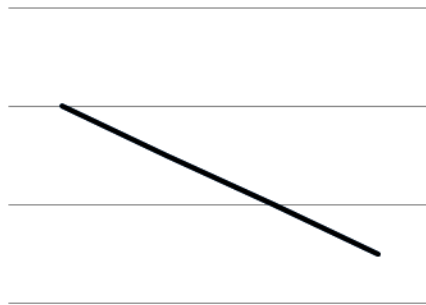
Population



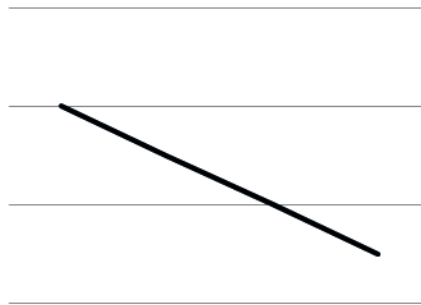
Wealth



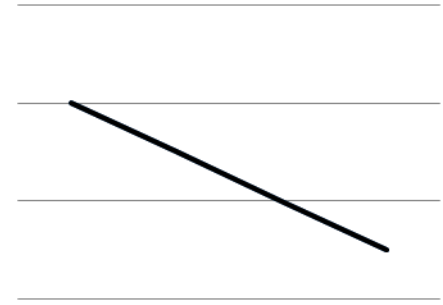
Energy demand and emissions



Water



Food

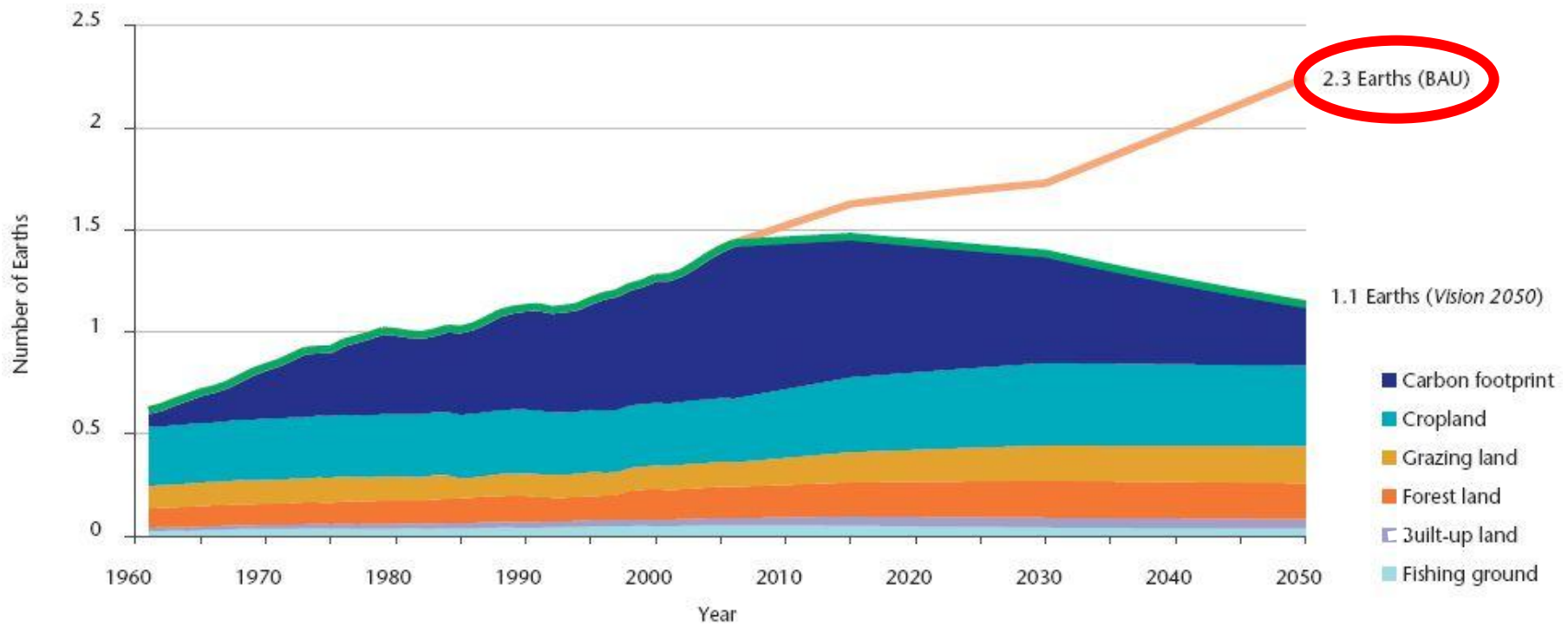


Ecosystems



In sum: The world is on an unsustainable track

BAU projection: We will consume 2.3 Earths in 2050



Sources: Global Footprint Network, WBCSD Vision 2050

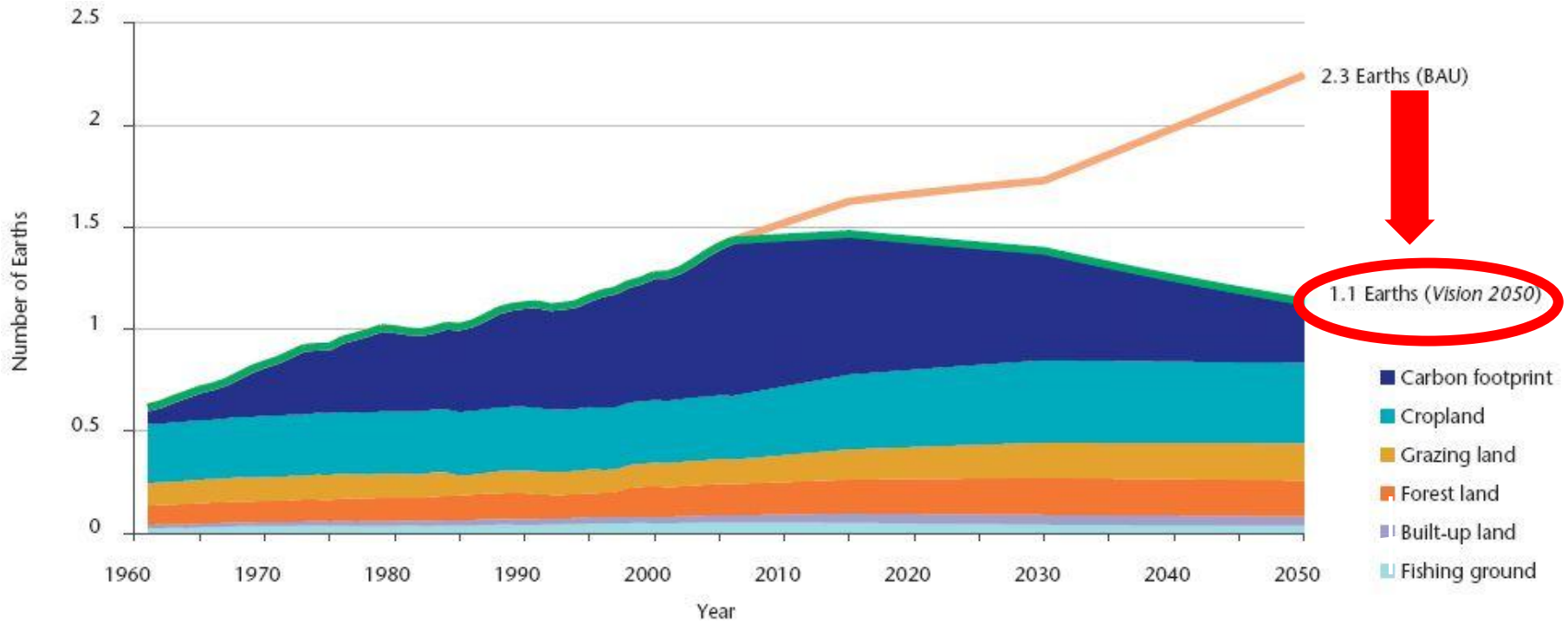
Source: Global Footprint Network and WBCSD *Vision 2050*, 2010

The Vision





Vision 2050: Nine billion people live well, within the limits of the planet



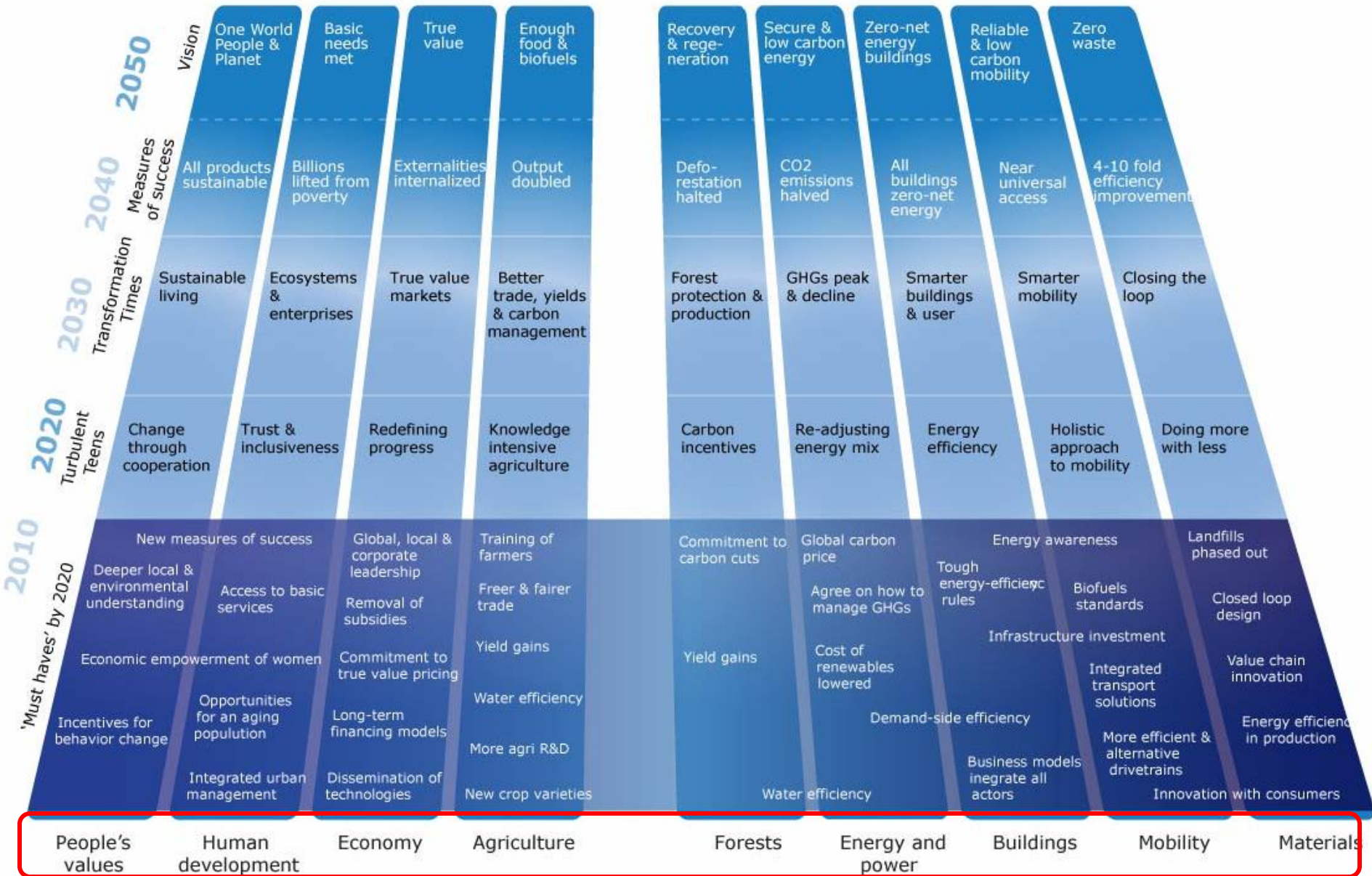
Sources: Global Footprint Network, WBCSD Vision 2050

Source: Global Footprint Network and WBCSD *Vision 2050*, 2010

Pathway to 2050

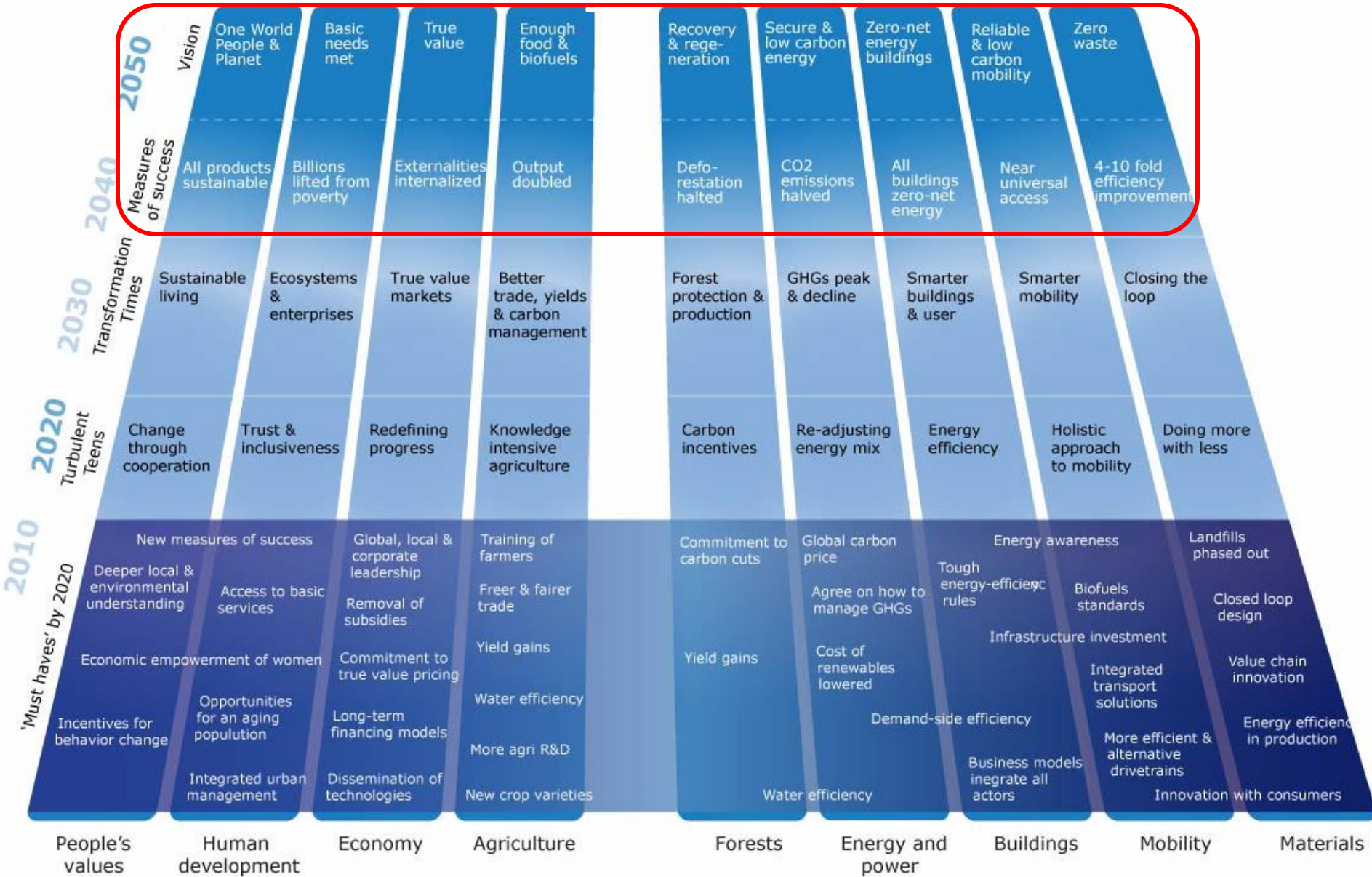


To a sustainable world in 2050



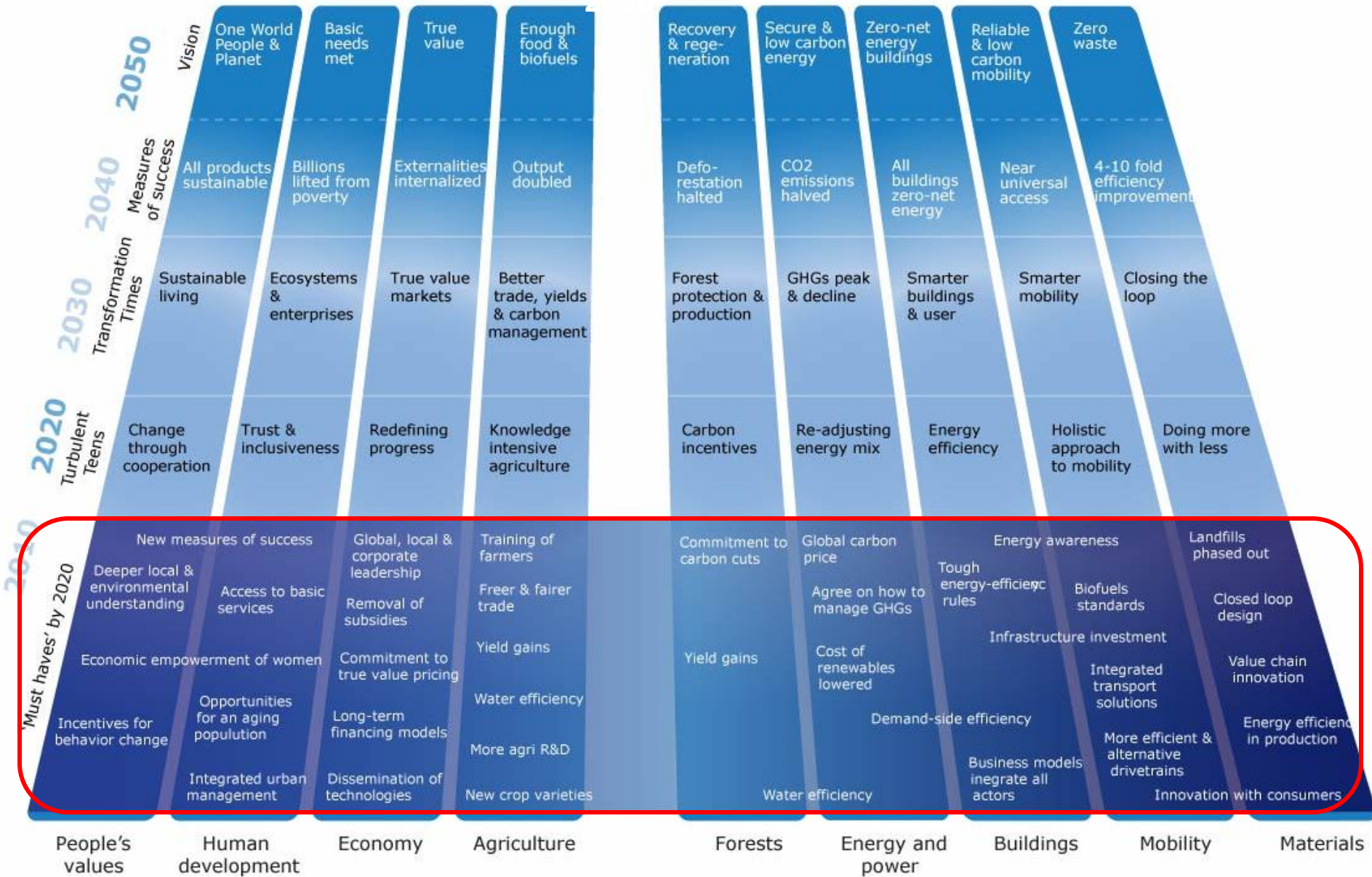
From business-as-usual

To a sustainable world in 2050



From business-as-usual

To a sustainable world in 2050



From business-as-usual



Closing the gap: Reaching the Vision

Collaboration

Build complex coalitions, co-innovation

Carbon & resources

Halve CO2 emissions, double agricultural output, 4-10 fold increase in resource efficiency

Sustainable living

Change consumption patterns to more sustainable lifestyles

True Costs

Internalize cost of carbon, water & other ecosystem services

Opportunities





Business domains for the next decade – Opportunities and overlaps





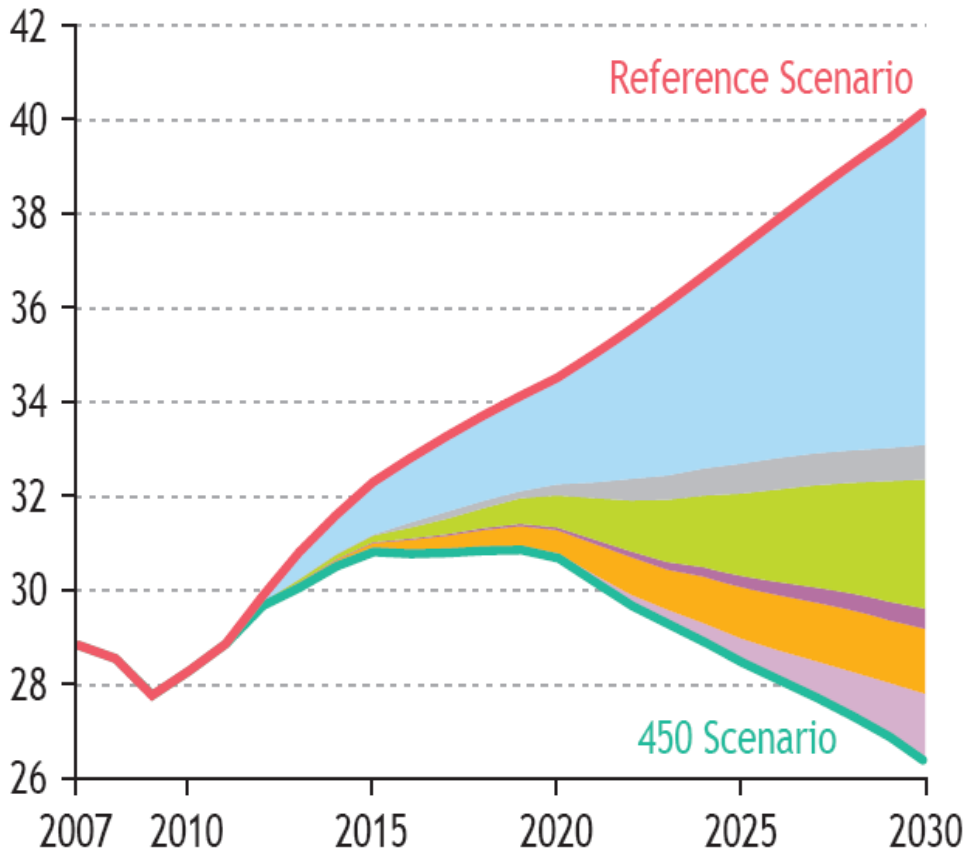
Building & transforming cities: Development of cities is a trillion \$/year opportunity

Estimates suggest that by **2030**
US\$ 40 trillion will need to be
invested in urban
infrastructure worldwide





Building the new energy mix is another trillion \$/year business



	Abatement (Mt CO ₂)		Investment (\$2008 billion)	
	2020	2030	2010-2020	2021-2030
Efficiency	2 517	7 880	1 999	5 586
End-use	2 284	7 145	1 933	5 551
Power plants	233	735	66	35
Renewables	680	2 741	527	2 260
Biofuels	57	429	27	378
Nuclear	493	1 380	125	491
CCS	102	1 410	56	646

Source: IEA/OECD, 2009



Products and services for aging populations

Each month around 1.9 million people in the world will join the ranks of the over 65s

By 2020 people aged 65 and above will account for about one-fifth of the total global population



Business moving forward





Business moving forward

Corporate strategy

Joint action to realize solutions

Business advocacy



Corporate strategy example— Unilever Sustainable Living Plan

OUR TARGETS IN BRIEF

We will grow our business in a way which helps improve people's health and well-being, reduces environmental impact and enhances livelihoods.

IMPROVING HEALTH AND WELL-BEING

By 2020 we will help more than a billion people take action to improve their health and well-being.

HEALTH AND HYGIENE

By 2020 we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people. This will help reduce the incidence of life-threatening diseases like diarrhoea.

NUTRITION

We will continually work to improve the taste and nutritional quality of all our products. By 2020 we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.



REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.*

GREENHOUSE GASES

Halve the greenhouse gas impact of our products across the lifecycle by 2020.*

WATER

Halve the water associated with the consumer use of our products by 2020.*†

WASTE

Halve the waste associated with the disposal of our products by 2020.*



ENHANCING LIVELIHOODS

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business.

BETTER LIVELIHOODS

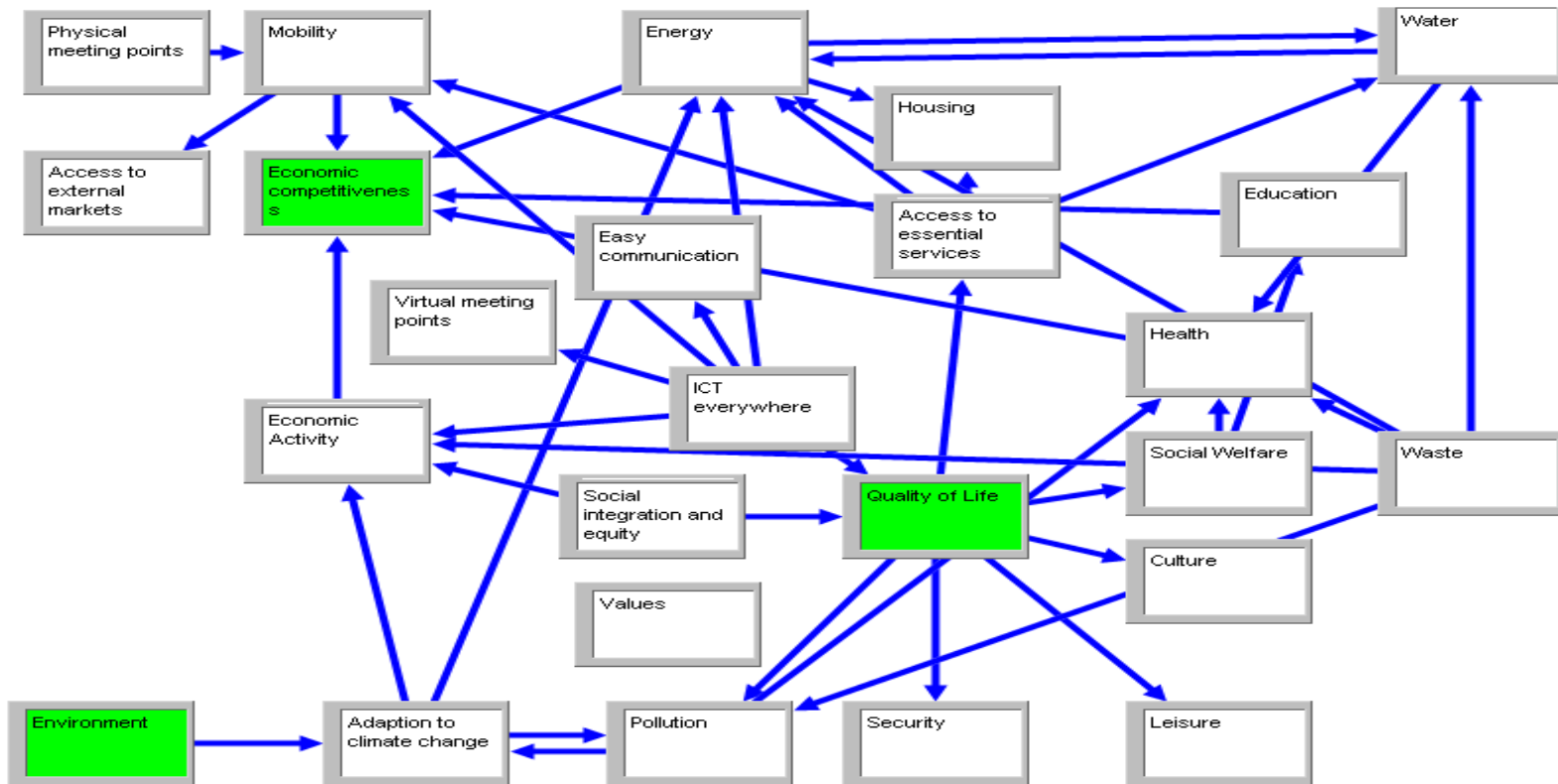
By 2020 we will link more than 500,000 smallholder farmers and small-scale distributors into our supply chain.



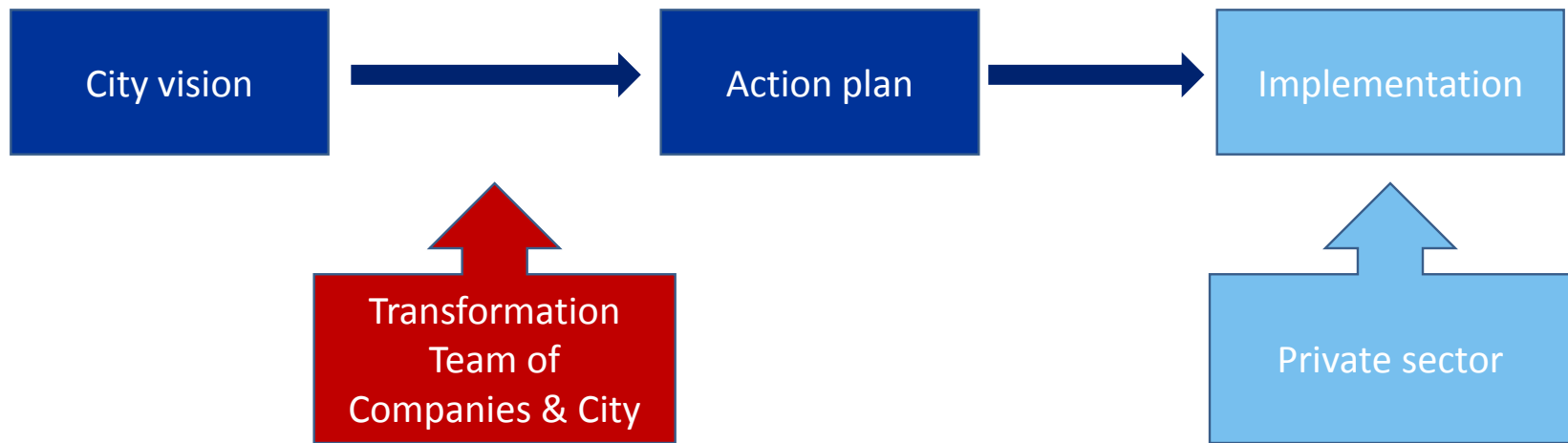


Joint Action example: WBCSD Urban Infrastructure Initiative

Infrastructure challenges are interdependent, complex and systemic
- but seldom addressed as such



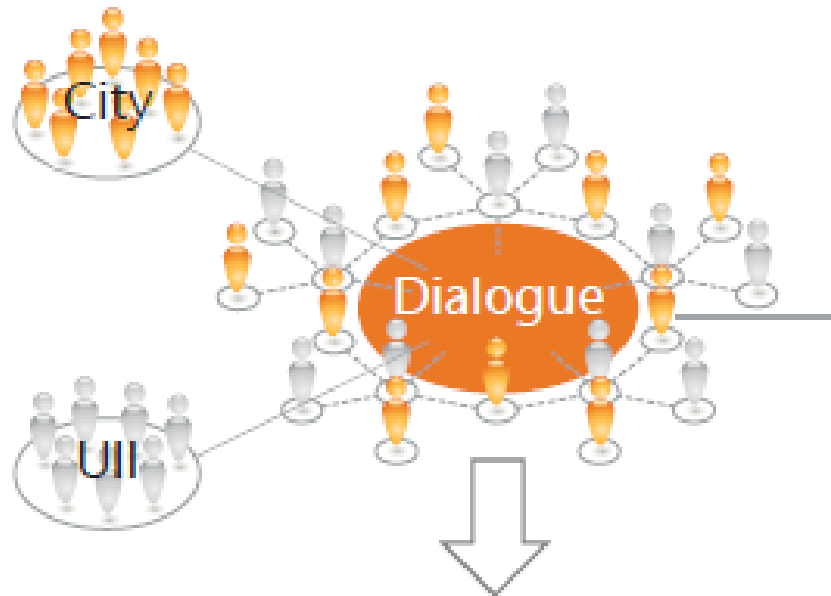
Helping transform the city vision into an effective action plan using accumulated experience and models in a systemic approach



UII area of interest

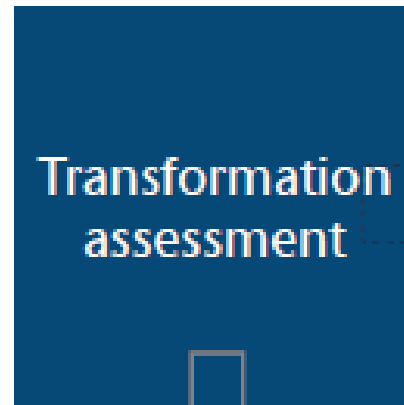
Usual company area of action

Step 1



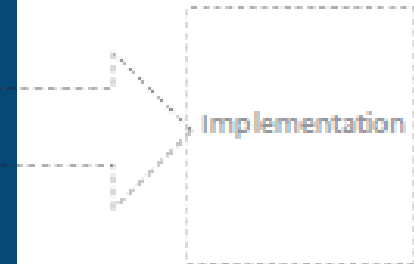
Issue landscape

Step 2



Public report on solution landscape

Post-project activation



Sustainable infrastructure



Business advocacy – Rio+20



“Any outcomes reached or decisions made in Rio will need to include business... Sustainable and healthy business is a key success factor for real progress. Business is the source for the needed innovations and it is the largest investor in sustainable technologies.”

- Björn Stigson, President WBCSD

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Gopalakrishnan To Lead BASD

Geneva, Paris, New York, June 28, 2011 – The Business Action for Sustainable Development 2012 (BASD) today announced S. Gopalakrishnan as its new chair. He will lead the BASD in its efforts to strengthen the voice of the sustainable development business community at the 2012 United Nations Conference on Sustainable Development in Rio de Janeiro, [...]

[Read More »](#)

- Business is committed to furthering sustainable development
- Success will ultimately depend on governments’ willingness and ability to create appropriate policies and pursue partnerships
- A **Global UN Green Economy Roadmap** may be a good start; with clear principles, targets, deliverables and timelines, to build shared understanding of roles and responsibilities



Business advocacy – of relevance for EU CSR Framework

WBCSD on the Role of Business:

- The role of business is to provide continually improving goods and services for increasing numbers of people at prices they can afford
- The leading global companies will be those that provide goods and services and reach new customers in ways that address the world's major challenges.
- If action to address such issues is to be substantial and sustainable, it must also be profitable.

Vision 2050 outlines what solutions and innovations must deliver, for the world's major challenges to be successfully addressed

EU CSR Framework must enable and support development of the solutions which EU companies and countries need on the pathway to 9 billion people living well and within the limits of the planet



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WBCSD Vision 2050 report:

www.wbcd.org