



Beyond Credit Crunch

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World Business Council for
Sustainable Development



WBCSD

Coalition of 200+ leading companies

- Market capitalization: 8,000 BUSD
- Total member company employees: 13 million
- Global outreach
 - *Supplies products and services to half of the world's population every day*

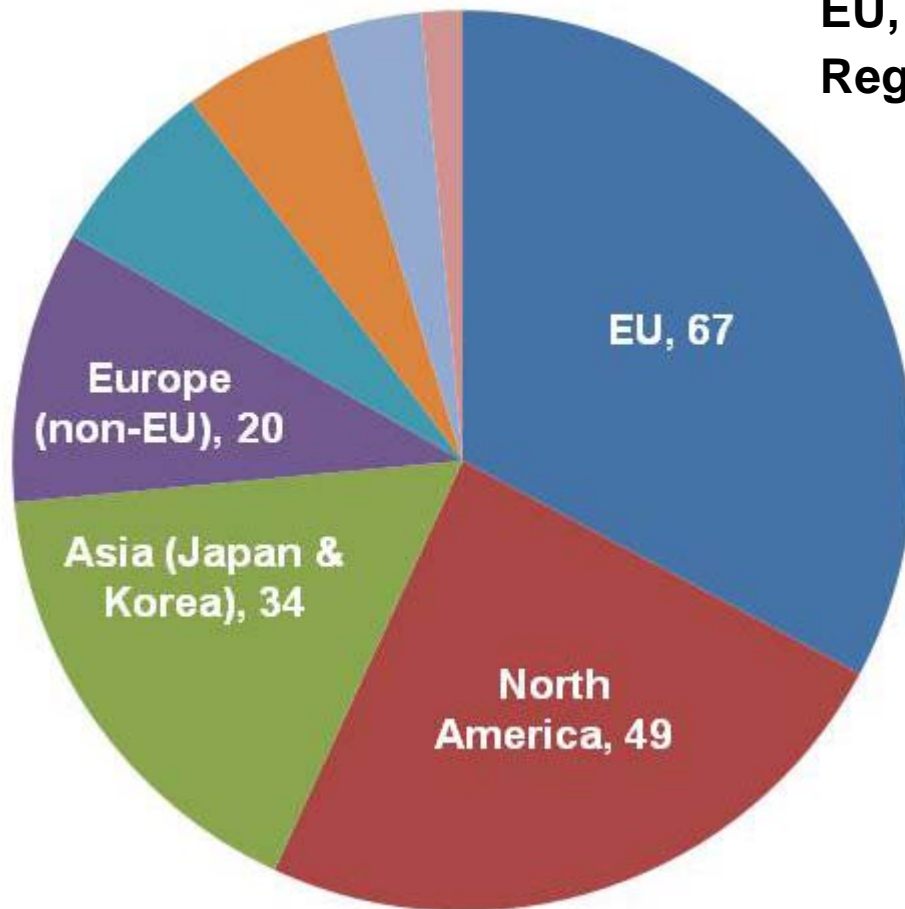




Where are our members?

Representing 39 countries – based on corporate headquarters

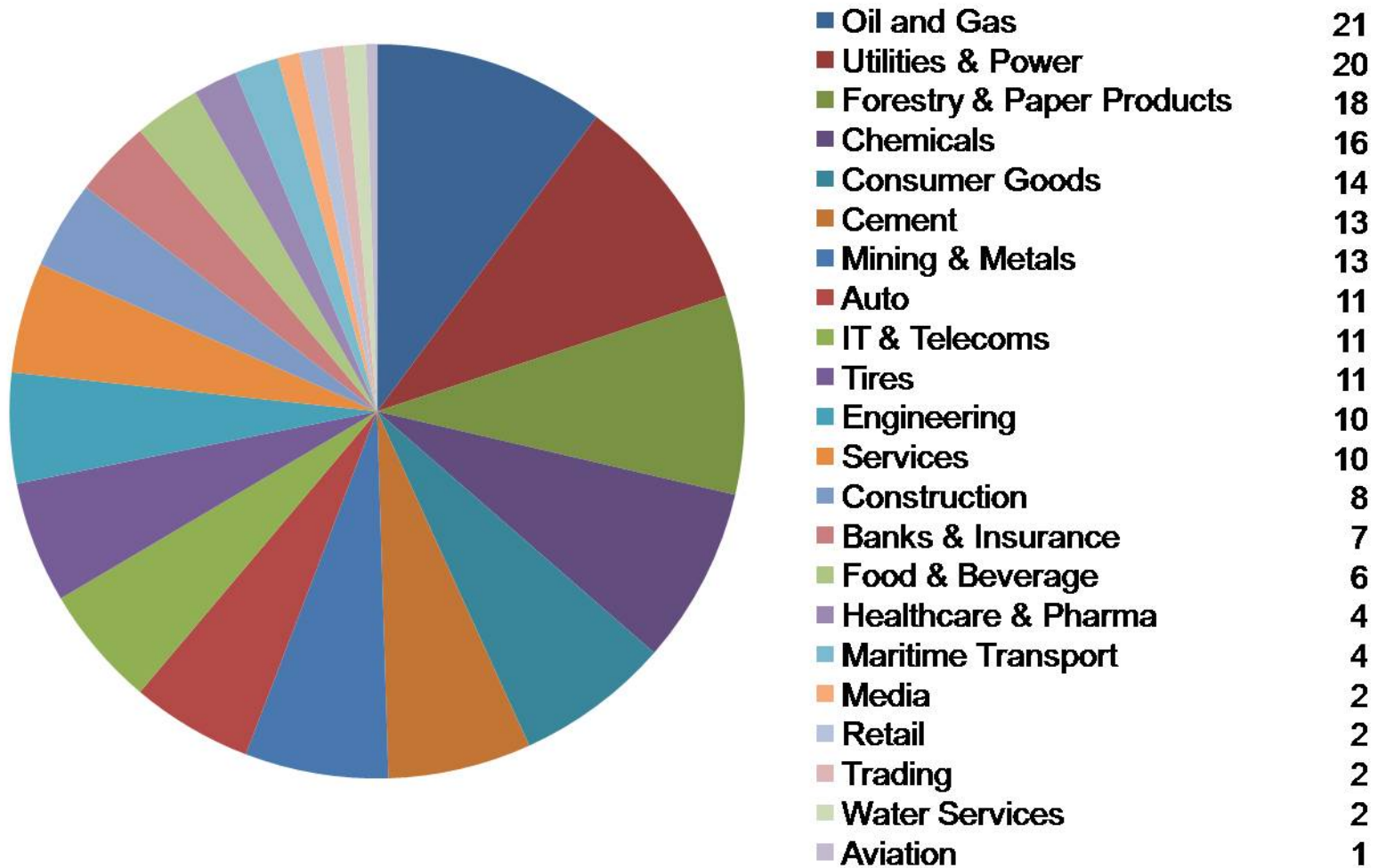
EU, NA and Japan & Korea : 72%
Regional Network: a counterbalance



- Europe (EU)
- North America
- Asia (Japan & Korea)
- Europe (non-EU)
- Asia (non-OECD)
- Latin America
- Oceania
- Africa



Which sectors do our members represent?





WBCSD Regional Network

2/3 in non OECD countries





The world in which we operate

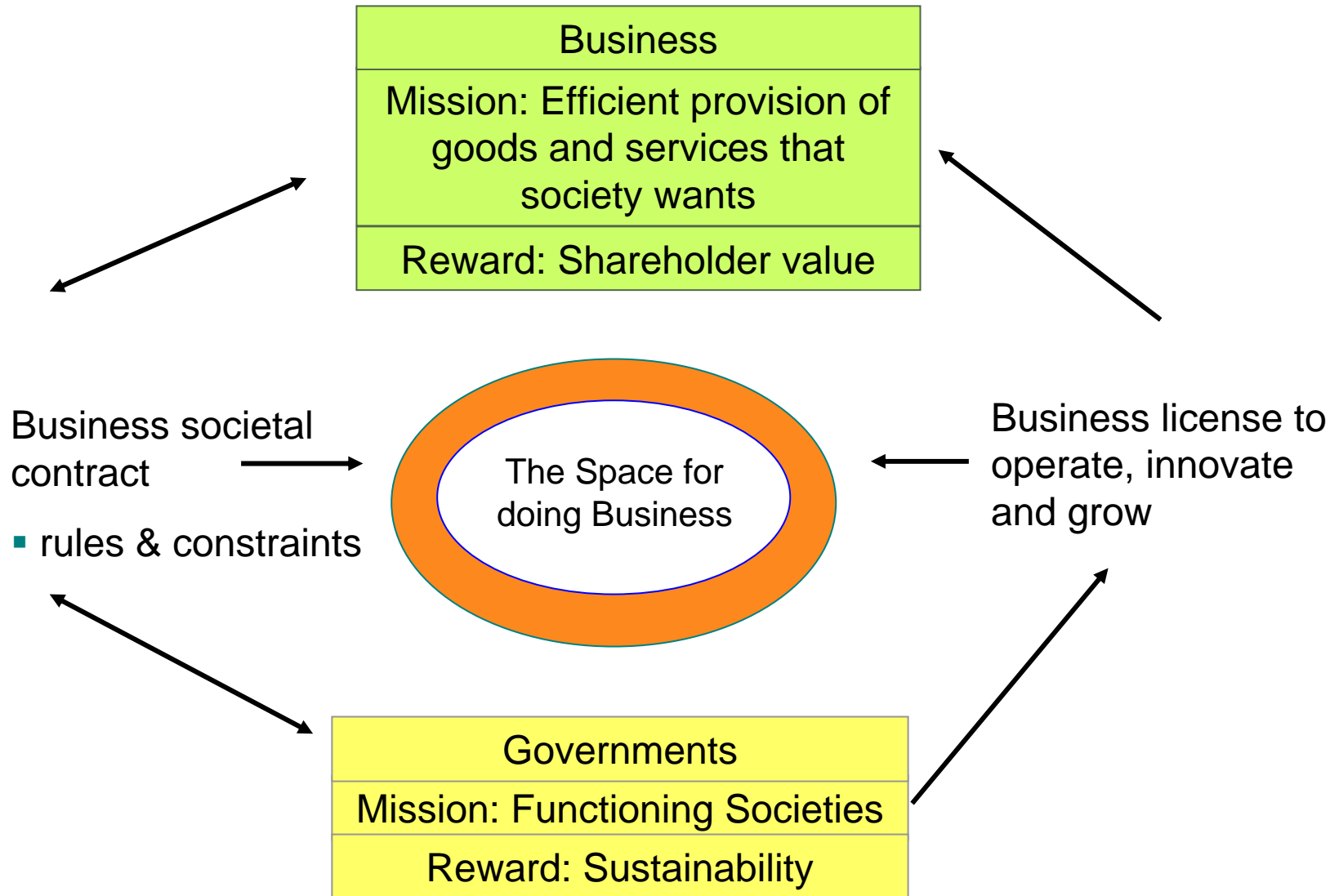
- Growing population
- Increased urbanization
- Climate change
- Ecosystem degradation and ecosystem services loss
- Widening poverty gap
- Failure of WTO Doha Round

And most recently...

- Financial crisis – a systems failure

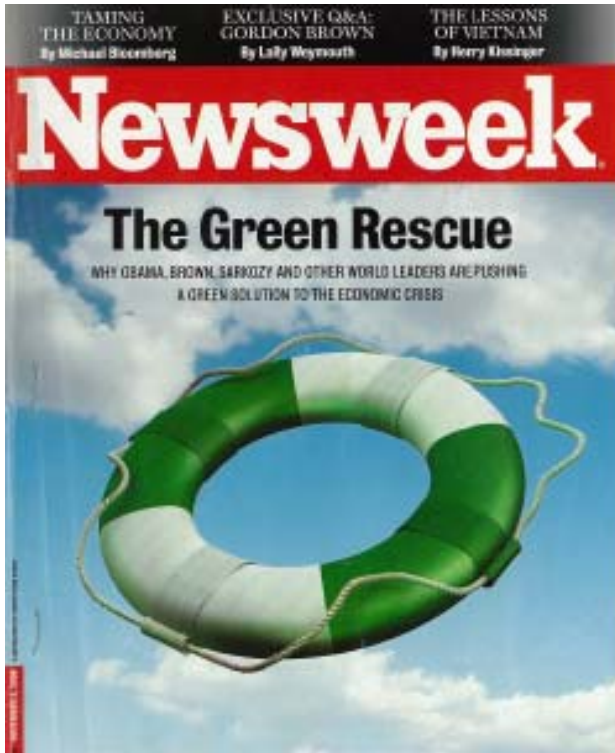


Business and Sustainable Development





Support for a Green Economy



“The Green Rescue”

“Why Obama, Brown, Sarkozy and other world leaders are pushing a green solution to the economic crisis.”



Financial Crisis and Sustainable Development

Sustainable development has not
“fallen off a cliff”

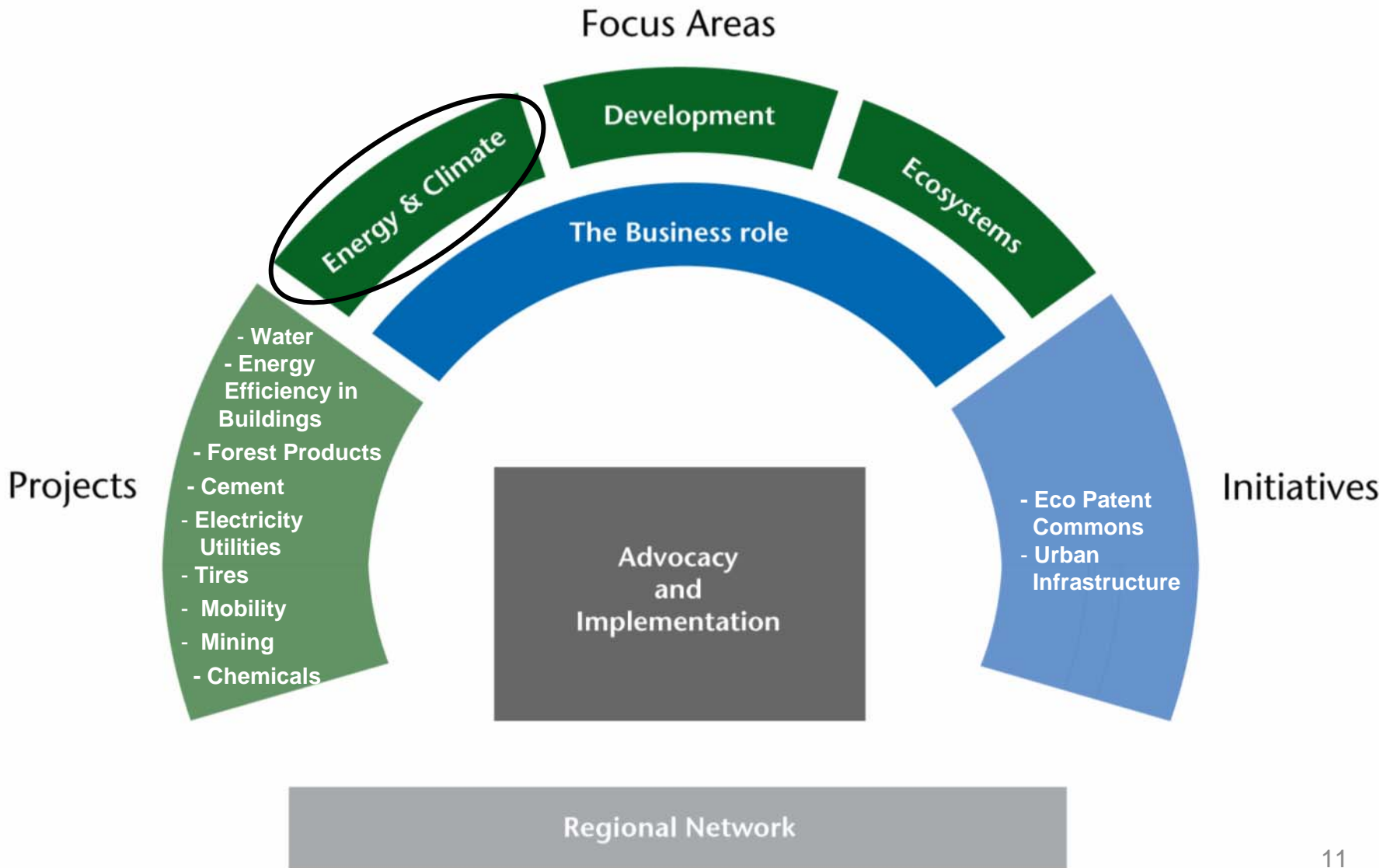


The business role in a green economy

- Business is a solution provider and tool for implementation
 - Innovation
 - Technology
 - Investments
 - Job creation



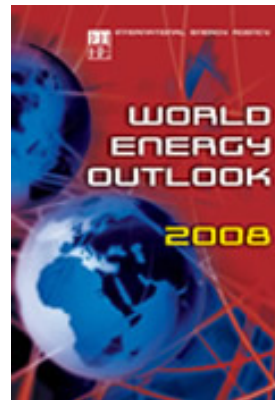
WBCSD Work Program





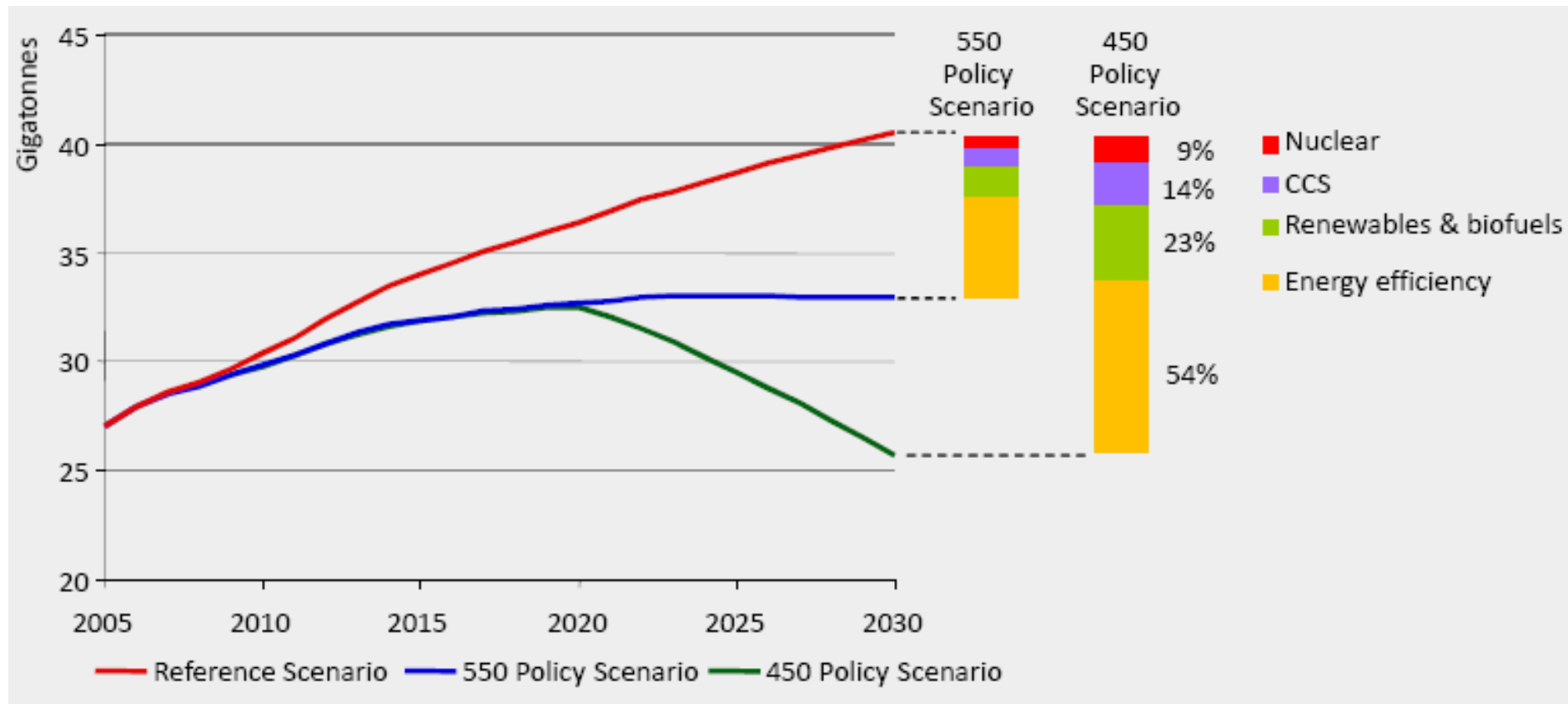
IEA's *World Energy Outlook 2008*

- Current energy trends are patently unsustainable – socially, environmentally, economically.
- To avoid “abrupt and irreversible” climate change we need a major decarbonization of the world’s energy system.





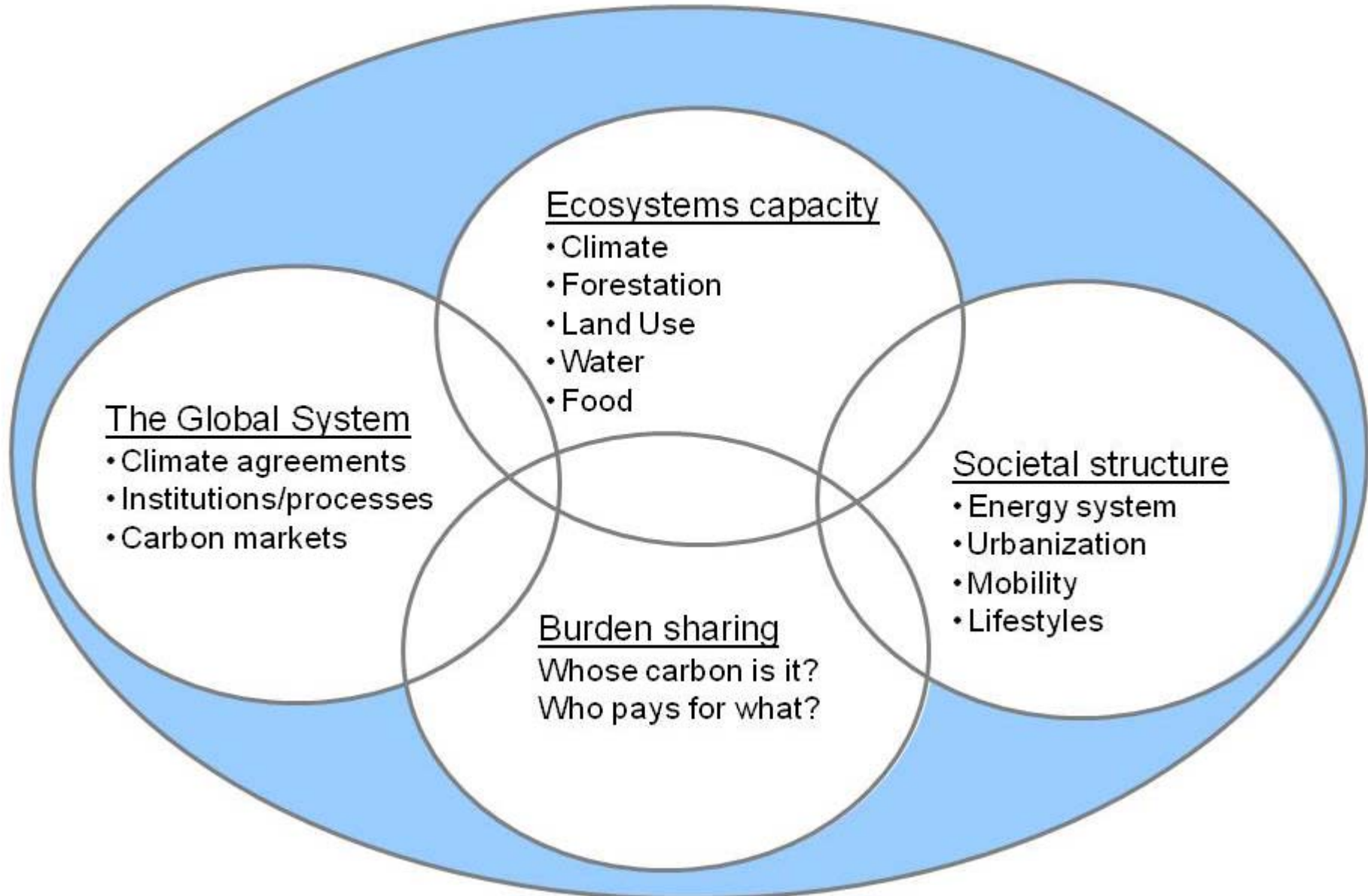
Reductions in energy-related CO2 emissions in the climate policy scenarios



Source: IEA. WEO 2008. Presentation by Dr. Fatih Birol



Elements of a Low Carbon Economy





The Global Energy and Climate House

Post-2012 Global Framework

Technology

Markets

Finance

Land use

Burden sharing

Global

Mindsets

Regulations

Data

Infrastructure

National



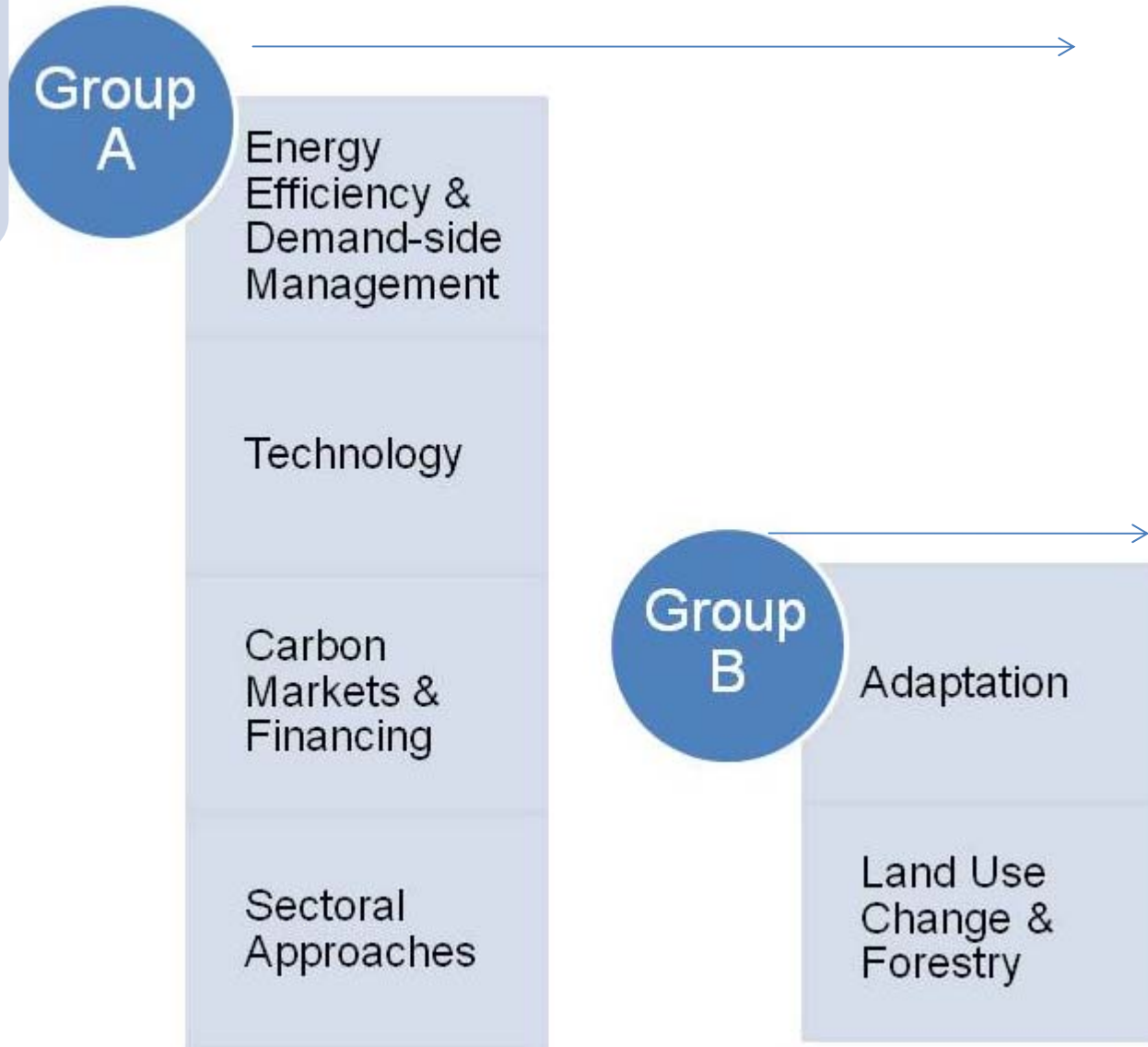
Business Input into Climate Negotiations

- Yvo de Boer
Bali Global Business Day
 - "A new framework must make business sense if it is to succeed."
 - "What policies do you, as Business, want to see in a new global framework?"
 - Need for specific recommendations from Business in a timely manner



WBCSD's Copenhagen Roadmap

Policy Development
The "Building Blocks"



Virtual Negotiator

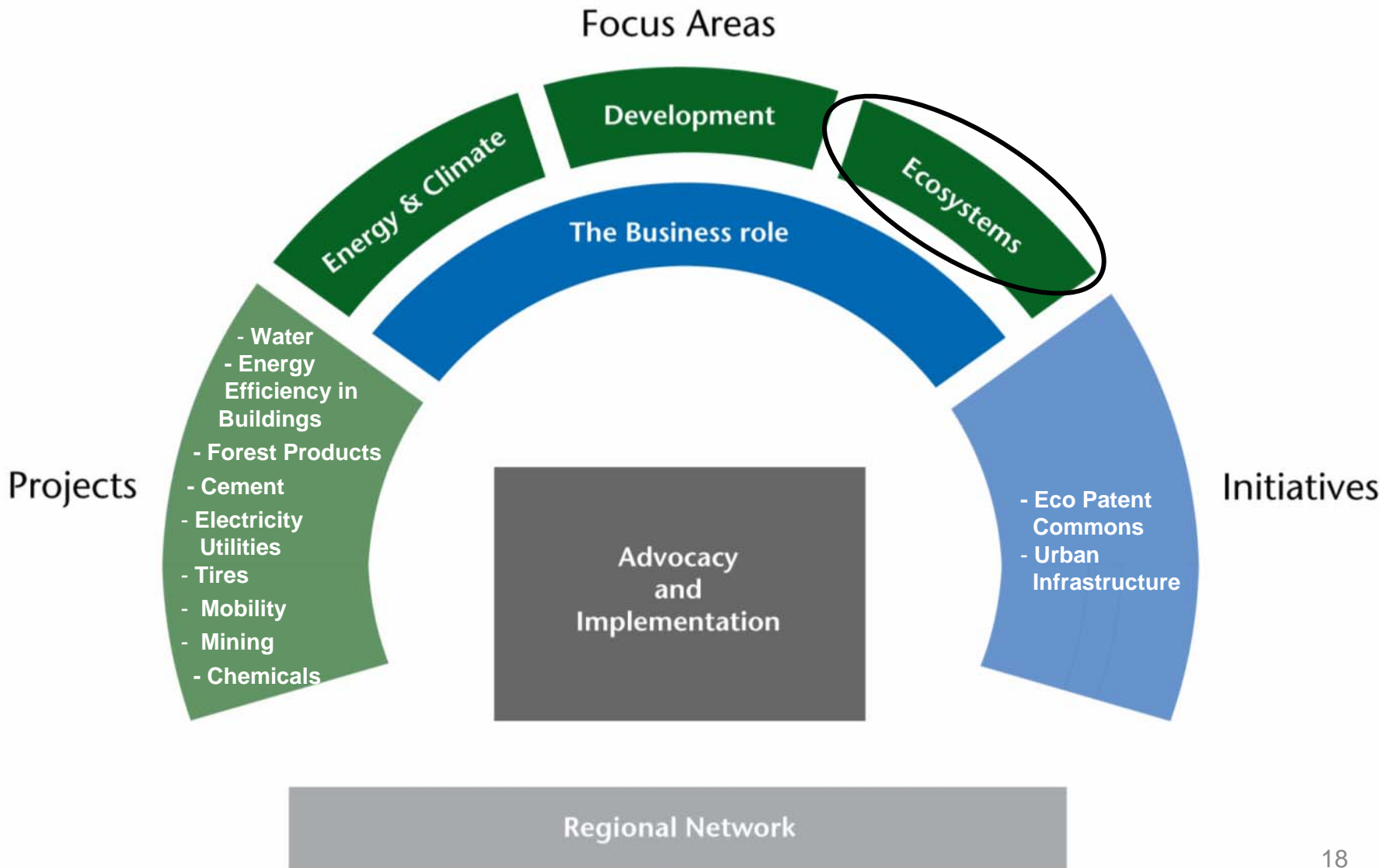
- provide the business context
- develop positions
- draft negotiations text

Contributor

- provide business perspectives and solutions



WBCSD Work Program



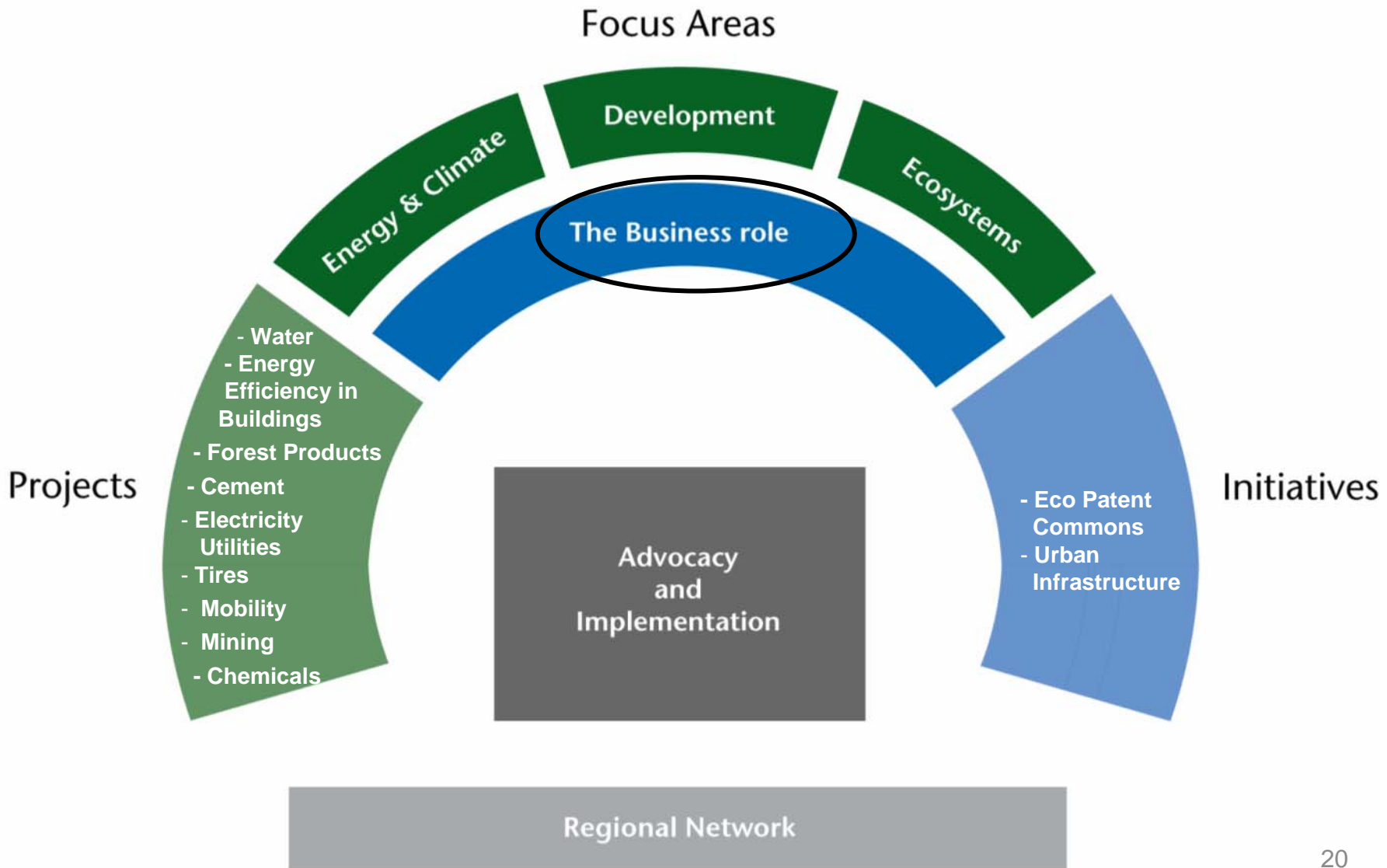


Ecosystem valuation

- Ecosystem externalities must become an integral part of economic planning and decision making – otherwise nature will always be treated as a second priority
- Connect with The Economics of Ecosystems and Biodiversity (TEEB) initiative



WBCSD Work Program





WBCSD "Vision 2050"

What should the role of Business be in a carbon and resource constrained society?

- Core group consists of 26 companies
 - Co-chairs: Alcoa, PricewaterhouseCoopers Storebrand and Syngenta
- Findings – to be published in late 2009

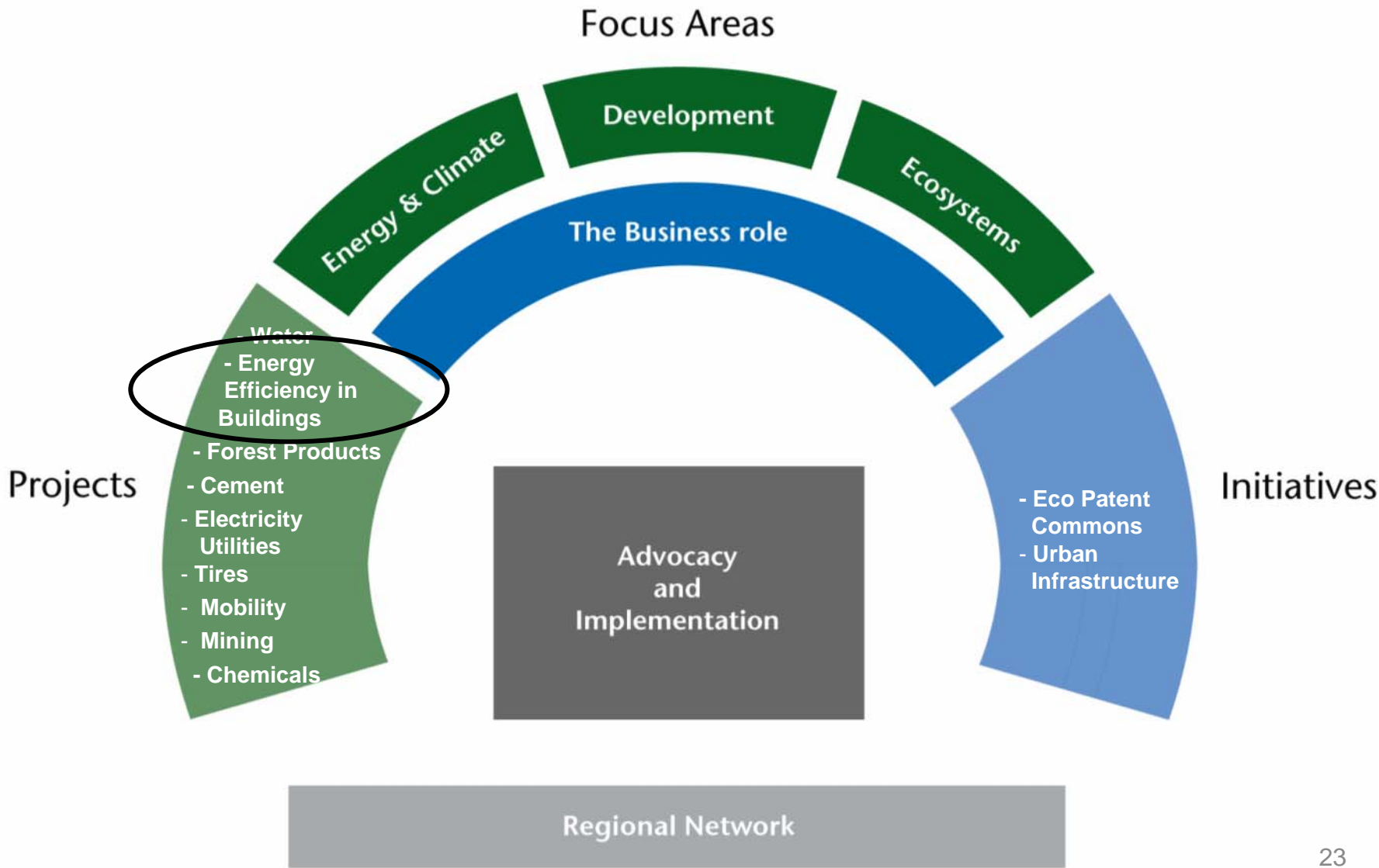
Sustainable Consumption & Consumers



- Efficiency gains and technological advances alone will not be sufficient to bring consumption to a sustainable level
- Business needs to play a leadership role in fostering more sustainable levels of consumption ...to achieve more sustainable lifestyles.



WBCSD Work Program





Energy Efficiency in Buildings (EEB) Project



- Facts & Trends Report
- Quantitative simulation model on submarkets allowing to test the energy efficiency of policy instruments.
 - Second report to come in Feb/March '09
- Produce an EEB Manifesto to mobilize all WBCSD members for EEB actions



A 3rd Industrial Revolution

Clean, Lean & Mean



Business needs

- Level regulatory playing field
- Clear policy framework conditions for a low carbon economy
- Innovative market mechanisms



“We are in this together”

- We need new platforms for interactions between governments and business on global issues



Going Forward

**“Business cannot succeed
in a society that fails.”**



www.wbcasd.org