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.

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

Programs

- **Circular Economy**
  - Circular Economy Hub
  - Circular Electronics Partnership
  - Factor 10
  - Plastics and Packaging

- **Sustainable Cities**
  - City Business Collaboration
  - LEEP! China
  - Transforming the Built Environment

- **Climate & Energy**
  - Climate Policy
  - Energy Solutions
  - Natural Climate Solutions
  - SOS 1.5

- **Food & Nature**
  - FReSH
  - India Food & Nature
  - Scaling Positive Agriculture
  - Soft Commodities Forum
  - Policy & Action

- **People**
  - Nature
  - Nature Action

- **Redefining Value**
  - Stakeholder Capitalism
    - What does stakeholder capitalism mean for business
    - Making stakeholder capitalism actionable
    - Redesigning capital market engagement

Projects

- **Circular Economy**
  - Sustainability-Ready Product Lines

- **Sustainable Cities**
  - Transforming Mobility
    - Mobility Decarbonization
    - Digitalization & Data in Urban Mobility
    - Commuting Behavior Change

- **Climate & Energy**
  - Transforming Mobility

- **Food & Nature**
  - Water
    - Global Water Solutions

- **People**
  - Social Impact
    - Business & Human Rights
    - The Future of Work

- **Redefining Value**
  - Scoping
    - Tackling inequality: a social contract for the 21st century
    - Healthy People, Healthy Business

Education

- Leadership Program
- LEAP Advancing SDG5
- We Value Nature

Sector & Coordination Projects

- Chemical Group Coordination
- Forest Solutions Group
- Global Agribusiness Alliance
- Tire Industry Project

Enabling functions

- 60 Global Network partners, Member Relations, Outreach, Support
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.
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.

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WBCSD HISTORY OF SUCCESS

- **1991**: Eco-efficiency
- **1992**: WBCSD Established
- **1995**: Greenhouse Gas Protocol
  - for measuring, managing and reporting greenhouse gas emissions
- **1997**: Global Scenarios 2000-2050
- **1998**: Walking The Talk:
  - The business case for sustainable development
- **1999**: WBCSD Young Managers Team
- **2000**: Vision 2050
- **2002**: Inclusive Business
  - Expanding access to goods, services and jobs for the base of the economic pyramid
- **2006**: Business Action for Sustainable Development
- **2010**: The cornerstone business plan for a sustainable world
- **2012**: The first science-based sustainability strategy for business
- **2014**: LCTPI COP21
  - Recognized as the voice of business through our ground-breaking Low Carbon Technology Partnerships initiative (LCTPI)
- **2015**: The Reporting Exchange
  - The world’s most comprehensive source on sustainability reporting
- **2016**: 25th Anniversary Vision 2050 Refresh
- **2017**: Factor 10

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6 | VALUE, IMPACT, VOICE
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.