

**BREAKOUT SESSION:**

**Raising our ambition: getting ready for WBCSD's new membership criteria**

**MEMBER  
SUPPORT &  
BUSINESS  
INTELLIGENCE  
(MSBI)**

**ACTION: Members have an opportunity to claim a credible leadership position on sustainability ambition through the WBCSD membership criteria.**

**SESSION OVERVIEW**

WBCSD's new membership criteria will come into effect in January 2023. A Membership Criteria Support Hub (MCSH) is being set up to support members in their efforts to adhere to the membership criteria and increase their ambition level in line with challenges that we face as global societies. An overview of the membership criteria was shared and how they will be rolled out, including the way in which the criteria are being assessed, the proposed assessment and adherence process that will be piloted in 2022. Detailed guidance will be offered in order to help members increase their level of adherence to the criteria.

**KEY TAKEAWAYS**

- The membership criteria represent an opportunity for WBCSD members, as a group, to claim a credible leadership position on sustainability ambition within the global business community.
- Individual assessments remain confidential, but the criteria represent the foundations for broad transformation, providing members with a tool to encourage change within their businesses, among peers, across value chains and within wider ecosystems of influence.
- WBCSD is dedicated to supporting its members in their efforts to increase their levels of ambition and action, reaching full adherence to the membership criteria as quickly as possible – also acknowledging that some criteria may already need to be iterated in order to represent a credible leadership position for WBCSD members to strive for.

***"This is a pretty bold move for a membership association to be putting up hurdles like this. But my word it is needed. . . This will do a super job of holding us to account and we, the members, need to now step up as the members. Our aspiration should be that all business can adhere to these criteria at some point in the near future, but we need to do so first."***

**GET IN TOUCH**

To learn more about the Membership Criteria, please contact: [Julian Hill-Landolt](#), Director, Member support & Business Intelligence, WBCSD