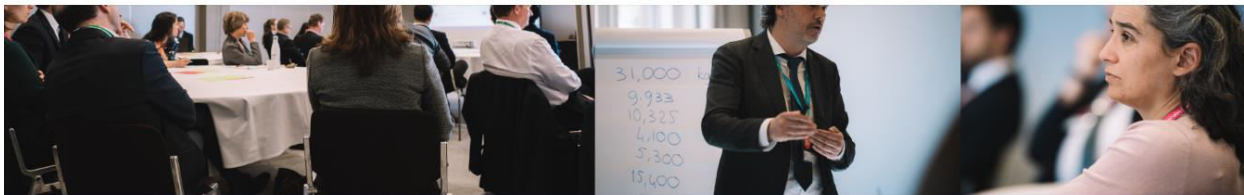


MONTREUX 2018



Leaders' Exchange for Change



Closing the plastics loop through collaboration



Disruptive technologies & the future of work



Disruptive technologies & human rights



Embedding ESG in decision-making



Sustainable air travel & cargo: the solution for companies



The Good Life 2.0 in sustainable cities



The role of food & land use systems in reaching the Paris climate target



Tackling divisive food systems challenges: weaving together science and strategy



Transforming Mobility: are the new mobility services more sustainable?



Council Meeting in Singapore starts in:

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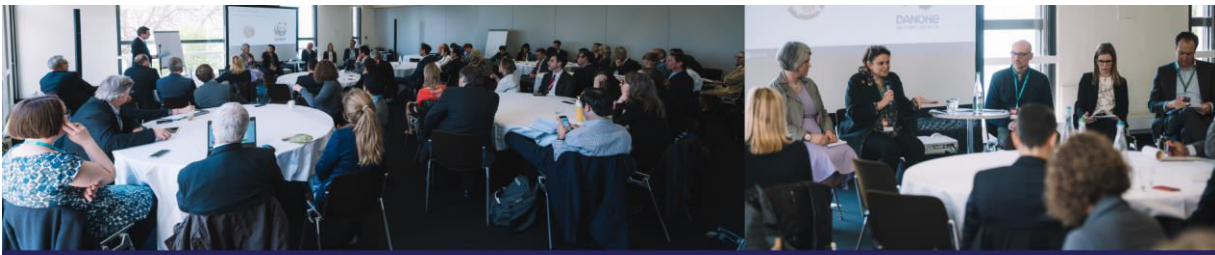
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Jednotlivé oblasti, jejich výstupy a prezentace:

<https://events.wbcsd.org/ld18/project/the-role-of-food-land-use-systems-in-reaching-the-paris-climate-target/>



The role of food & land use systems in reaching the Paris climate targets

This

session highlighted the critical role of food and land use system-based solutions in a broad range of climate and regenerative action, resilience and the synergies with new technologies. While the food and land use sector is responsible for up to one third of all anthropogenic GHG emissions globally, 45% of the overall atmospheric CO₂-eq reduction could come [from food and land use-based solutions](#). At the same time, agriculture is the sector most impacted by climate change.

Moderated by WBCSD's long term partner, Dr Alain Vidal of CGIAR, panelists covered a broad range of perspectives. Dr Sonja Vermeulen, Global Lead Food Scientist at WWF, evoked the risk of hitting critical tipping points in climate change that would generate a chain reaction of environmental and ecological perturbations, such as the alteration of the Gulf Stream.

Alice Durand-Réville of Danone and Leticia Gonçalves of Monsanto presented the two companies' approaches aiming to achieve exemplary carbon neutrality targets through engagement with farmers.

For Danone, this includes developing at scale regenerative agriculture practices as showed through an example in Kenya, where Livelihoods fund supports 40,000 farmers, resulting in the sequestration of one million tons of carbon while boosting farmers' income by 70%.

Heiko Specking, Founder and Partner at Specking+Partners, recalled the necessity of applying a holistic view and the importance of diversification both in terms of varieties planted in the field and practises, including land restoration and reforestation, leading to better quality of soil, water replenishment and direct climate benefits. Monsanto highlighted the potential in digital agriculture, resilient plant varieties and optimal nutrient management.

The panel unanimously agreed that business must move on from pilot projects to action at large scale. The UN Environment & Rabobank financing scheme for sustainable agriculture provides the necessary support for precisely that – as presented by Bas Rüter, Director of sustainability at Rabobank.

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<https://events.wbcd.org/ld18/project/tackling-divisive-food-systems-challenges-weaving-together-science-and-strategy/>



Tackling divisive food system challenges: weaving together science and strategy

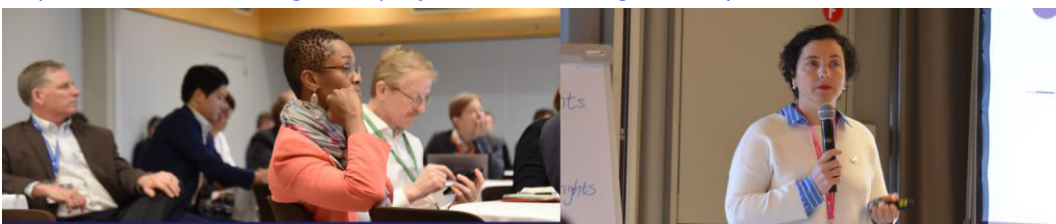
The food, land use and water systems are fundamentally complex and linked to a wide mix of social, environmental and economic factors. Improving and optimizing these systems must involve dismantling and rebuilding our understanding of how and why these systems operate the way they do today. By convening the people who are willing to pick apart, reassess and create a new understanding of what is possible, we get closer to driving a positive systems transformation.

This session, hosted by the Food, Land & Water Program, and moderated by Alison Cairns, Managing Director, FReSH, highlighted FReSH's [Science to Solutions Dialogues](#) (SSD) which seek to accelerate the learning curve among business leaders, academic and corporate scientists, civil society members and policymakers to drive healthy and sustainable future food systems. Each of the panelists discussed how they have deepened and strengthened their understanding of complex issues through science-driven, multi-stakeholder processes and shared how these experiences affect the way they do business.

Fabrice DeClerck, Science Director, EAT Foundation, explored what it takes to bring science into contentious conversations in a meaningful way, emphasizing the opportunity to use multi-stakeholder dialogue to shift the solutions space and broaden the sphere of possibility. Chris Brown, Vice President of Corporate Responsibility and Sustainability at Olam, discussed key takeaways from SSD1, which focused on improving the nutritional content of processed and packaged food. He reflected on the importance of getting the right mix of people to the table to access all of the relevant viewpoints needed to drive change. Karen Cooper, R&D Sustainability Lead, Nestlé, emphasized the importance of trust, internally and externally, as she works to create healthy and sustainable food systems through her role as a scientist at Nestlé. Finally, Bastien Sachet, CEO of The Forest Trust, described the importance of testing and piloting many ideas within business and accepting that most will fail, but that trial and error will ultimately deliver brilliant, scalable solutions.

These conversations will be taken forward in the upcoming Science to Solutions Dialogues as well as in the Disruptive Dialogues featured at the [EAT Stockholm Food Forum](#) in June.

<https://events.wbcd.org/ld18/project/transforming-mobility/>



Transforming mobility: are the new mobility services more sustainable?

The mobility system is rapidly changing from a model where private ownership is favored to one that is service orientated. The **sustainability benefits of future mobility systems are still largely unknown**. This session explored **if** and **how** new mobility services can contribute to the four Sustainable Mobility Goals (Universal access, Efficiency, Safety, and Clean).

José Viegas, the former secretary general of the ITF, opened by reiterating the importance and need for coordinated action within the mobility sector in order to mobilize the thrusts that enable the sector to meet the SMGs.

Mary Wroten of Ford opened the conversation to consider the auxiliary effects such as empty vehicle kilometers traveled and how this leads to congested cities and gridlock. Congestion on average erodes countries GDPs by 1-3%. Two mechanisms explored that can help reduce city congestion and increase flow of traffic by 60% are “city solutions to reduced congestion” and “increasing ride share”.

“Vehicles are quickly becoming data centers on wheels” **David Burrows**, Microsoft.”

The ubiquity of data is creating a vast number of opportunities in the mobility market as well as giving the possibility for business model innovation. However, we need to have trusted data platforms and facilitate inter-modality via use of apps or other platforms.

Ben Foulser from KPMG elaborated on the barriers the sector faces with regards accessibility. “We cannot marginalize the people who rely on mass and public transport”. Cities and companies could address this challenge through unlocking five issues:

Cost of vehicles and public services

Service (Busses/taxis etc.) availability

Fiscal capacity and health

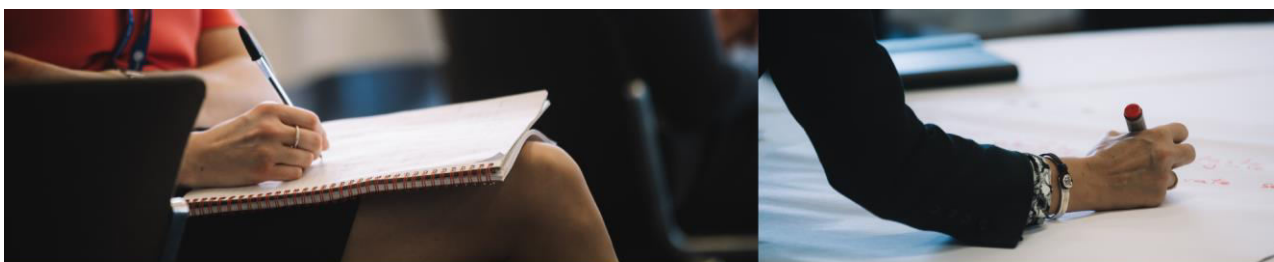
Openness and availability of information

Friction (between modes, payments etc.)

key takeaways from the session:

Transforming mobility is about fostering holistic action through a suite of solutions that can allow (WBCSD members/us) to achieve system transformation. Due the complexity and interdependencies we need a strategic approach to implement solutions. The unintended consequences also need to be taken into account. Working together in a strategic way we can ensure new mobility services capitalize on the sustainability benefits and avoid unintended consequences.

<https://events.wbcسد.org/ld18/project/the-good-life-2-0-in-sustainable-cities/>



The Good Life 2.0 in sustainable cities

WBCSD’s Sustainable Lifestyles work is focused on helping members make Sustainable Living both possible and desirable. It has developed the concept of a “*Good Life 2.0*” in which people aspire to lifestyles that are better rather than bigger. WBCSD is not alone in driving this new citizen-focused agenda. Recently published research on consumption-based emissions reveals that C40 cities have a 60% larger carbon footprint than previously estimated, when also accounting for the impact of trade in goods and services between cities and the rest of the world. Mayors understand that they have a greater opportunity to deliver on Paris Agreement goals.

We were joined at this session by representatives from C40, who presented their research on consumption-based emissions. C40 is looking to create partnerships with business that explore how cities and companies can work together to pilot solutions that reduce consumption-based emissions and enable more sustainable living. For instance, C40 has launched its *Reinventing Cities* initiative, a competition that is encouraging consortium approaches to redeveloping cities to enable more sustainable lifestyles and communities.

Transitions to more sustainable lifestyles can involve reframing the perspective from which a company innovates. For instance, BMW presented a pilot that it has been running in Berlin to improve its car sharing offering, whereby specific parking spaces within a community were reserved for shared vehicles, while other spaces were converted into “community spaces”. P&G shared its new Ambition 2030 goals and gave examples of how these will drive innovation to enable more sustainable living in cities around the world. We at WBCSD have developed three “Lifestyle Lighthouses” that propose a shared vision for the Future of the Home, of Food and of Mobility. Companies can use these to guide scenario planning and identify innovation opportunities.

Making *The Good Life 2.0* a reality will require innovative business models and customer offers alongside similar developments in urban planning and infrastructure decisions. WBCSD is ready to help members come together around consumption-based challenges.

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<https://events.wbcd.org/ld18/project/closing-the-plastics-loop-through-collaboration/>



Closing the plastics loop through collaboration

Eight million tons of plastic leak out into the ocean annually. 80% of which comes from land-based sources. In today’s economy, plastic at end of use is undervalued and, consequently, is not captured by waste management systems around the world.

WBCSD convened representatives from the plastics value chain for a discussion on the importance of collaboration to close the plastic leakage into the environment. BMW, Dell, ExxonMobil, Veolia and IUCN each shared their perspectives on the addressing this challenging issue.

One company shared their experience in sourcing post-consumer PET and the challenge presented when virgin plastics have a lower cost than recycled plastics. Another discussed the design for recyclability characteristics and recycled content of their products, acknowledging the importance of life cycle thinking throughout product development.

The plastic leakage challenge is a global problem requiring local solutions. IUCN highlighted the countries that have the greatest leakage rates of plastic to the ocean, most of which are in southeast Asia.

key takeaways:

- Today’s plastics leakage into the environment is a “systemic failure of a massive value chain.”

- The technology needed to close the plastics loop is availability today, but who value chain collaboration is needed to bring that technology to scale.
- There is a need for a strong demand pull for secondary plastics from plastics purchasers to stimulate plastics recovery, recycling and processing at end of use.
- Recognizing the role that the informal recycling sector plays in plastics recycling all around the world, using inclusive business models could be a solution to the plastics challenge.

Next steps:

- Convene the plastics value chain to develop a program on closing the loop on plastics
- Develop a CEO Pledge committing to address the plastic leakage through several tangible actions for business

<https://events.wbcds.org/ld18/project/disruptive-technologies-the-future-of-work/>



Disruptive technology & the future of work: what is the role of business?

Emerging technologies hold the potential to transform the world of work at an unprecedented pace and scale. While public debate is mounting on the disruptive effects these technologies will have on jobs as we know them and predictions abound on the number of jobs to be lost or displaced, the business perspective is largely absent.

WBCSD is currently scoping a new flagship project to create a collective business voice and compelling narrative of the role of business in shaping a sustainable “Future of Work”. How can companies define strategies for a positive and just transition? Can we identify pathways towards a future that works for all?

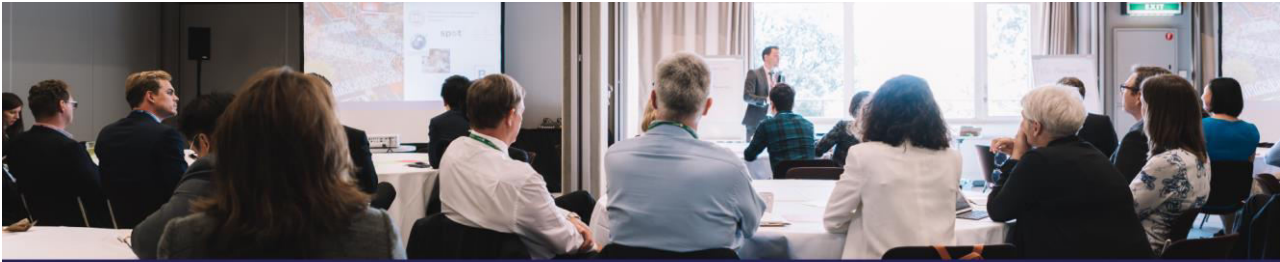
Brad Sparks (KPMG) and Sonja van Lieshout (Randstad) provided insights into how technologies are already impacting the quality, quantity and nature of work. Participants discussed what the role of business and other stakeholders is and should be in managing the transition, highlighting the importance of:

- skilling, upskilling and reskilling people throughout their working life to address the widening skills gap;
- business focused data and analysis on corporate risks, tasks that will be affected, and the future skill shortages that may be faced by business;
- ethical guidelines for corporations when adopting new disruptive technologies.

The WBCSD project on The Future of Work is integrating these insights into the development of a project proposal that will be presented to the WBCSD ExCo in October 2018. We invite any members interested in shaping this project to get in touch with Kitrhona Cerri (cerri@wbcds.org) and Davide Fiedler (fiedler@wbcds.org).

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<https://events.wbcds.org/ld18/project/disruptive-technologies-human-rights/>



Disruptive technology & value chain transparency: game-changer for human rights?

Blockchain, the Internet of Things and mobile apps are just some of the technologies that are increasingly being adapted and applied by companies to drive transparency along their value chains. In particular, digital technologies are giving companies the ability to shine a light on labor conditions and human rights in a way that has been impossible until now. If implemented at scale, they have the potential to make a significant business contribution to the achievement of SDG 8.7: eradicating forced labor, modern slavery and human trafficking.

The Social Impact team kicked off with an overview of the Business & Human Rights landscape and how technologies are revolutionizing human rights in corporate value chains. SAP, Microsoft and Randstad then shared insights on how their organizations are applying technologies for value chain transparency and human rights, and on their motivations for doing so.

The audience debated whether technology is indeed the most important game changer for human rights in value chains with strong arguments on both sides. While technology is indeed a very powerful tool, the joint conclusion was that real transformation requires willpower, a human-centered approach and collaboration, to ultimately create an environment where these technologies can be implemented to their full potential.

To continue this discussion, the WBCSD Social Impact team will be running a series of webinars to share insights on technologies applied to address human rights issues, mapping the existing technologies, organizations and initiatives in this space, and exploring opportunities for collaboration to scale up the use of the most promising tools.

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<https://events.wbcds.org/ld18/project/embedding-esg-in-decision-making/>



Embedding ESG information into corporate decision-making

Natural, social and human capital information is often not fully included in company decision-making processes. We explored the challenges and benefits of including non-financial data in decision-making, learning from existing efforts and using a scenario to show how different choices would be made when taking the full picture into consideration.

key takeaways:

Companies are experimenting with including ESG information in decision-making. No one company would claim they have the perfect solution. It is positive to see that leading companies

are publicly sharing their efforts, such as BASF's Value-to-Society approach, Solvay's extra-financial statements, LafargeHolcim's Integrated Profit & Loss, or Argos' Value-added statement.

Next steps:

Core challenges around embedding ESG information that will need to be addressed are around

1. **Data:** where does it come from, who owns it, is it enough or too much, is it accessible, timely, reliable and auditable?
2. **Comparability:** Is the output necessarily monetary values of non-financial impacts and dependencies so that they can be easily compared and incorporated into traditional financial accounting? Can different kinds of impacts be bundled together clearly and credibly while still making trade-offs visible? Who's internal buy-in is key to overcoming these challenges? and
3. **Standardized disclosure:** How do we progress from tailor-made approaches to standardized external reporting of comparable results?

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<https://events.wbcd.org/ld18/project/sustainable-air-travel-cargo-the-solution-for-companies/>



Sustainable air travel & cargo: the solution for companies

During this session, Charlotte Hardenbol and Theye Venn, Head of Consumer Programs and CFO at Sky NRG respectively, presented the world's first sustainable air travel program to enable carbon neutral flight: "Wings of Change."

Under SkyNRG's Wings of Change program, Hardenbol said, corporate passengers commit to flying on sustainable aviation fuels (SAF) for ten years. The premium that corporate passengers pay is invested to build infrastructure to increase supply and expanding the markets for SAFs.

Participants get to fly on aircrafts powered by SAFs and they also reduce their overall carbon footprint, get access to a community of frontrunners guiding the aviation sector and receive sustainability reports and quarterly updates to share with their clients and shareholders.

Through this program, "Corporate travelers will enable the energy transition towards a sustainable aviation future....one factory at a time," Veen said.

Over 20 participants attended the session where they got the opportunity to learn more about SkyNRG's new program, pose challenging questions and express interest in future participation.

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