



**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





... through a global business dialogue ...

- Dialogues
- Workshops



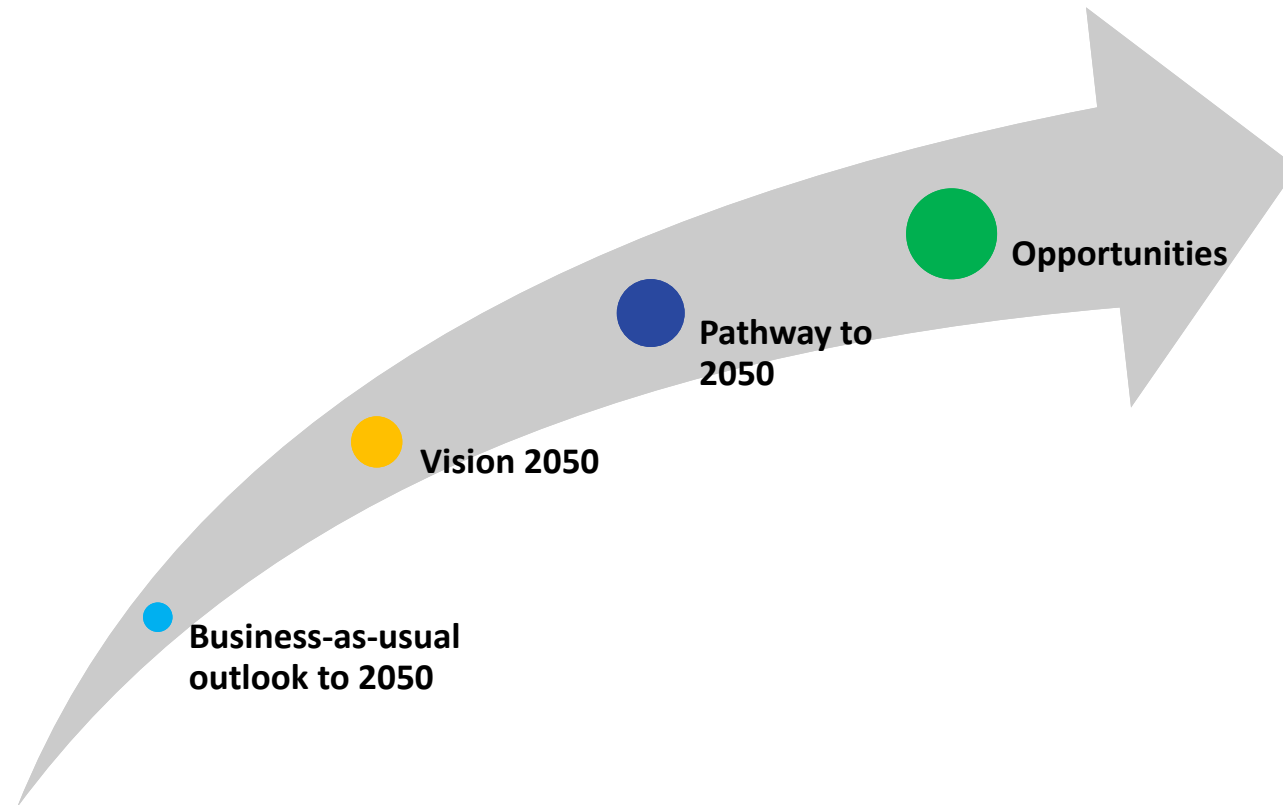


What is it?

- 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

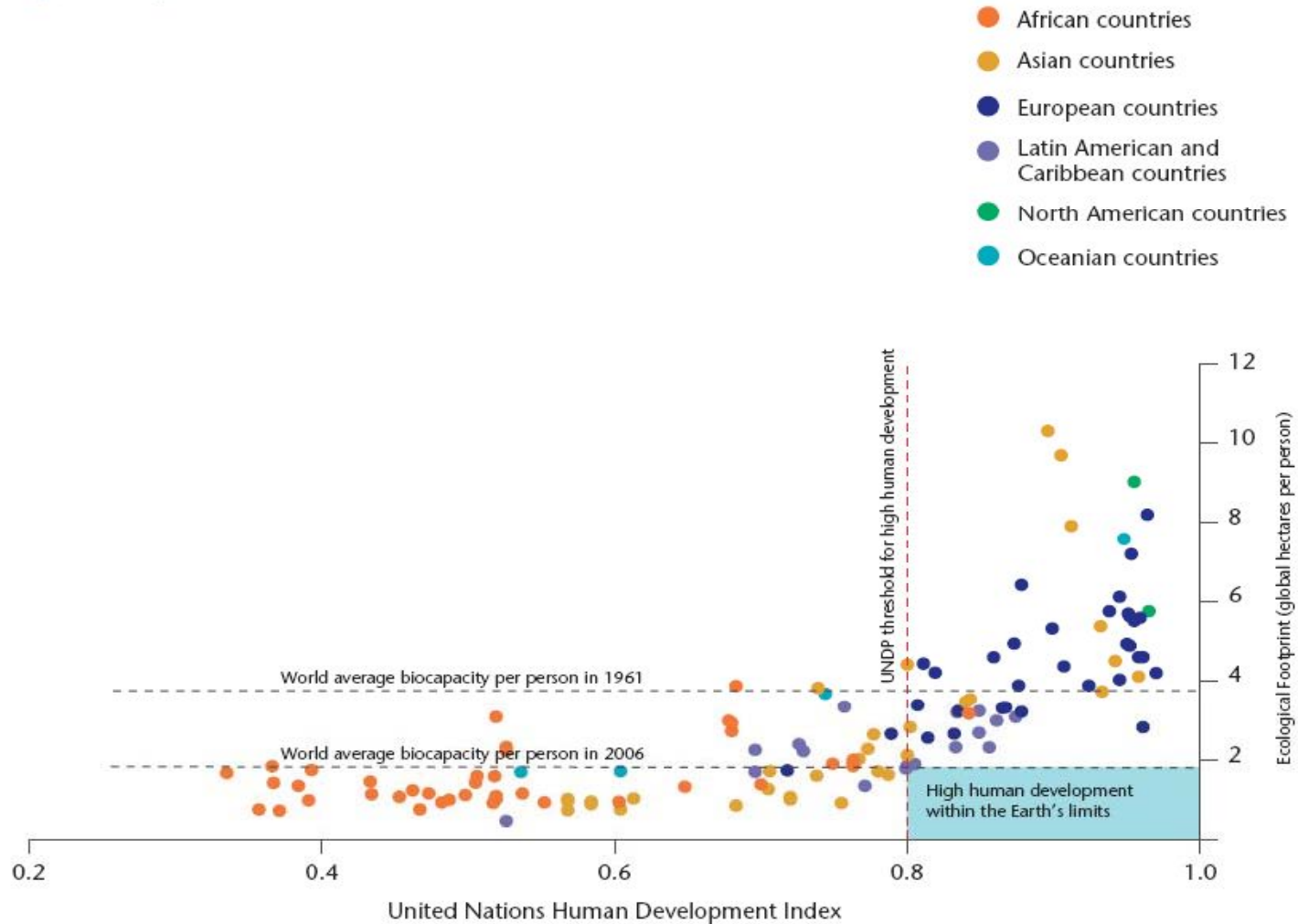


Steps of the *Vision 2050* project





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

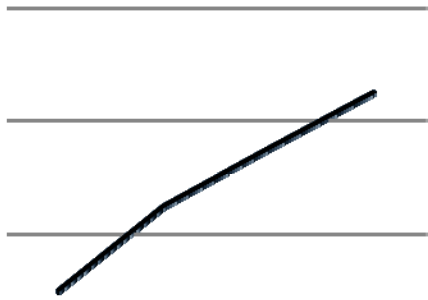
Growth

Inertia

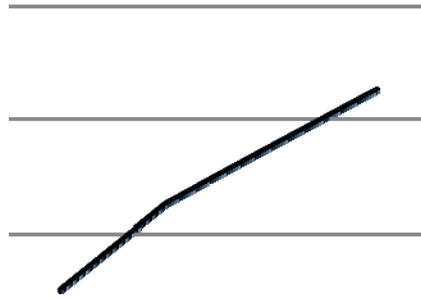
Degradation



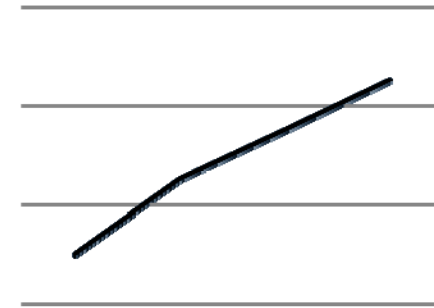
The fundamental story



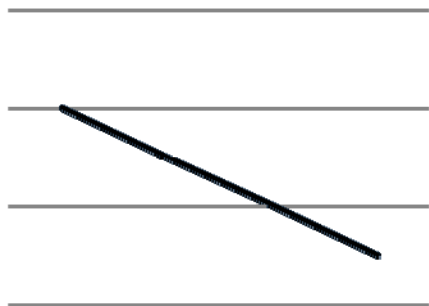
Population



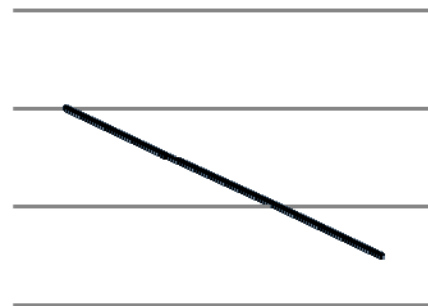
**Energy demand
and emissions**



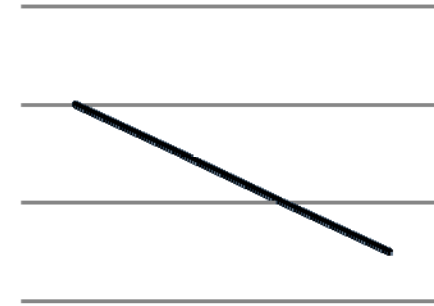
Temperature



Water



Food

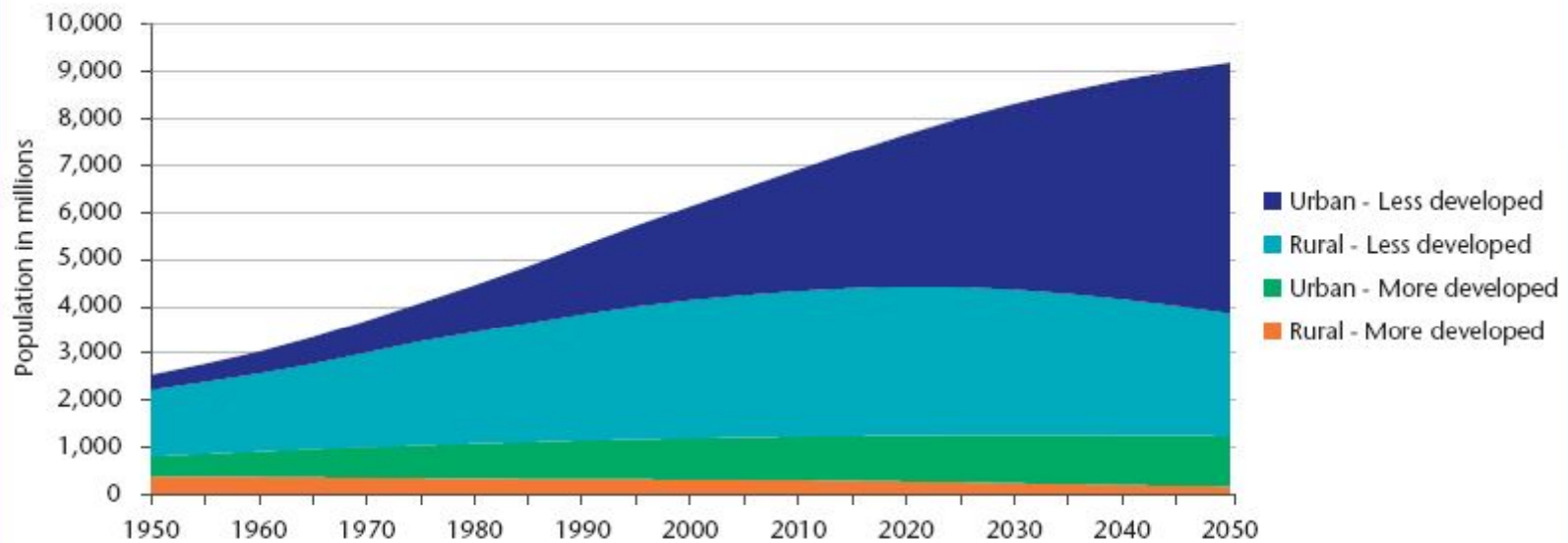


Ecosystems



Growth: People, cities, age

The world population is increasingly urban Global population by type of area and by region – 1950-2050



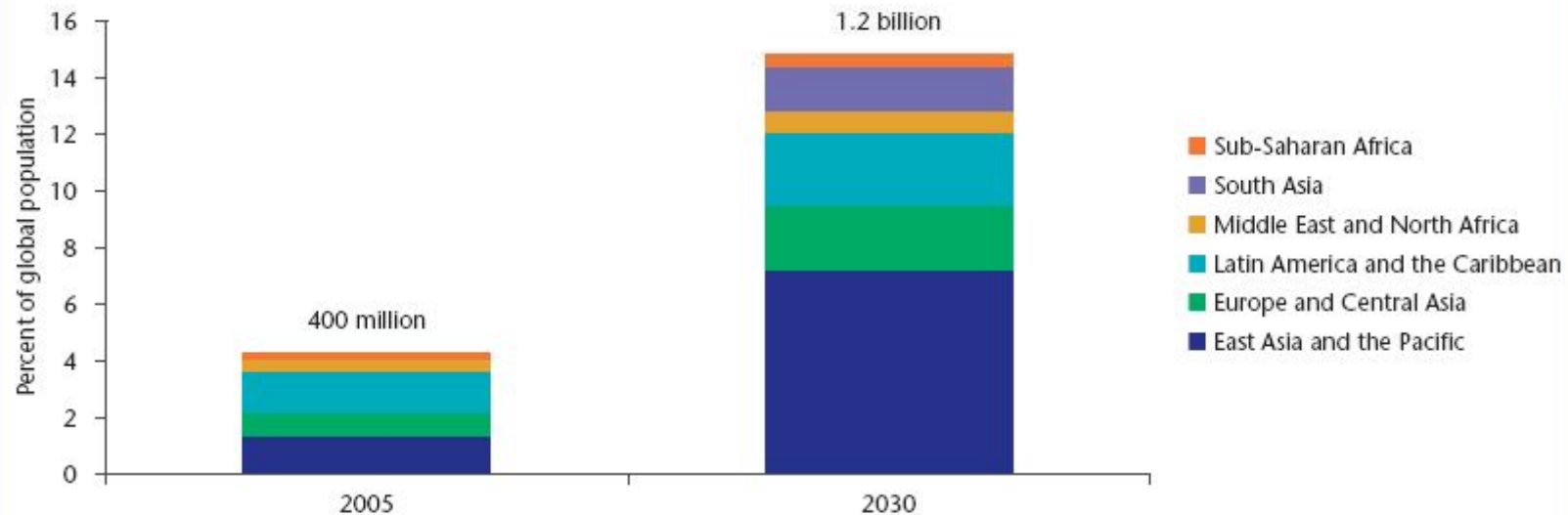
Source: UN Population Division, *World Population Prospects: The 2008 Revision*, 2008



Growth: Wealth and spending power

The global middle class is rapidly expanding

Population in low- and middle-income countries earning US\$ 4,000-17,000 per capita (purchasing power parity)

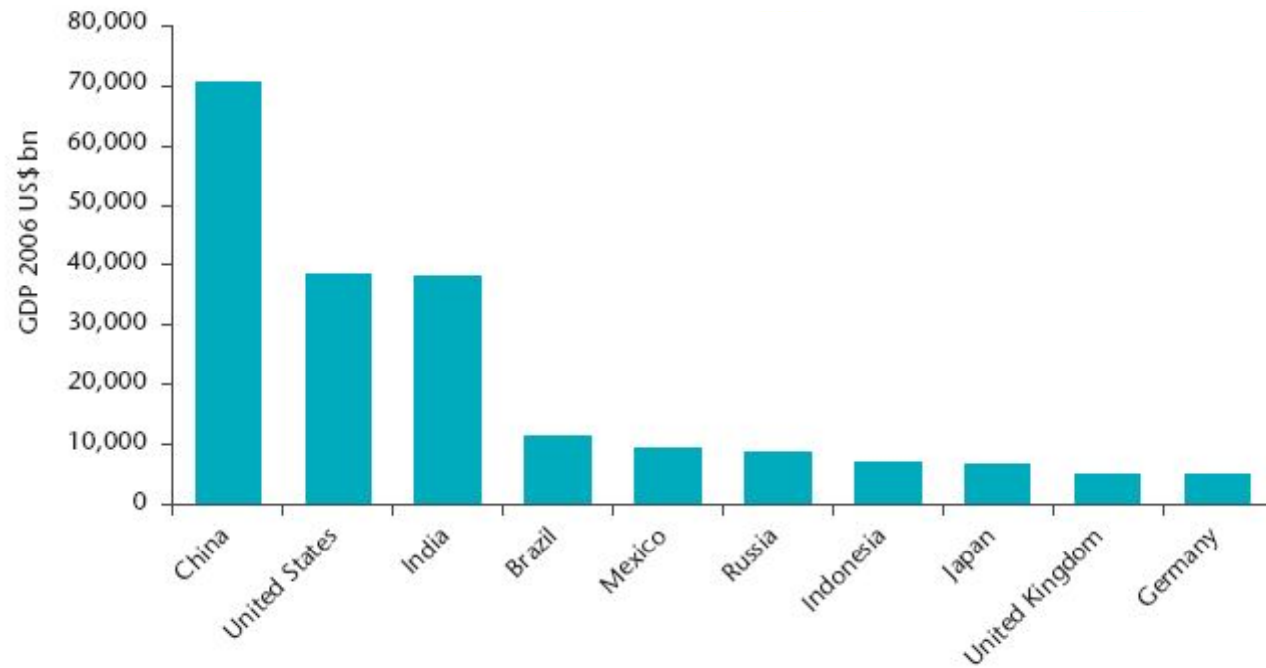


Source: World Bank, *Global Economic Prospects*, 2007



Growth: Emerging markets

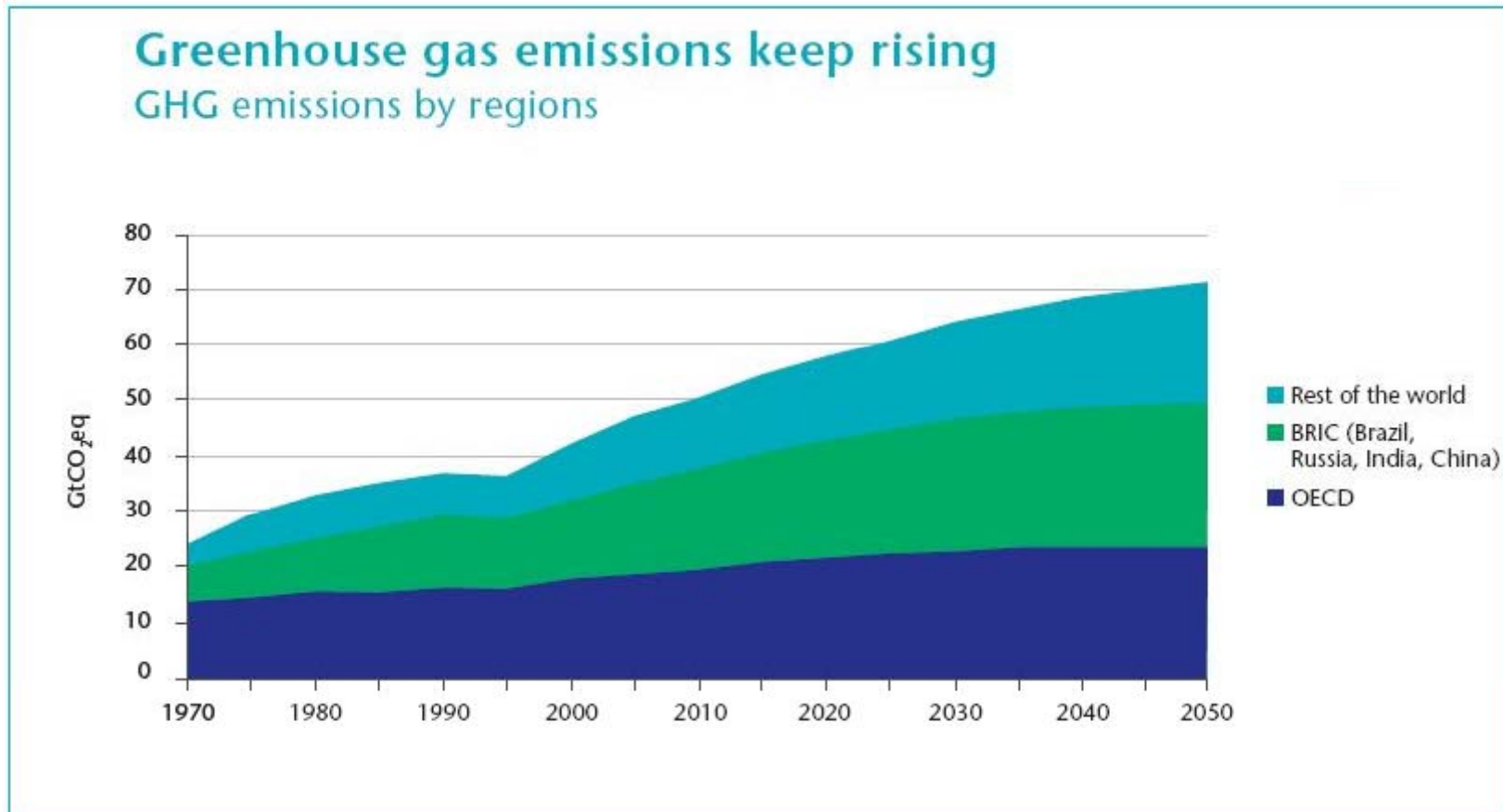
Global economic power is shifting Top 10 economies by GDP in 2050



Source: Goldman Sachs, *BRICs and Beyond*, 2007



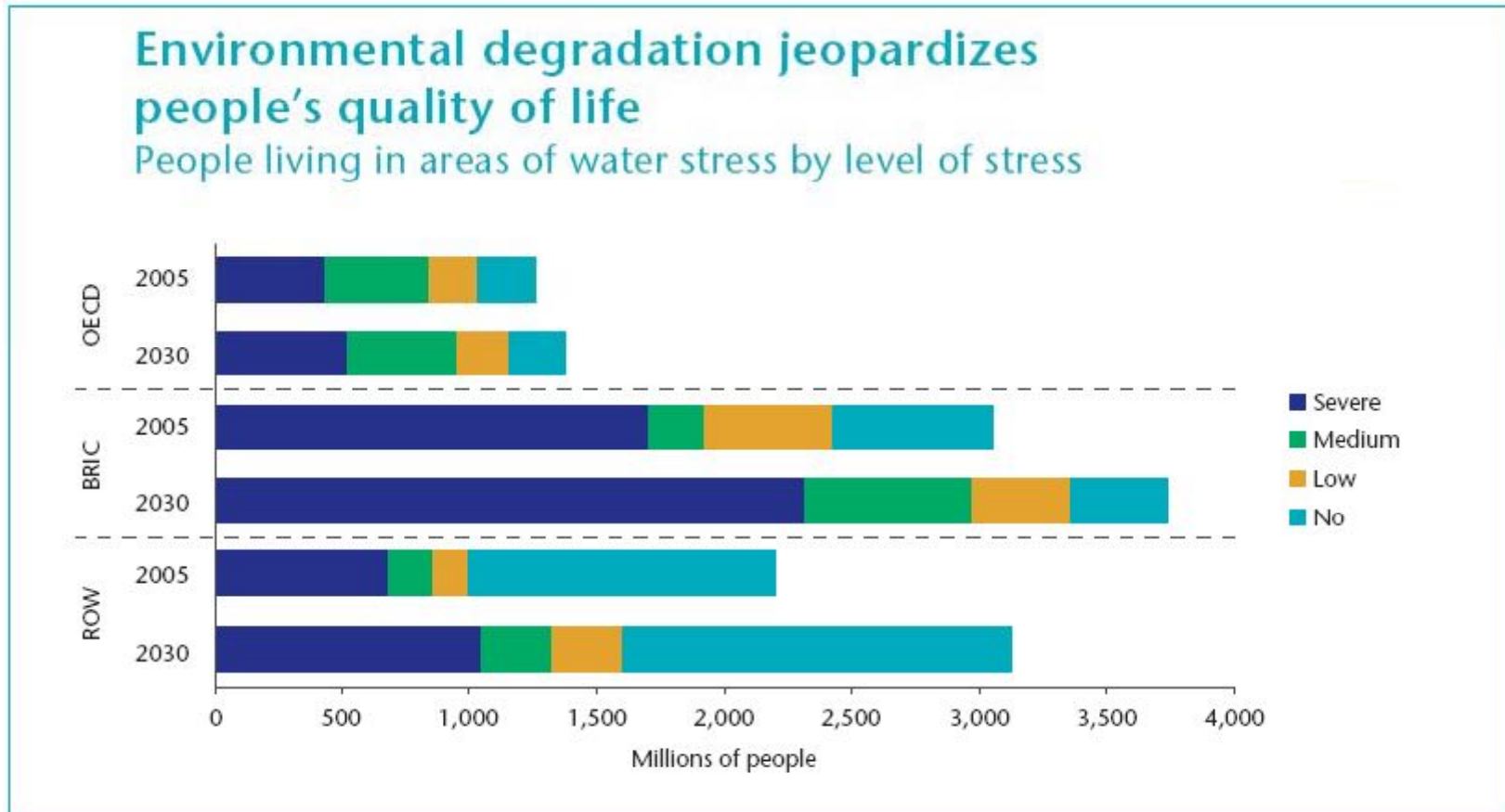
Degradation: Climate



Source: OECD, *Environmental Outlook to 2030*, 2008



Degradation: Water and ecosystems



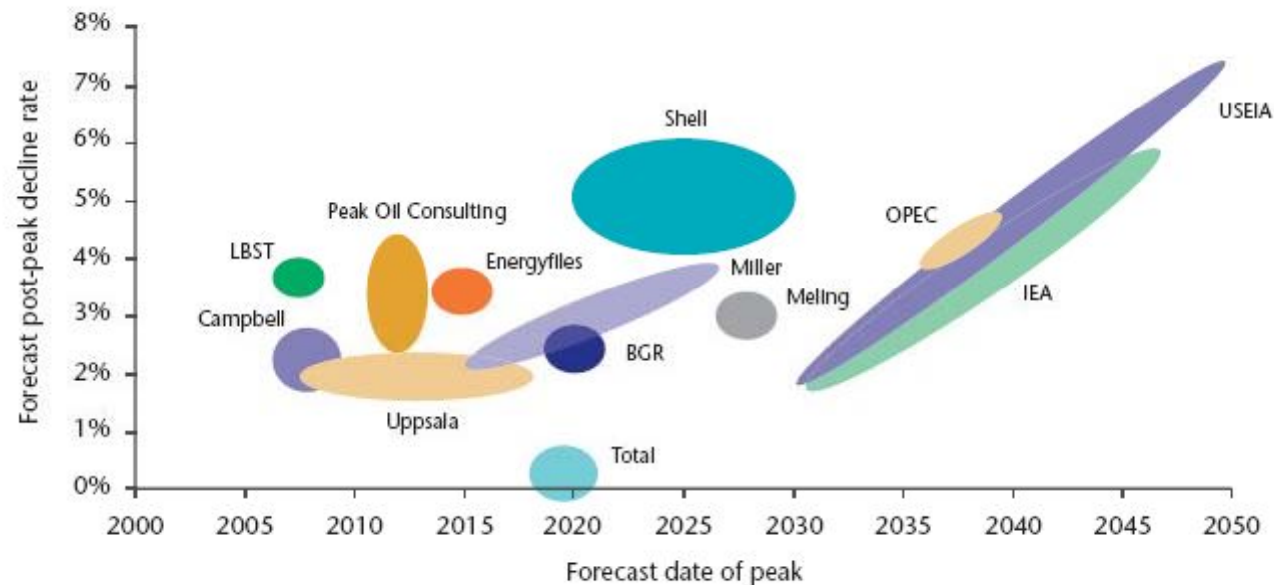
Source: OECD, *Environmental Outlook to 2030*, 2008



Degradation: Resources

The world could be running out of some resources

Global supply forecasts according to the implied ultimate recoverable resources of conventional oil, date of peak production and the post-peak aggregate decline rate

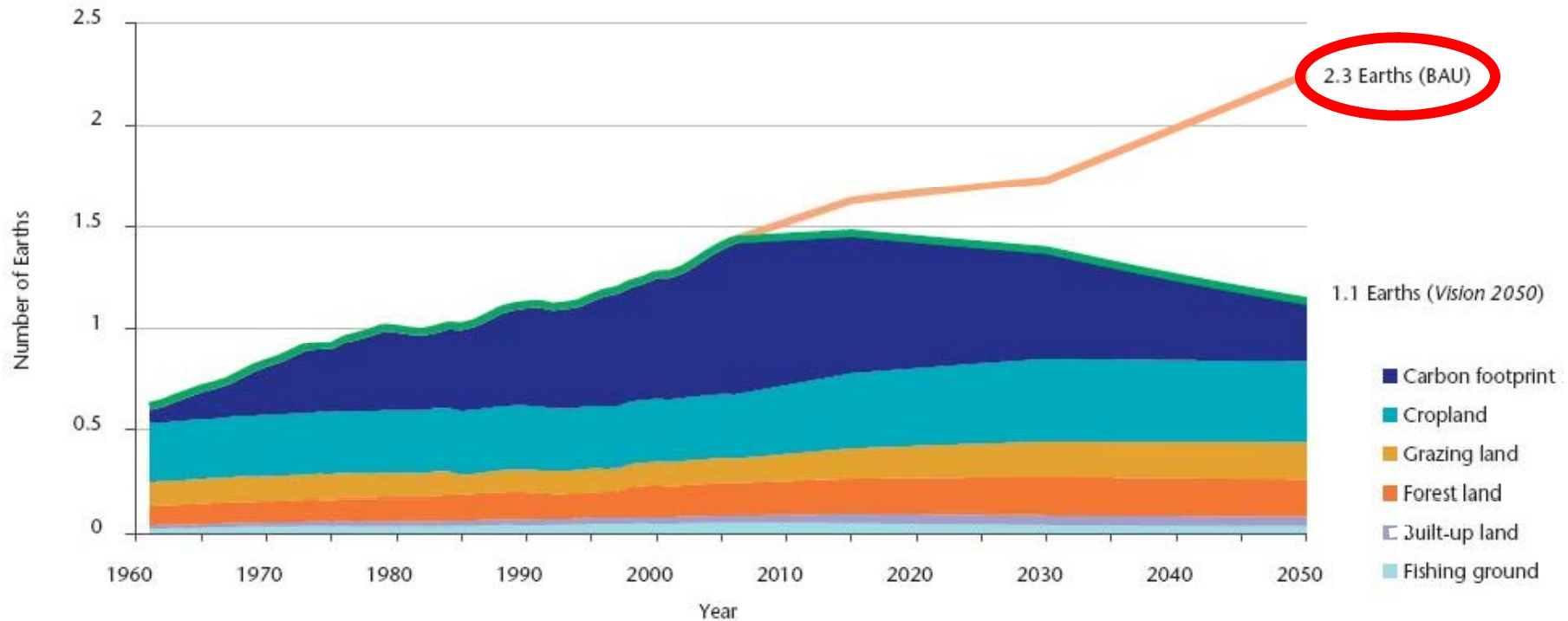


Source: UKERC, *The Global Oil Depletion Report*, 2009



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



In sum: Business as usual is not an option

Neither is...

Policy as usual

Innovation as usual

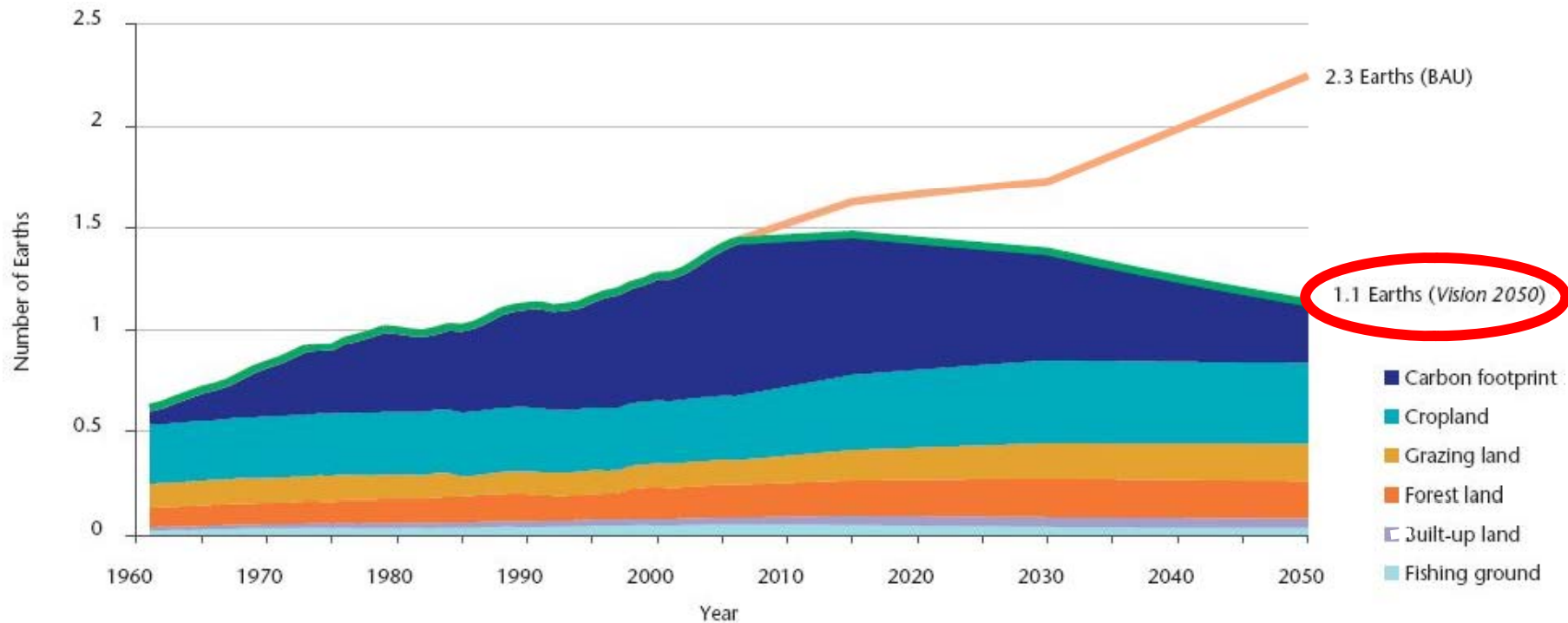
Consuming as usual

Resource Use as Usual



Our Vision

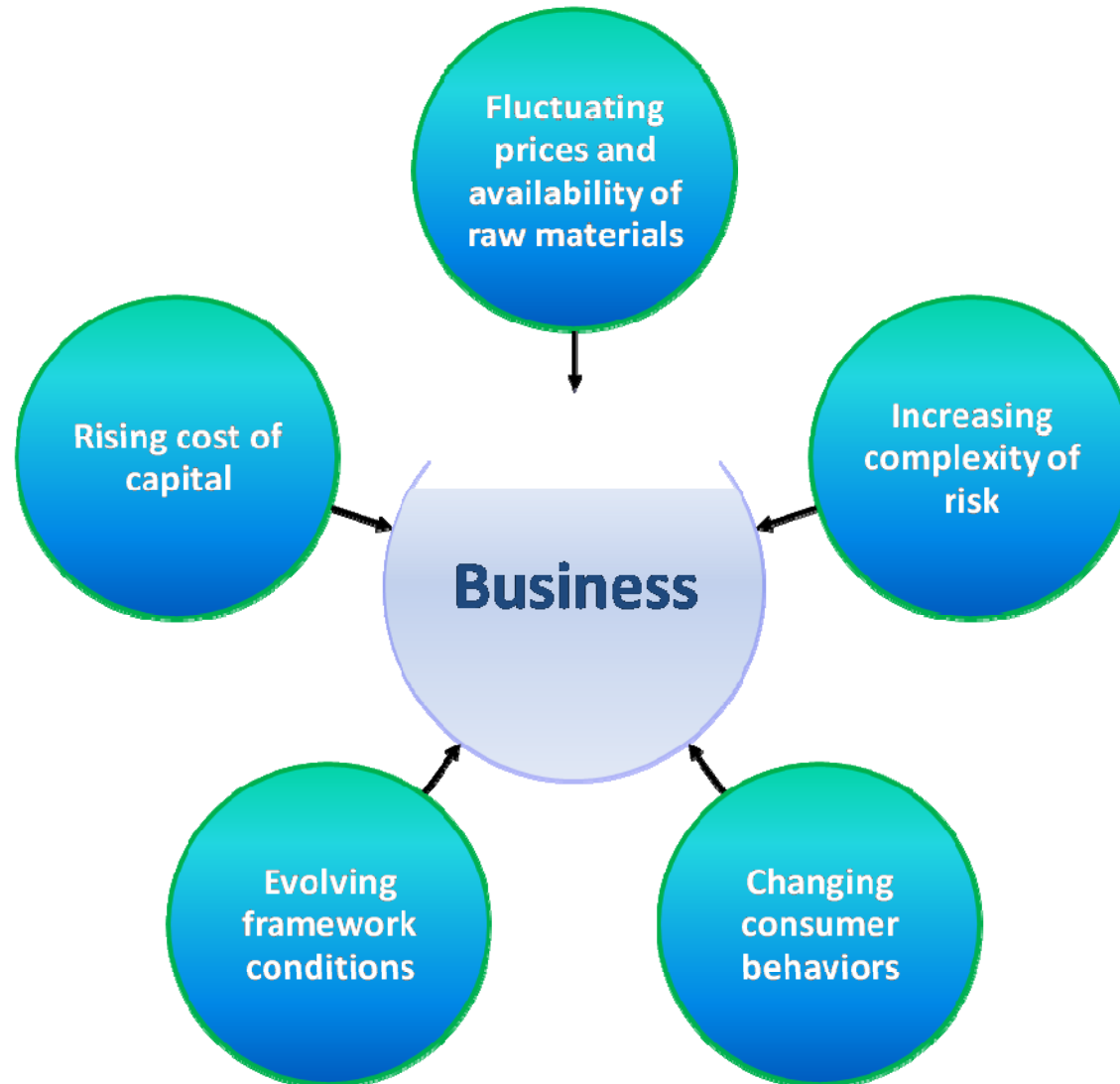
Vision 2050: Nine billion people live well, within the limits of the planet



Sources: Global Footprint Network, WBCSD Vision 2050



What does this mean for business?





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

Consumption

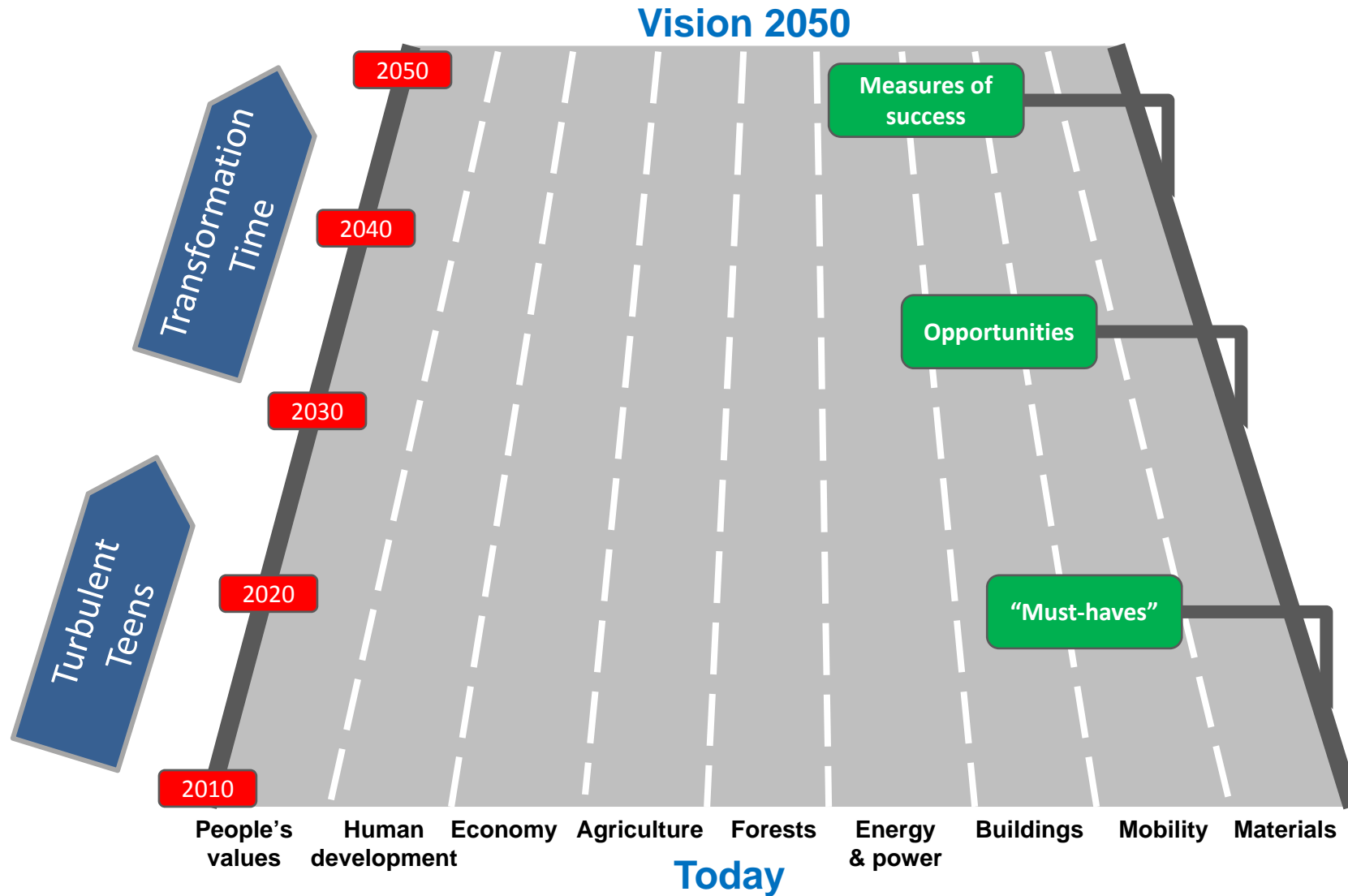
Change consumption patterns to more sustainable lifestyles

Costs

Internalize cost of carbon, water & other ecosystem services

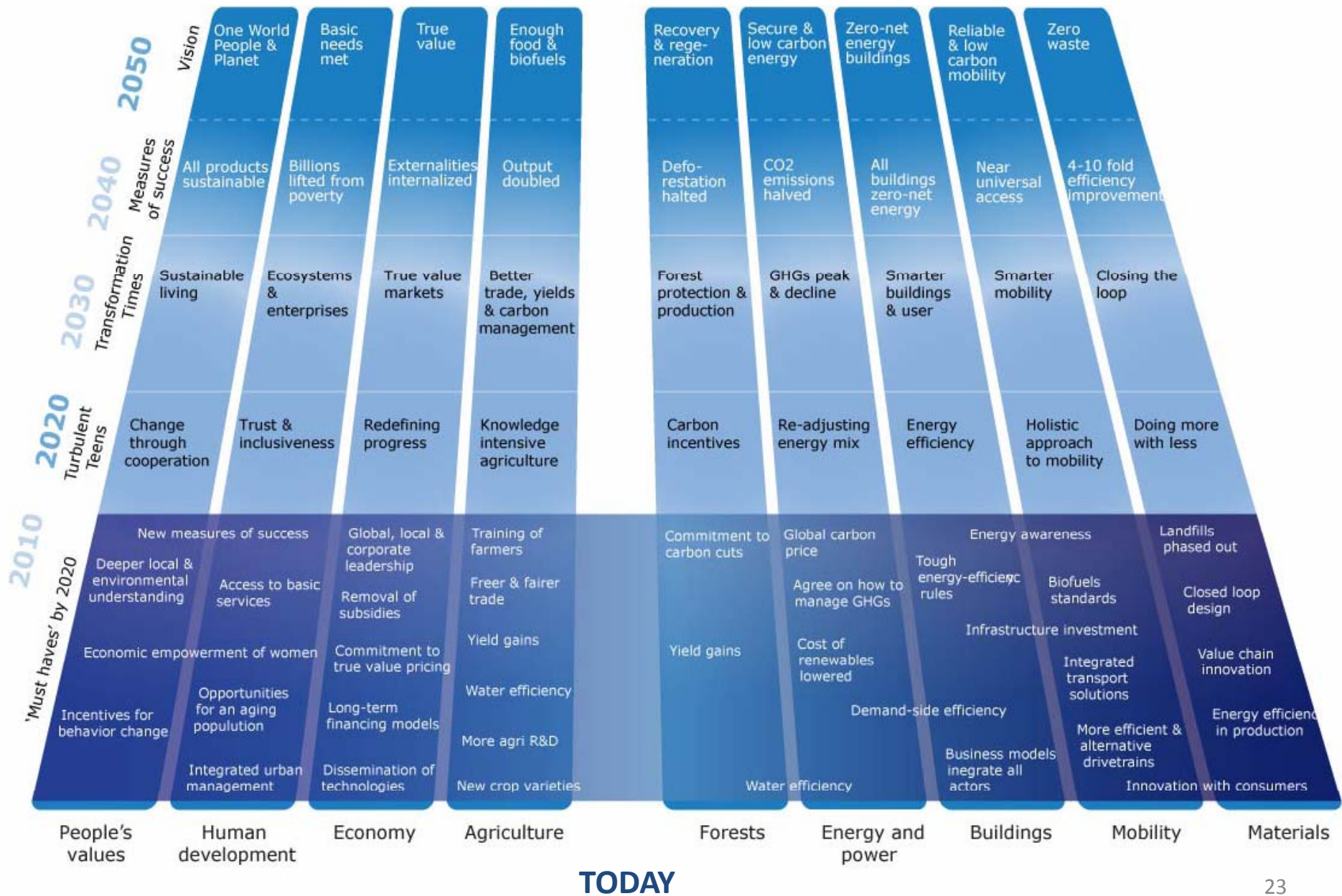


The pathway to 2050 and its nine elements



The pathway to *Vision 2050*

2050





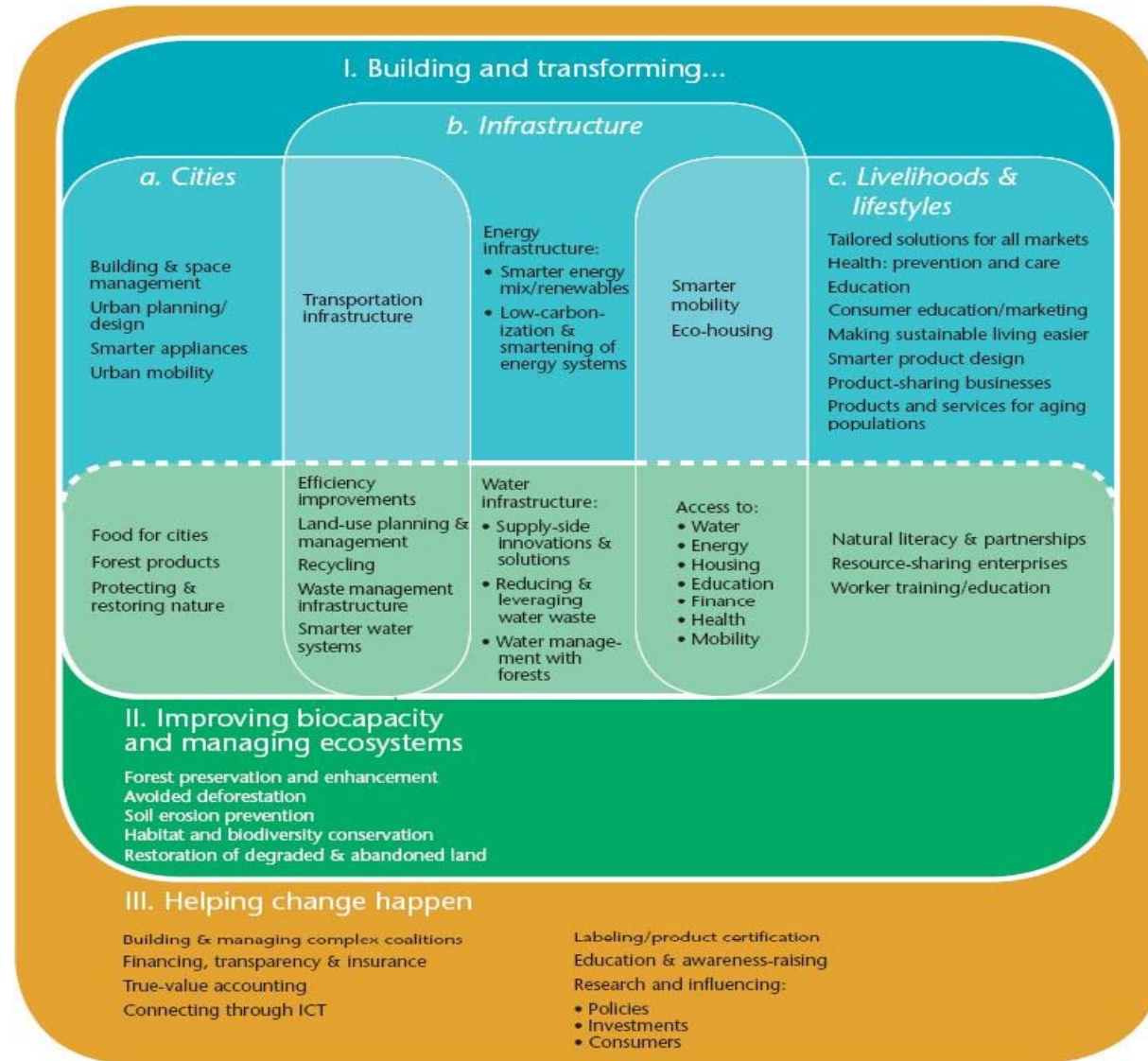
Sustainable innovation is key

“...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



There are significant business opportunities





Total size of business opportunities is large

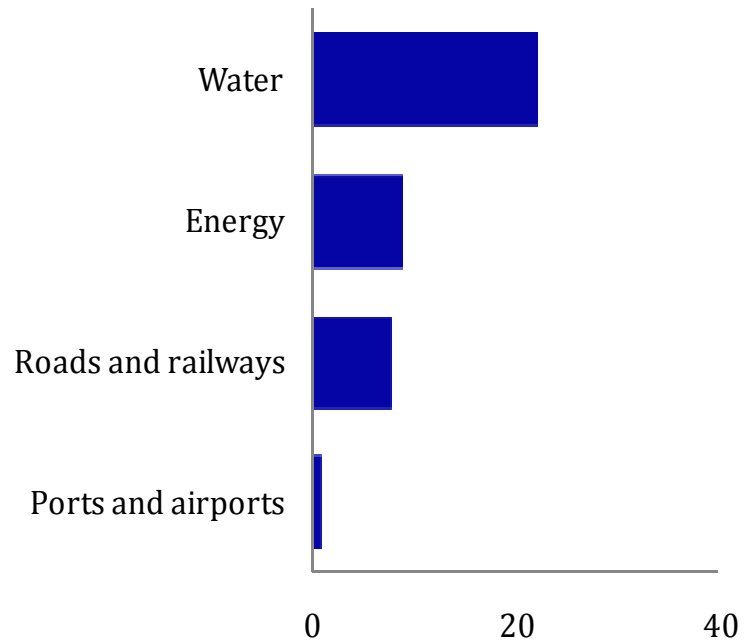
Sectors	Annual value in 2050 (US\$ trillion at constant 2008 prices: mid-points with ranges shown in brackets)	% of projected world GDP in 2050
Energy	2.0 (1.0-3.0)	1.0 (0.5-1.5)
Forestry	0.2 (0.1-0.3)	0.1 (0.05-0.15)
Agriculture and food	1.2 (0.6-1.8)	0.6 (0.3-0.9)
Water	0.2 (0.1-0.3)	0.1 (0.05-0.15)
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

Anticipated investment needs for urban infrastructure up to 2030 (US\$ trillion)



Source: Booz Allen Hamilton, 2007

Systems planning



Mobility



Water



Buildings



Technology

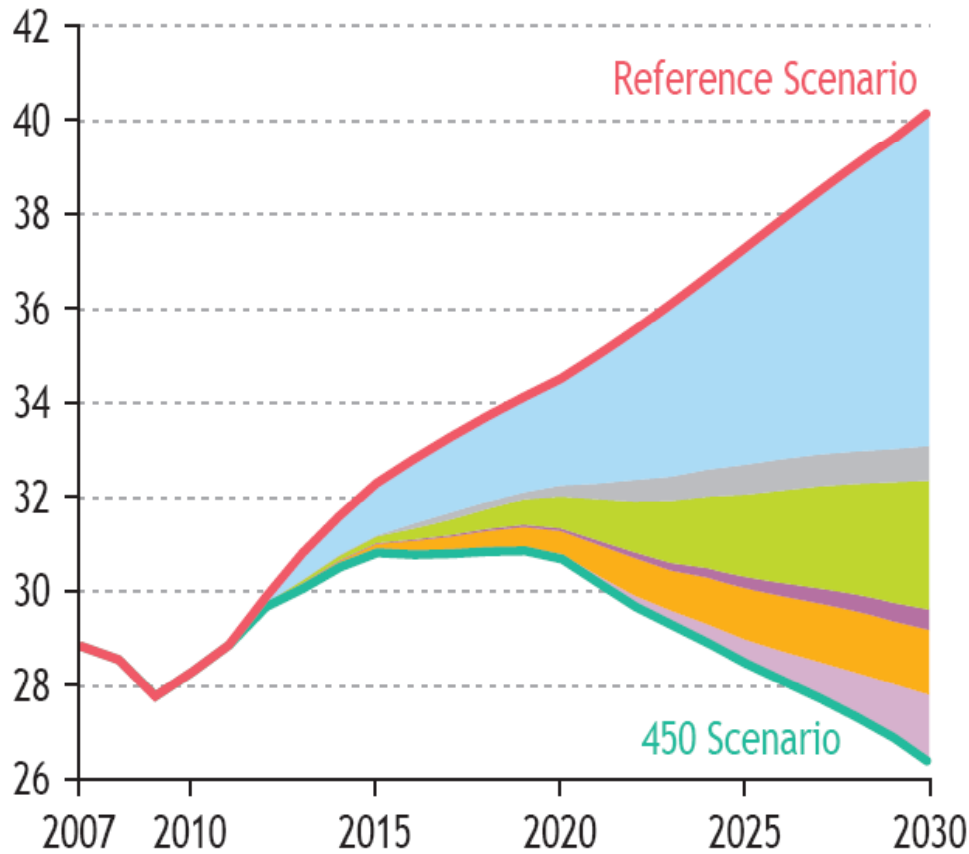


Financing





Huge capacity additions needed for new energy mix



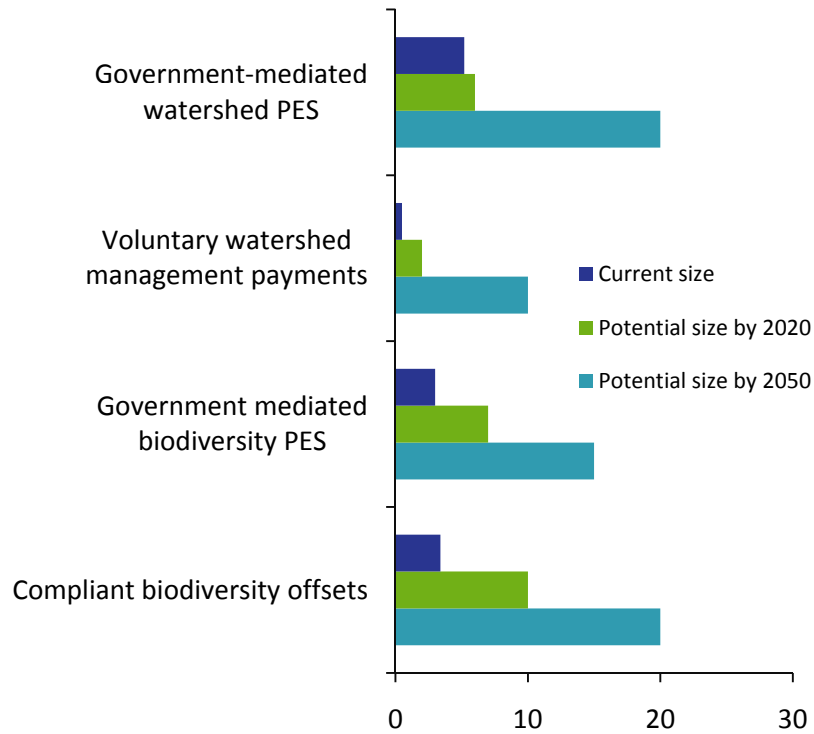
	Abatement (Mt CO ₂)		Investment (\$2008 billion)	
	2020	2030	2010- 2020	2021- 2030
Efficiency	2 517	7 880	1 999	5 586
End-use	2 284	7 145	1 933	5 551
Power plants	233	735	66	35
Renewables	680	2 741	527	2 260
Biofuels	57	429	27	378
Nuclear	493	1 380	125	491
CCS	102	1 410	56	646

Source: IEA/OECD, 2009



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



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