



Keynote presentation at opening of *i-SUP2010*
Bruges, 19 April 2010

By Dr Per Sandberg , Managing Director, Business Role
World Business Council for Sustainable Development



About the WBCSD

- Coalition of some 200 companies from all sectors and regions
- CEO-lead, member-driven
- Advocacy: The leading voice of business on sustainability
- Arena for learning and solutions development





Vision 2050: A holistic, optimistic platform for rethinking business, by business



3



... through a global business dialogue ...

- Dialogues
- Workshops



4



What is it?

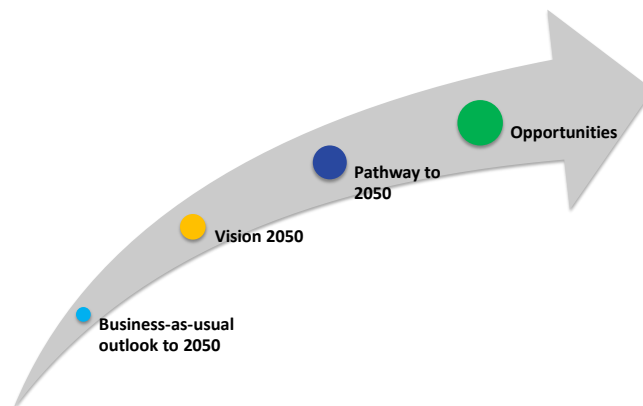
- Vision of best possible outcome for the human population and the planet
- Pathway to living well within the limits of our planet
- “North star” goal that can be owned by civil society, policy makers and business
- Tool for companies to engage in the public debate



5



Steps of the *Vision 2050* project

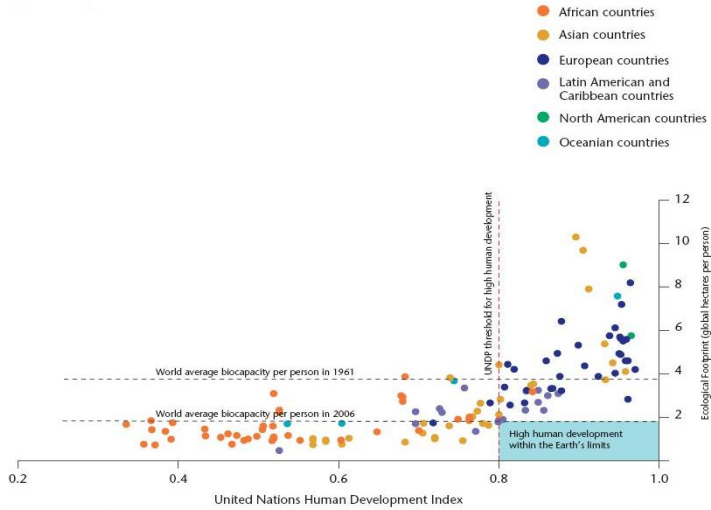


Vision 2050 – The new agenda for business

6



How are we doing?



© Global Footprint Network (2009). Data from Global Footprint Network National Footprint Accounts, 2009 Edition; UNDP Human Development Report, 2009



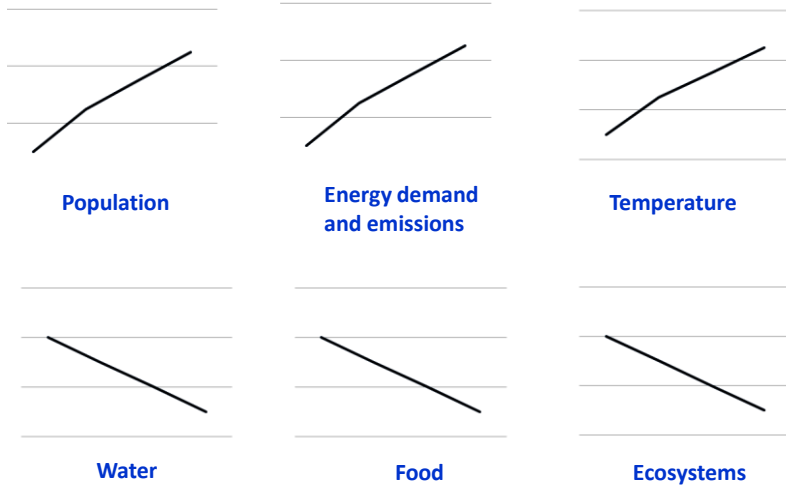
Business as Usual Outlook to 2050

Growth
Inertia
Degradation





The fundamental story

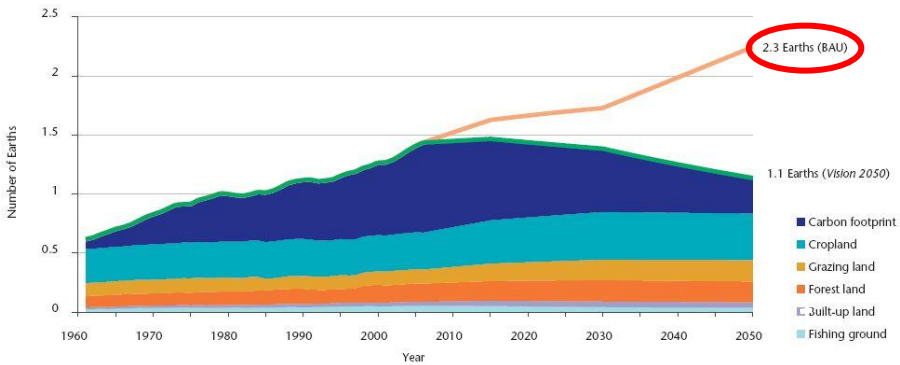


9



In sum: World is on an unsustainable track

BAU projection: We will consume 2.3 Earths in 2050



Sources: Global Footprint Network, WBCSD Vision 2050



10



In sum: Business as usual is not an option

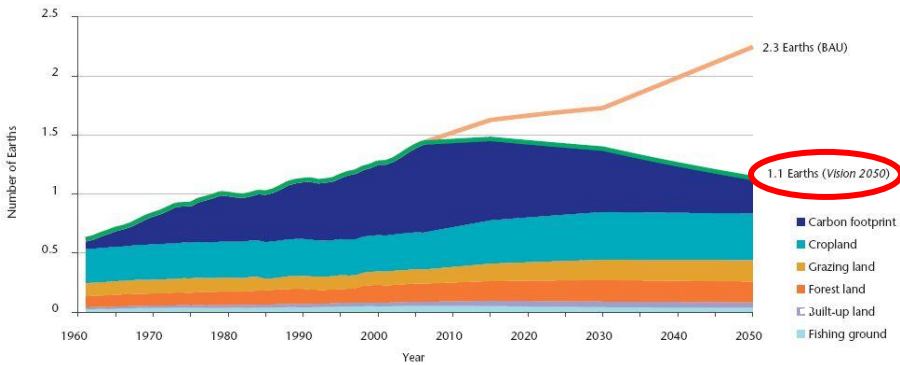
Neither is...

- Policy as usual
- Innovation as usual
- Consuming as usual
- Resource Use as Usual



Our Vision

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

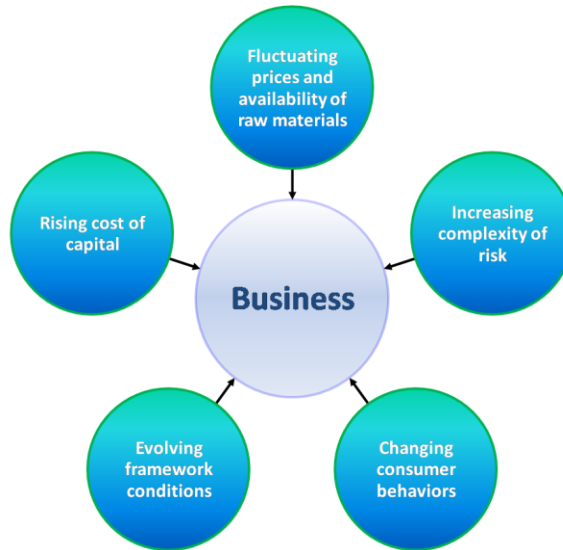


Sources: Global Footprint Network, WBCSD Vision 2050





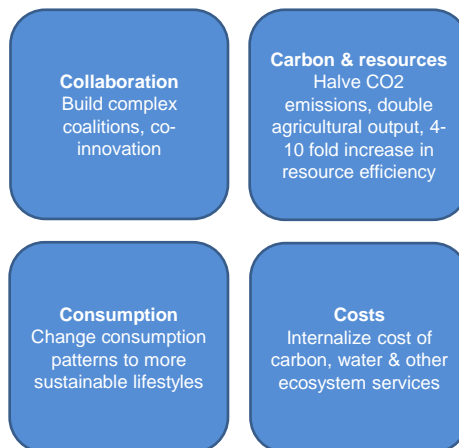
What does this mean for business?



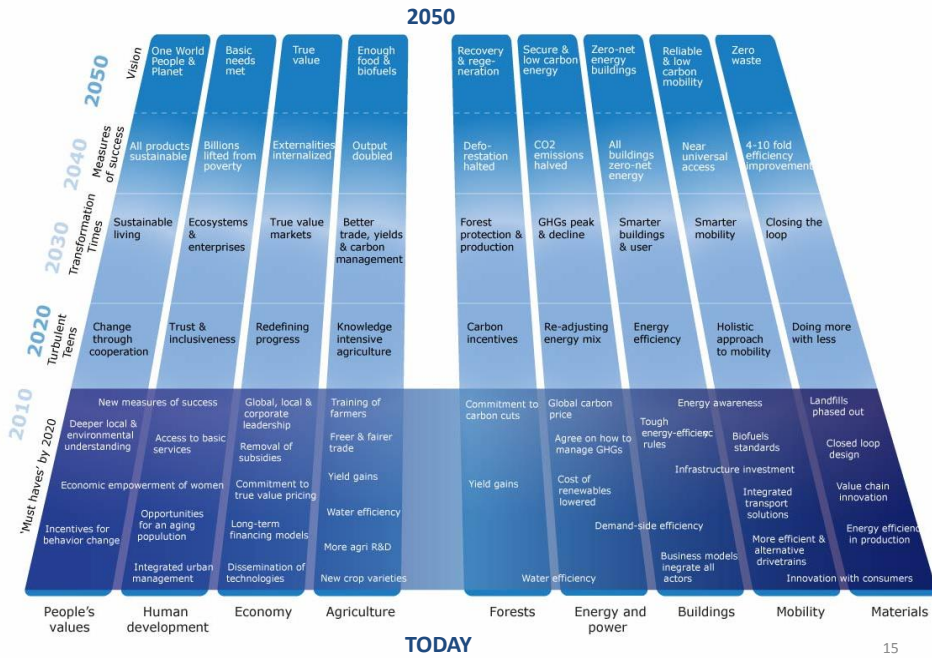
13



Closing the gap: Reaching the vision



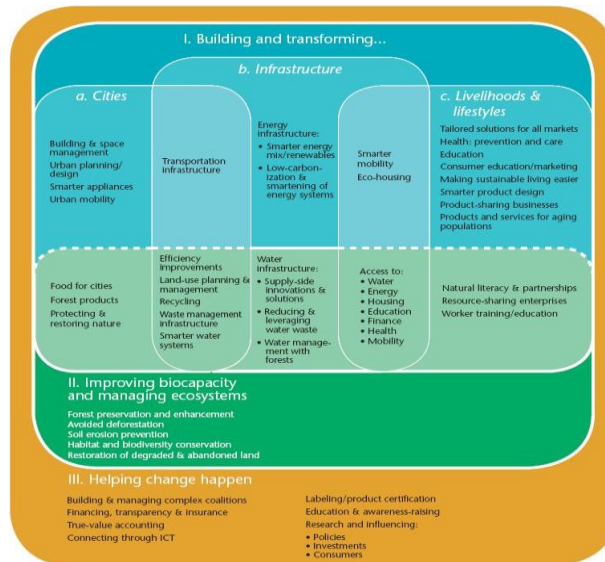
The pathway to Vision 2050



15



There are significant business opportunities



16





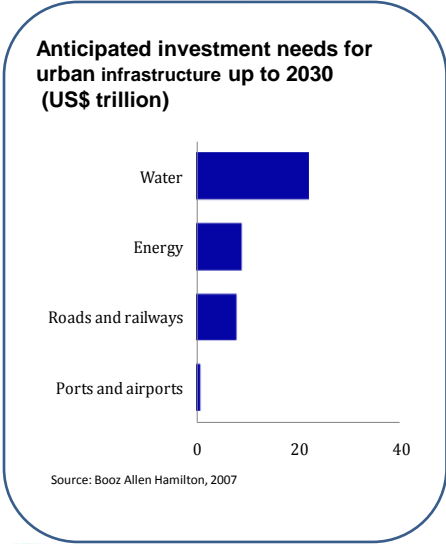
Total size of business opportunities is large

Sectors	Annual value in 2050 (US\$ trillion at constant 2008 prices: mid-points with ranges shown in brackets)	% of projected world GDP in 2050
Energy	2.0 (1.0-3.0)	1.0 (0.5-1.5)
Forestry	0.2 (0.1-0.3)	0.1 (0.05-0.15)
Agriculture and food	1.2 (0.6-1.8)	0.6 (0.3-0.9)
Water	0.2 (0.1-0.3)	0.1 (0.05-0.15)
Metals	0.5 (0.2-0.7)	0.2 (0.1-0.3)
Total: Natural resources	4.1 (2.0-6.1)	2.0 (1.0-3.0)
Health and education	2.1 (0.8-3.5)	1.0 (0.5-1.5)
Total	6.2 (2.8-9.6)	3.0 (1.5-4.5)

Source: PwC estimates drawing on data from IEA, OECD and the World Bank



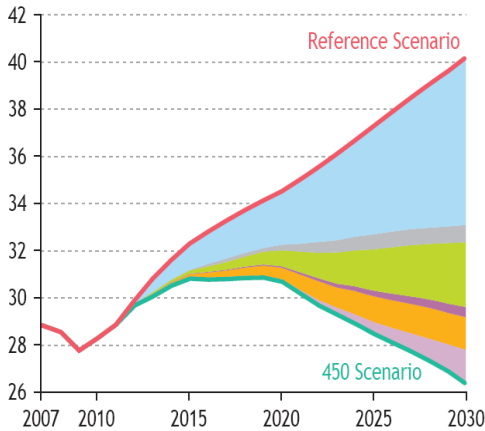
Building and transforming cities



- Systems planning
- Mobility
- Water
- Buildings
- Technology
- Financing



Huge capacity additions needed for new energy mix



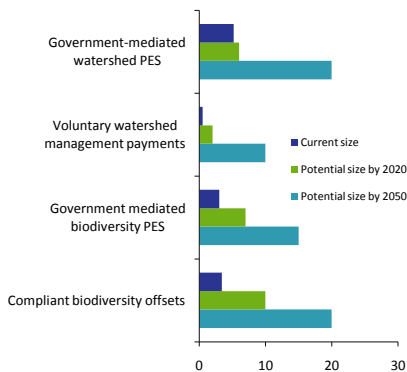
Source: IEA/OECD, 2009

	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



Improving biocapacity and managing ecosystems

Potential growth of some ecosystem markets (US\$ billion)



Source: Forest Trends and the Ecosystem Marketplace, PES: Market Profiles, 2008



Ecosystem payments



Technology



Bio-productivity



Distribution



FAW management



Education





Sustainable innovation is key

“...sustainability is now the key driver for innovation. In the future only companies that make sustainability a goal will achieve competitive advantage.”

Harvard Business Review, Sep 2009



21



Sustainable innovations waiting to happen

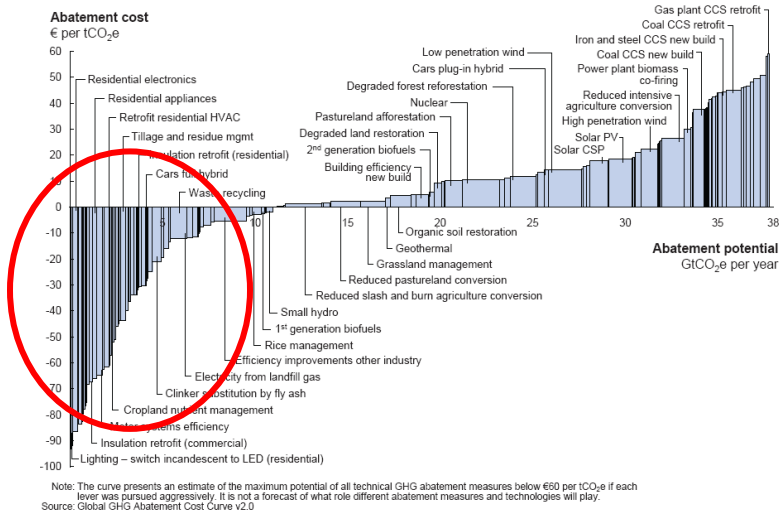


22



Harvest the low-hanging carbon fruit

Global GHG abatement cost curve beyond business-as-usual – 2030

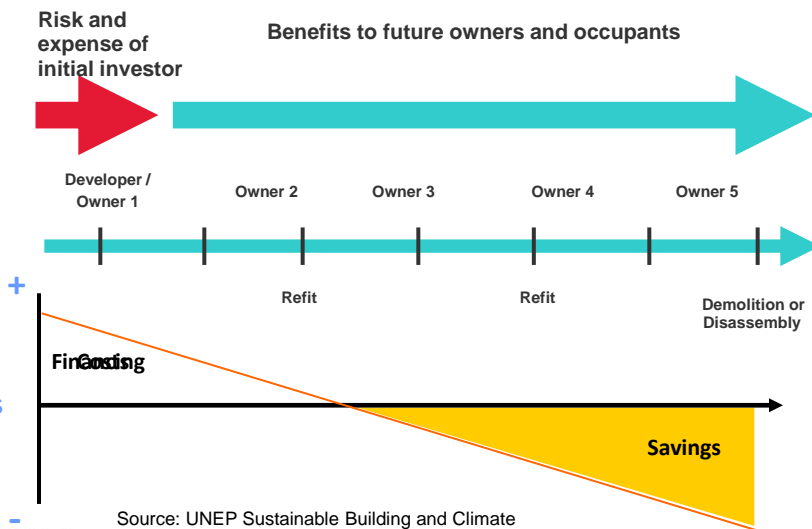


Source: McKinsey and Vattenfall

46



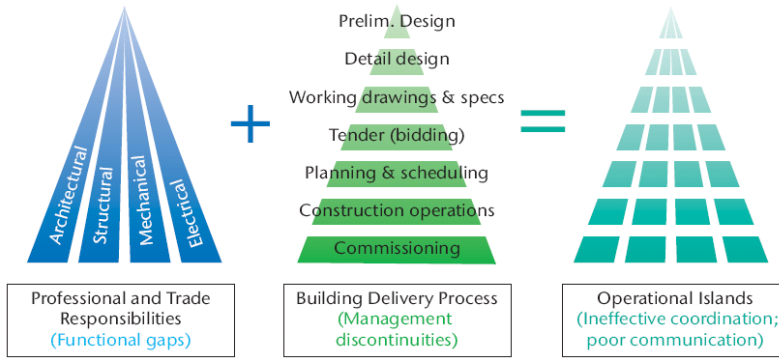
Pick the property profits



Source: UNEP Sustainable Building and Climate Initiative



Fix the fragmented building process



Source: WBCSD Energy Efficiency in Buildings Project



Speed up the slow energy

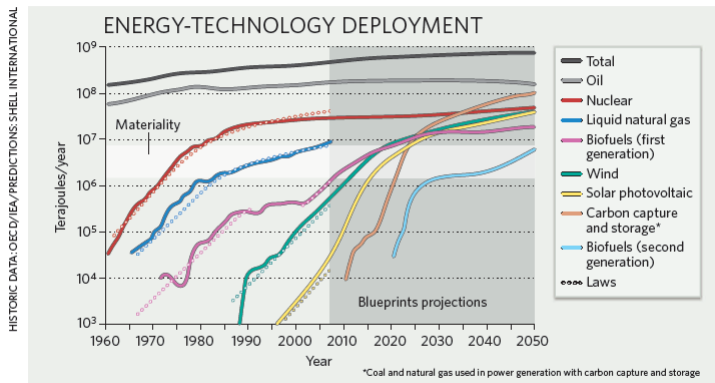


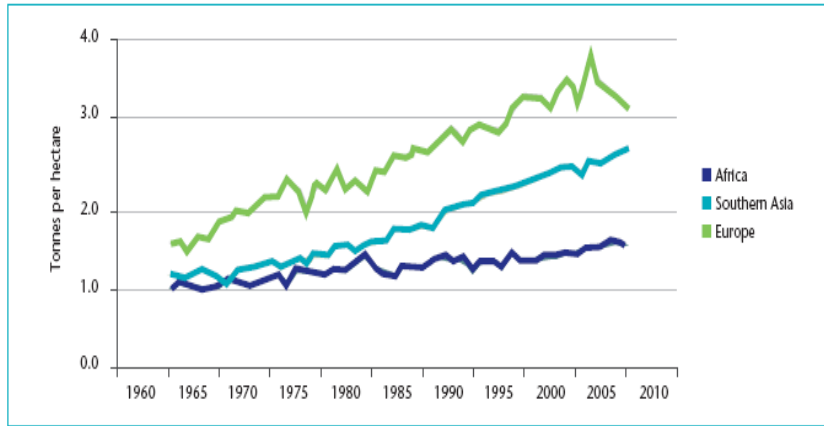
Figure 1 | Global production of primary energy sources. When a technology produces 1,000 terajoules a year (equivalent to 500 barrels of oil a day), the technology is 'available'. It can take 30 years to reach materiality (1% of world energy mix). Projections after 2007 taken from Shell's Blueprints scenario³.

Source: Kramer & Haigh, Nature vol 462, 2009





Triple Africa's agricultural yield



Source: Ministry of Foreign Affairs of Denmark, *Realising the Potential of Africa's Youth, 2009* (FAOSTAT)

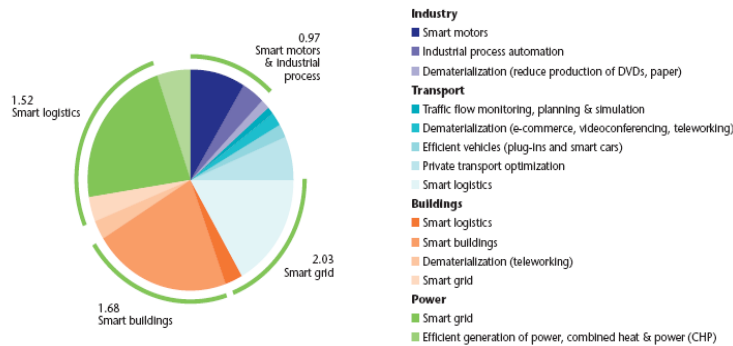


27



Make IT work for sustainability

ICT-enabled abatement out of the total business-as-usual emissions in 2020



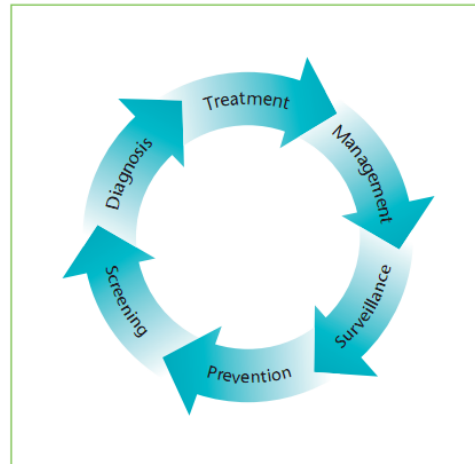
Source: Climate Group, *Smart 2020, 2008*



28



Drive the patient-centric care cycle



Source: Philips, *Innovative Solutions across the Stroke Care Cycle*, 2008



29



Key insights

1. Global challenges will become the key strategic drivers for business and innovation
2. There will be tremendous change
3. Opportunities abound for those who turn sustainability into strategy
4. Business must work closer with governments and society worldwide to transform markets, prices and competition
5. The needed radical resource efficiency improvements will require “sustainable innovation by all means”





Further information

www.wbcsd.org/web/vision2050.htm

sandberg@wbcsd.org +41 22 8393101

