

WBCSD Strategy 2014

Peter Bakker

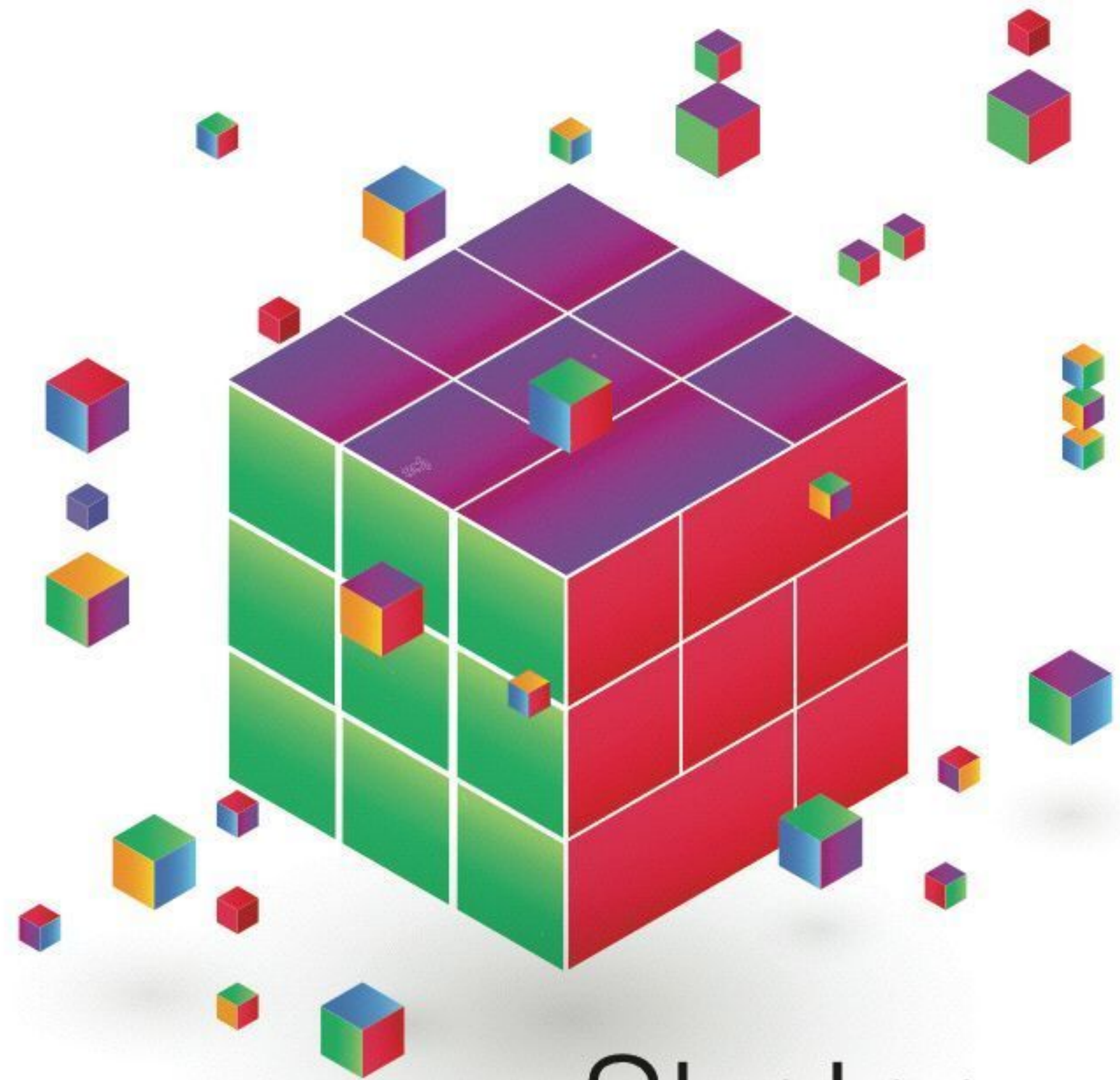
2013 COUNCIL MEETING, ISTANBUL



Welcome to [Istanbul](#)

Business Applications & Focus Areas

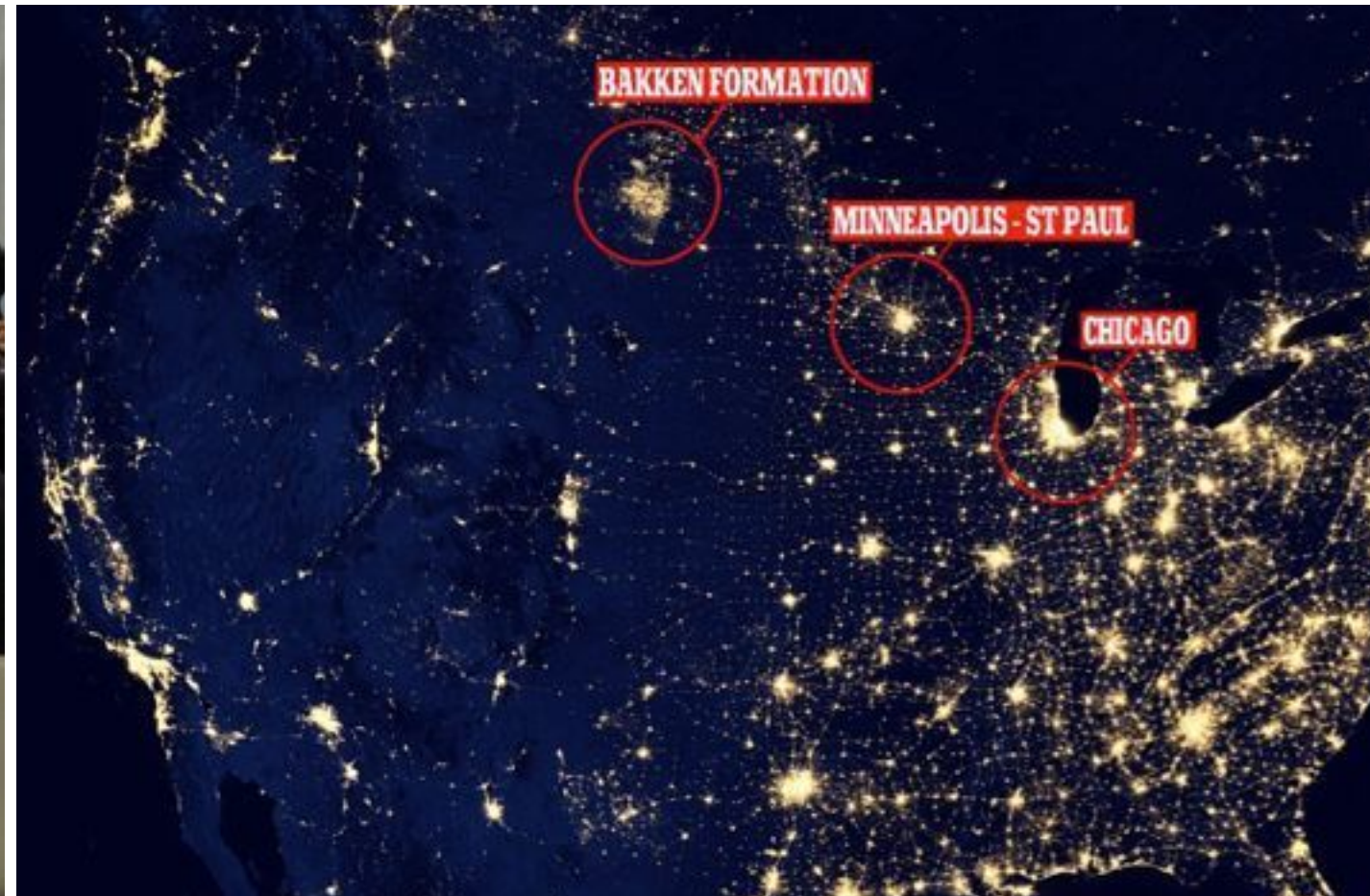




Strategy

COMPLEX PUZZLE

Complicated World



Systemic Crisis



Systemic Crisis

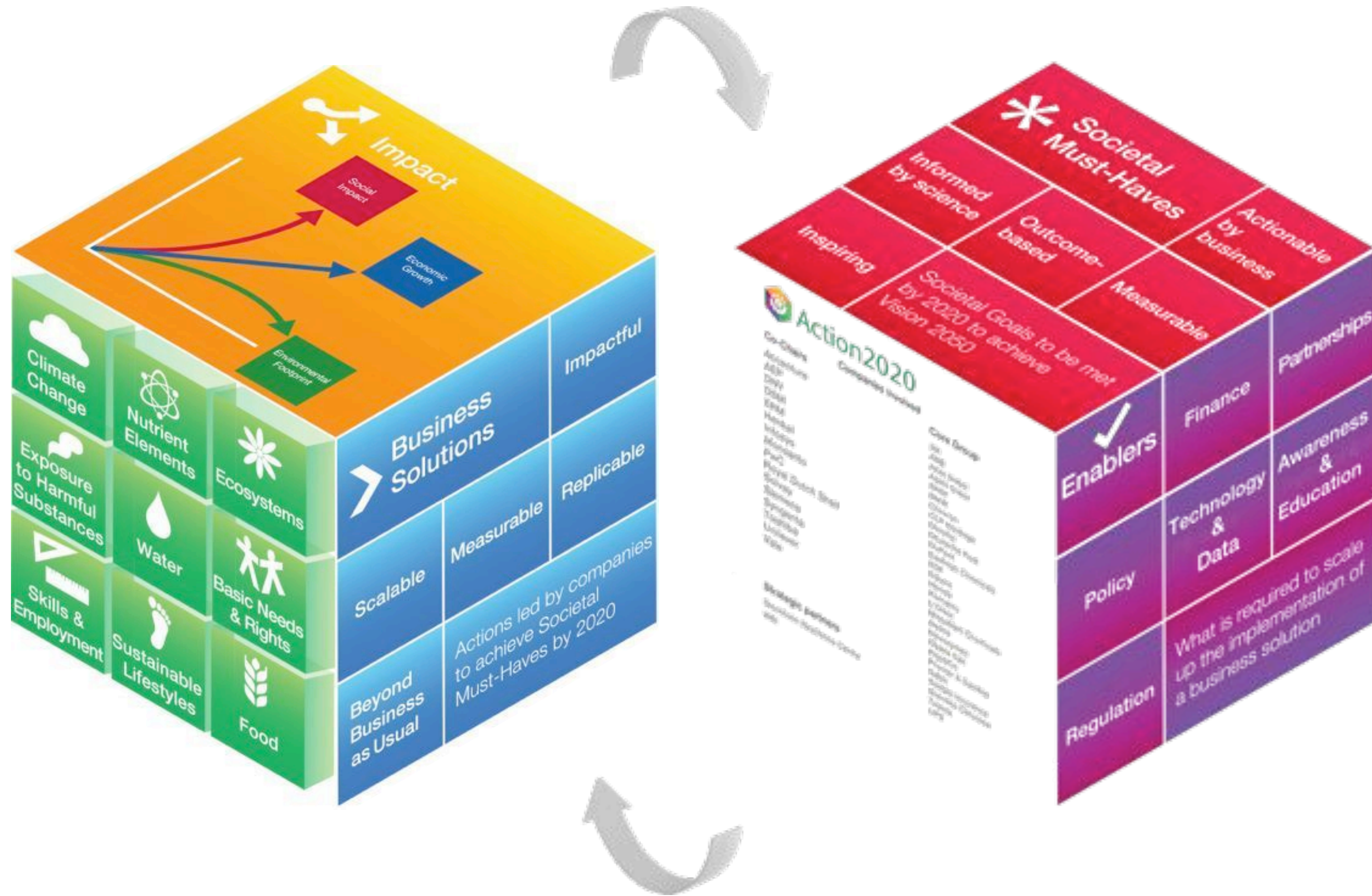
SCALE UP



Action2020

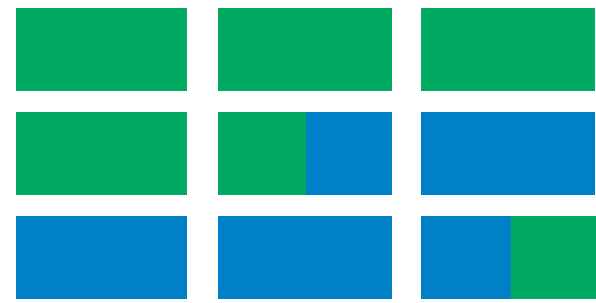
led by the WBCSD

The Action2020 Cube



WBCSD Strategy 2020

ACTION2020



PRIORITY AREAS

Business Solutions

Today

Improve Business Case

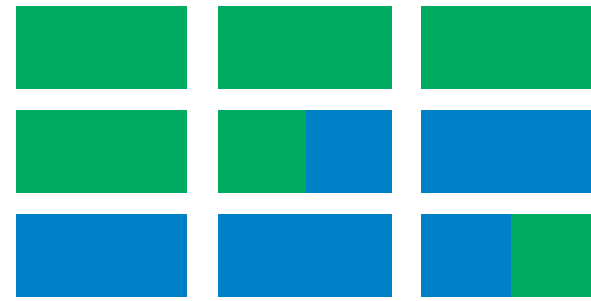
Collaboration

SCALE UP



The Science behind scaling up solutions

ACTION2020



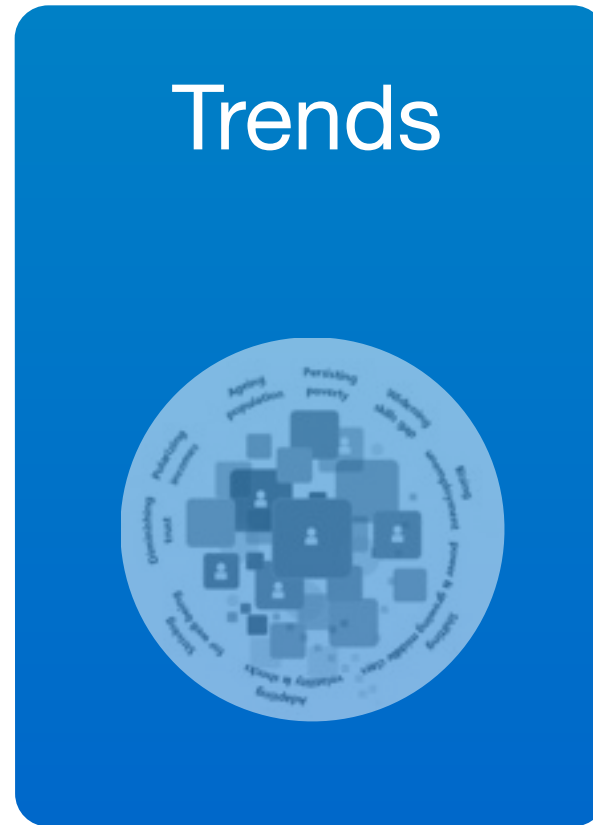
PRIORITY AREAS

Business Solutions

Facts



Trends

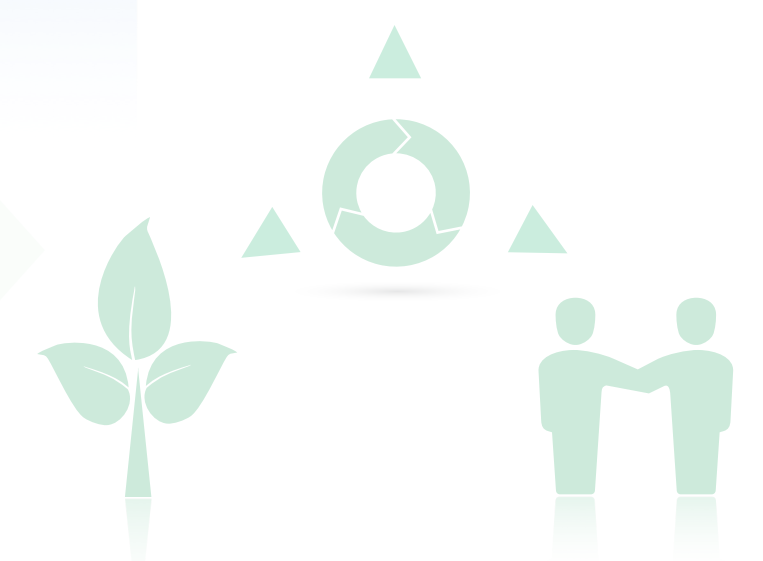


Priorities

1	2	3
4	5	6
7	8	9

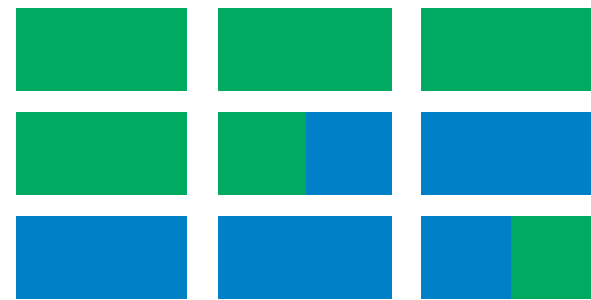
What

Improve Business Case



Implementing Business Solutions at Scale

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PRIORITY AREAS

Business Solutions

Climate Change

Ecosystems

Food, Feed, Fiber and BioFuel

Water

Nutrients Elements

Harmful substances

Skills and Employment

Basic needs and Rights

Sustainable lifestyles

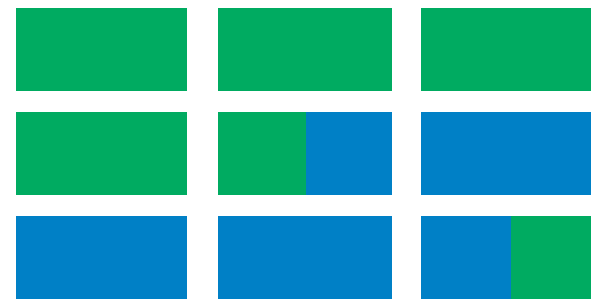
What

Improve Business Case



Societal Must-Haves we agree on

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PRIORITY AREAS

Business Solutions

What

Improve Business Case

Must-Haves Agreed

WG1 – Climate Change

Societal Must-Have for Climate Change

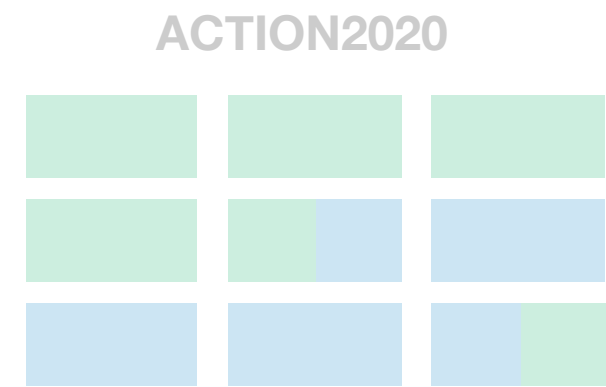
With the goal of limiting global temperature rise to 2°C above pre-industrial levels, the world must, by 2020, have energy, industry, agriculture and forestry systems that, simultaneously:

- Meet societal development needs
- Implement the necessary structural transformation to ensure that cumulative net emissions¹ do not exceed one trillion tonnes of carbon. Peaking global emissions by 2020 keeps this goal in a feasible range
- Become resilient to expected changes in climate.

¹ Anthropogenic CO₂ Emissions from preindustrial levels as outlined in the IPCC Working Group I Fifth Assessment Report. One trillion tonnes carbon = 3.67 trillion tonnes CO₂.



Improving the Business Case for Sustainability



PRIORITY AREAS

Business Solutions

New Business Models

Capability Building

Valuation **EP&L**

SP&L

Measurement & Reporting
Risk Management / Governance
REPORTING
Enabling Policies

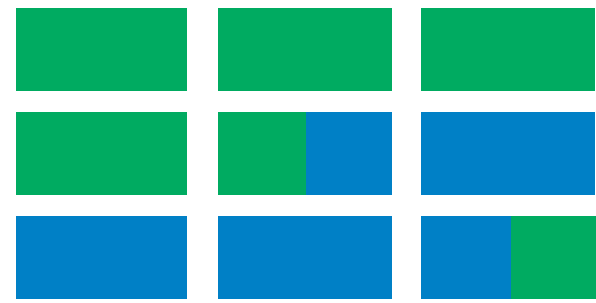
How

Improve Business Case



2014 Work Program - Focus

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PRIORITY AREAS

Business Solutions

With

Improve Business Case

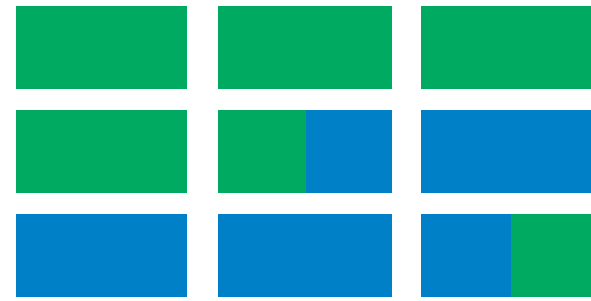


wbcd strategy 2020



2014 Work Program - Partners

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PRIORITY AREAS

Business Solutions

With

SRC



WRI

IIRC, MOORE FOUNDATION, TEEB

Coalition of Coalitions
UN CCST, UN GC, UN SDGs, WEF

Improve Business Case



‘The World Business Council for Sustainable Development is a CEO-led organization of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment.

Through its members, the council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action.’



business solutions for a sustainable world