



Beyond Copenhagen – The Green Race is on

e8 Symposium
Björn Stigson, WBCSD President



World Business Council for
Sustainable Development



WBCSD

Coalition of some 200 leading companies

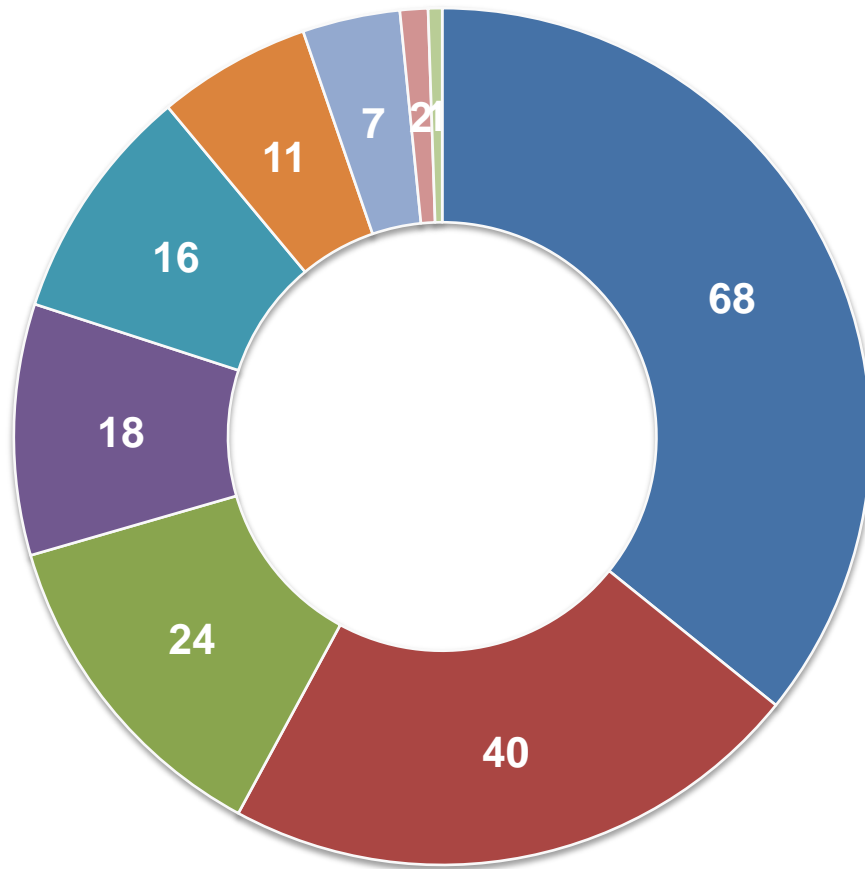
- Market capitalization: 8,000 BUSD
- Total member company employees: 13 million
- Global outreach

Supplies products and services to half of the world's population every day





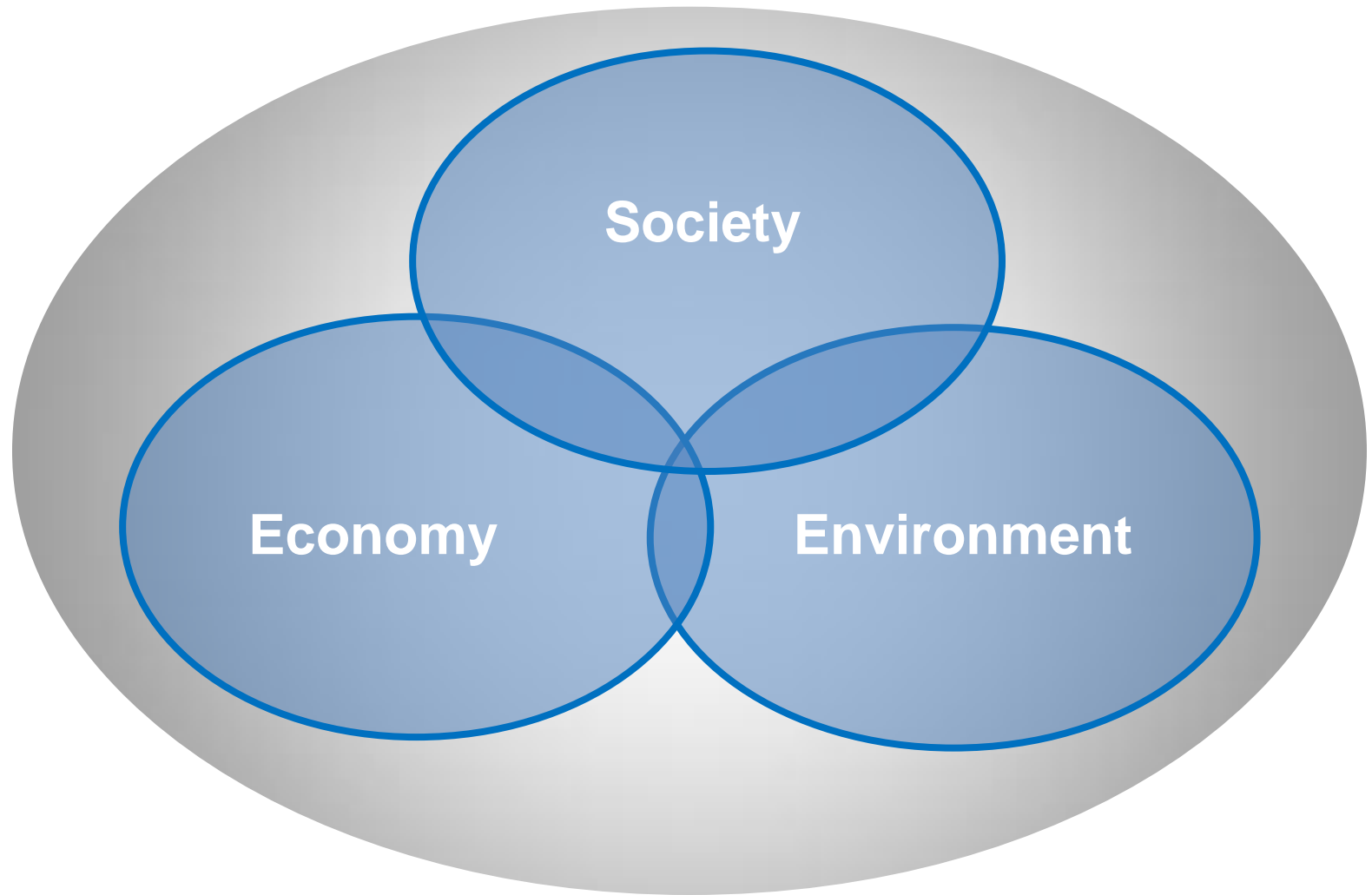
WBCSD Membership



■ Europe (EU)	68
■ North America (NAFTA)	40
■ Japan	24
■ Europe (non-EU)	18
■ Asia (ex-Japan)	16
■ Latin America	11
■ Oceania	7
■ Africa	2
■ Middle East	1



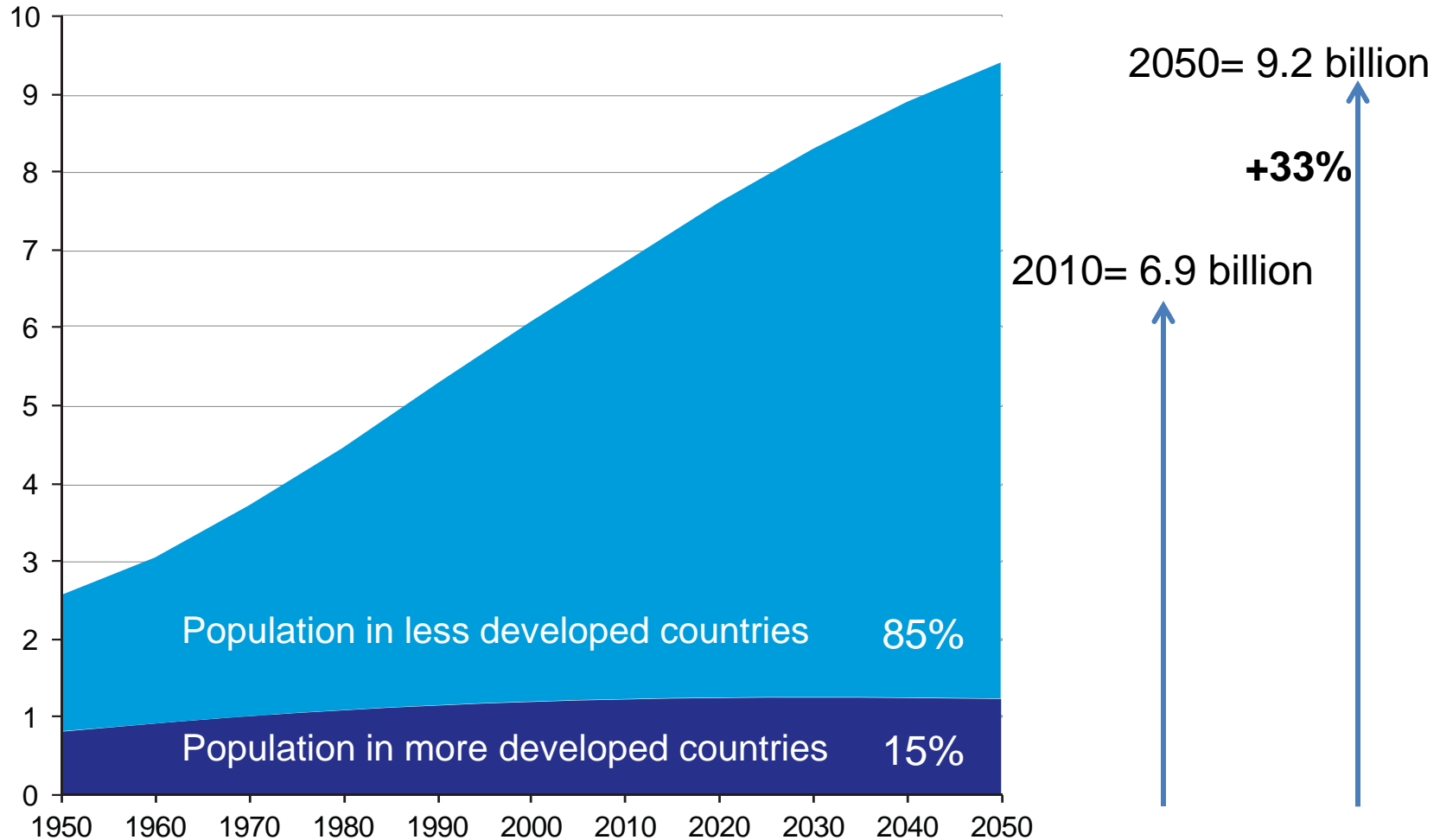
A World in Transition to Sustainability





The Future Society: A growth story

World population (in Billions): 1950-2050





Development: The Poverty Challenge

Income poverty:

- Over 2 billion people live on less than \$2/day

Energy poverty:

- 1.6 billion people today without access to electricity

Mobility poverty:

- 900 million people without access to transport

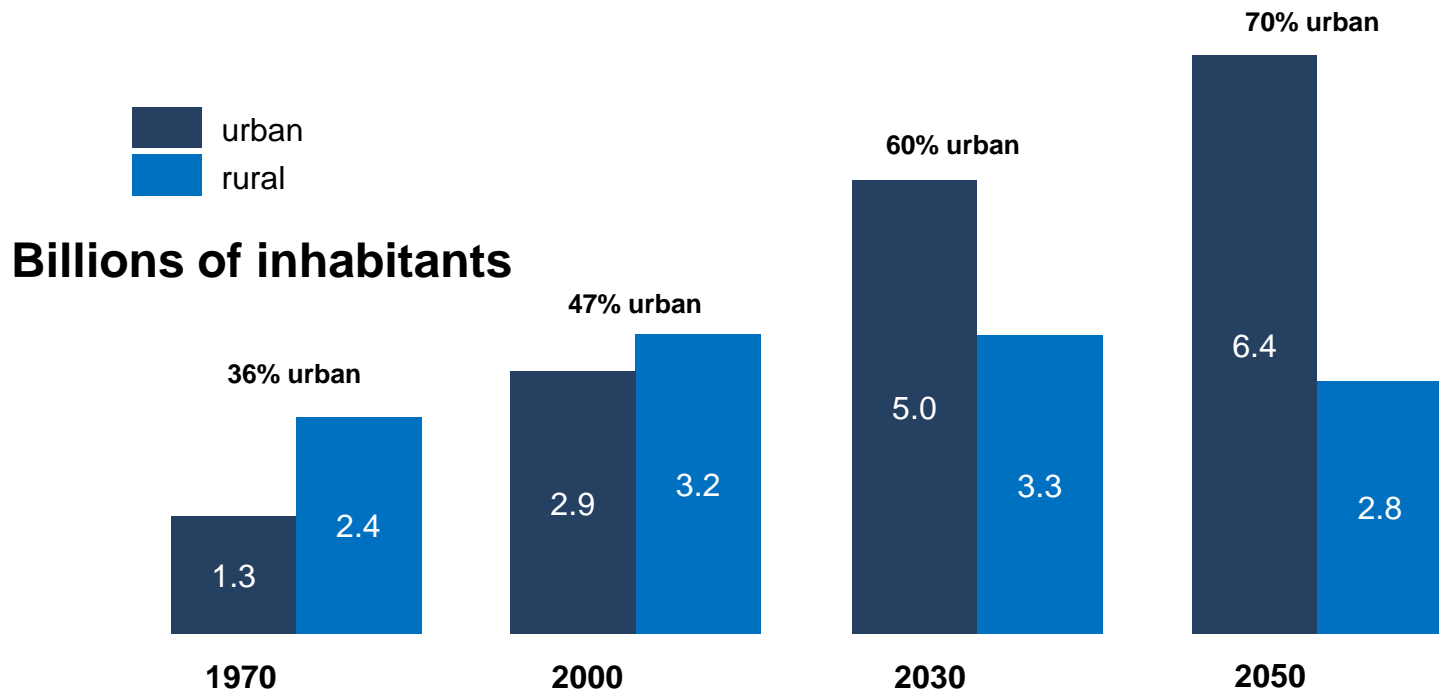
Water poverty:

- 1.8 million deaths per year due to lack of sanitation, poor hygiene and unsafe drinking water.



The Urbanized Future

70% urban in 2050: 6 billion
2010: 3 billion



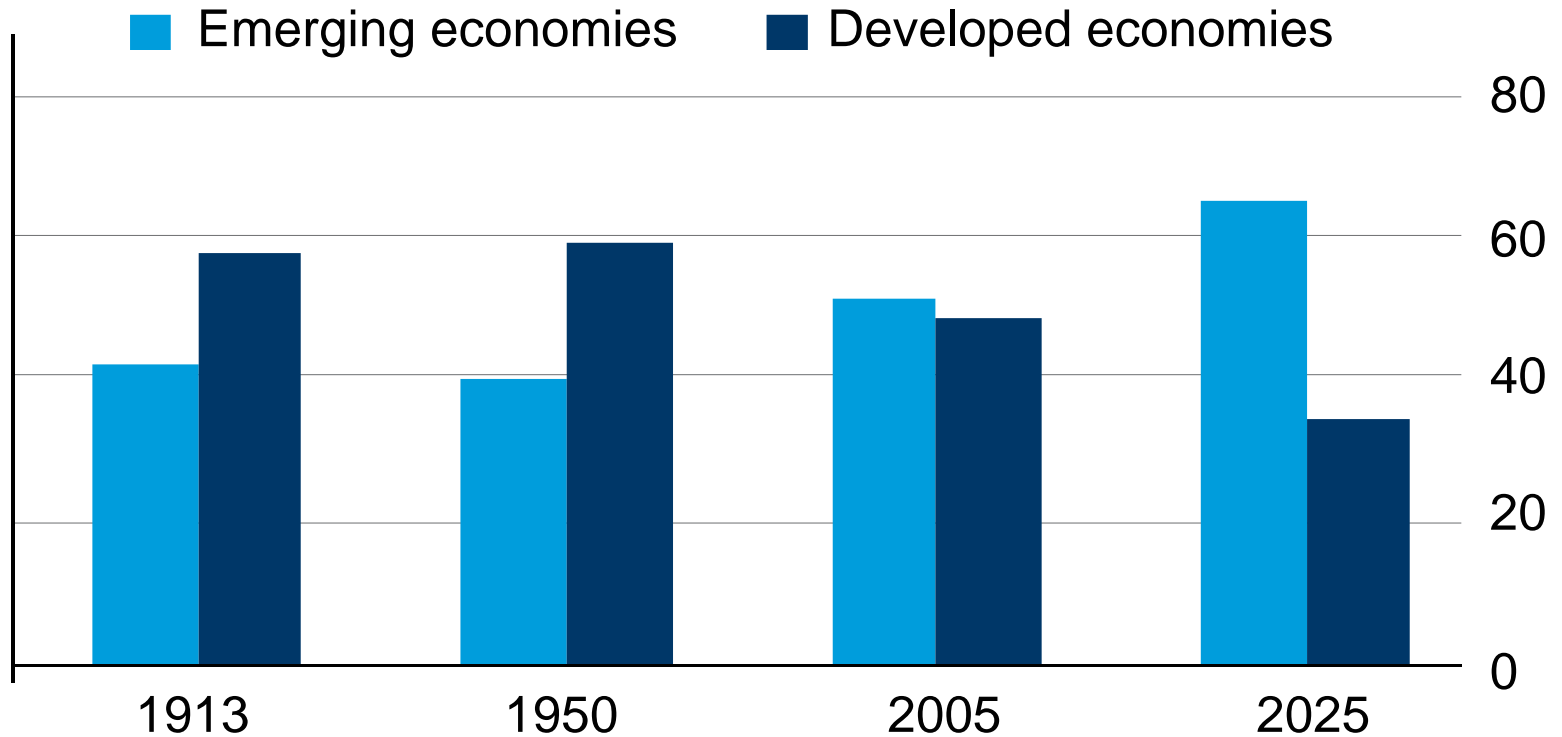
Source: United Nations, World Urbanization Prospects: The 2007 Revision



Shifting Fortunes

% Share of GDP

* At purchasing-power parity



Source: Angus Maddison, OECD, IMF
From The Economist print edition,
"Wrestling for Influence," July 3rd 2008.

Emerging economies > 50% of global GDP and trend will continue



The World is Turning Green

- “The Green Race is on” between countries to transform to low carbon economies and to become the leading supplier of resource efficient technologies & solutions
- If you want to win:
 - Transform your home market to build competences and scale



The World is Turning Green

■ Key transformations:

- Energy
- Transport
- Urban infrastructure
- Food
- Water

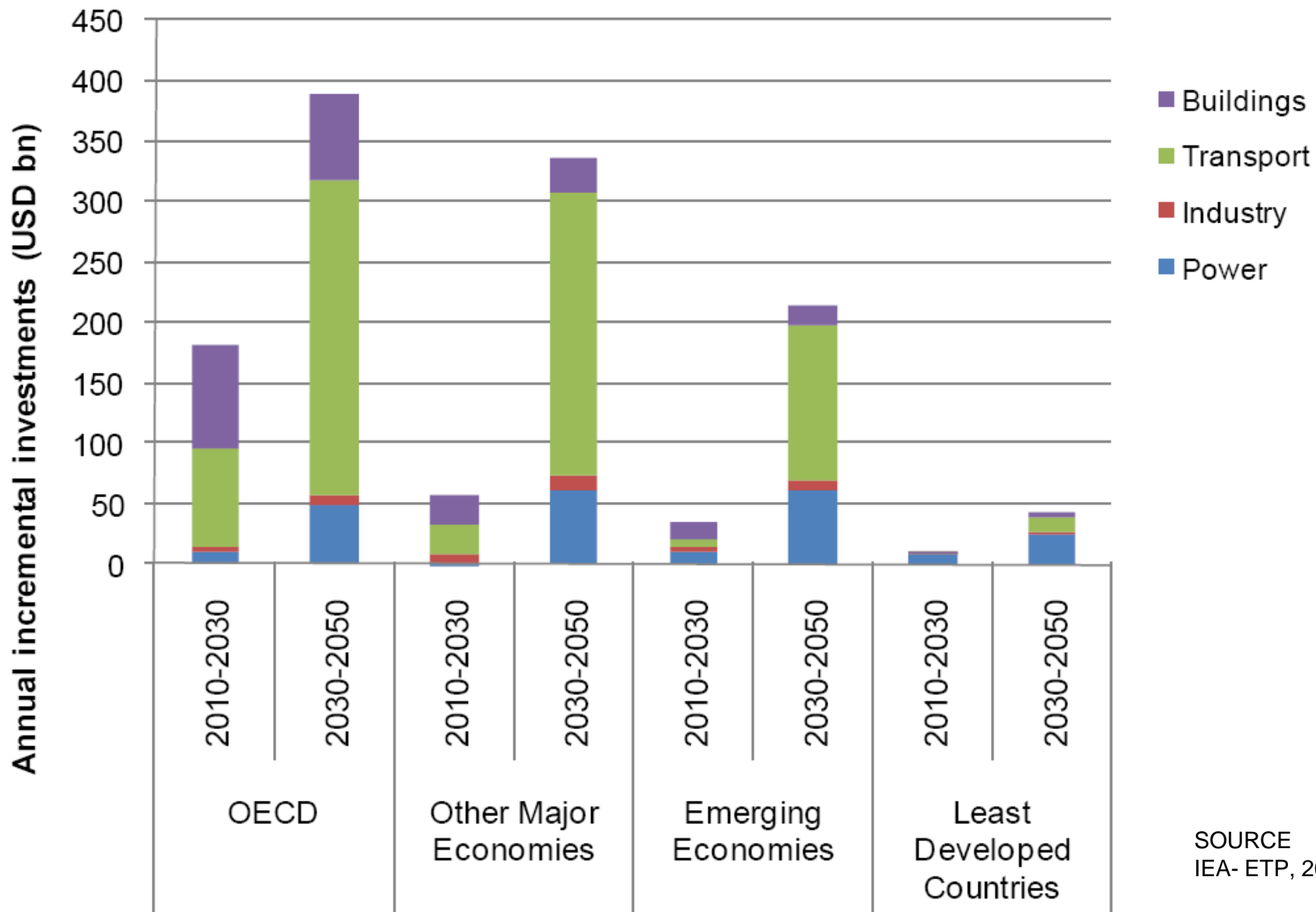


A Transformed Energy System

- Less oil, more renewables and more nuclear
- Reduced carbon intensity of existing energy:
CCS, sinks
- A focus on smart technology solutions:
 - energy efficiency
 - smart grids
- Demand side management
- Increased electrification of transportation
- Value for carbon - carbon taxes/emissions trading



Additional investments to reach 450 ppm



SOURCE
IEA- ETP, 2010₁₂





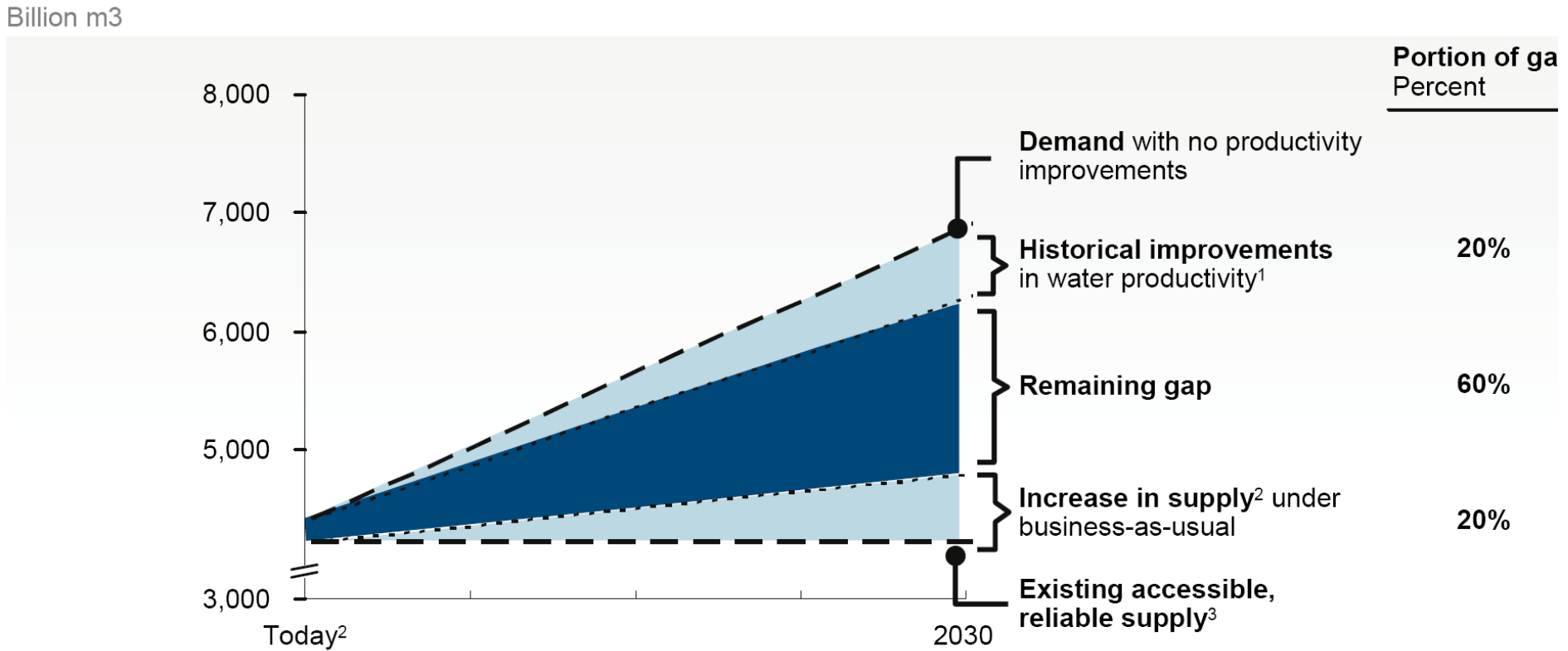
Agriculture & Land-use changes

- Agriculture and forestry = 30% global GHG emissions (IPCC 4th assessment)
- Livestock (“beef) is the world’s largest user of land resources (70% of agricultural land)
 - Major driver for deforestation
- Competition for land-use with consequences for
 - Food consumption
 - Biofuels
 - Water



Water: The challenge

Business-as-usual approaches will not meet demand for raw water



1 Based on historical agricultural yield growth rates from 1990-2004 from FAOSTAT, agricultural and industrial efficiency improvements from IFPRI
 2 Total increased capture of raw water through infrastructure buildout, excluding unsustainable extraction
 3 Supply shown at 90% reliability and includes infrastructure investments scheduled and funded through 2010. Current 90%-reliable supply does not meet average demand
 SOURCE: 2030 Water Resources Group – Global Water Supply and Demand model; IFPRI; FAOSTAT



COP 15 Copenhagen

Takeaways:

- Copenhagen saw the end of old ways of intergovernmental negotiations
- The Copenhagen Accord
 - A non binding “Letter of Intent”
 - But little clarity on how this will be implemented



Stumbling Blocks in the international climate negotiations

1. Climate change is not a priority for all
2. Whose carbon is it? Who pays for what?
3. What type of commitments are countries willing to accept? National sovereignty?
4. Support to developing countries?
5. Competition concerns; a level playing field?
6. Robustness of climate science and IPCC conclusions?
7. Domestic US legislation?



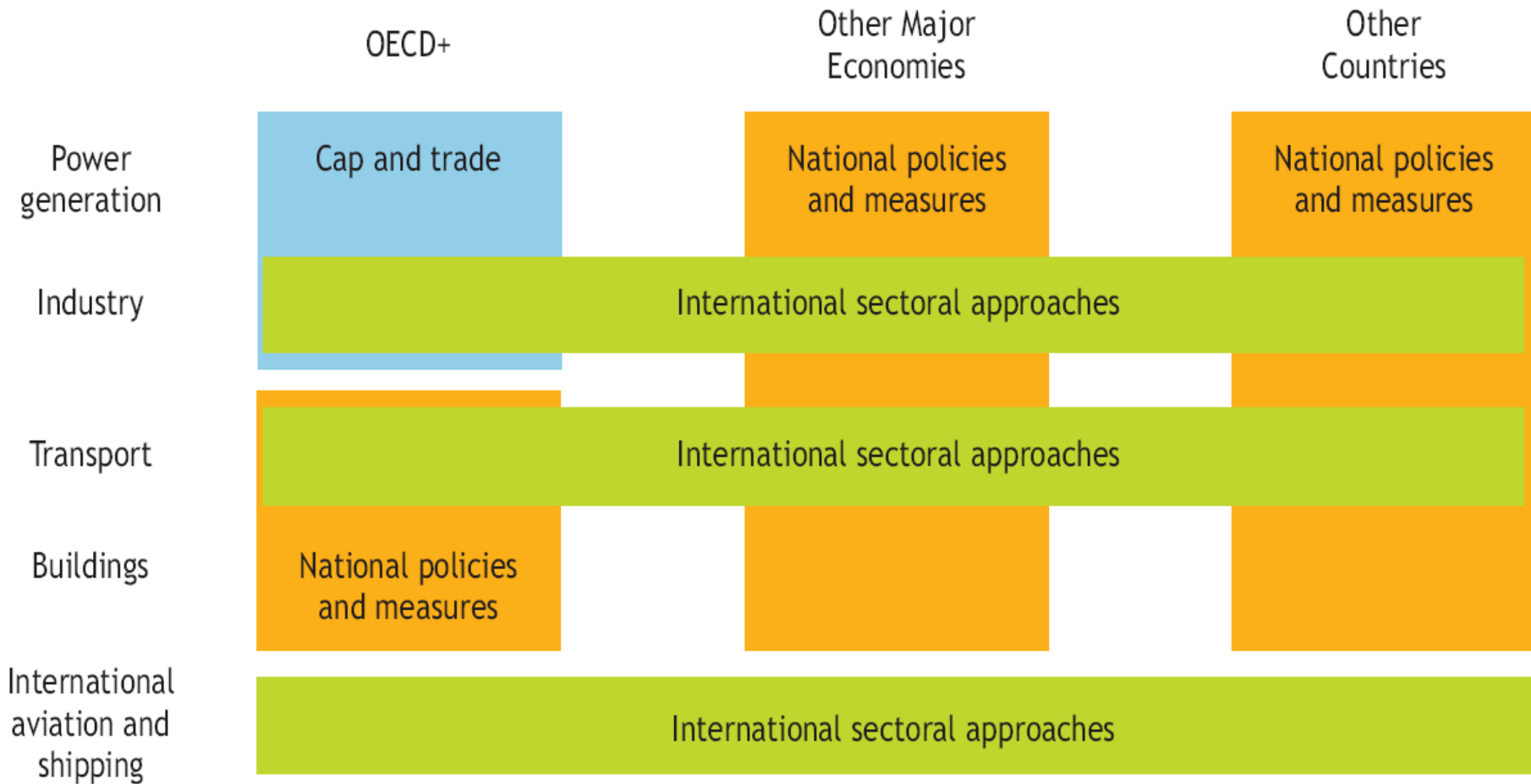
Climate Change post-COP 15

- Bottom-up country pledges for action with bilateral/regional agreements
- A global umbrella agreement:
 - Copenhagen Accord elements
 - System for a global carbon market
 - Broader than CDM
 - Recognition of sectoral approaches



Sectoral approaches

2013-2020





Growing role of business

- “...while governments provide the necessary policy framework, the real solutions must come from business. Copenhagen did not provide us with a clear agreement in legal terms, but the political commitment and sense of direction toward a low-emissions world are overwhelming. This calls for new partnerships with the business sector and I now have the chance to help make this happen”



– *Yvo de Boer, 2010*



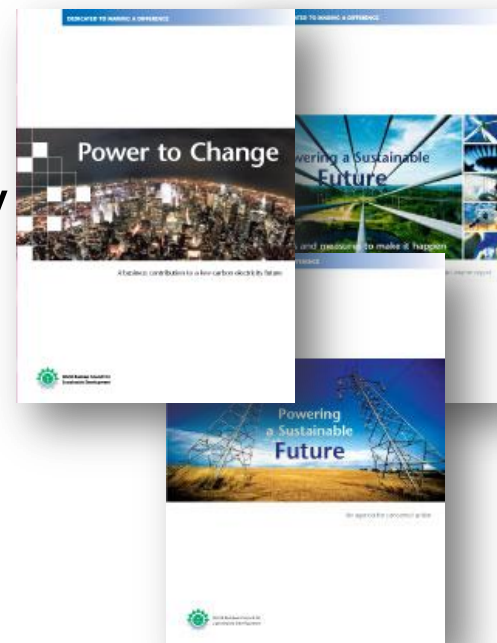
WBCSD Roles on Climate

- Providing business perspectives on markets, finance and technologies
 - Reports
 - Glion Dialogues
 - COP Business Day
 - Co-operation with IEA, World Bank
- Advisory roles to governments
 - China, US, Germany
 - EU: contract to develop proposal for a formal business role in climate negotiations
- Provide tools for measurement and reporting
 - WRI / WBCSD GHG-Protocol



Electricity Utilities

- Trilogy of policy reports
- “Power to Change: A business contribution to a low-carbon electricity future”
- Roadmap of sector specific policy recommendations
- Next phase:
 - Delivering input into the new IEA Carbon and Electricity Report (IEA-CER)
 - Exploring smart technologies



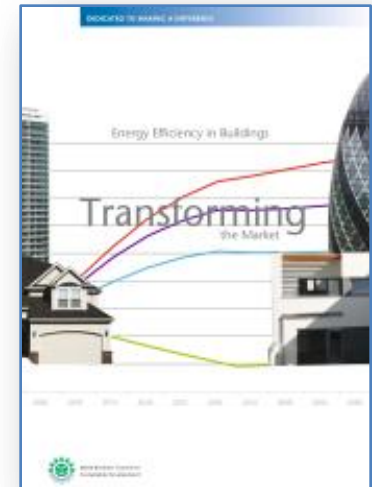
Co-Chairs:





Energy Efficiency in Buildings (EEB)

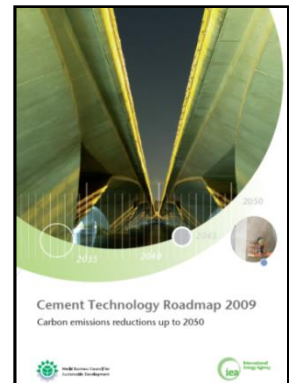
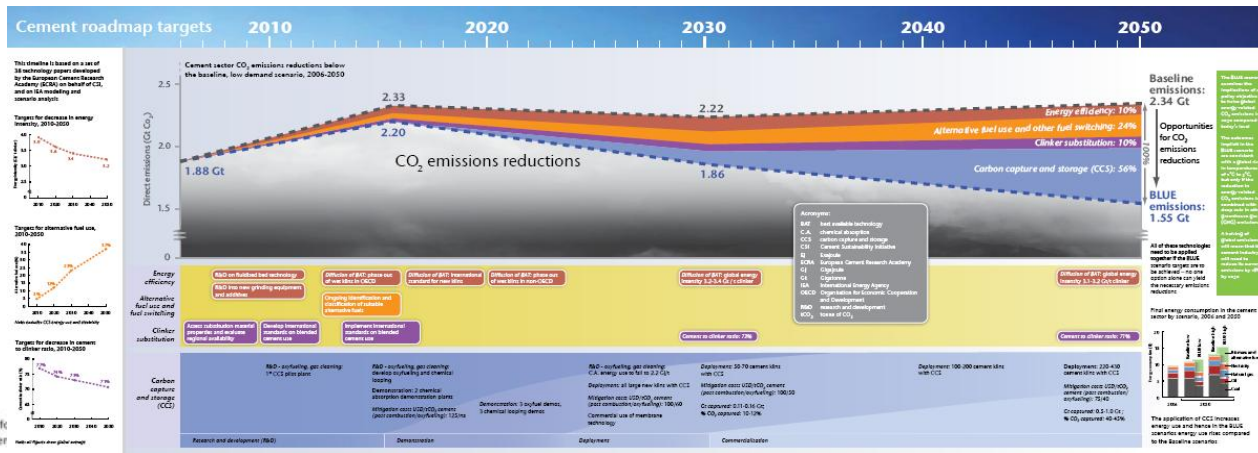
- Buildings represent 50 % of world energy use
- Report: **“Transforming the Market”** (April 2009)
- Cutting building emissions by 50% globally by 2050 is possible at an average abatement cost of 25USD/tCO₂ (PIIE, 2009)





Cement Sustainability Initiative

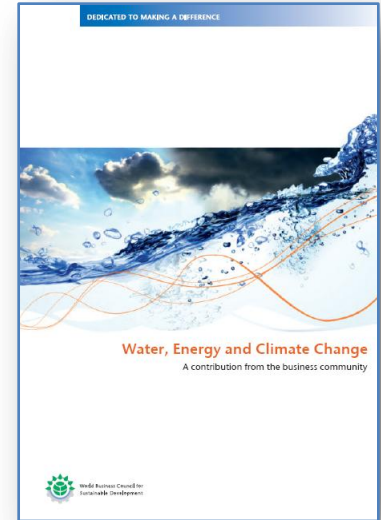
- Leading the way on industry sectoral approaches
- Actions:
 - CO₂ measuring and reporting
 - CDM methodology
- IEA- WBCSD Technology Roadmap
 - Outlines existing and potential technologies, and how they may help the industry support a halving of global CO₂ emission





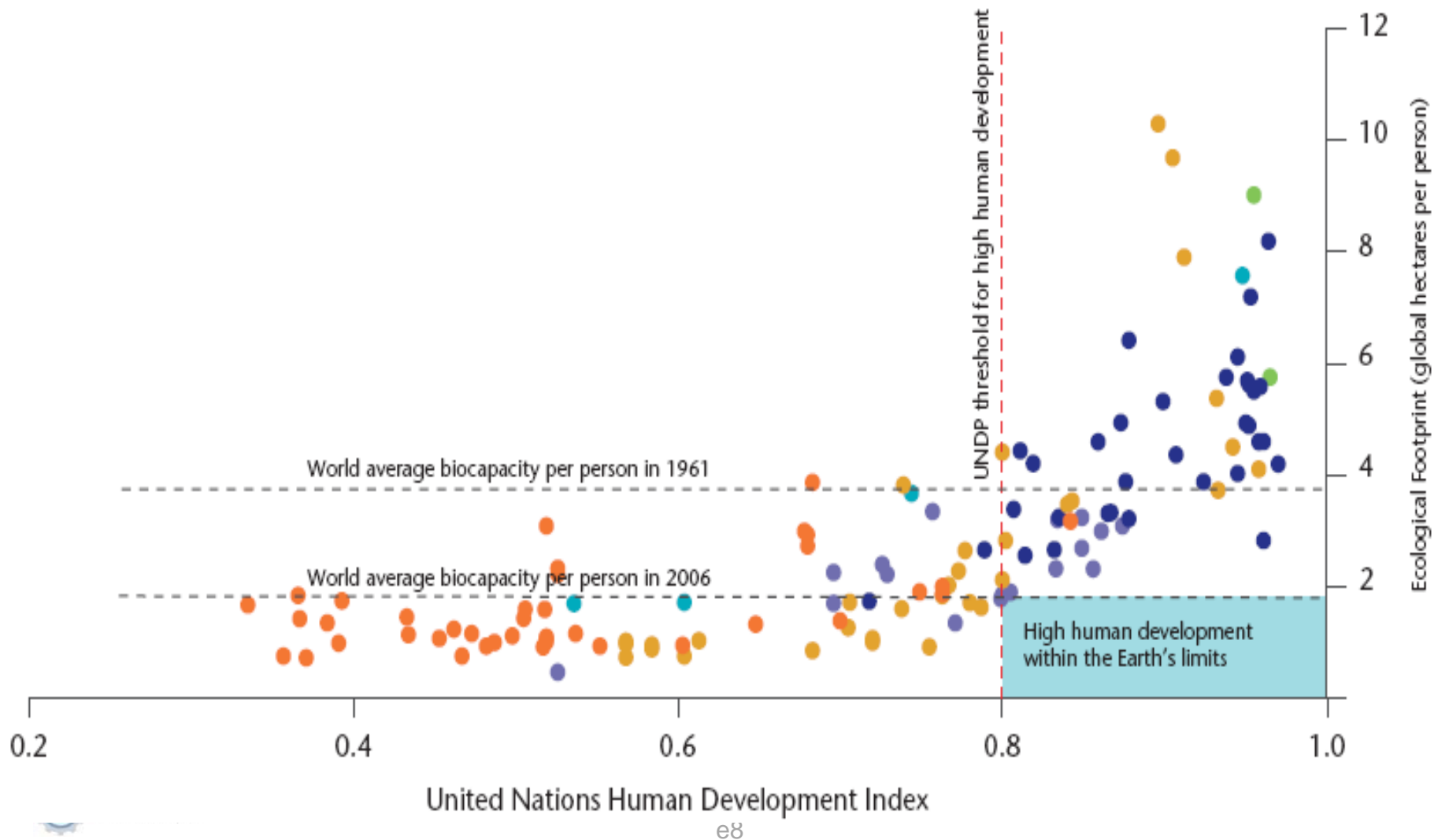
Water

- “Water, Energy and Climate Change”
 - Water & Energy linked
 - Impacts from ecosystems and climate change
- Measuring water use & assessing impacts:
 - WBCSD Global Water Tool
 - CH2MHill
 - Water Footprint Network
 - Development of ISO standard on water footprint





Living well, within limits of the planet



Source: GFN / UNDP



A World in Transition to Sustainability

- The future is going to be resource and carbon constrained
 - I.e. The Green Race
- Business has a major role to play as a solution provider
- Business cannot succeed in a society that fails



www.wbcasd.org