

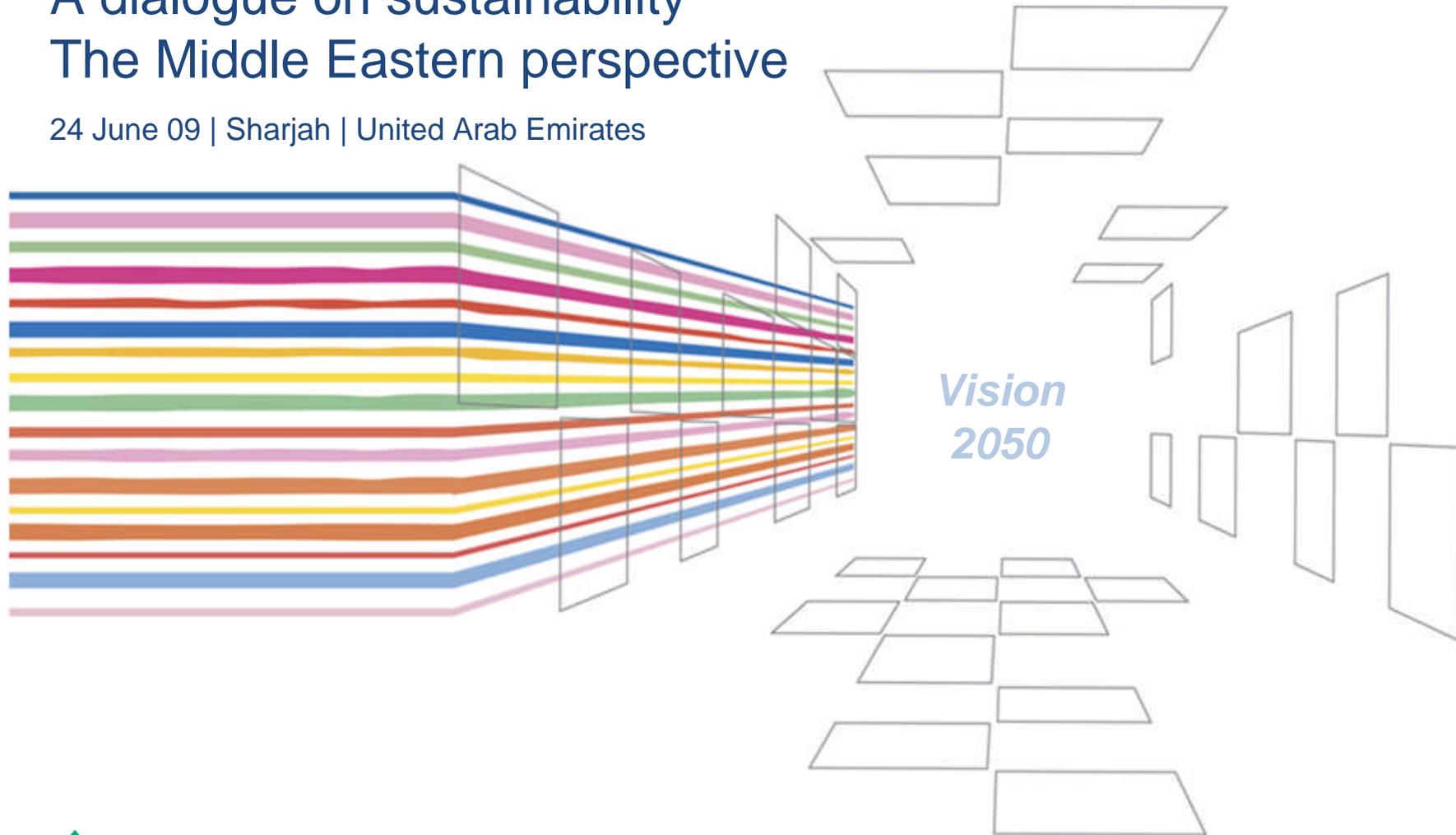
DEDICATED TO MAKING A DIFFERENCE

Vision 2050

A dialogue on sustainability

The Middle Eastern perspective

24 June 09 | Sharjah | United Arab Emirates



World Business Council for Sustainable Development

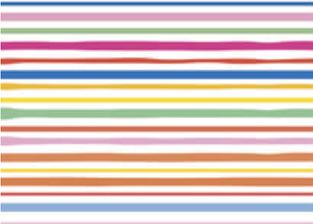
PRICEWATERHOUSECOOPERS 


غرفة تجارة وصناعة الشارقة
Sharjah Chamber of Commerce & Industry



What you will hear today...

- Introduction – Business and sustainability
- Sharing and dialogue: Vision 2050
 - Why Vision 2050?
 - How far have we come?
 - What are your views?



Introduction (1)



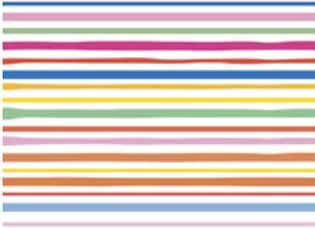
Business and sustainability



World Business Council for
Sustainable Development

Who is the WBCSD?

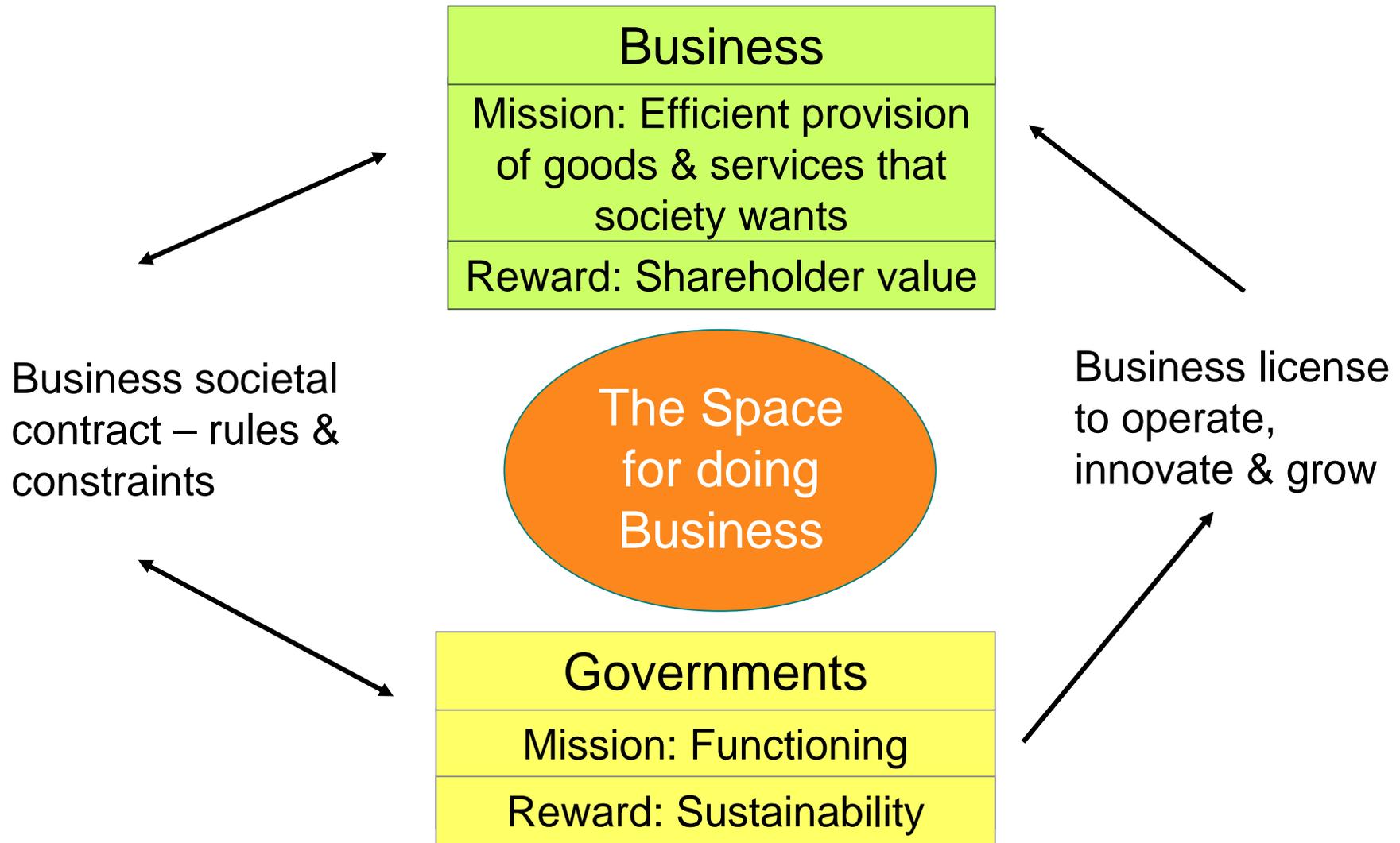




Why the WBCSD?

- Provides a **business vision** of sustainability
An antenna for emerging issues and trends
- Advocates **the business case** for sustainability
Influencing the debate and public policy
- Brings a **collective business voice**
“We can punch above our weight”
- Delivers **learning by doing & by sharing**
Allows companies to learn from each other

Business & Sustainable Development



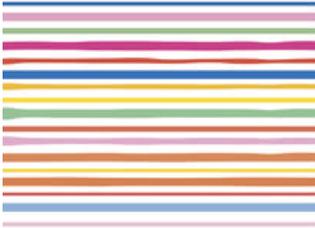


Year 2009

Uncertainty

- Effects of the economic recession and financial crisis?
- “The future has not been cancelled – It has just been delayed”
 - For how long?
 - ...and what will it look like when it arrives?





Year 2009

Changes in Governments/Governance

- A shift from G8 to G20 in global governance
- G2 – a new relation and potential cooperation between US & China?
- New political leadership in the US, Japan & EU, and elections coming up in India, Germany & South Africa
- Stronger presence and weighting of sub-regional governments (GCC) on the international arena



Year 2009

Actions

- Economic stimulus packages
- Restructuring of the global financial system – money, ownership & regulations
- Rebalancing of the roles of governments vs. markets
- Push for low carbon economies to combat climate change
- Efforts to create “green jobs” as sources of new employment



Moving ahead...

- The world is inevitably moving toward a resource & carbon-constrained world...
- But,
 - what actions are needed, by when, and by whom?
 - how do we “share the burden”; who will reap the benefits?

...and

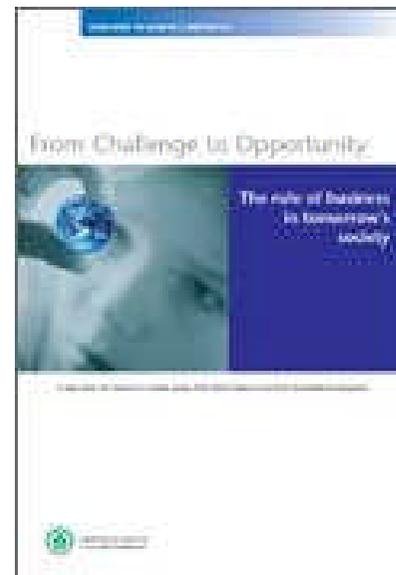
What is the role of business?

Manifesto for Tomorrow's Global Business

WBCSD Tomorrow's Leaders:

“The leading global companies of 2020 will be those that provide goods & services and reach new customers in ways that address the world’s major challenges.”

- Major global challenges facing both business & society:
 - Poverty
 - Climate change
 - Resource depletion
 - Globalization
 - Demographic shifts

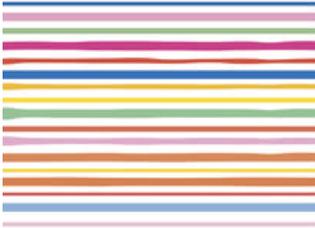




A World in transition to sustainability (1)

The transition will require:

- Strong public-private partnerships (PPP) between governments & business to coordinate innovation & implementation
- Public trust in national governments & business for acceptance of the transition
- A sense of equitable burden & benefit sharing amongst countries
- Strong global cooperation with enhanced global governance & institutions



A World in transition to sustainability (2)

- Consequences for Business
 - Tremendous growth opportunity as supplier of infrastructure, products & services for a growing and more wealthy population, primarily in developing countries
 - Need to enhance progressive input into public policymaking
- What solutions can we contribute to build a sustainable world?
- What policies do we need as a supporting to succeed?



Introduction (2)

PwC and Sustainability



World Business Council for
Sustainable Development

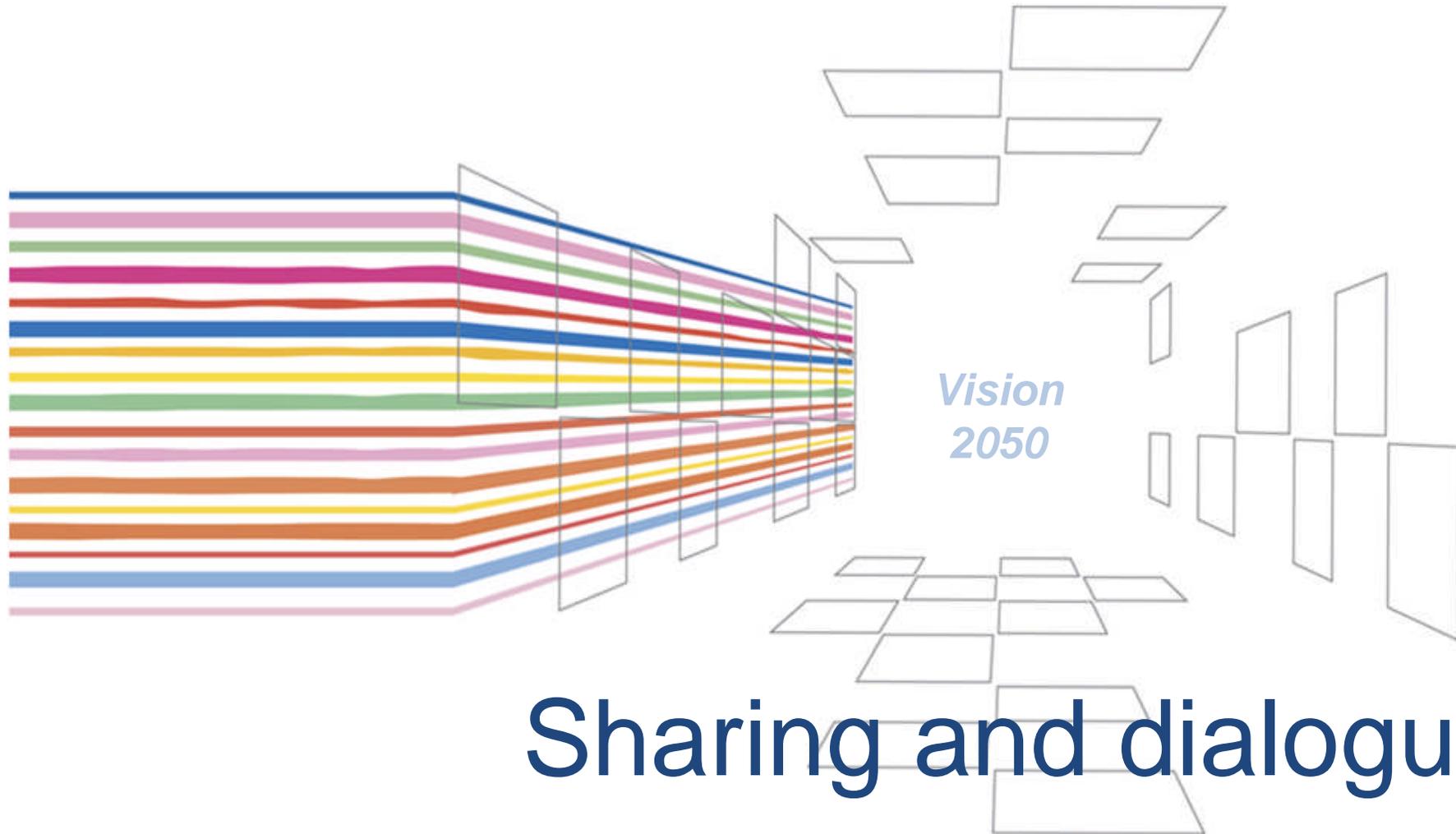
PRICEWATERHOUSECOOPERS 



What you will hear today...(2)

- Introduction – Business and sustainability
- Sharing and dialogue: Vision 2050
 - Why Vision 2050?
 - How far have we come?
 - What are your views?

Vision 2050



Sharing and dialogue



Vision 2050: Scope of project

What it is

- Project led and executed by 29 WBCSD member companies
- Lays out a positive vision of a world in 2050 and the role of business in pathways to get us there
- A macro think-piece to enable further dialogue and strategy development
- Release of findings and outreach to begin in October 09

What it is not

- Exhaustive and detailed picture with a complete set of answers
- A binding set of commitments and promises
- A universal perspective



Why *Vision 2050*?

Some key questions

- What would a **vision** of a sustainable future look like?
- What are the **pathways and solutions** for achieving sustainability? And what are the **opportunities** for business?
- What are the **risks** and **dilemmas** we must address to move forward?
- What are the **robust actions, policies and investments** to move rapidly to a sustainable pathway?
- What is the **role of business**?

Who's in?



Methodology



Timelines



Global Challenges: must be addressed for reaching a sustainable 2050

People & Values



Governance



Economy



Resources, Energy & Environment



Shifting demographics



Interdependent world



Valuing social & environmental impacts



Resource scarcity



Environmental degradation



Poverty & inequity



Inadequate policy framework



Material-based consumption



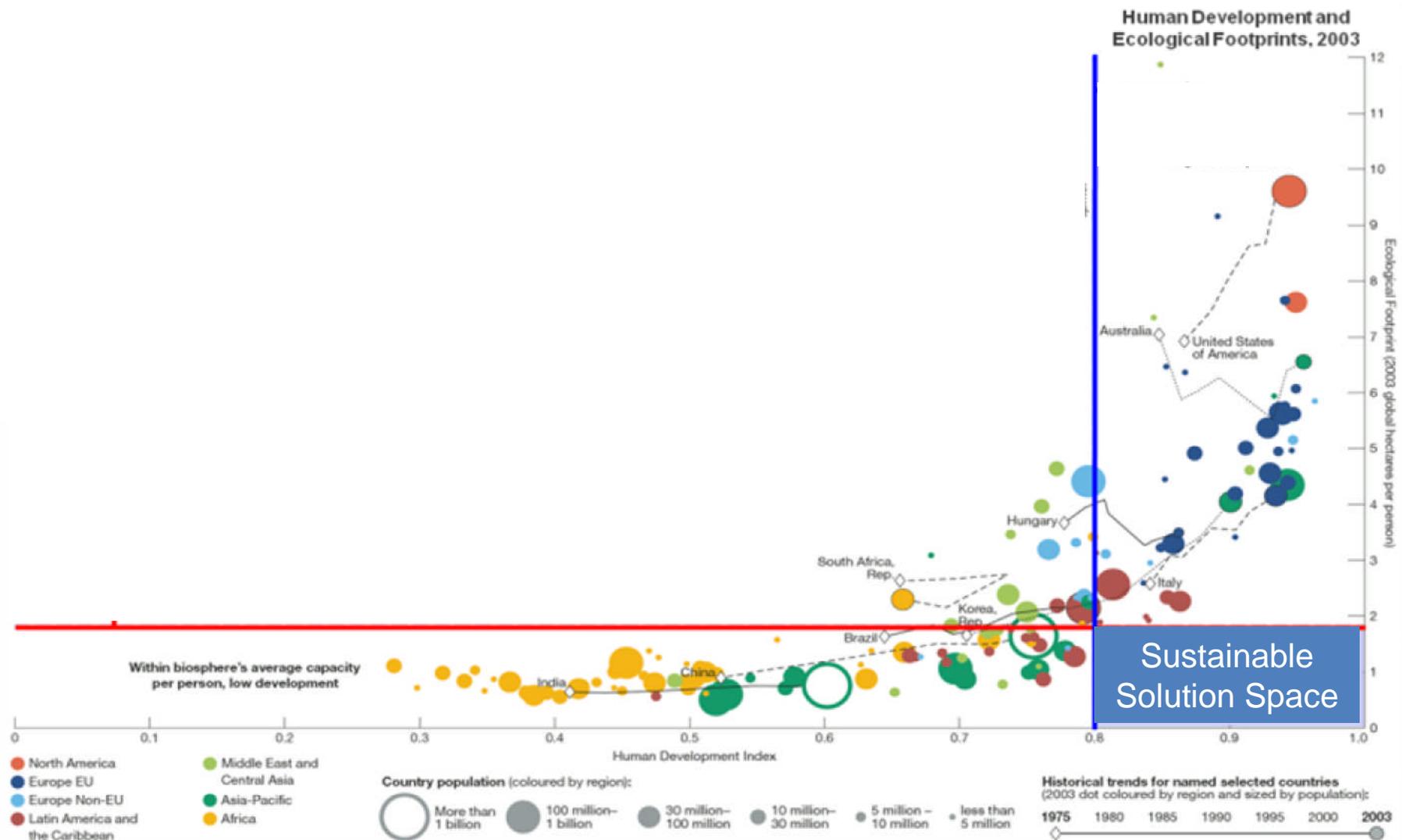
Energy security



Climate change



Challenges in brief: People & Planet

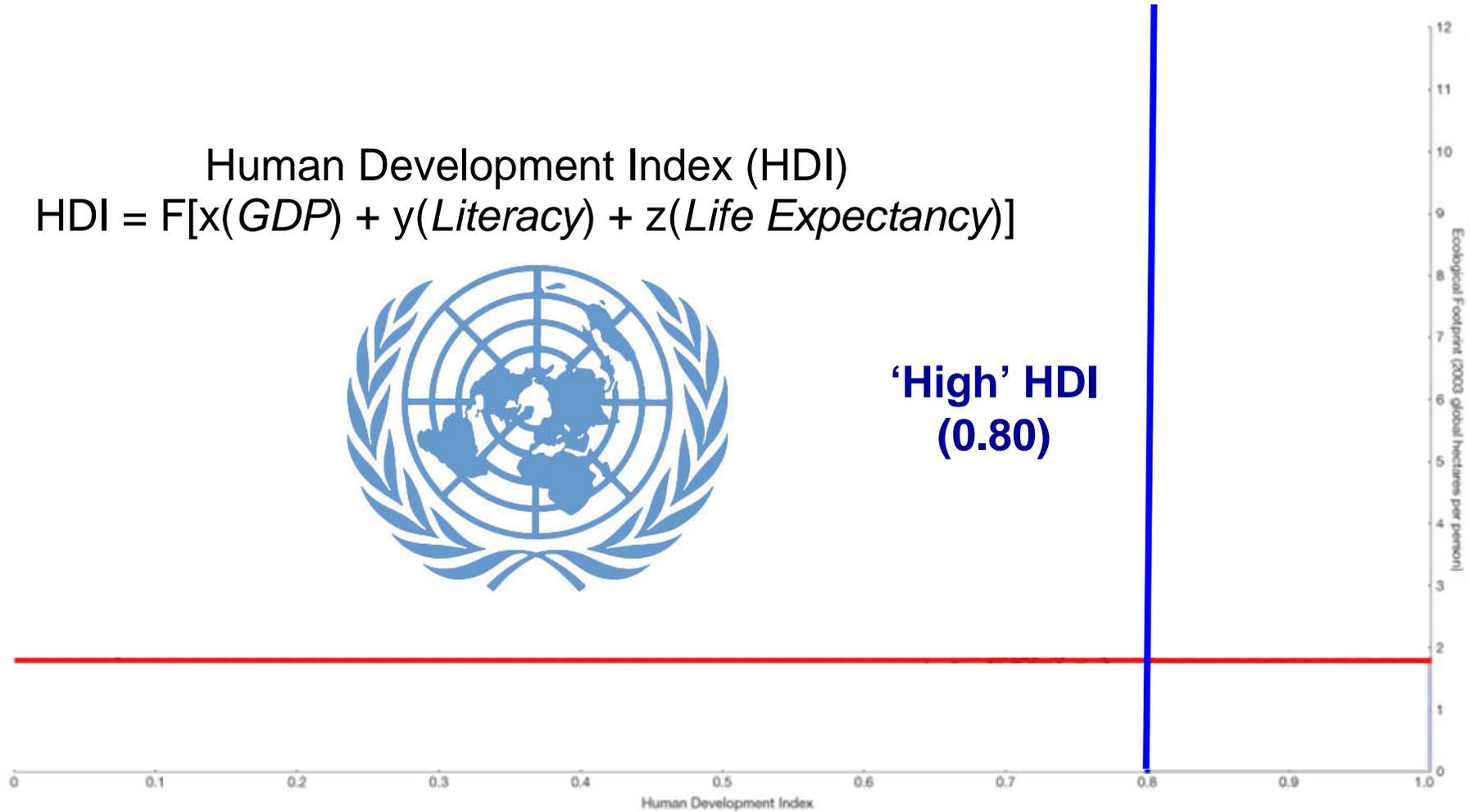


Challenge: People

Human Development Index (HDI)
 $HDI = F[x(GDP) + y(Literacy) + z(Life\ Expectancy)]$

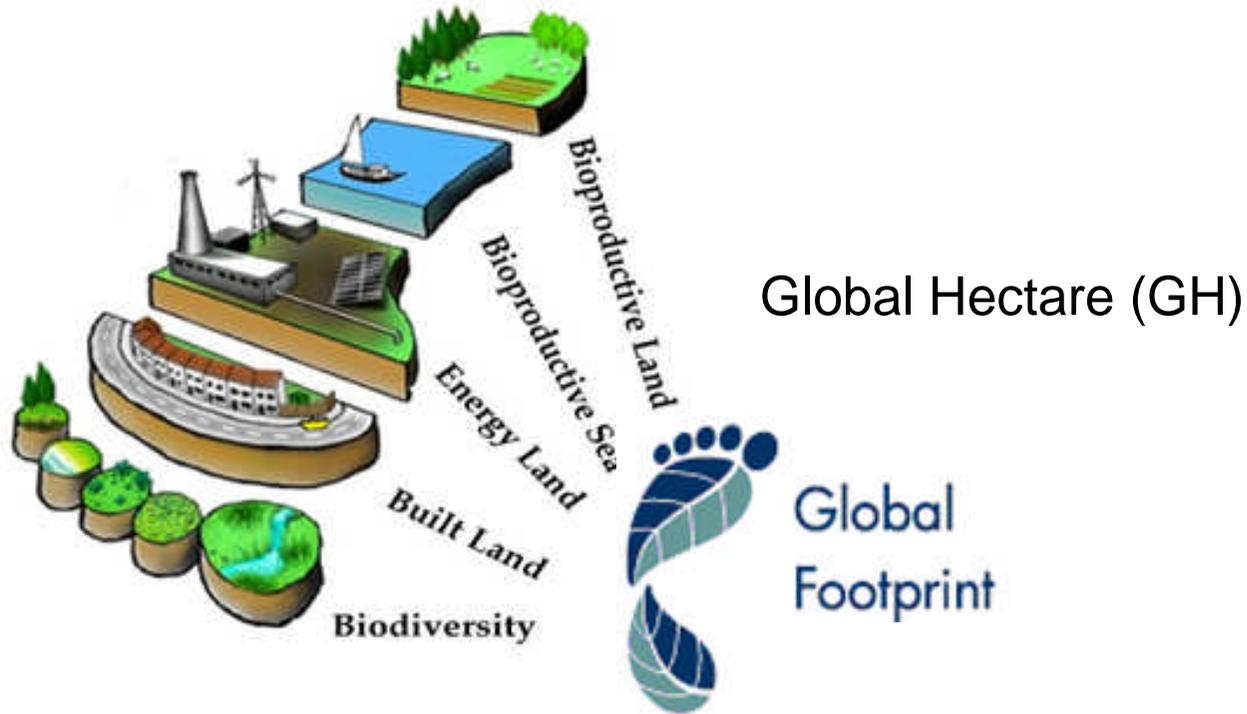


**'High' HDI
(0.80)**



Source: GFN/UNDP/WWF

Challenge: Planet



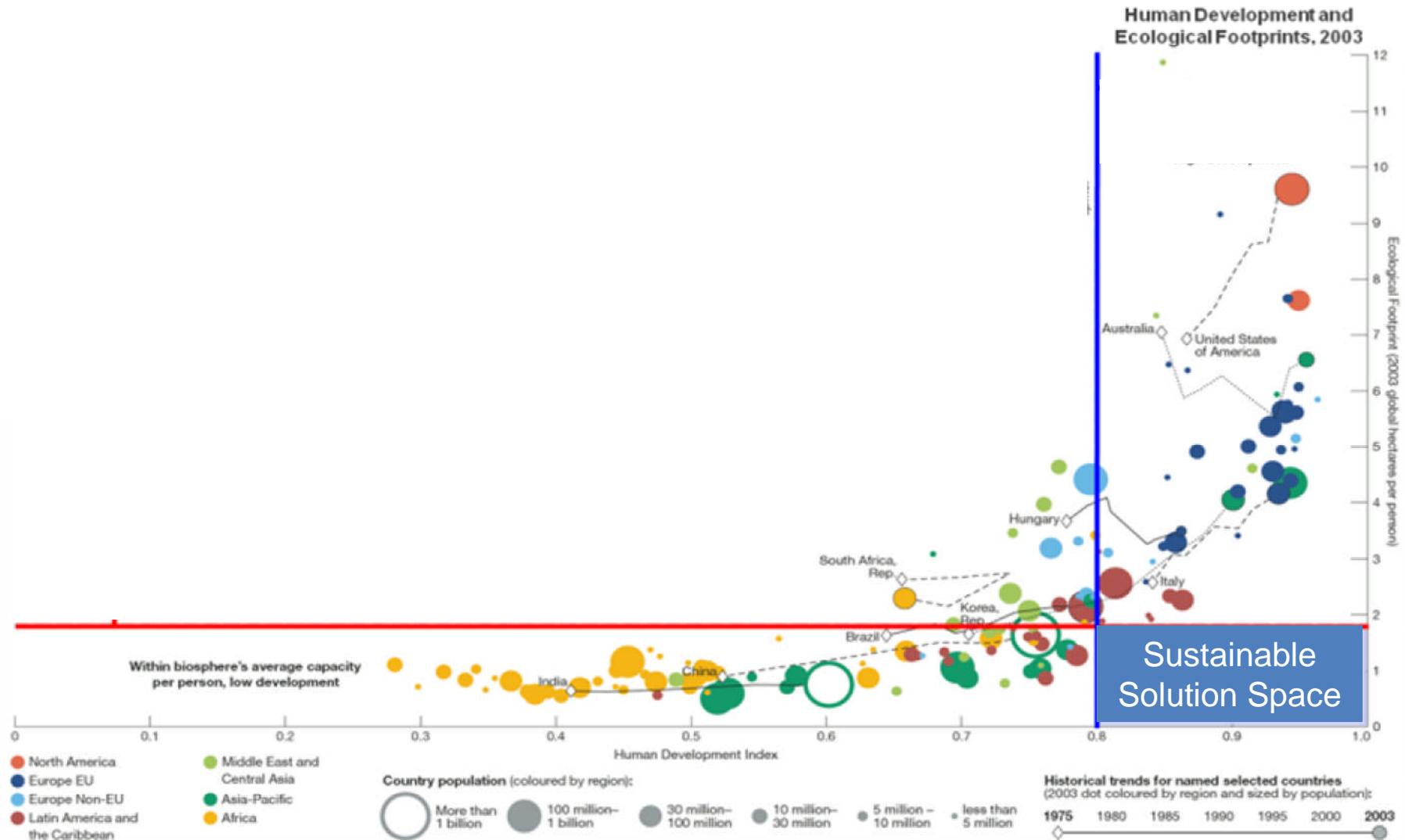
Global Hectare (GH)

Maximum sustainable ecosystem consumption per capita (1.8 GH)



Source: GFN/UNDP/WWF

Our Vision: *Living well, within the limits of the planet*



3 Changes needed for 2050



Moving the bars



Limbo-dancing

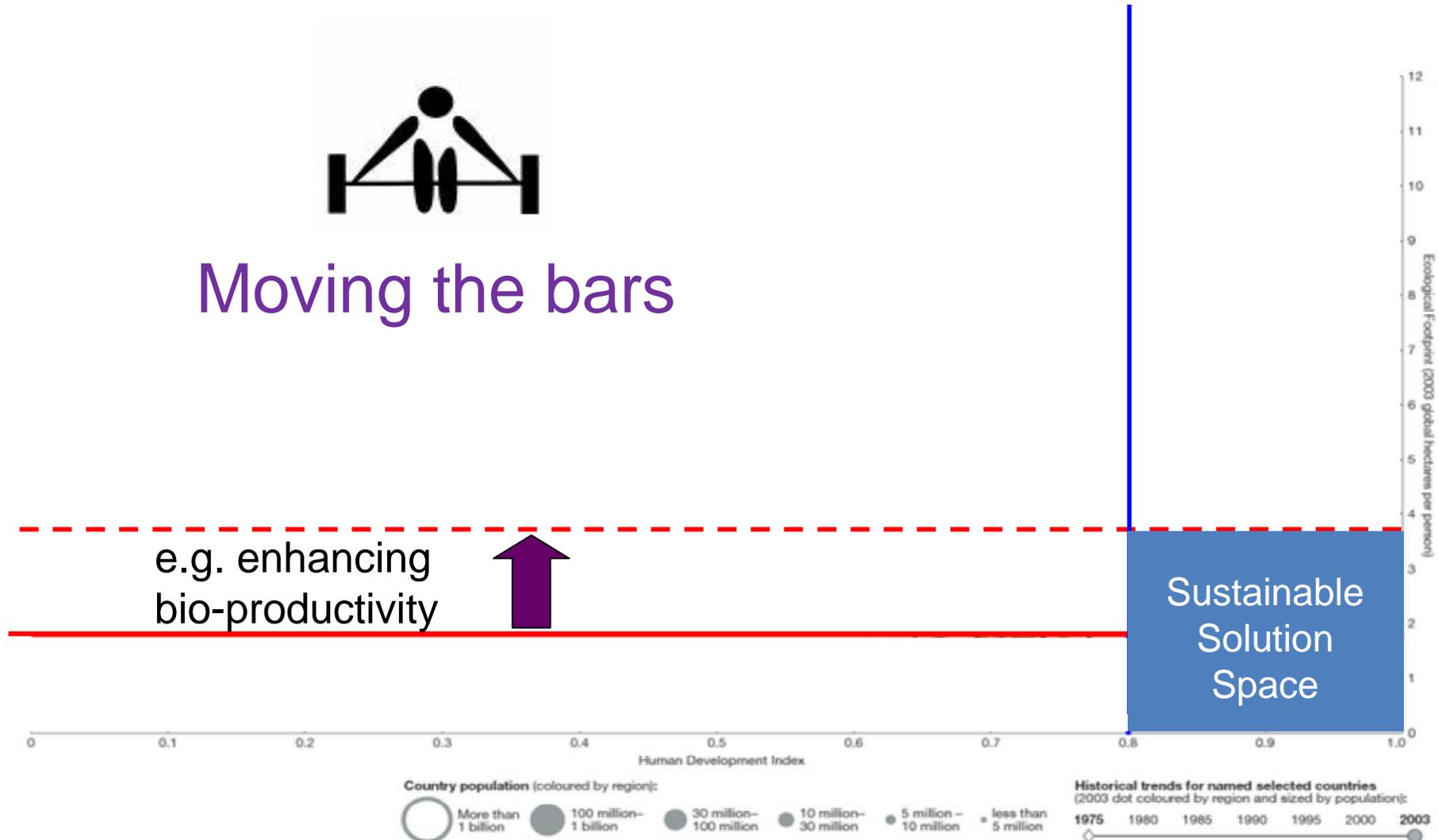


Leap-frogging

Moving the bars (1): Get more out of the one planet



Moving the bars



Source: GFN/UNDP/WWF/WBCSD

Moving the bars (2): Redefine success

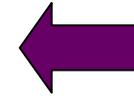


Moving the bars

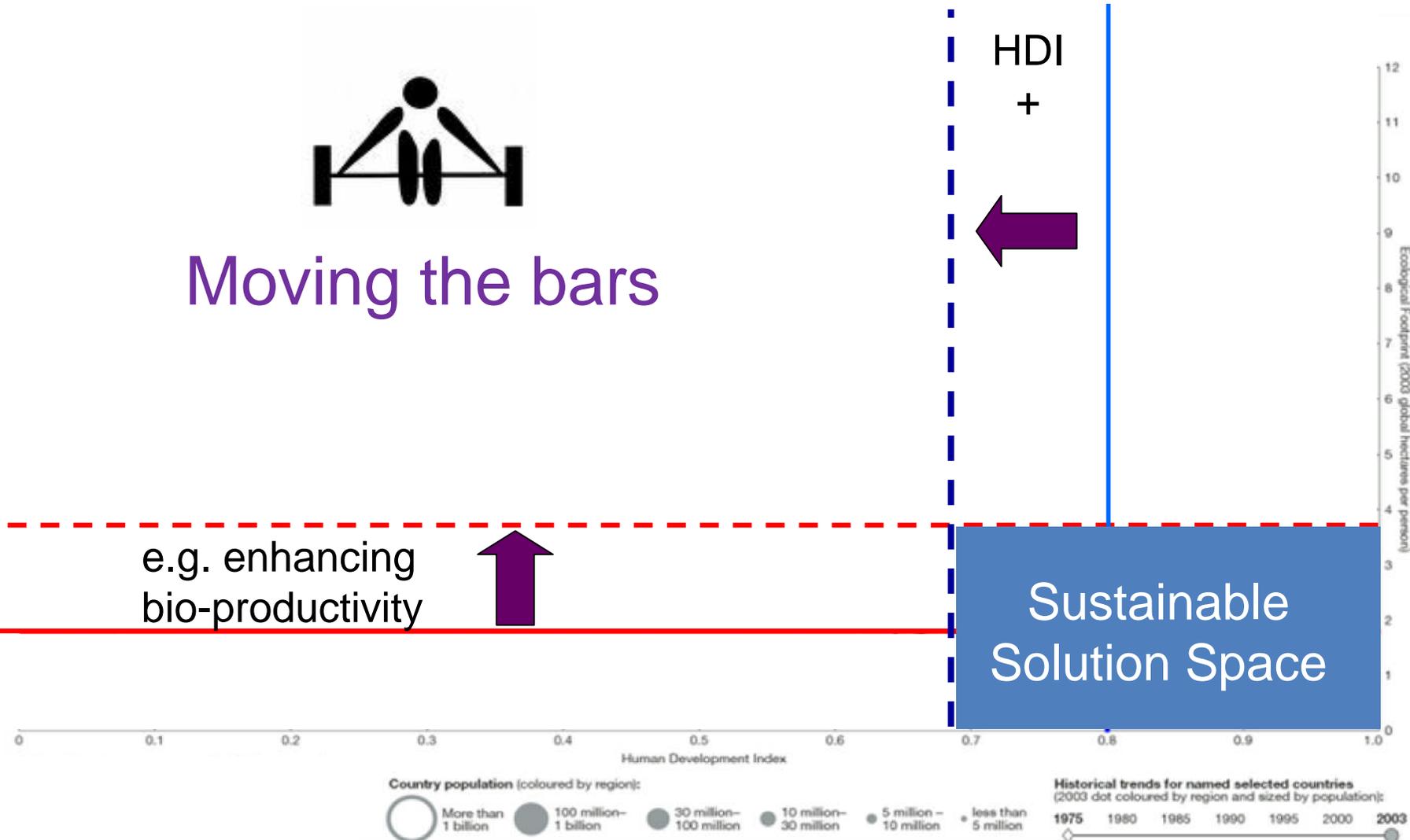
e.g. enhancing
bio-productivity



HDI
+



Sustainable
Solution Space



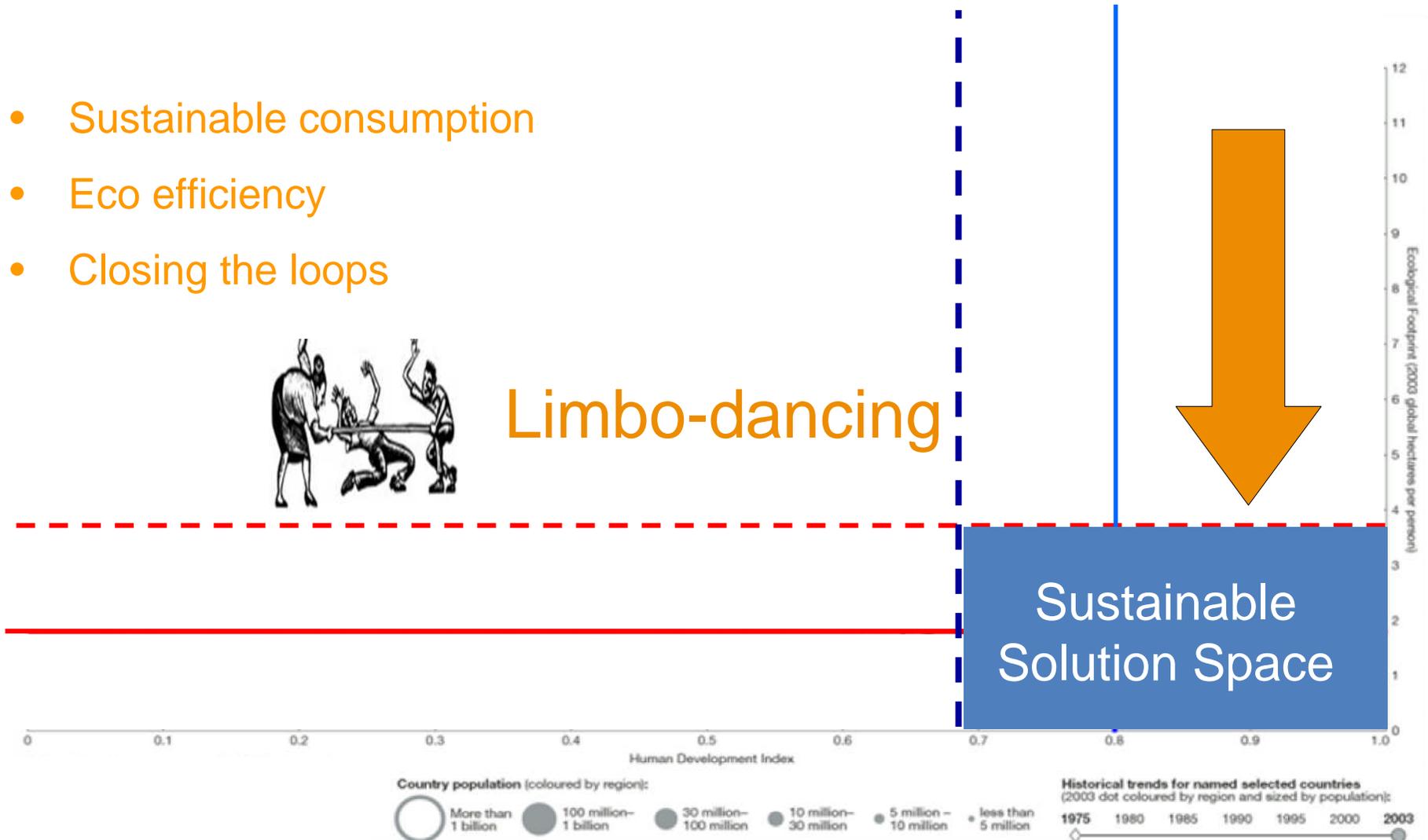
Sources: GFN/UNDP/WWF/WBCSD

Limbo-dancing

- Sustainable consumption
- Eco efficiency
- Closing the loops



Limbo-dancing

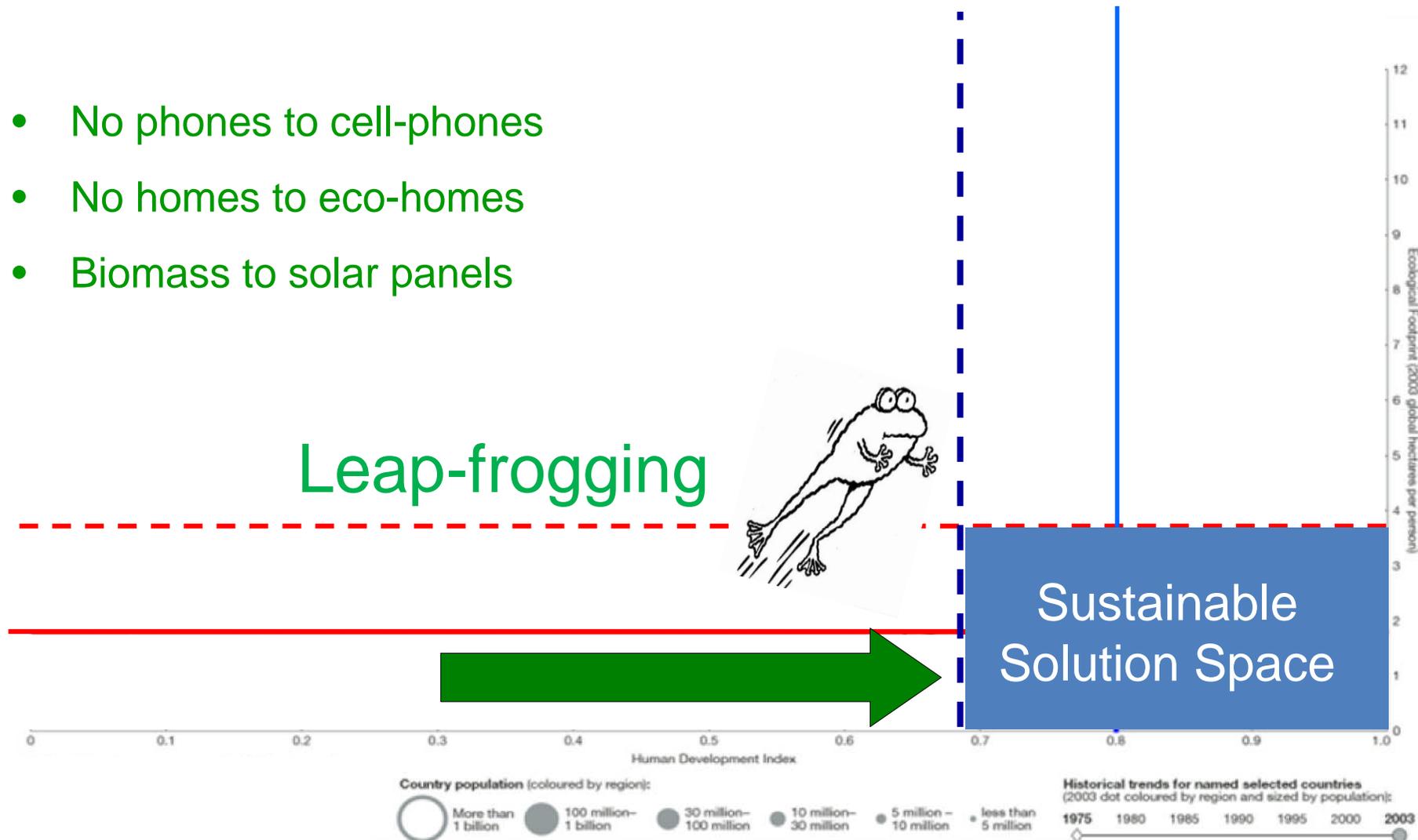


Sustainable Solution Space

Leap-frogging

- No phones to cell-phones
- No homes to eco-homes
- Biomass to solar panels

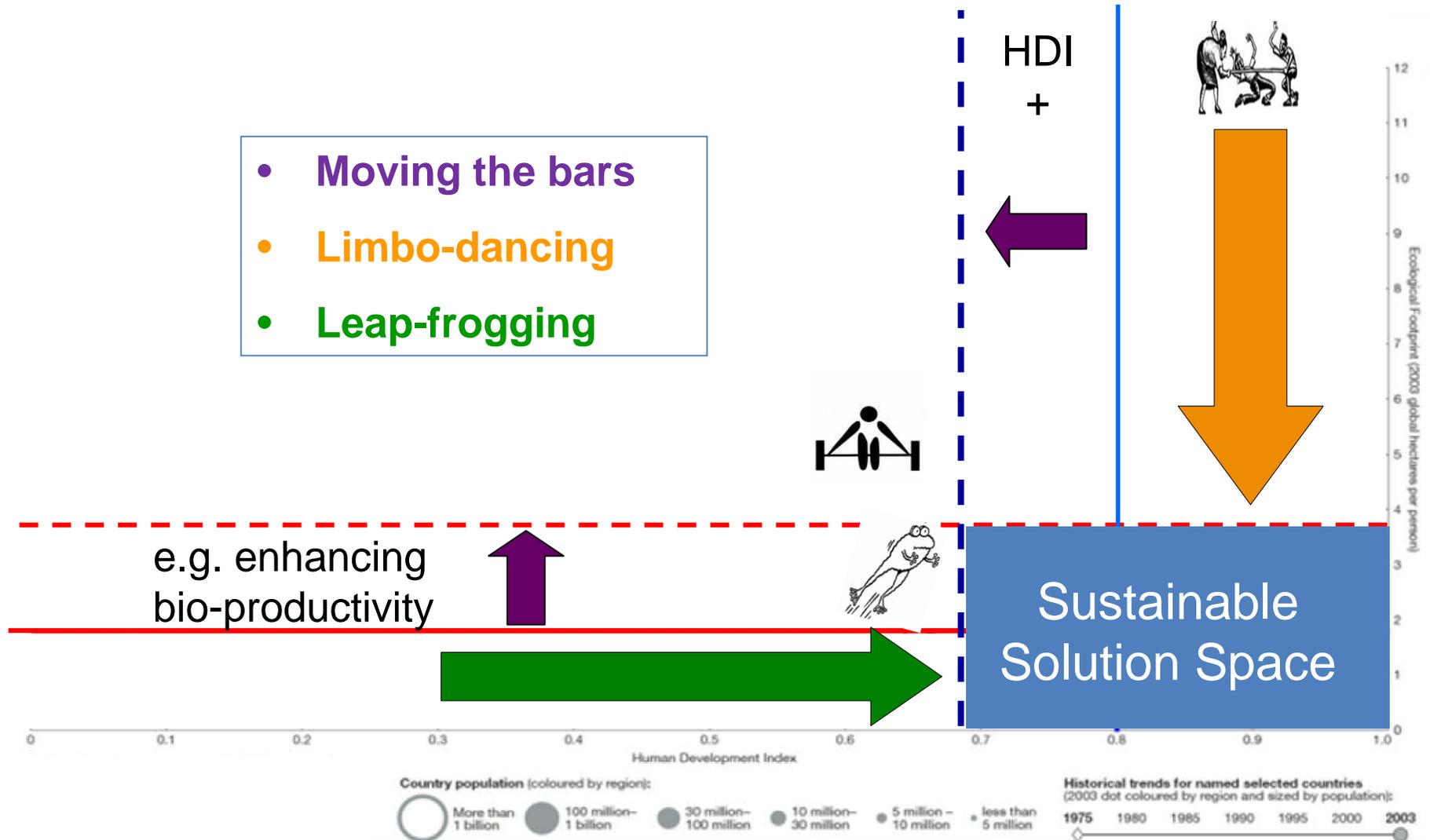
Leap-frogging



Sustainable Solution Space

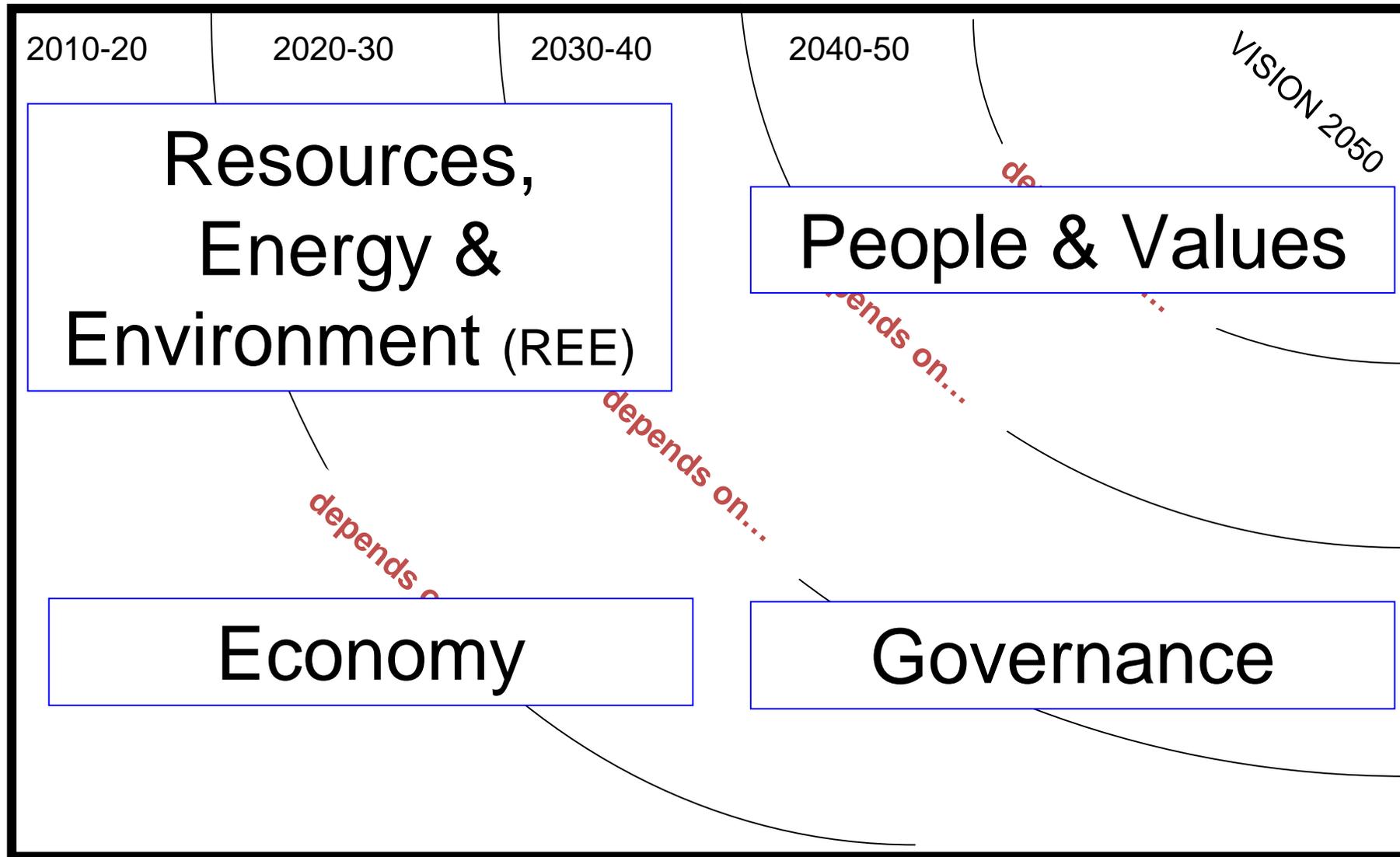
A combined change is needed...

- Moving the bars
- Limbo-dancing
- Leap-frogging



Source: GFN/UNDP/WWF

Project developed many pathways...
that could achieve the changes



Vision 2050

A sustainable world in 2050 and beyond

People & Values

- Strong social cohesion
- Inclusive and resilient communities
- Intra-generational and intergenerational respect
- Education for all
- Eco-awareness

Governance

- Transparent, fair and inclusive
- Clarifying global limits
- Collaboration is the winning strategy
- Trusted, effective, and enabling
- Appropriate global and local solutions



Economy

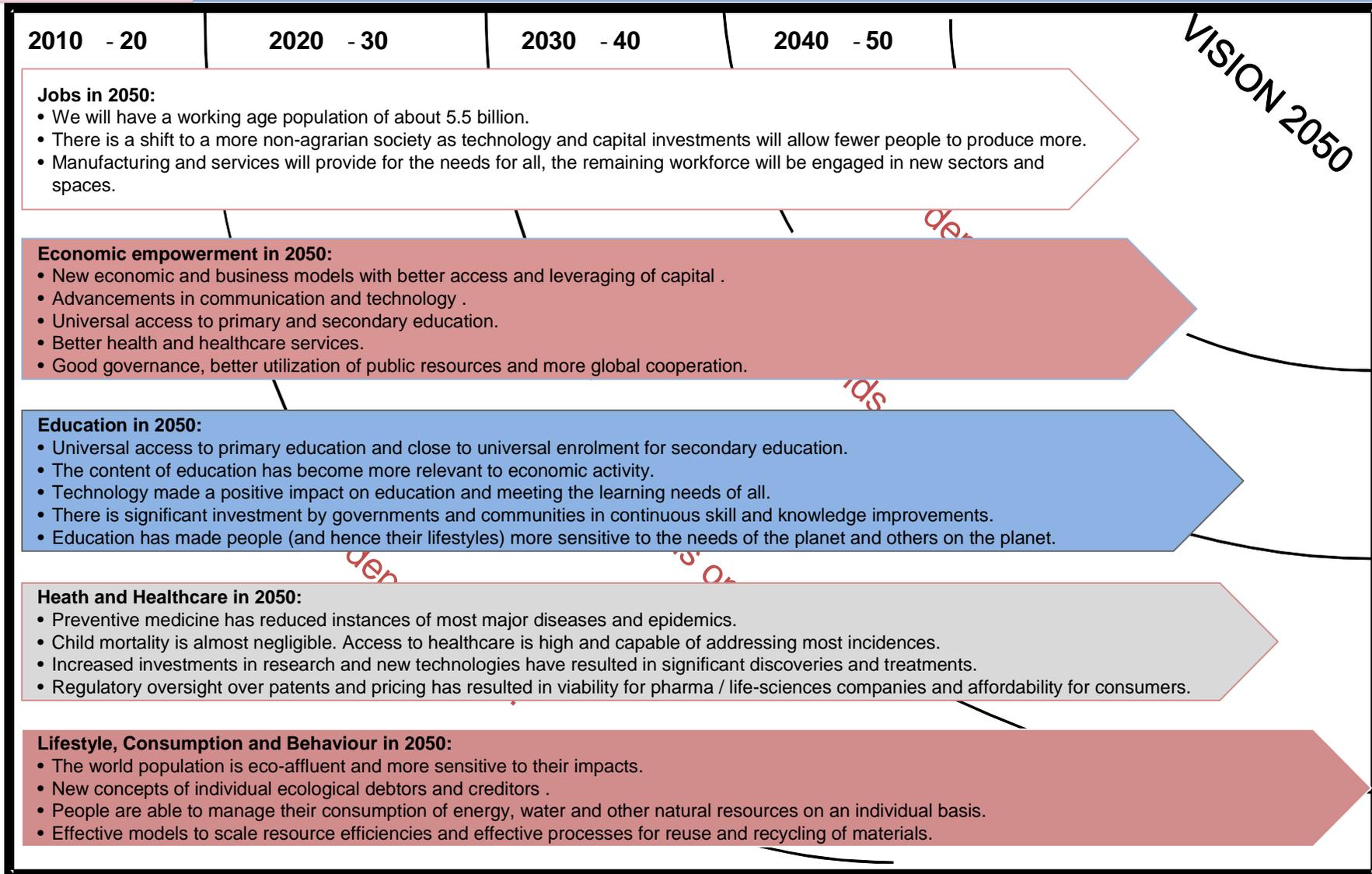
- Hyper-innovative and globally interdependent
- Co-operation, eco-efficiency and creativity
- True value pricing
- Entrepreneurship and inclusion

Resources, energy & environment

- Energy and resources are used more efficiently
- Harmful emissions and waste are significantly reduced
- Ecosystems services are maintained and enhanced
- Renewable energy mix
- Life cycle management

Example: People and Values (1)

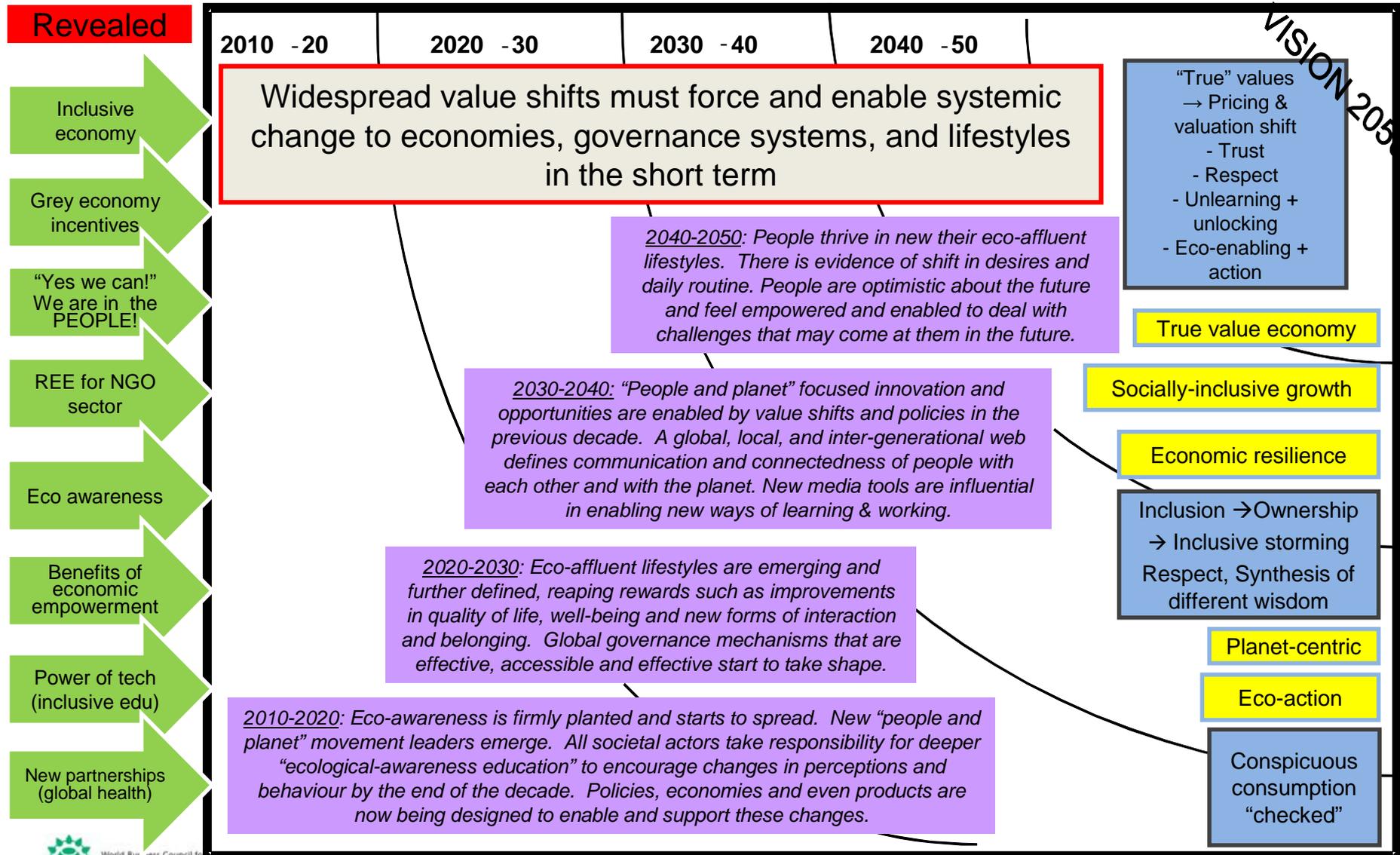
In 2050: Change in people and behavior



Newly revealed values and behavior change are being driven both by crisis and hyper-socio-technological innovation, often in response to crisis.

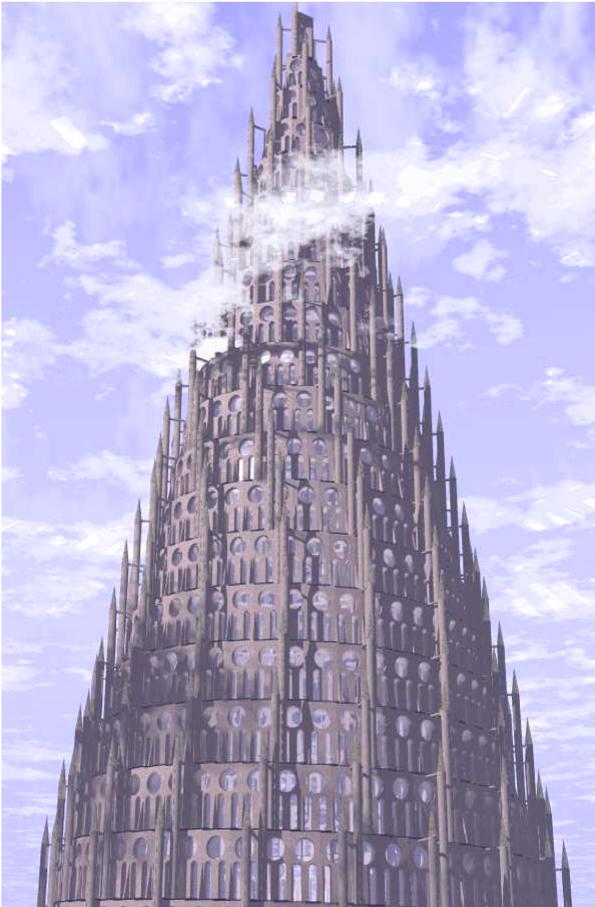
Example: People & Values (2)

Value shifts, from what to what?



Example: Governance in 2050 (1)

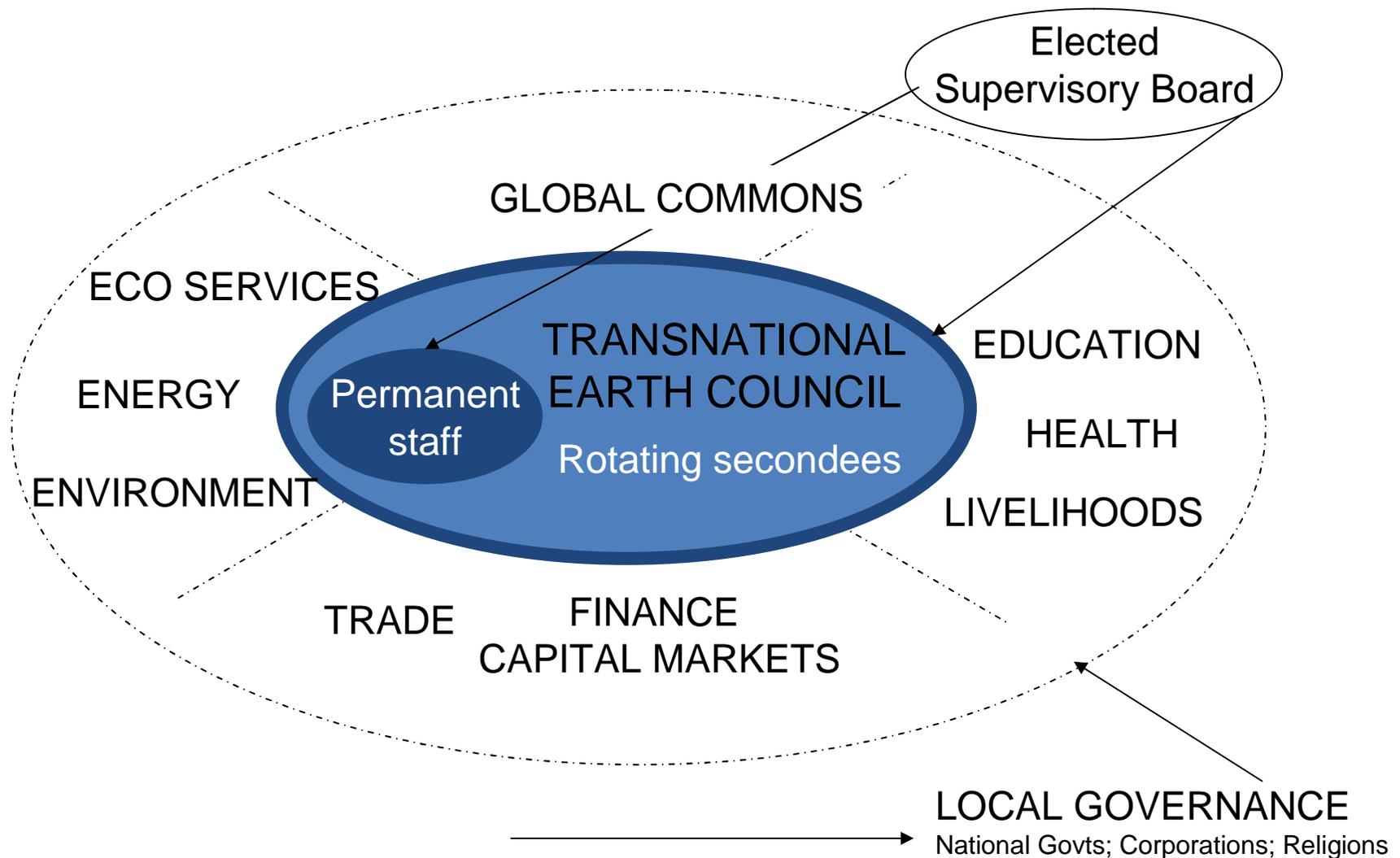
What could an effective new global governance system look like?



- Responsible sovereignty prevails
- Global and local governance structures are open, flexible and resilient adapting effectively to new challenges
- Governance processes focus on promoting progress and quality of life improvements while being eco-aware and respectful
- New ways of thinking, seeing and managing are utilized
- Provide frameworks for allocation and use resources while respecting natural limits

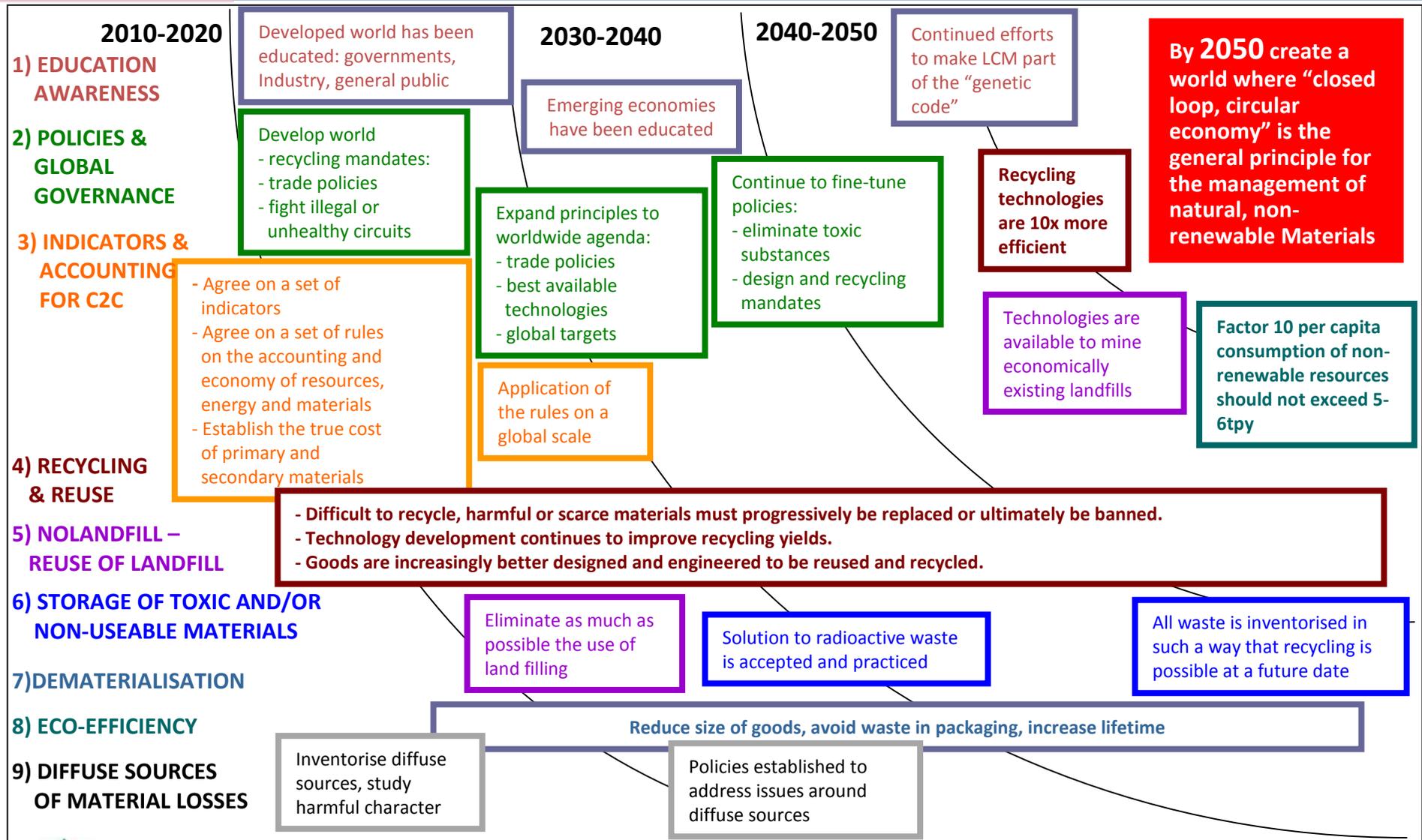
Example: Governance in 2050 (2)

Transnational Earth Council



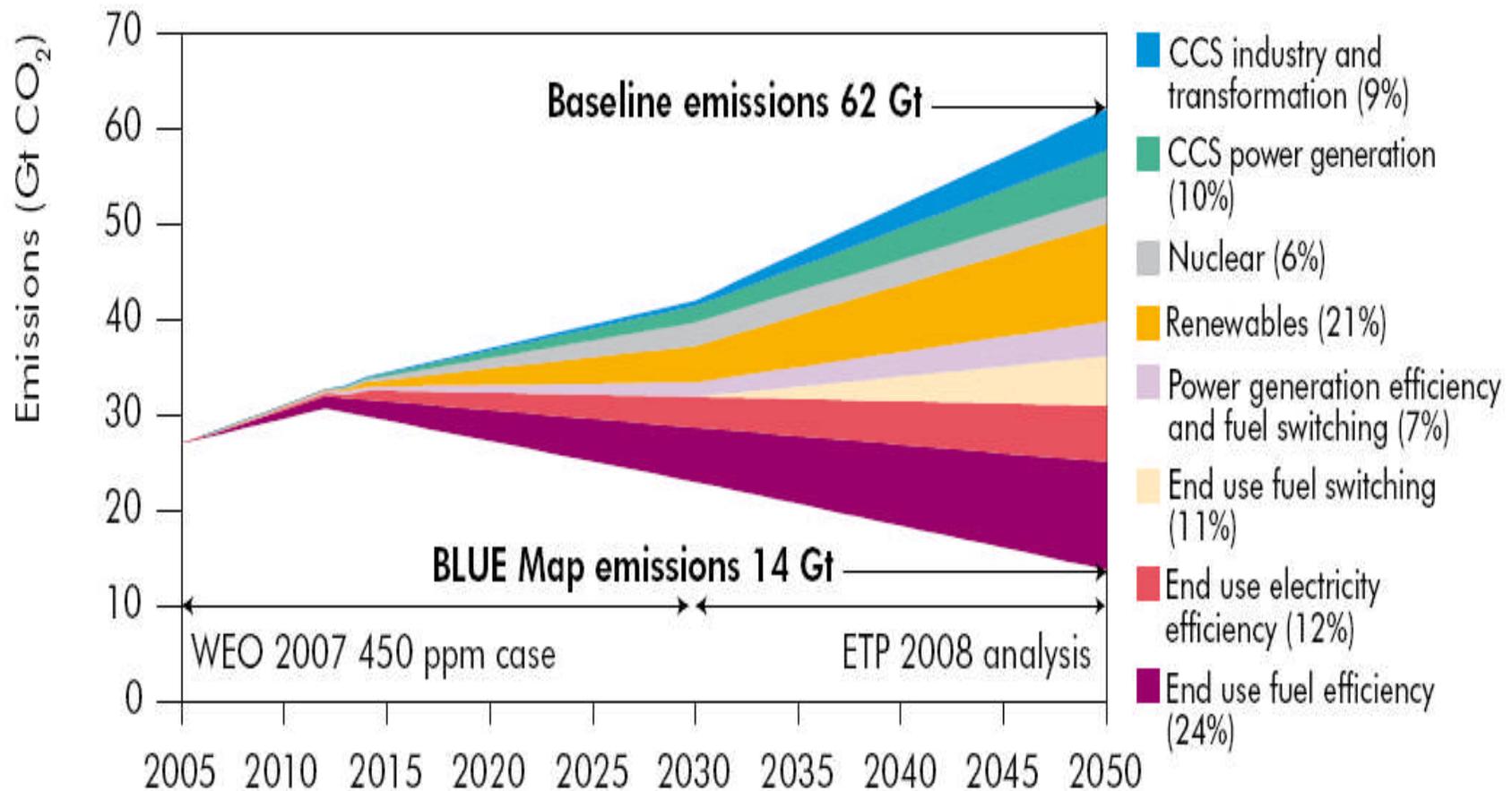
Example: Materials pathway

Closed loop, circular economy



Example: Energy & climate pathway (1)

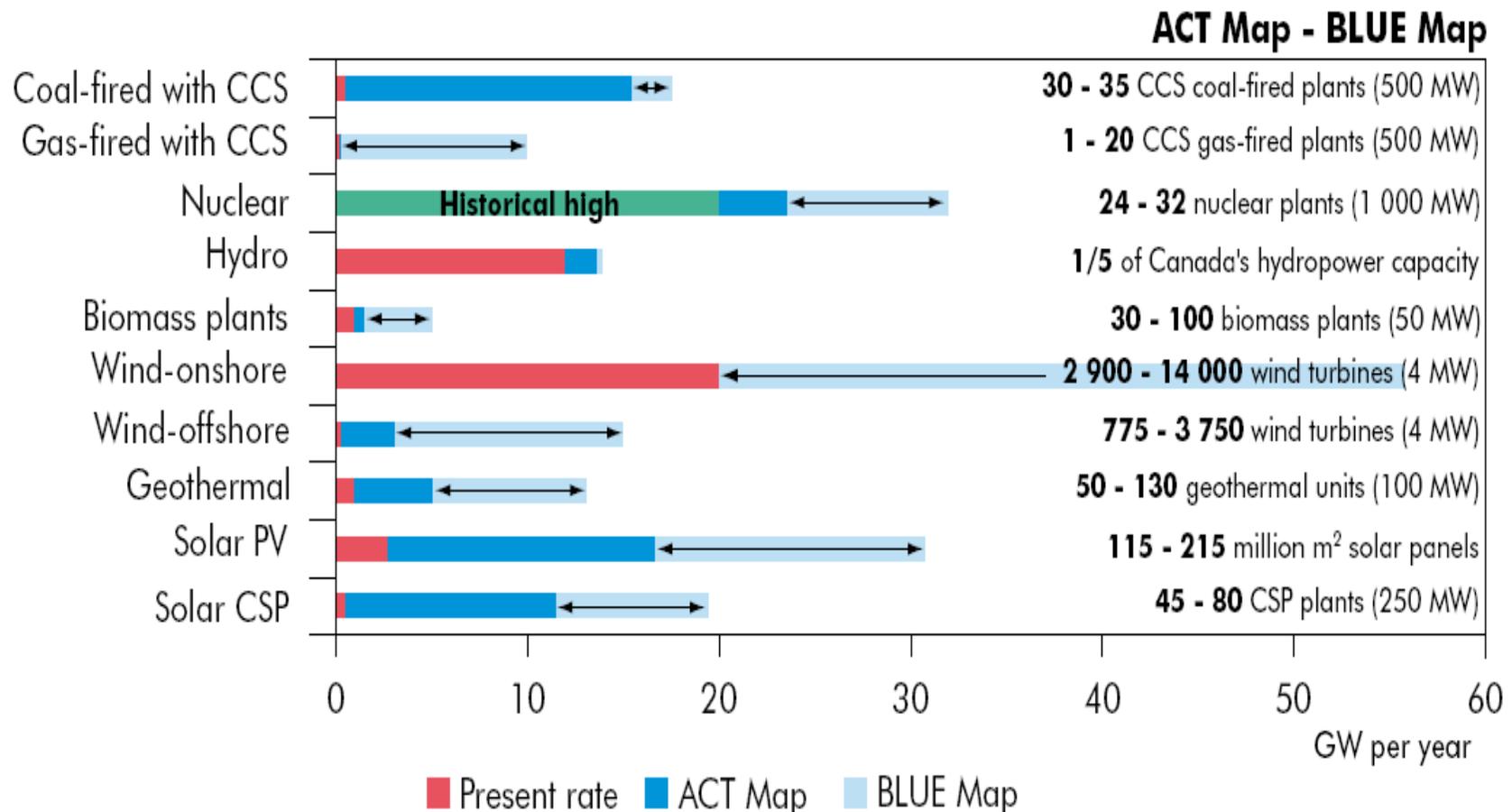
Achieve IEA Blue Map Scenario, 450 ppm



Example: Energy & climate pathway (2)

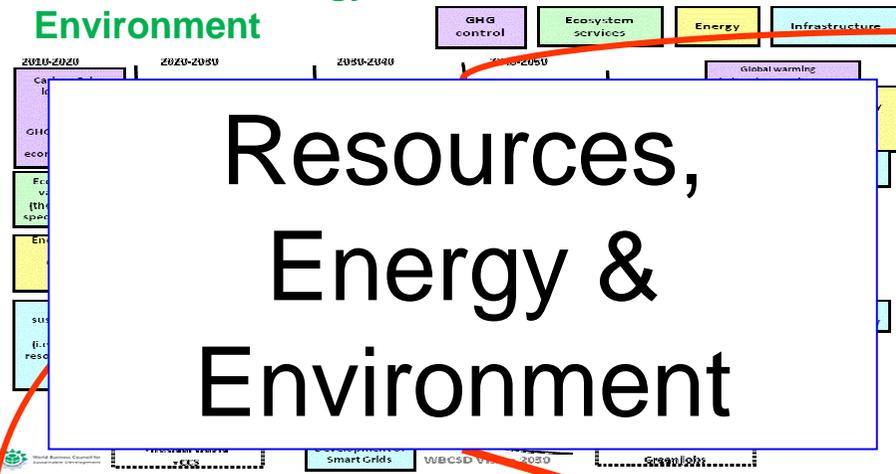
Achieve IEA Blue Map Scenario, 450 ppm

Additional investment in the electricity sector in the ACT Map and BLUE Map scenarios (compared to the baseline, 2005-2050)

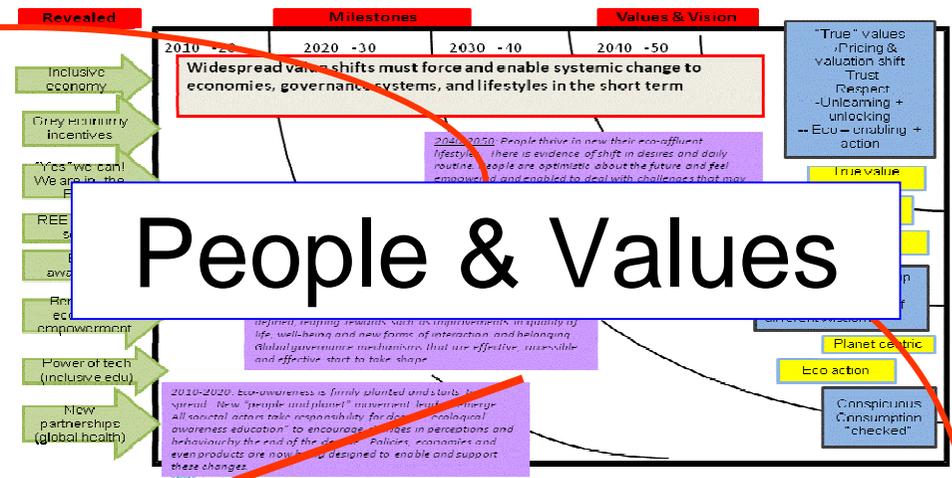


Pathways and actions must be linked

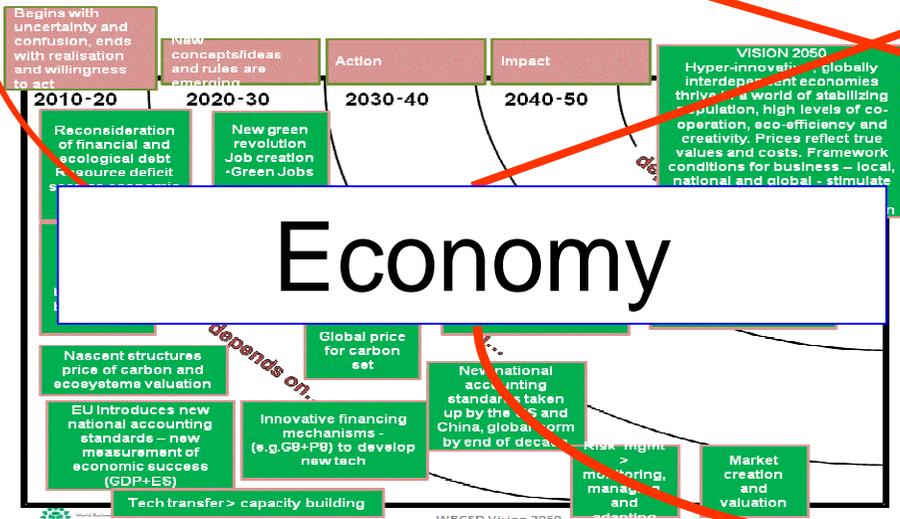
Resources, Energy and Environment



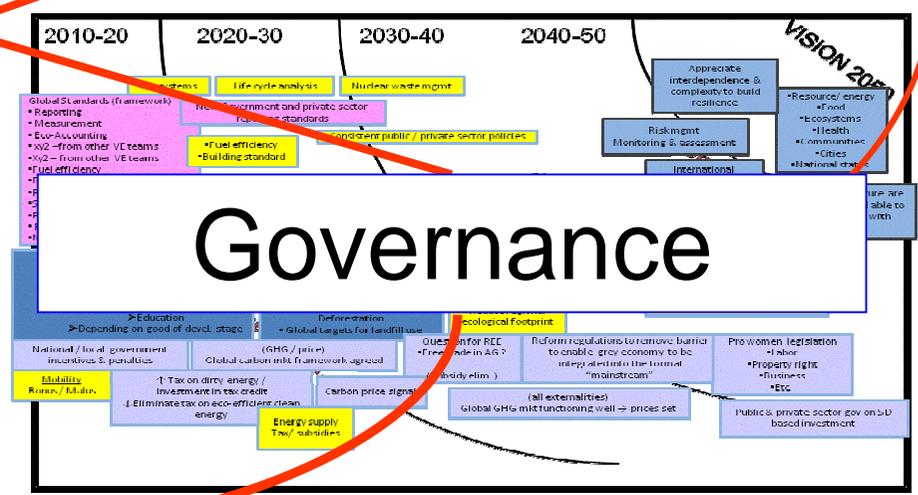
People and Values



Economy



Governance





The message...

- It is possible to develop solutions and pathways that take us on-track to a sustainable world by 2050
- Success requires major and mutually supporting changes in how we run our societies, industry, economy, policy, lifestyles, values...
- Urgent need for scaling-up & speeding-up
- Actions taken today will – and must – lay foundations for the future



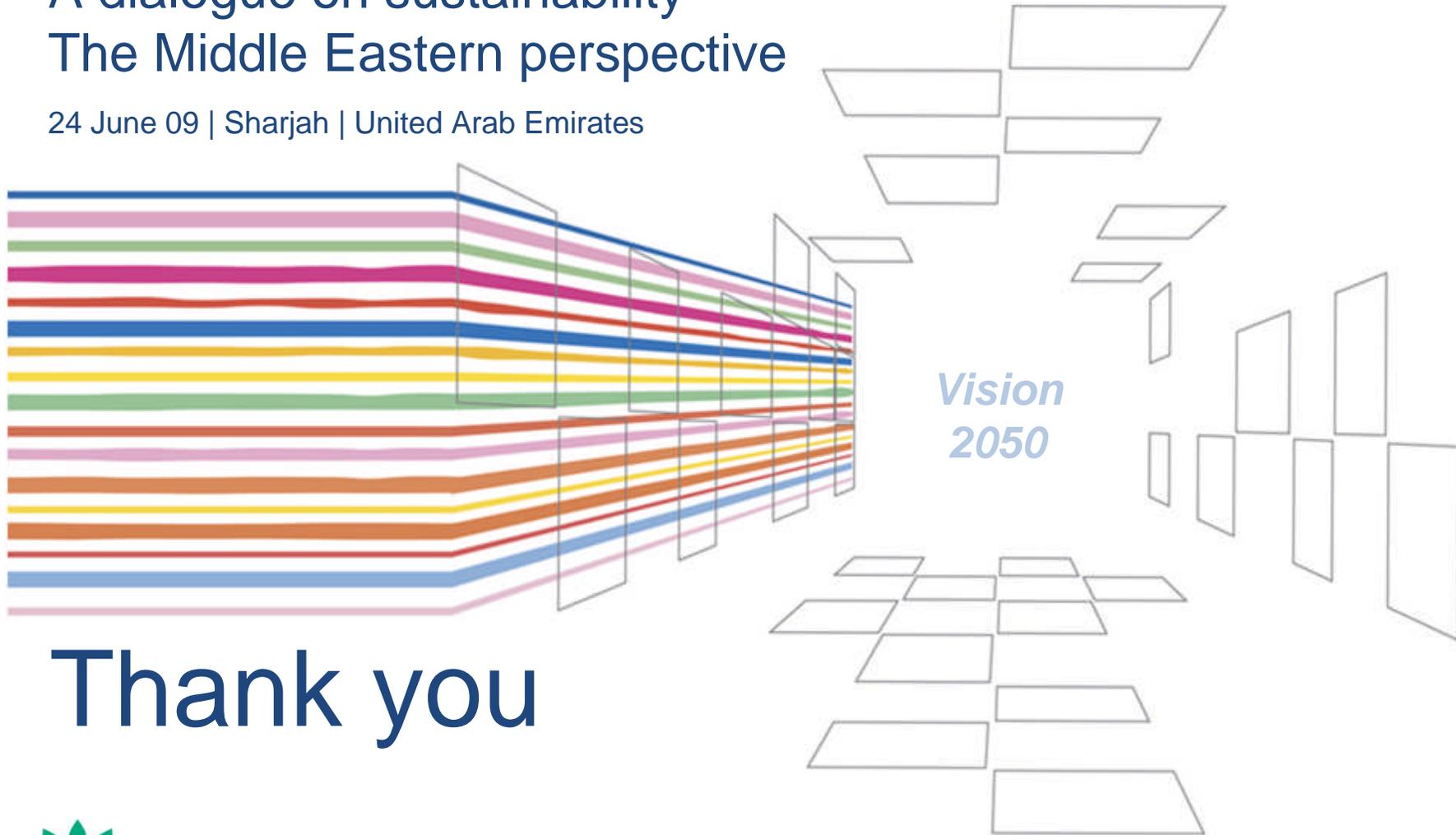
What are your views in...

1. To speed-up & scale-up the development and deployment of sustainable solutions needed to realize the *Vision*, what are the critical enablers and constraints:
 - for business?
 - for policy-makers?
 - for consumers?
2. If the world actually went on the pathway to realize the *Vision*, what are the potential new areas of business activity for your sector by 2020?
3. If we say we need global collaborations to realise the *Vision*, what does it take to reach global and regional agreements?

Vision 2050

A dialogue on sustainability
The Middle Eastern perspective

24 June 09 | Sharjah | United Arab Emirates



Thank you



World Business Council for
Sustainable Development

PRICEWATERHOUSECOOPERS 


غرفة تجارة وصناعة الشارقة
Sharjah Chamber of Commerce & Industry