

Cities &  
Mobility

Food &  
Nature

People

Redefining  
Value

Circular  
Economy

Climate  
& Energy

# Lead Transform Succeed

An introduction to the  
**World Business Council for  
Sustainable Development**

# WHO WE ARE

WBCSD is a global, CEO-led organization of 200 forward thinking businesses working together to accelerate the transition to a sustainable world with a legacy of 25 years of work.

## World Business Council for Sustainable Development

**Our mission** is to accelerate the transition to a sustainable world by making more sustainable business more successful.

**Our vision** is to create a world where more than nine billion people are all living well and within the boundaries of our planet, by 2050.



### GLOBAL

Our 200 members span across the globe and all economic sectors.

We have 60+ Global Network partners who engage with sustainable business at a national level.



### UNIQUE BUSINESS-ONLY PLATFORM

Our members enjoy access to a diverse business community across sectors and a pre-competitive to exchange ideas, know-how and information with peers.



### CEO-LED

WBCSD is oriented towards collective action and led by the CEOs of our member companies.



### MARKET-DRIVEN

We consider sustainable development as a strategic business opportunity. We strive to make more member companies more competitive. We reinforce the business of voice to government and policy decisions.

## WBCSD Success:

By 2025, forward-acting businesses will build resilience, lead risk-optimized transitions and generate new market opportunities. Thanks to integrated performance management, companies will attract lower cost of capital. They will gain a stronger license to operate. WBCSD members will be recognized as leaders towards a sustainable world that serves all people and protects our planet.

# WHAT WE DO

We enable business contributions to the **Sustainable Development Goals** and to the **Paris Agreement** through the transformation of six economic systems, in line with our **Vision 2050**.



Our science-based approach and targeted business solutions aim to scale up business impact, enabling companies to be better placed to unlock market opportunities, consolidate an enduring license to operate and better manage risks.

# TARGETED SOLUTIONS

Each system transformation is set up as a WBCSD Program with practical Projects



# HOW WE DO IT

Scale up your company's impact through **innovation, collaboration and valuation**.

## Innovation

We work on transformative, sustainable solutions that can be scaled fast.

We set standards, develop tools and stimulate action that deliver outcomes.

## Collaboration

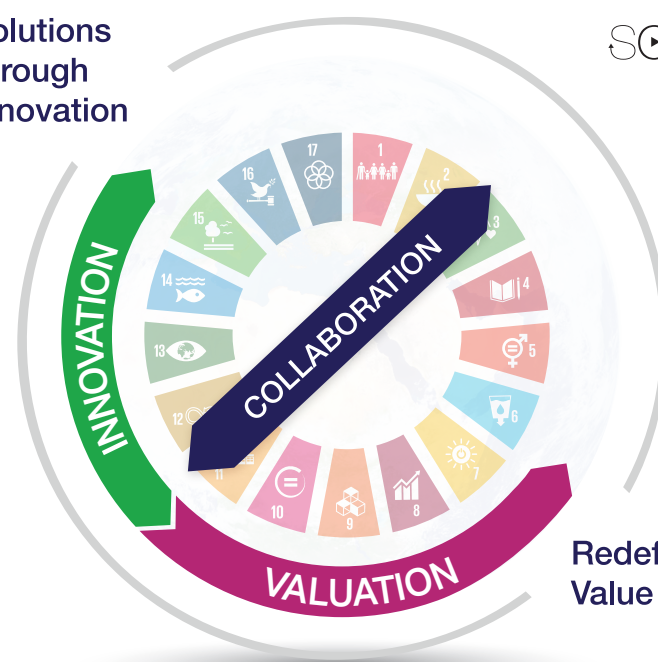
We understand the science of system transformation.

We connect diverse companies, partners and sectors to deliver results that no single company could achieve alone.

## Valuation

Our goal is to improve decision-making and external disclosure, eventually transforming the financial system to reward the most sustainable companies.

Solutions  
through  
innovation



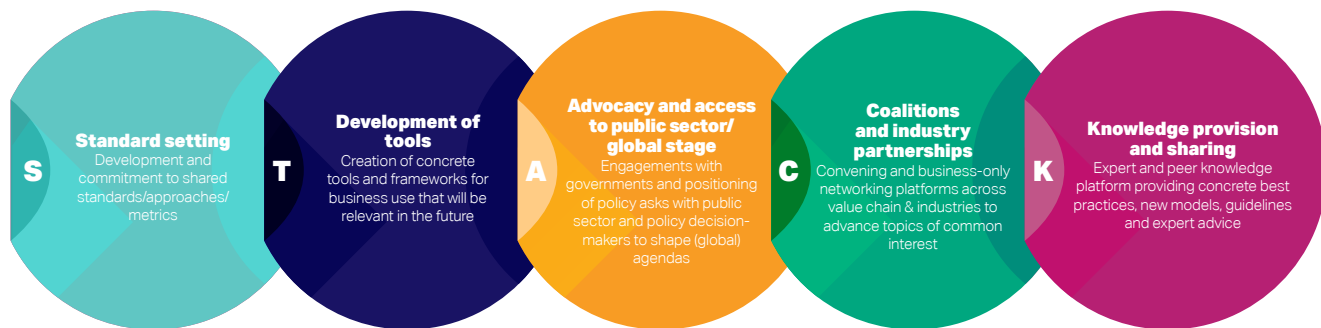
SCALE **UP**

Redefining  
Value

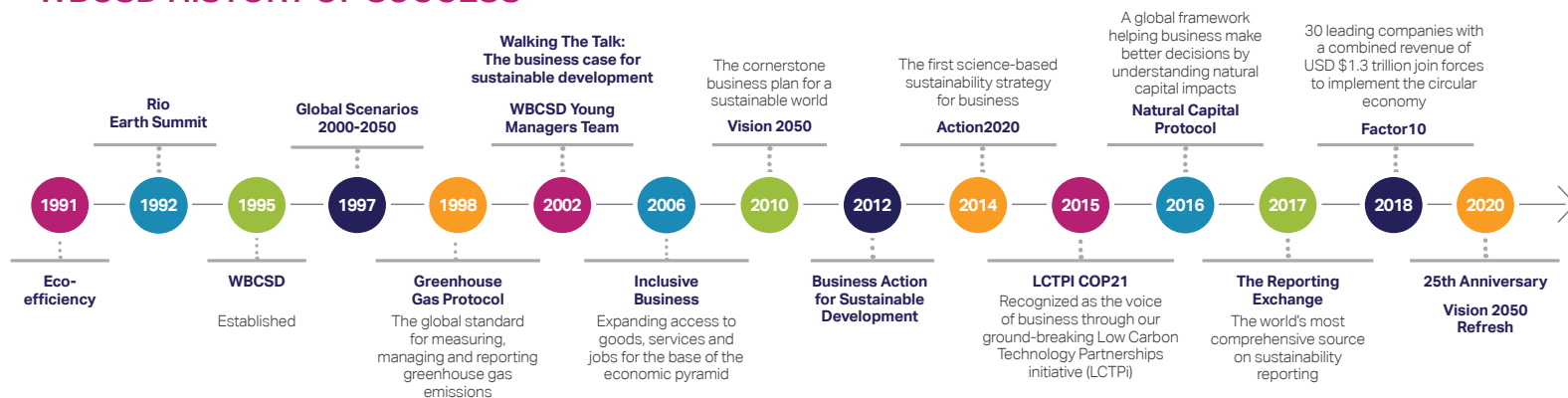


# MEMBERSHIP **BENEFITS**

As businesses adapt to an unprecedented rate of global change, WBCSD membership provides different means to navigate this change and prosper by transforming themselves and the world.



## WBCSD HISTORY OF SUCCESS



# WHAT WE OFFER TO OUR MEMBERS

- Cross-sector expertise and access to industry value chains
- A global multi-industry solutions laboratory
- A neutral convening and collaboration platform
- A pre-competitive space to discuss and work on key issues
- Access to global and local platforms for project implementation, financing, events and advocacy
- Regular updates on the latest thinking and trends
- An annual review of your sustainability report
- Secondment and leadership education opportunities for your employees

# WHAT WE ASK OF OUR MEMBERS

- Demonstrate leadership - CEOs or executive representation of their company as a Council Member, with active participation at our annual Council Meetings, at a minimum.
- Contribute your expertise and leadership and select the work program(s) most relevant for your business
- Actively support the objectives of WBCSD, approved annually by Council Members
- Engage CEOs on the journey to sustainability
- Meet membership fees, as set by Council; be active in at least one project; and meet project fees if required.

**World Business Council  
for Sustainable Development**

Beijing | Delhi | Geneva | London | New York City | Singapore

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