



The new agenda for business

Presentation at Footprint Forum 2010



# What is it?

- Best possible outcome for the human population and the planet
- Pathway to living well within the limits of our planet
- “North star” goal that can be owned by civil society, policy makers and business
- Tool for companies to engage in the public debate

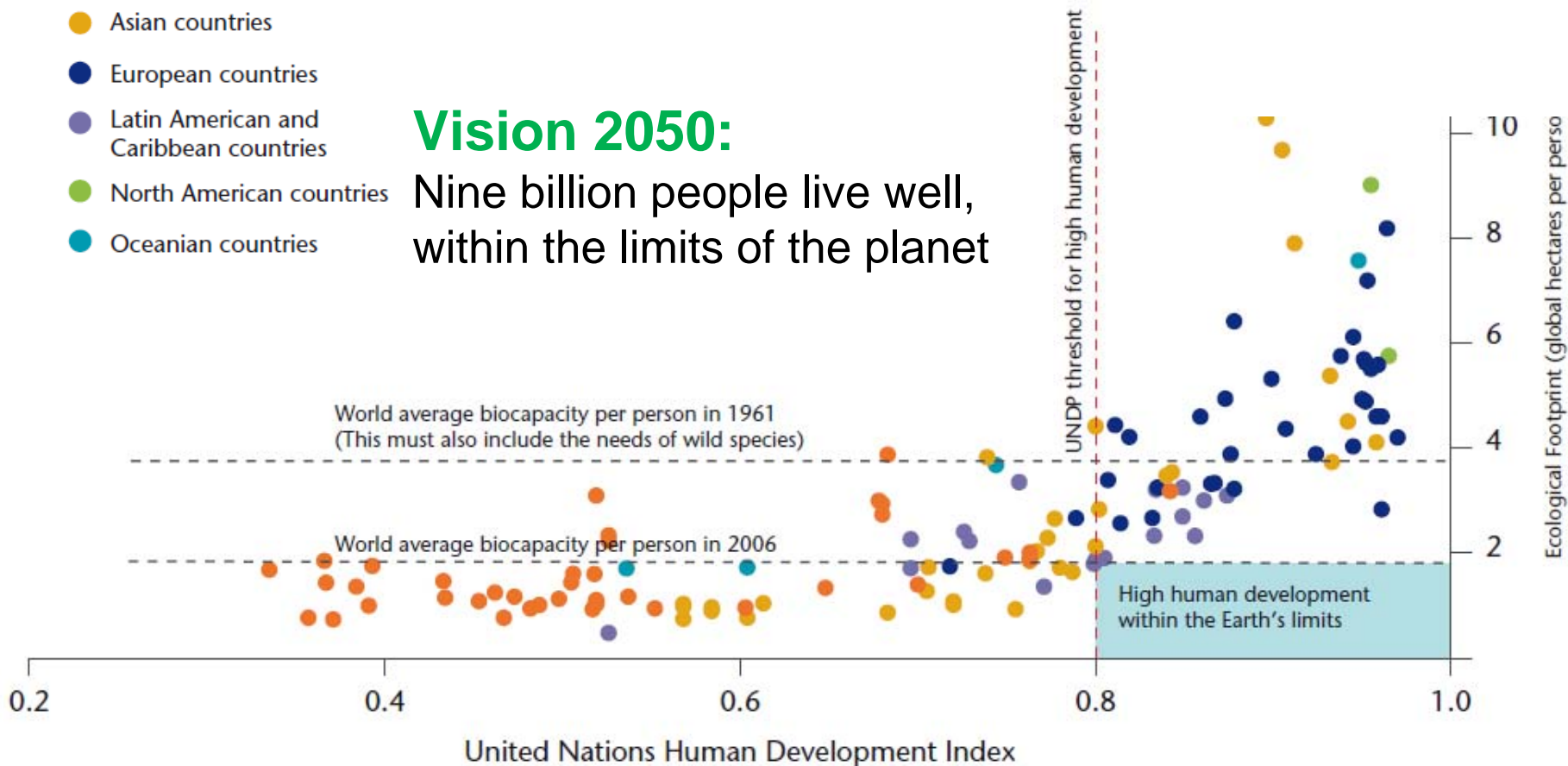




# How are we doing?

- African countries
- Asian countries
- European countries
- Latin American and Caribbean countries
- North American countries
- Oceanian countries

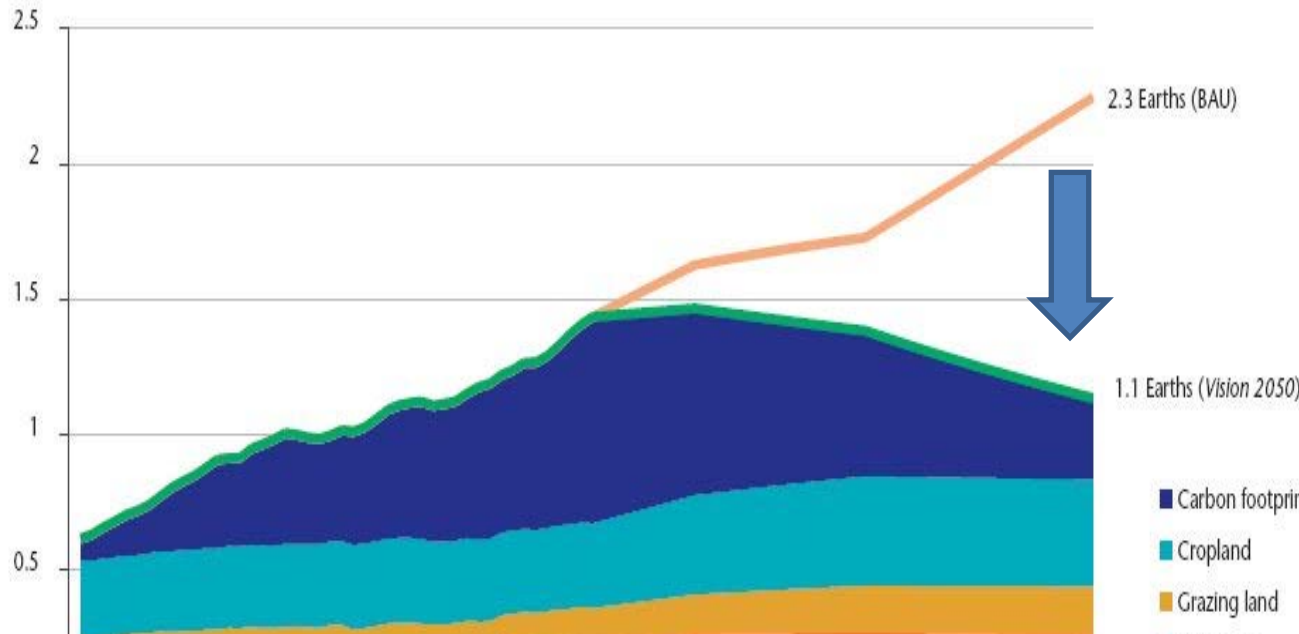
**Vision 2050:**  
 Nine billion people live well,  
 within the limits of the planet



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# What does it take?

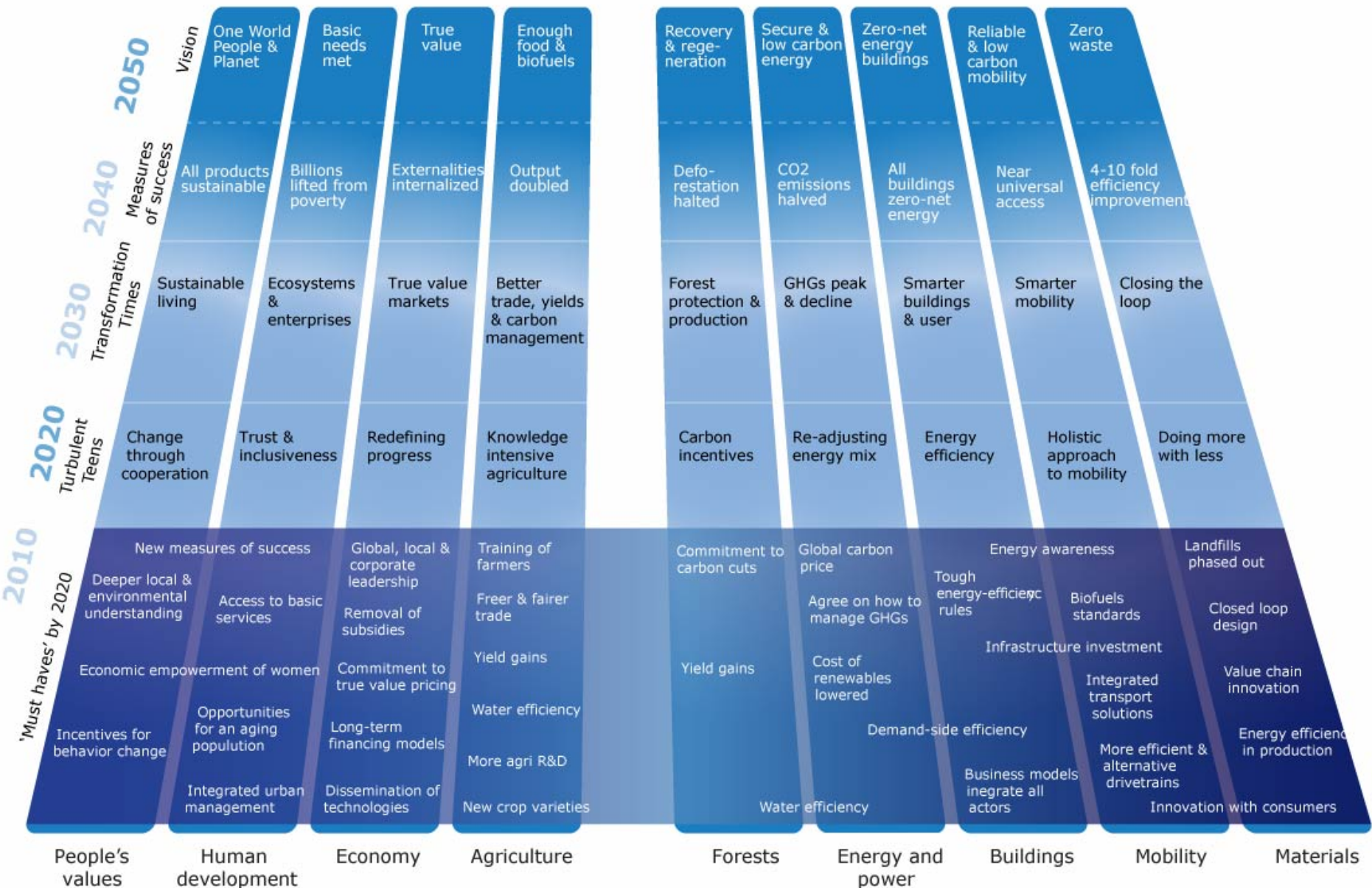


*“....sustainability is now the key driver for innovation. In the future only companies that make sustainability a goal will achieve competitive advantage.”*

- **Carbon and Resources** : Halving CO<sub>2</sub> emissions, doubling agricultural output, 4-10 fold increase in resource efficiency
- **Costs**: Internalizing cost of carbon, water & other ecosystem services
- **Consumption**: Changing patterns in styles

Harvard Business Review, Sep 2009

# How to close the gap?





# Key insights

- Global challenges will become the key strategic drivers for business and innovation
- There will be tremendous change
- Opportunities abound for those who turn sustainability into strategy
- Business must work closer with governments and society worldwide to transform markets, prices and competition
- The needed radical resource efficiency improvements will require “sustainable innovation by all means”



# Vision 2050

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