

# VISION

# 2050

**CAFÉ CAPITULOS IBEROAMERICANOS**

**FILIPPO VEGLIO**

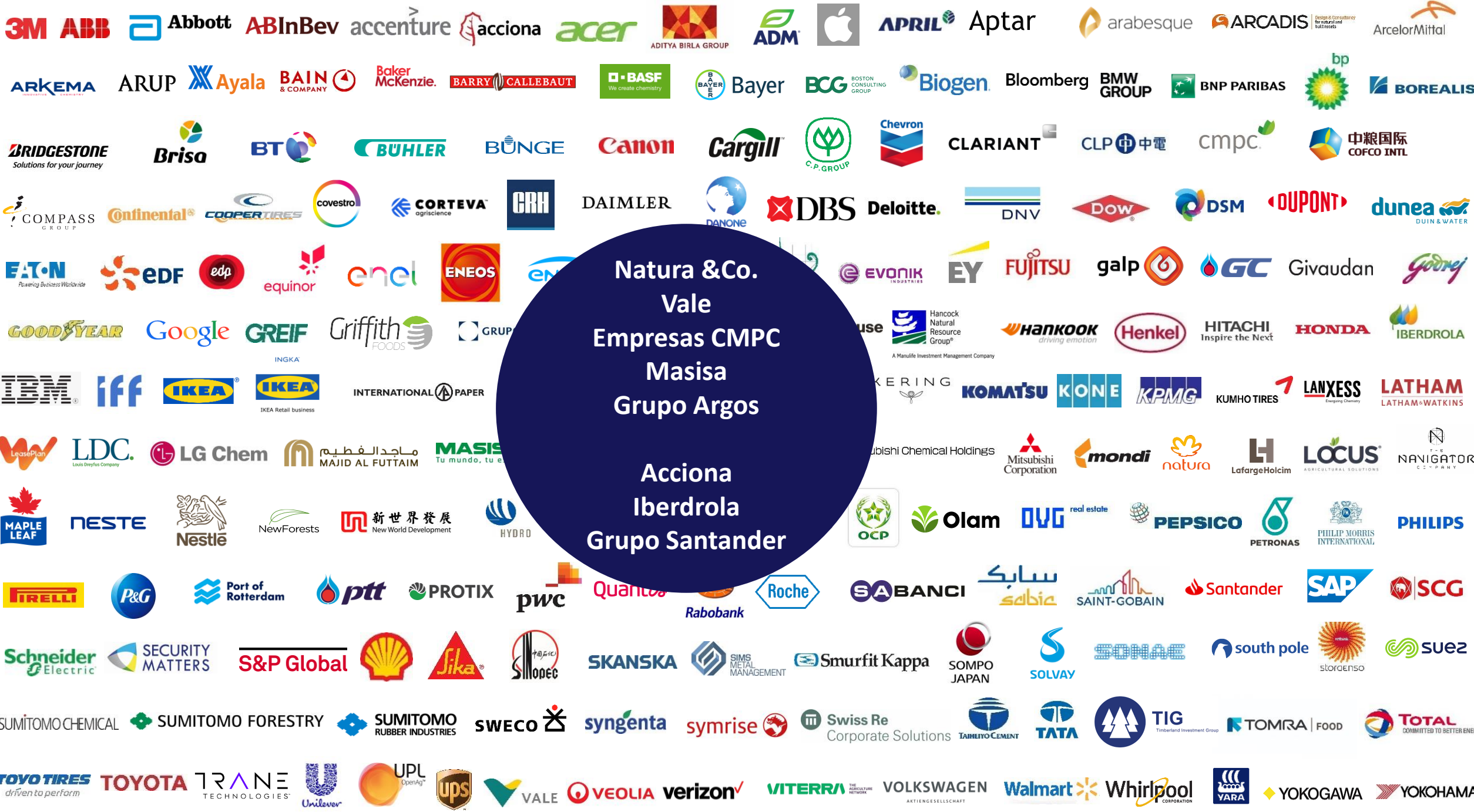
**21 de abril de 2021**

A photograph of a bright sun rising over a vast expanse of white clouds, with a clear blue sky above. The sun is positioned in the upper center, creating a lens flare effect.

# **Business leadership for a sustainable future.**

**World Business Council for Sustainable Development (WBCSD)**

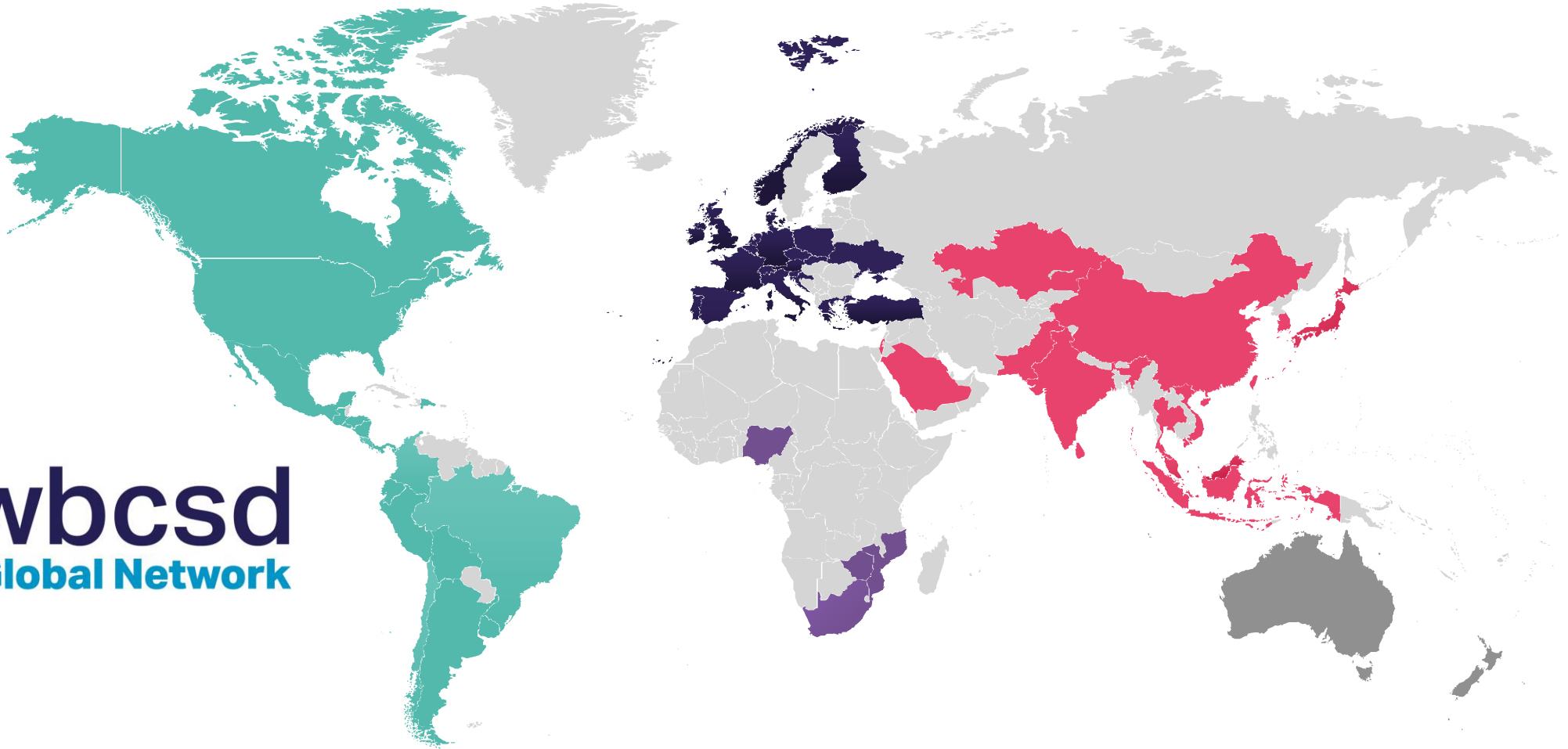
**Mission: Accelerating the transition to a sustainable world  
by making more sustainable business more successful**



Natura & Co.  
Vale  
Empresas CMPC  
Masisa  
Grupo Argos  
Acciona  
Iberdrola  
Grupo Santander

# Global Network: longstanding collaboration & implementation partners

Alliance of 60+ business organizations worldwide encompassing some **5,000 companies**



**A rapidly  
evolving  
business &  
sustainability  
agenda**

Philanthropy

CSR

Integrated sustainability strategies

Governance & sustainability

Fiduciary duty

2000

2010

2020

2030

## Business case

# Sustainability: at the core of protecting & creating business value

- Risk mitigation
- Brand differentiation & customer loyalty
- Innovation & opportunity creation
- Operational efficiency
- Capital access and market valuation
- Talent attraction, engagement, and retention



How can business  
lead the transformations  
the world needs?

# VISION 2050

**WBCSD'S VISION FOR 2050 IS A WORLD IN WHICH  
9+ BILLION PEOPLE LIVE WELL, WITHIN PLANETARY BOUNDARIES**

**TIME TO  
TRANSFORM**

**TRANSFORM  
ECONOMY**

More than 9 billion people will be able to live well, within planetary boundaries, by 2050 – but we must act now. We are facing unprecedented challenges: a climate emergency, nature in a state of crisis, and mounting inequality and social unrest. Key tipping points are being reached. Business, government, and civil society must change the systems that have created the challenges we now face – and change them so profoundly that we can legitimately call it transformation. The next decade represents a final window of opportunity to correct our course.



# VISION 2050 IS STILL WITHIN REACH, BUT **WE HAVE TO TRANSFORM NOW.** FUTURE BUSINESS SUCCESS DEPENDS ON IT.

## **CLIMATE EMERGENCY**

Time is running out to address the climate emergency. Increasingly frequent and devastating extreme weather events are already impacting communities today. We have eight years left to halve emissions for global warming to be kept to a maximum of 1.5°C, beyond which even half a degree will significantly worsen the risks of drought, floods, extreme heat and poverty for hundreds of millions of people.

## **NATURE IN CRISIS**

Ongoing biodiversity loss will have grave consequences for our livelihoods, economies, health and security. Over half the world's total GDP – USD 44 trillion – is moderately or highly dependent on nature and its services, and exposed to risks from nature loss. Global wildlife populations shrank by 68% between 1970 and 2016, and we are currently on course to lose nearly one million species to extinction by 2050.

## **MOUNTING INEQUALITY**

In 2020, inequality rose in every country. Many people are losing faith in our systems' ability to deliver a prosperous future for them and their children. Trust in institutions is eroding and both business and democracy itself face a significant threat to their license to operate. COVID-19 has brought inequality further into the spotlight, feeding on it, fueling it, and making it impossible to ignore.

To help business focus its efforts, *VISION 2050: TIME TO TRANSFORM* identifies

# **NINE TRANSFORMATION PATHWAYS**

across the key areas of business activity that are essential to society

## **ENERGY**

A sustainable energy system providing reliable and affordable net-zero carbon energy for all.

## **TRANSPORTATION & MOBILITY**

Safe, accessible, clean and efficient transportation of people and goods.

## **LIVING SPACES**

Healthy and inclusive living spaces, thriving in harmony with nature.

## **PRODUCTS & MATERIALS**

Resource use is optimized to meet society's needs while allowing the systems that provide resources to regenerate.

## **FINANCIAL PRODUCTS & SERVICES**

All financial capital and financial products and services are mobilized to support sustainable development.

## **CONNECTIVITY**

Responsible connectivity brings people together, enhances transparency and efficiency, and drives access to opportunity.

## **HEALTH & WELLBEING**

The highest attainable standard of health and wellbeing for everyone.

## **WATER & SANITATION**

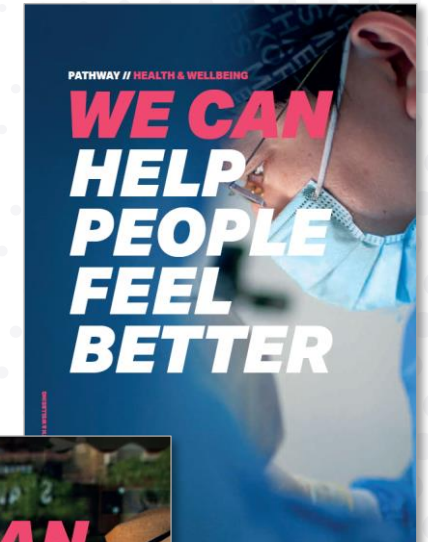
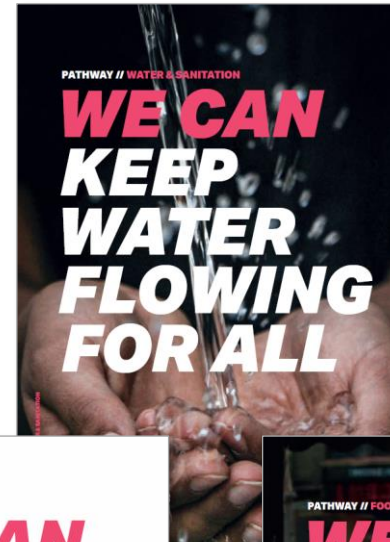
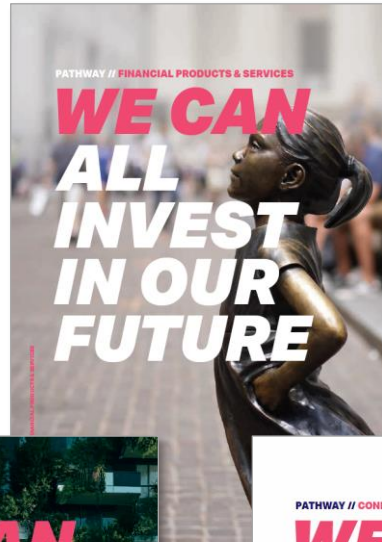
Thriving aquatic ecosystems that support food, energy and public health for all.

## **FOOD**

A regenerative and equitable food system producing healthy, safe and nutritious food for all.

VISION 2050: TIME TO TRANSFORM

# NINE TRANSFORMATION PATHWAYS



# TIME FOR ACTION

**OUR PATHWAYS  
MAKE THE SDGs  
ACTIONABLE  
FOR BUSINESS**

Energy	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Transportation & Mobility	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Living Spaces	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Products & Materials	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Financial Products & Services	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Connectivity	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Health & Wellbeing	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Water & Sanitation	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Food	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS

## **OUR 2050 VISION FOR ENERGY**

PATHWAY // ENERGY

**WE CAN  
POWER  
A NET-  
ZERO  
WORLD**

**A SUSTAINABLE ENERGY SYSTEM PROVIDING RELIABLE AND  
AFFORDABLE NET-ZERO CARBON ENERGY FOR ALL**

Reliable and affordable  
energy for all

An efficient, electric  
energy system

Demand for and delivery  
of net-zero carbon energy

Built on the foundations of  
a just and fair transition

# KEY TRANSITIONS FOR ENERGY

- 1 *Zero carbon electricity generation technologies are further innovated and adopted globally at speed*
- 2 *Net-zero carbon energy becomes affordable, reliable, and resilient*
- 3 *Heavy industries and heavy-duty transport decarbonize*
- 4 *Unavoidable emissions are tackled through natural and industrial carbon removal and storage solutions*
- 5 *Electrification, circularity, and digitization make all sectors highly energy efficient*
- 6 *Shifts in behavior and demand accelerate the transition to net-zero carbon energy*
- 7 *The energy transition leaves no one behind*

# **ACTION AREAS**

## **FOR BUSINESS (ENERGY)**

- 1 Construct no new coal power plants. Plan and implement a phase-out of all unabated coal power generation by 2040 and reduce the share of coal in total global electricity generation to less than 10% by 2030.
- 2 Advocate for policies, such as carbon pricing, that will lead to the effective removal of fossil fuel subsidies and will integrate environmental externalities into market prices to an extent that favors low- and zero carbon solutions.
- 3 Collaborate with peers, cities, and governments around the globe to align on common net-zero carbon ambitions, set science-based targets, and drive implementation accordingly.
- 4 Send a strong demand signal by sourcing net-zero carbon energy for all operations while encouraging and supporting supply chains and customers to do the same.
- 5 Support information-sharing and education initiatives to increase consumer understanding and energy-aware behavior.
- 6 Transition to circular designs and business models to reduce energy demand and resource use across the value chain.
- 7 Electrify energy end-use wherever possible in buildings, mobility and industry, while also scaling up development and deployment of sustainable fuels to provide high-temperature heat for use in industry and long-distance transport.
- 8 Invest in high quality nature-based solutions to remove emissions from the atmosphere while also enhancing biodiversity and ecosystem services. When fossil fuels cannot be displaced by low-carbon energy carriers, deploy carbon capture and storage technologies.
- 9 Ramp up investment and accelerate innovation to drive down the cost of existing solutions, commercialize breakthrough technologies, and digitalize the energy system. In particular, invest in the development and deployment of energy storage technologies.
- 10 Mobilize coalitions with policymakers and other stakeholders to develop comprehensive strategies that ensure respect for human rights throughout the energy value chain and support a just and fair energy transition while phasing out fossil fuels.

## **OUR 2050 VISION**

### **FOR WATER & SANITATION**

**THRIVING AQUATIC ECOSYSTEMS THAT SUPPORT FOOD,  
ENERGY, AND PUBLIC HEALTH FOR ALL**

Water and sanitation are  
available for all

Water is appropriately  
valued

Water and sanitation resources  
are managed in a circular  
fashion

Water quality and  
ecosystems are  
protected

PATHWAY // WATER & SANITATION

**WE CAN  
KEEP  
WATER  
FLOWING  
FOR ALL**



# KEY TRANSITIONS

## FOR WATER & SANITATION

- 1 *Infrastructure and technology to ensure universal access to water are deployed faster*
- 2 *The true value of water is recognized by all*
- 3 *Integrated water resource management approaches are widely implemented*
- 4 *Target-setting, measurement, and disclosure drive water stewardship across sectors*
- 5 *Circular water management becomes the norm*
- 6 *Reliable sanitation and hygiene services become available for all as the sanitation economy thrives*
- 7 *Collaborative efforts regenerate water-based ecosystems and minimize water pollution*

## ***ACTION AREAS***

# ***FOR BUSINESS (WATER & SANITATION)***

- 1 Establish appropriate water targets at the corporate level that are informed by science and help to drive context-specific watershed actions.
- 2 Strengthen corporate disclosure of water-related dependencies and impacts, referring to the true value of water.
- 3 Implement water stewardship approaches that drive socially and culturally equitable, environmentally sustainable, and economically productive water use.
- 4 Safely treat all wastewater and increase water recycling and reuse while reducing pollution and eliminating the release of hazardous chemicals and materials.
- 5 Enhance consumer awareness of appropriate water behaviors and innovate around products that help reduce water use in day-to-day activities.
- 6 Advance water-smart agriculture solutions to support production in contexts of growing water scarcity.
- 7 Take action to ensure access to safe drinking water and adequate sanitation, while also raising awareness about hygiene practices, throughout company operations and supply chains.
- 8 Collaborate with governments to advance the policies, safety standards, and blended finance solutions needed to build water and sanitation-related infrastructure in under-served regions and stimulate a thriving sanitation economy.
- 9 Come together with peers and wider stakeholder groups to consolidate and enhance water and sanitation-related data availability.
- 10 Collaborate on and invest in efforts to clean up, restore, and monitor water-related ecosystems.

## OUR 2050 VISION FOR FOOD



**A REGENERATIVE AND EQUITABLE FOOD SYSTEM  
PRODUCING HEALTHY, SAFE, AND NUTRITIOUS  
FOOD FOR ALL**

Everyone has access to nutritious  
and affordable food

Sustainable production  
restores and safeguards  
nature

Food is consumed sustainably

Value chains are prosperous,  
equitable and free from  
human rights abuses

# KEY TRANSITIONS FOR FOOD

- 1 *Agriculture becomes more productive, regenerative, and resilient*
- 2 *The food system supports a healthy, productive, and well-governed ocean*
- 3 *Diets become healthy and sustainable*
- 4 *The world moves towards a circular food system with zero loss and waste*
- 5 *Equitable distribution of value throughout the food value chain*
- 6 *End-to-end transparency is built from farm to fork*
- 7 *The true value and cost of food is acknowledged and accounted for*

# ***ACTION AREAS***

## ***FOR BUSINESS (FOOD)***

- 1** Adopt and disseminate agricultural and aquaculture practices that are resilient, regenerative, circular, and that produce higher yields with higher levels of nutrition.
- 2** Evolve and invest in redesigned food product portfolios to reduce environmental externalities, provide healthier options, and maximize positive impacts on people and planet. In particular, drive R&D around protein substitution with a focus on disruptive technologies and re-imagined animal feed sources.
- 3** Through marketing and education campaigns, shift consumer and employee behavior towards more healthy and sustainable food choices, and reduced food waste. Refrain from marketing unhealthy foods.
- 4** Establish deforestation and land conversion-free food supply chains while also forming and joining global coalitions to invest in restoration efforts.
- 5** Set targets, develop metrics, and implement practices and programs to minimize food waste across the supply chain. Reimagine food distribution systems that are built upon principles of circularity and reduce the level of packaging required to maintain quality and safety.
- 6** Set science-based targets for reducing emissions from agricultural production and related land use change to establish a clear, accountable pathway to hold temperature rises to 1.5°C. Turn agriculture into a carbon sink.
- 7** Engage with policymakers to reorient subsidies and regulations to incentivize sustainable agricultural practices, healthier consumption patterns, and reduced food loss and waste.
- 8** Develop and improve internal policies and systems to perform human rights due diligence as set out in the UN Guiding Principles on Business and Human Rights and ensure human rights are respected across all food value chains globally.
- 9** Collaborate to advance transparency and traceability mechanisms throughout the food value chain and drive open access to data.
- 10** Ensure that value is shared equitably throughout the value chain with farmers and fishermen receiving their fair share.

# TRANSFORMATION REQUIRES THREE RADICAL MINDSET SHIFTS

These mindsets will be the difference between incremental change and the accelerated transformation necessary to achieve our Vision by 2050

## **REINVENTION**

Business must push for a reinvention of capitalism to ensure that the power of private enterprise and competitive markets can be directed to supporting long-term societal, environmental and business prosperity.

## **RESILIENCE**

Business needs to better understand and incorporate resilience into its strategic planning, enhancing its capacity to anticipate, embrace and adapt to changes and disruptions in an increasingly volatile world.

## **REGENERATION**

Business has to move beyond a “doing no harm” mindset. It’s time to unlock the potential of living systems – social and ecological – that business depends on, and build their capacity to regenerate, thrive and evolve.

**BUSINESS CANNOT MAKE TRANSFORMATION HAPPEN  
ON ITS OWN – IT MUST ALSO STEER, SUPPORT AND CONTRIBUTE  
TO CHANGE THROUGH ITS INFLUENCE ON, AND INTERACTIONS WITH,  
ENABLERS OF TRANSFORMATION**

**INNOVATION &  
TECHNOLOGY**

Innovation processes that set goals around social and environmental impact as well as anticipate and avoid negative unintended consequences will be good for society, and will lead to more resilient business models.

**FINANCE &  
INVESTMENT**

Finding ways for companies to direct investment towards socially, environmentally and financially sustainable outcomes will be essential to achieving Vision 2050.

**INDIVIDUALS &  
CONSUMPTION**

Business has a role to play in enabling individuals to be agents of positive change. Giving people the options and incentives they need to make more sustainable choices is key to accelerating transformation.

**POLICY &  
REGULATION**

Regulation creates the stable, predictable and fair conditions that companies depend on to invest, compete and thrive. Business must better support the design of policies that incentivize sustainable transformation.

**Business must not just react to, but also shape, the technologies, investment opportunities, individual behaviours and demand, and regulatory and policy environments that will support progress along Vision 2050's Transformation Pathways.**

**IF WE DO THIS SUCCESSFULLY,  
WE CAN ACHIEVE OUR VISION OF  
9+ BILLION PEOPLE...**

**LIVING  
WELL**

Everyone's dignity and rights are respected, basic needs are met, and equal opportunities are available for all.

**WITHIN PLANETARY  
BOUNDARIES**

Global warming is stabilized at no more than +1.5°C, and natural systems are protected, restored and used sustainably. Societies have developed sufficient adaptive capacity to build and maintain resilience in a healthy and regenerative Earth system.



From Vision to Action

# A framework for action for key corporate functions



From Vision to Action

# Resources to translate Vision 2050 into action within your company, sector, and value chain



Launch event videos 25 March: <https://www.wbcsd.org/v2050hi>

Website: [www.timetotransform.biz](http://www.timetotransform.biz)

All resources: <https://sites.google.com/view/wbcsd-vision-2050/>

De la Visión a la Acción

# Es tiempo de transformar y de liderar

*“Vision 2050: Time to Transform no debe leerse con la idea de que mañana será lo mismo que hoy. Este es un informe para el cambio, que comienza ahora, y describe cómo las empresas deben desempeñar un papel de liderazgo.*

*No tenemos tiempo que perder. Lograr esta visión requiere una transformación total de todo aquello con lo que hemos crecido: las necesidades energéticas para descarbonizar; los materiales deben ser circulares; los alimentos deben producirse de manera sostenible y equitativa y proporcionar dietas saludables.*

*Nuestro futuro depende de la transformación.*

*Una de las claves del éxito será un cambio de mentalidad en torno al capitalismo. Nuestros sistemas económicos, incentivos, estándares contables globales y valoraciones del mercado de capitales ya no pueden basarse únicamente en el desempeño financiero de las empresas: debemos integrar nuestro impacto en las personas y el planeta como parte de cómo definimos el éxito y determinamos el valor empresarial.”*



**Peter Bakker**

President  
& CEO,  
WBCSD



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**Gracias**