

Path Towards Sustainable Development: Opportunities or Challenges for Business?



Development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland Commission 1987)



Sustainable Development





SUSTAINABLE DEVELOPMENT GOALS

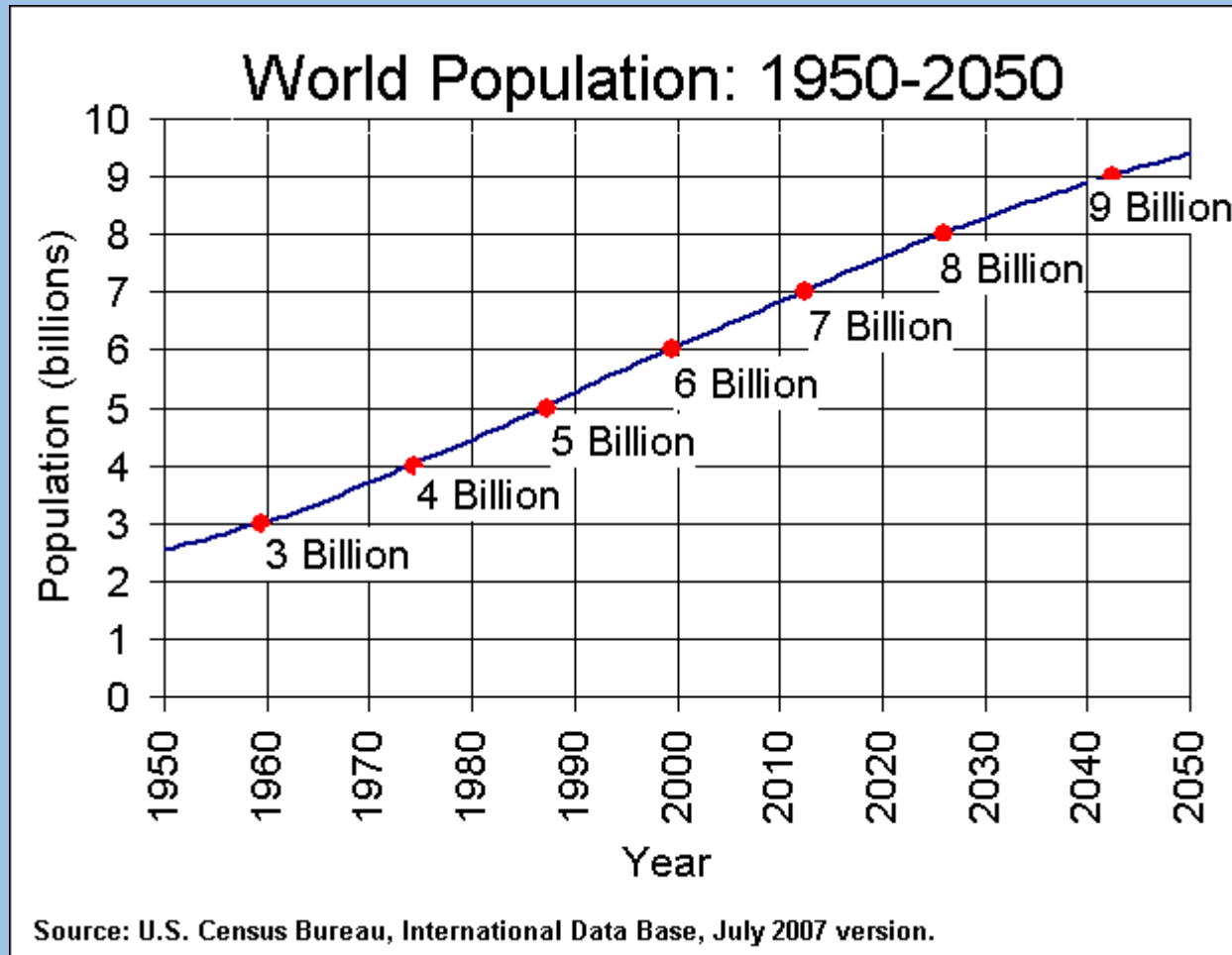


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**KEY DRIVER I:
EXPLOSION OF DEMAND**



Population

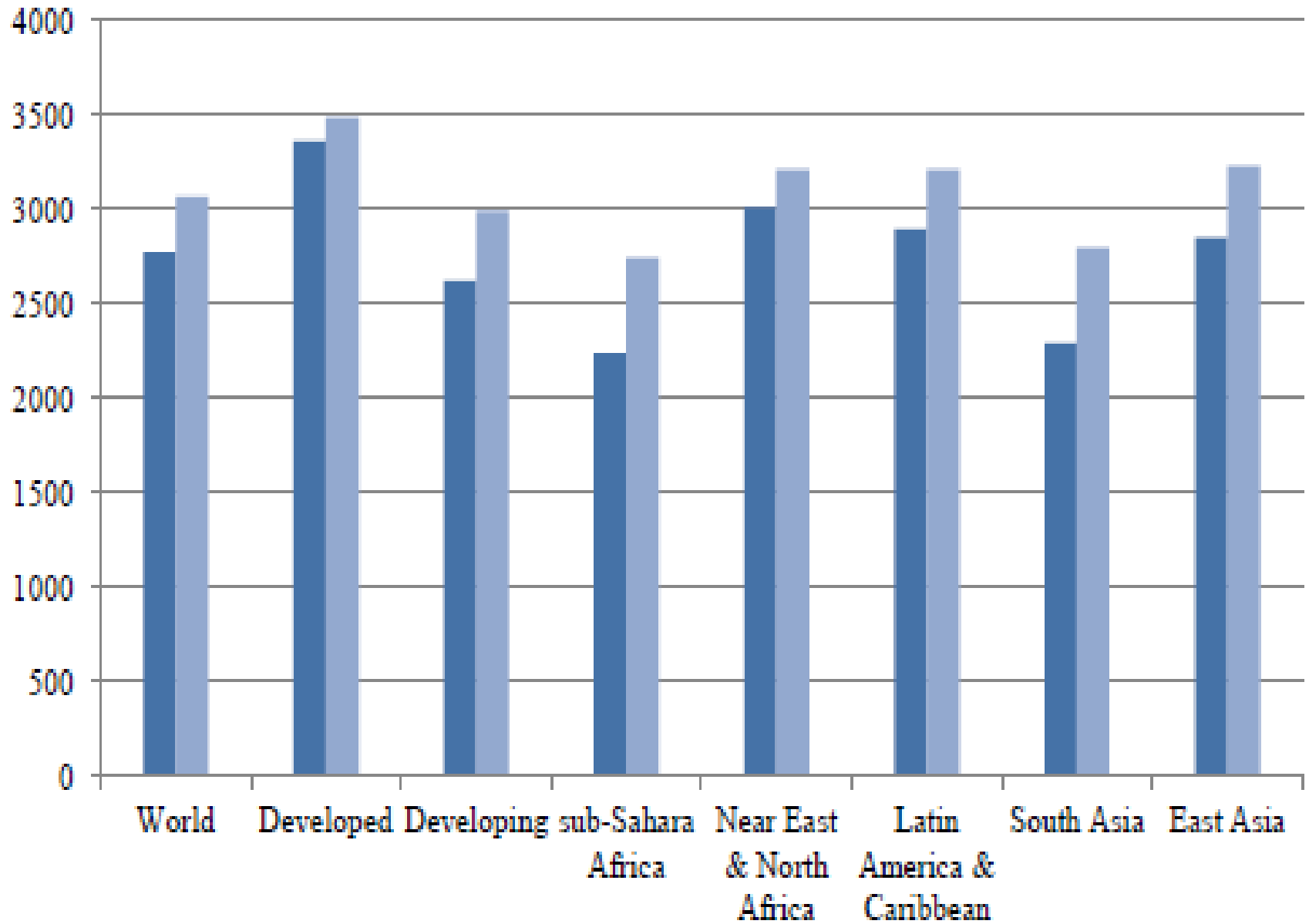


Hypothesis - Population growth cannot be sustained without modifications in lifestyle!!



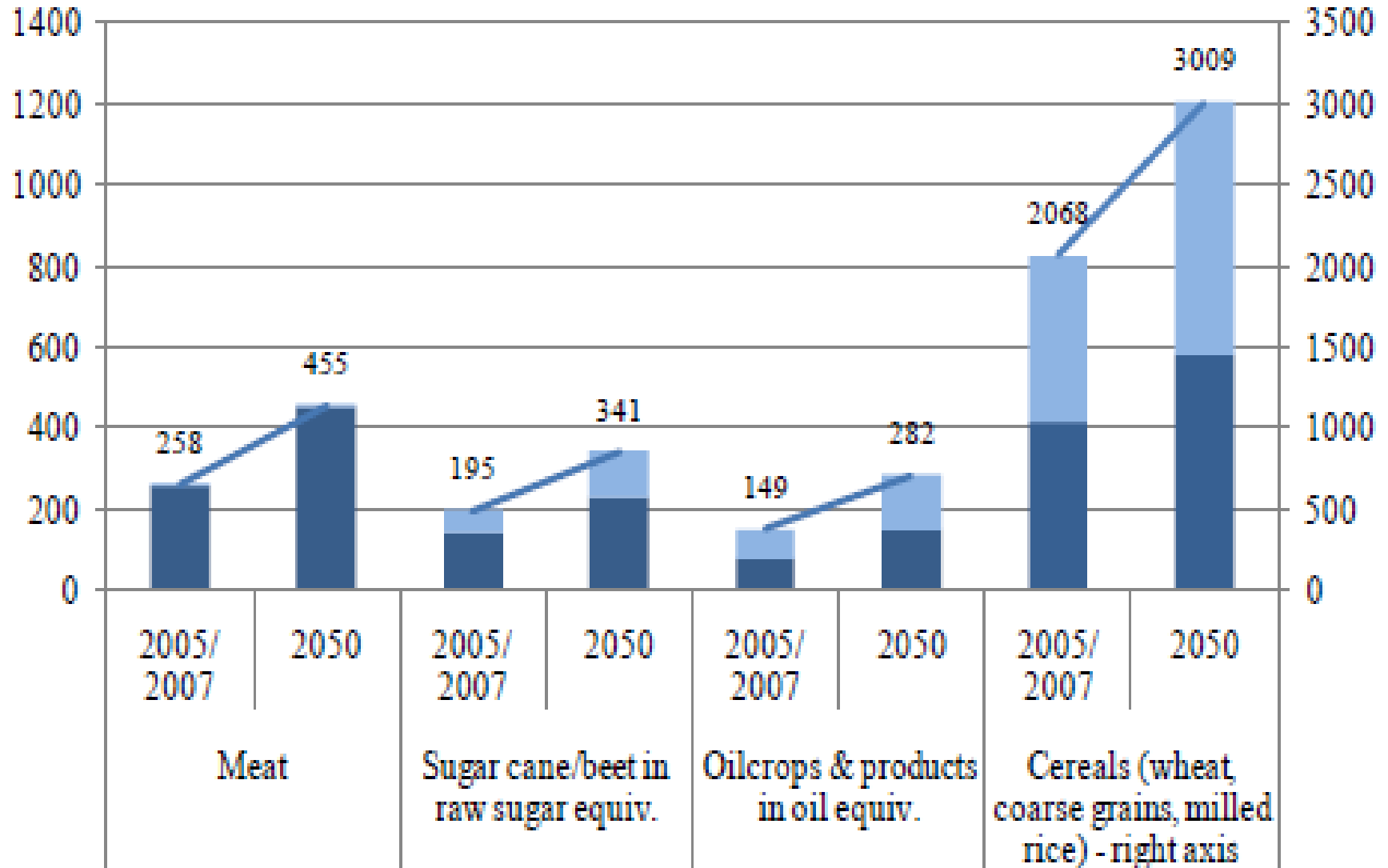
Per Capita Food Consumption (kcal/person/day)

■ 2005/2007 ■ 2050



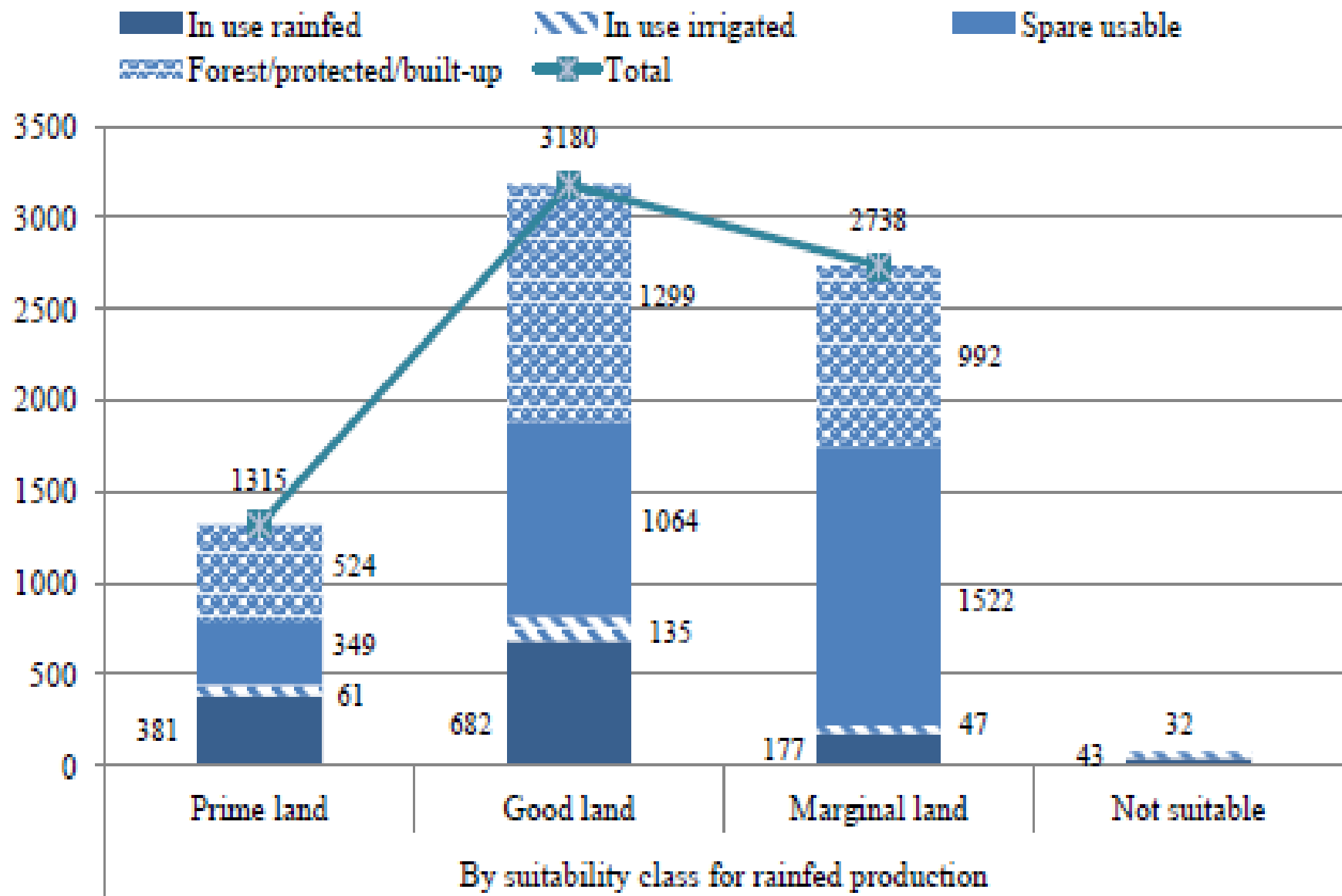
World Production and Use (Million Tonnes)

Food
 Non-food (incl. waste)
 Total production





World Land Availability with Potential Rain fed crops (million ha)



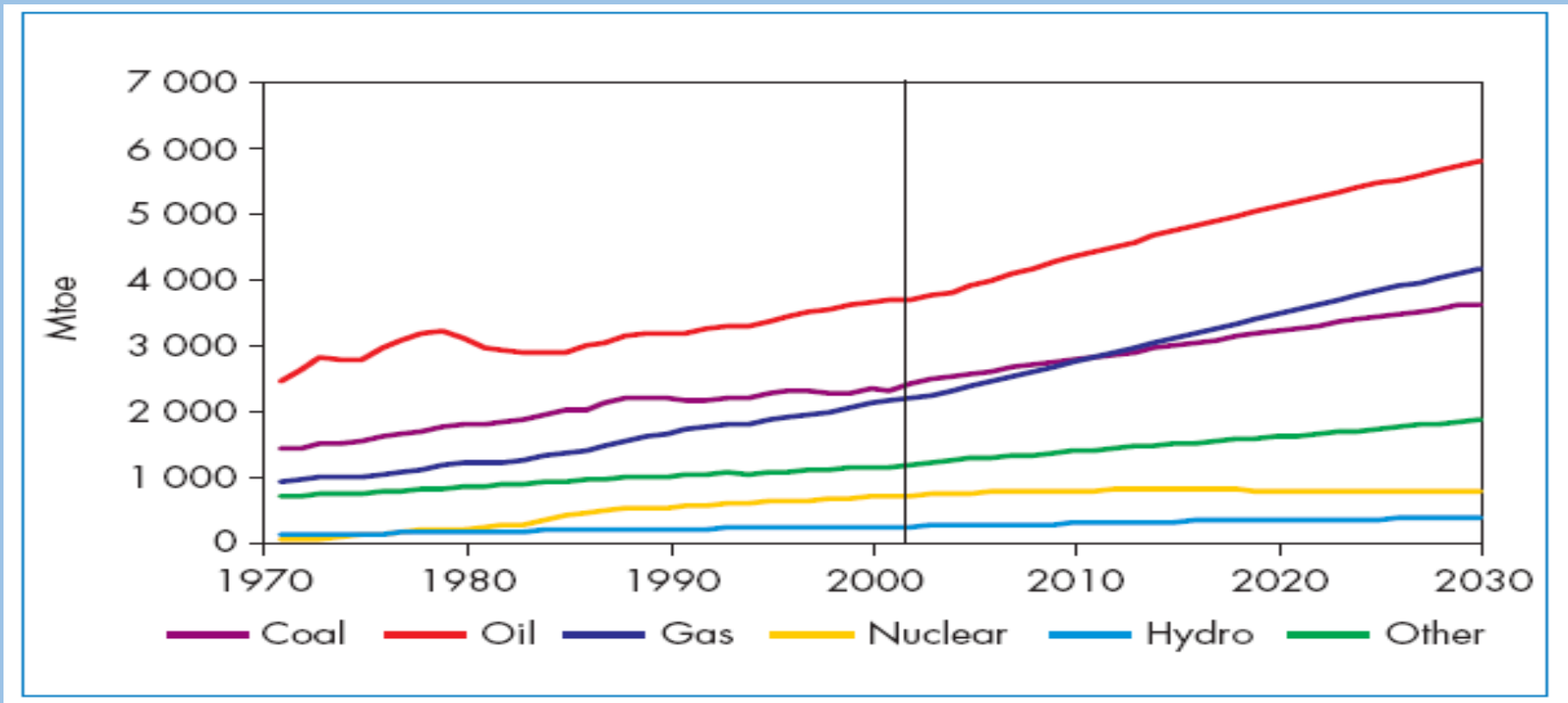


KEY DRIVER II: CLIMATE CHANGE

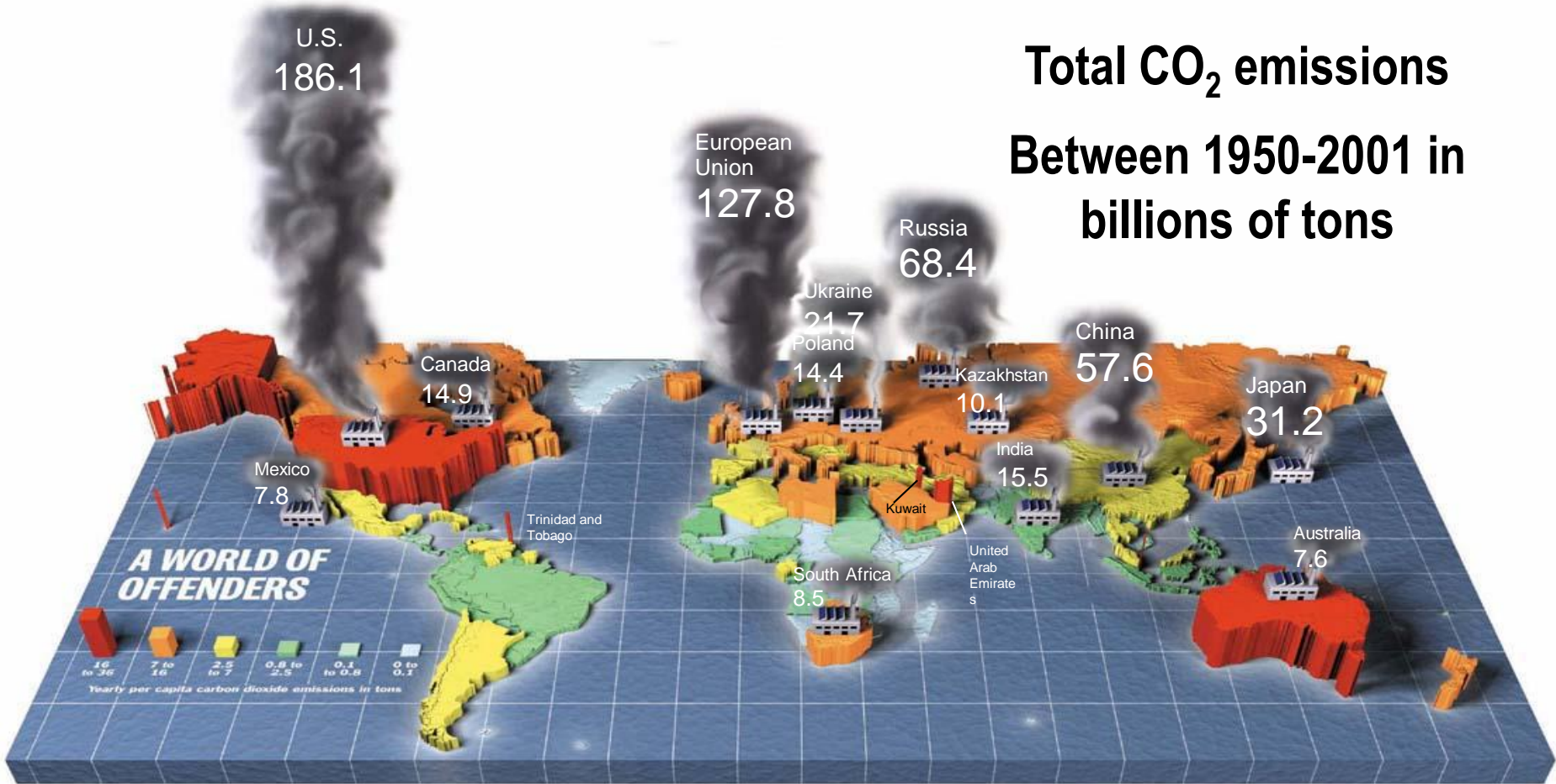


Almost all activities need fuel and by products

World Energy Demand Forecast



**World Primary Energy Demand by Fuel
(IEA World Energy Outlook)**



© TIME magazine

**US: 4% of world's total population
25% of the world's greenhouse gases**

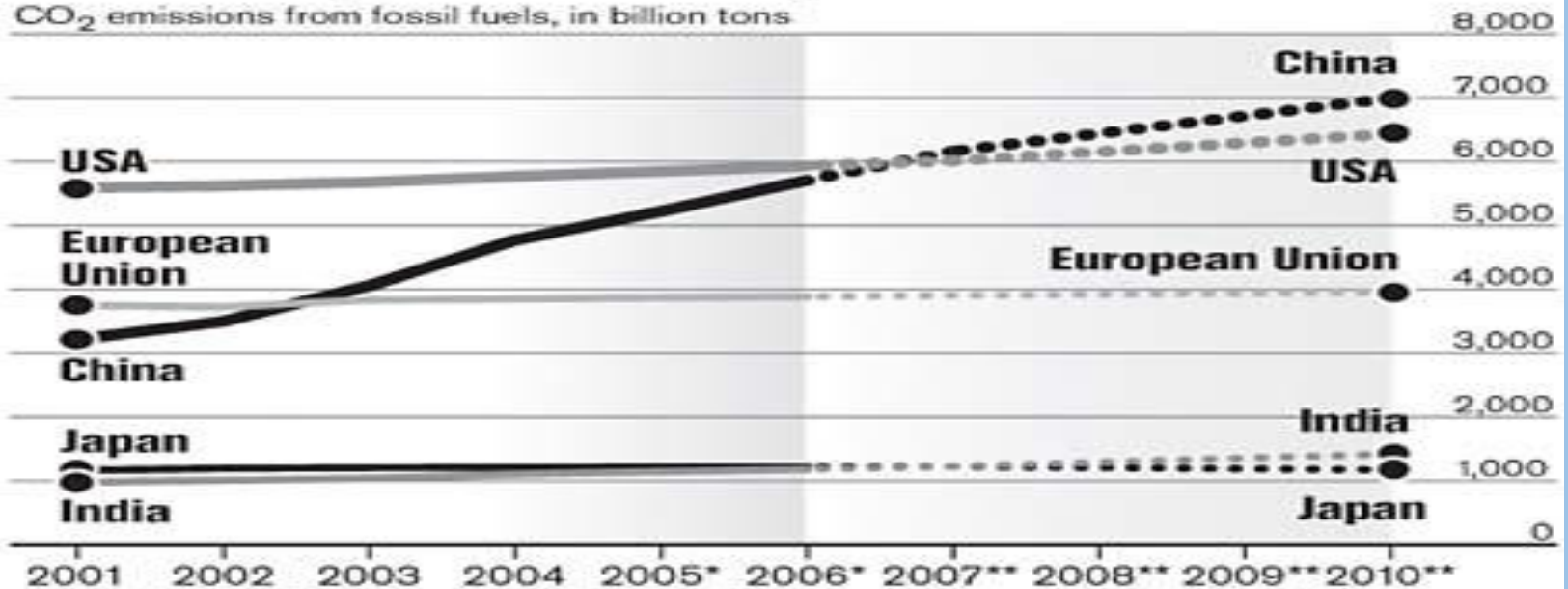
**China: 25% of the world's population
8.5% of the world's greenhouse gases (since 1950)**

China emission

China surging to No. 1 position

Data about China's greenhouse gas emissions has long been controversial because of the Chinese government's faulty record keeping. But new data indicate that China's emissions began to surge in 2001 and have been rising much faster than expected.

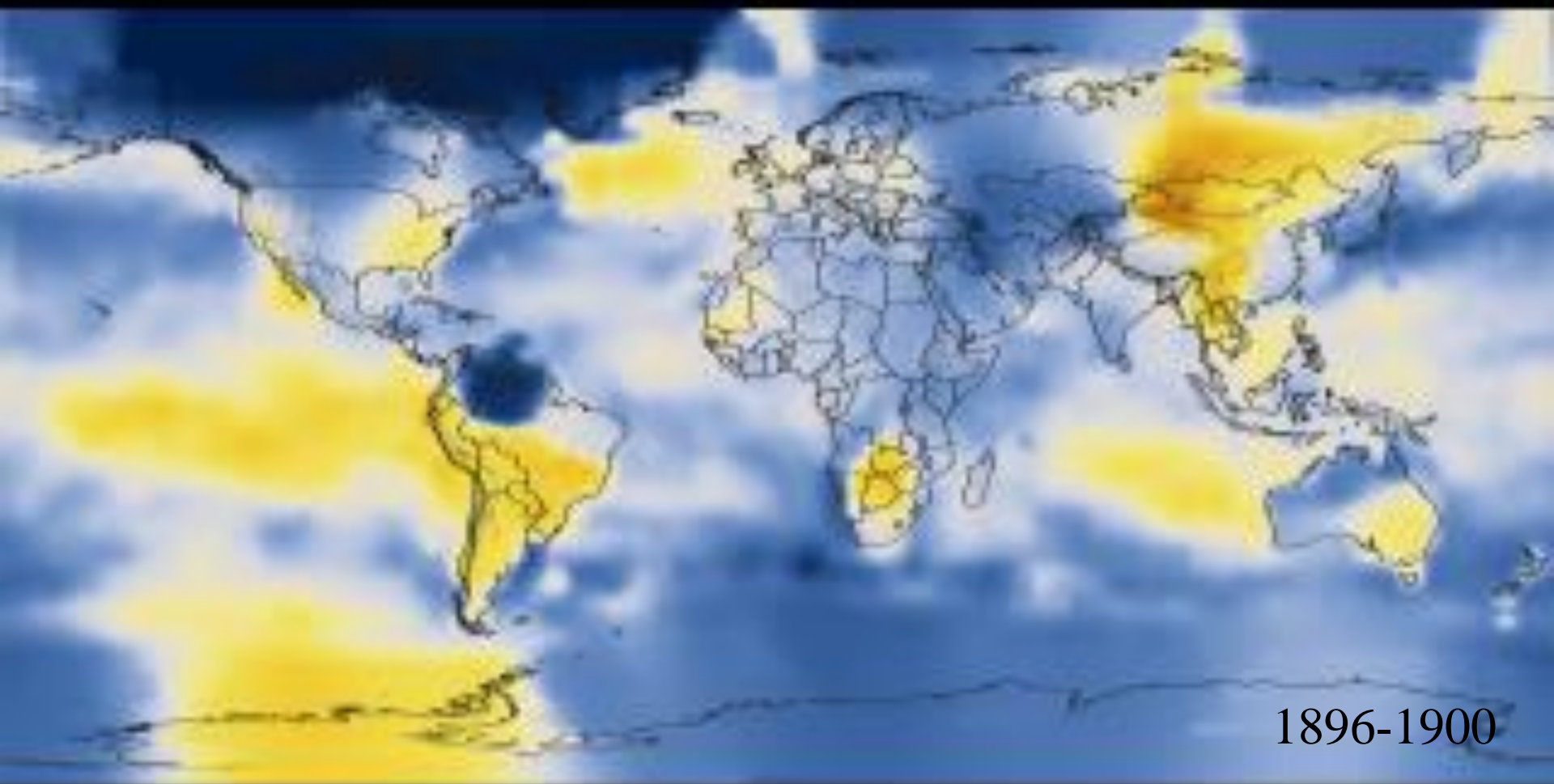
CO₂ emissions from fossil fuels, in billion tons



* estimated ** projected

Sources: Chronicle research; China National Bureau of Statistics; International Energy Agency; U.S. Energy Information Administration

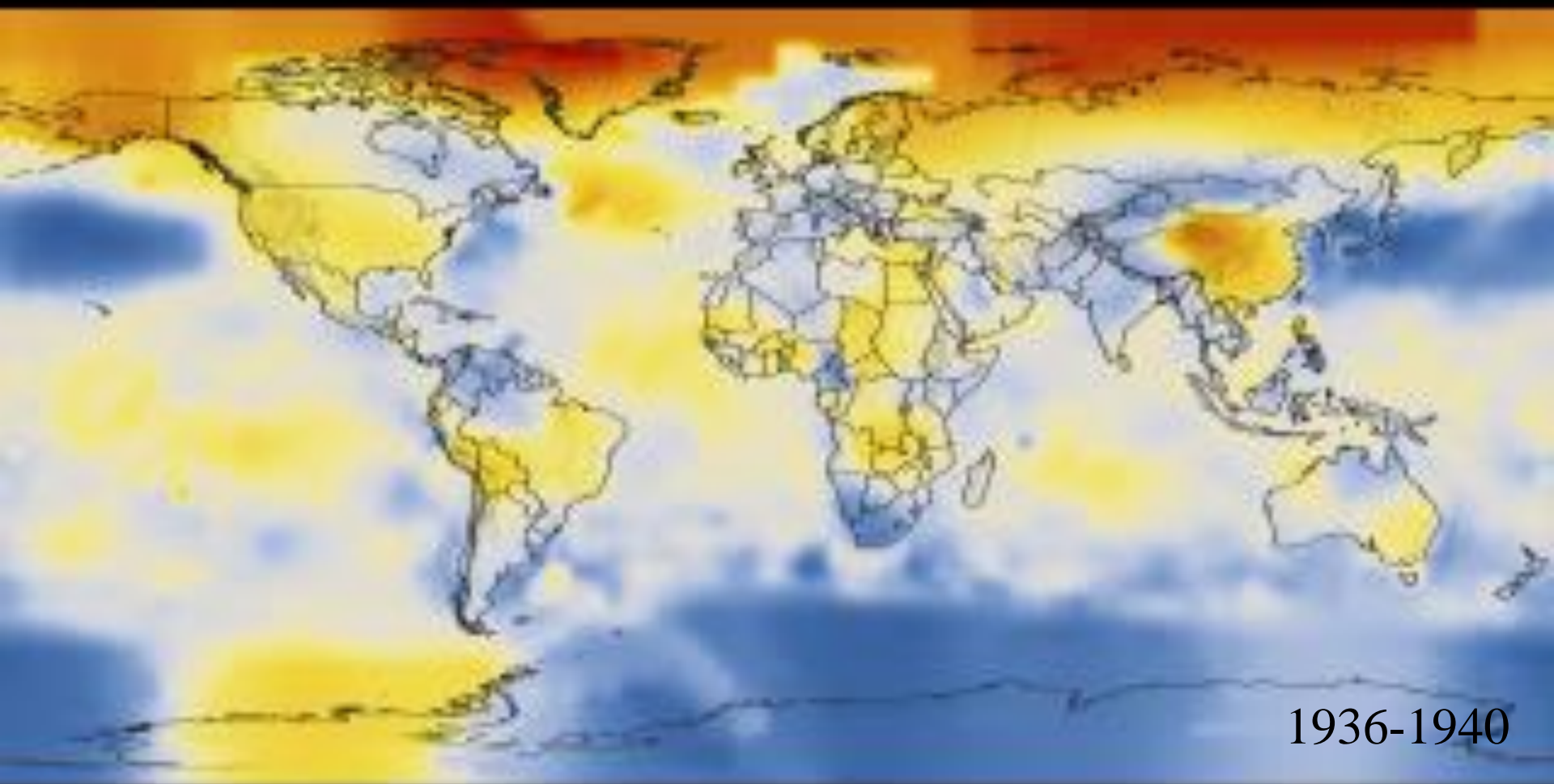
The Chronicle



1896-1900

Temperature Difference

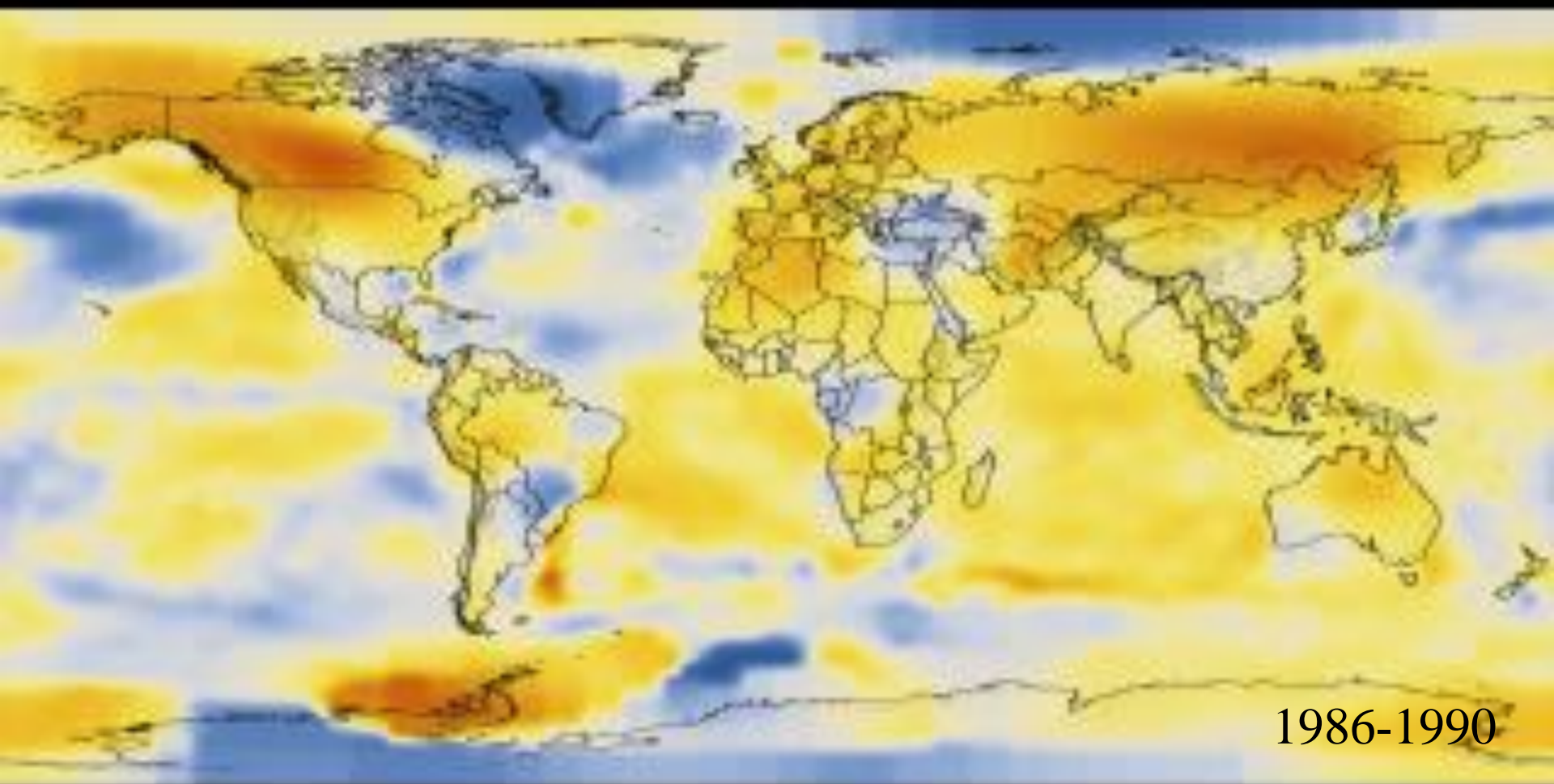




1936-1940

Temperature Difference





1986-1990

Temperature Difference



-2

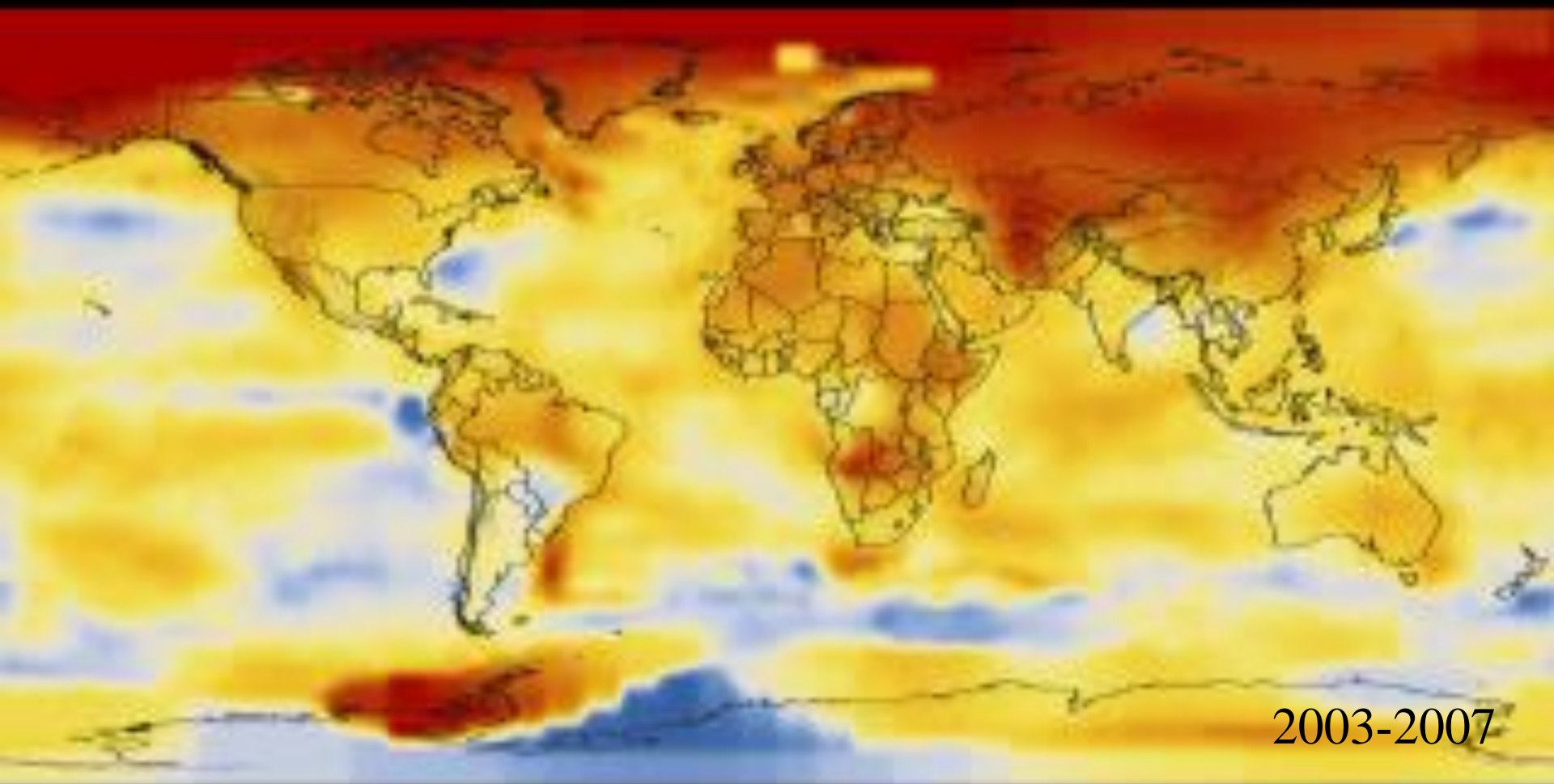
-1

0

1

2

Celsius



2003-2007

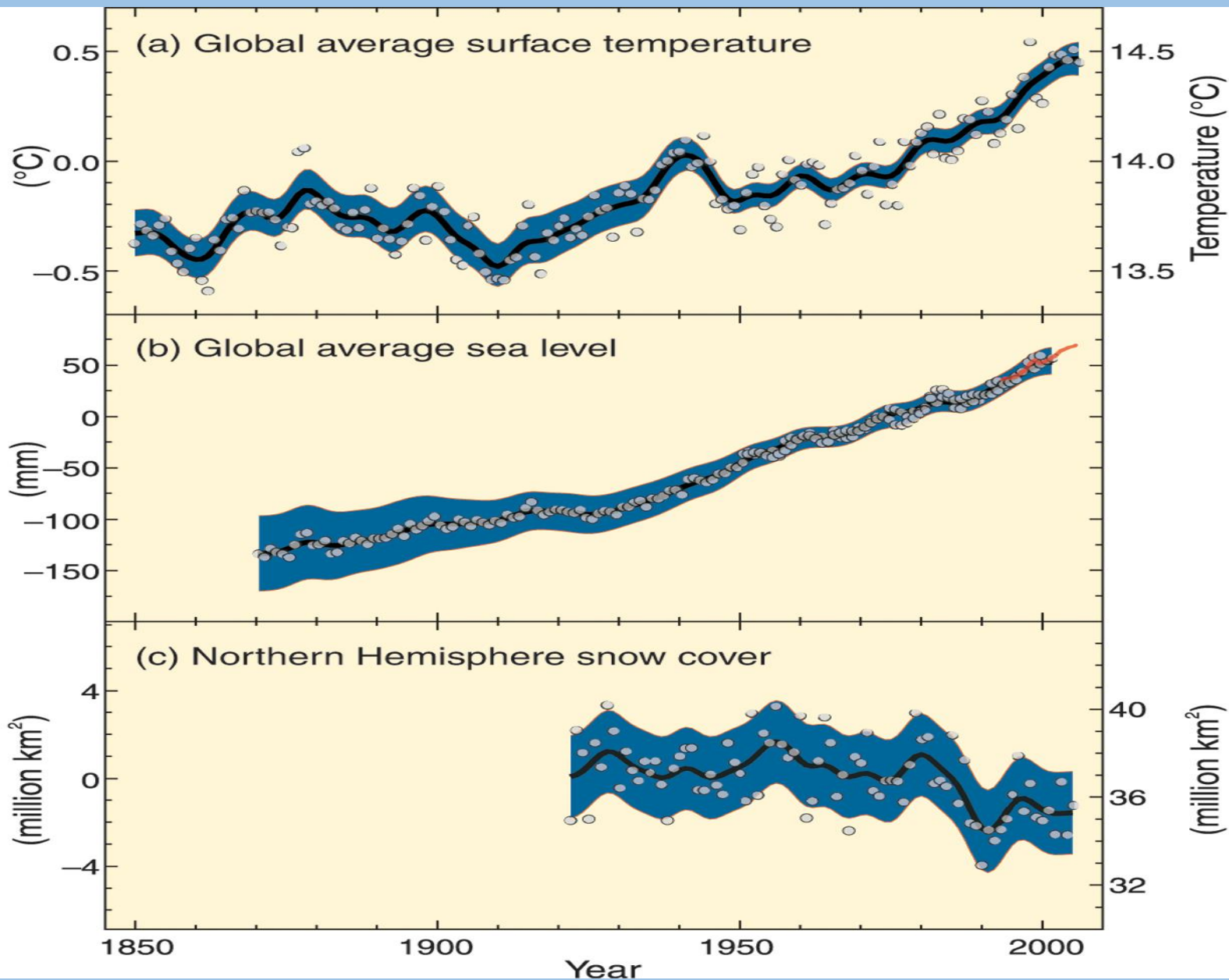
Temperature Difference



-2 -1 0 1 2

Celsius

Difference from 1961–1990



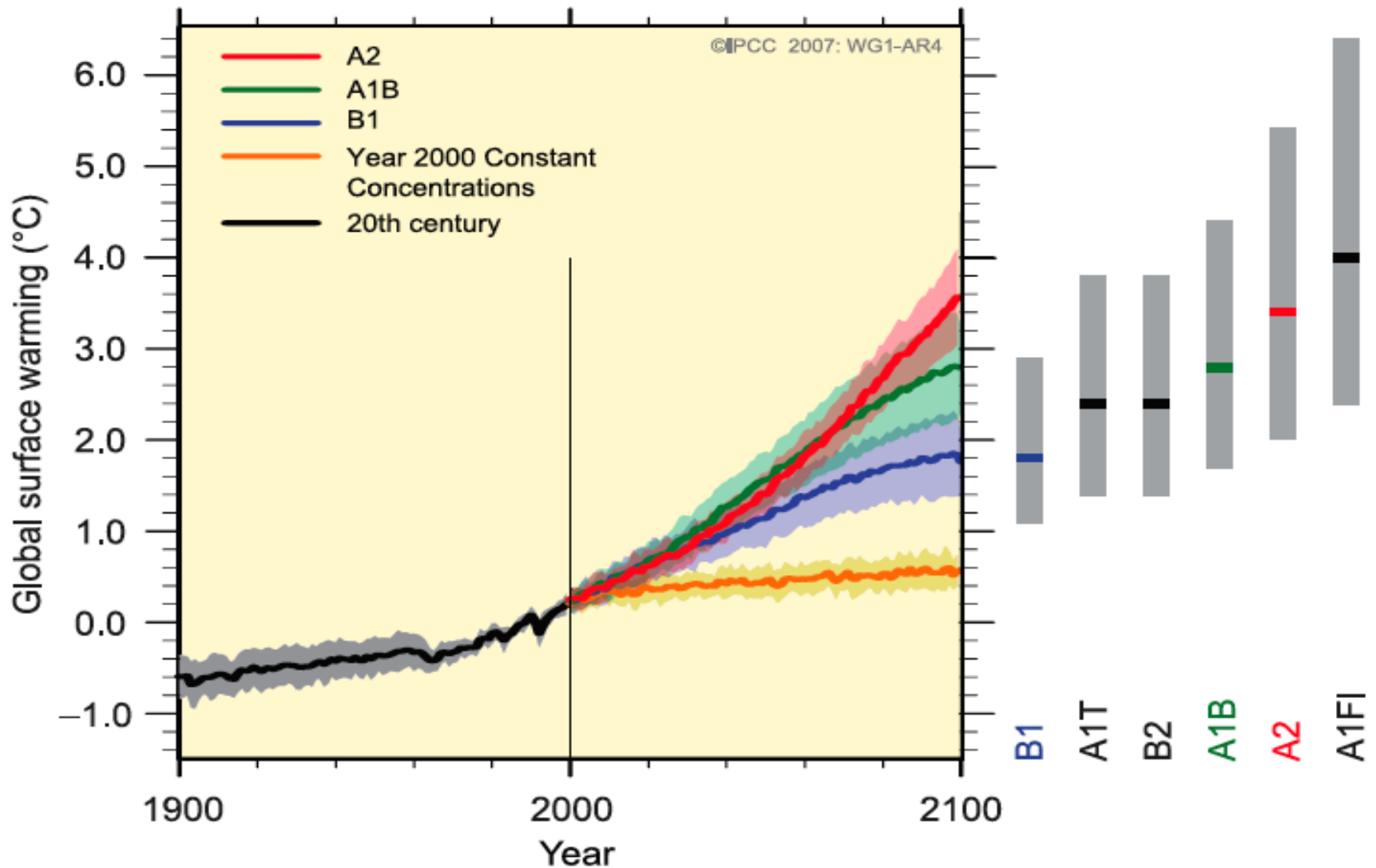
Greenland Ice Sheet



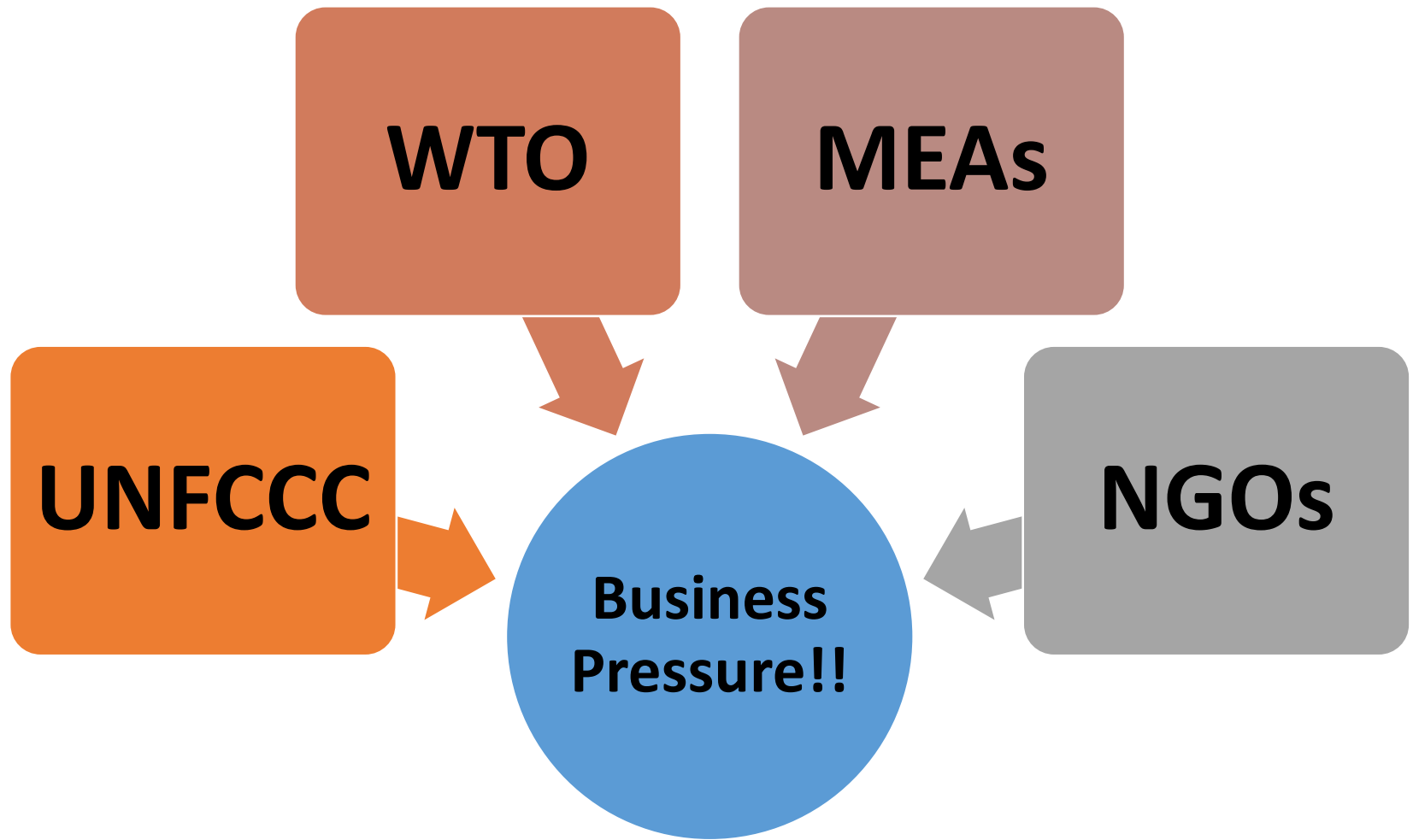
Melting ice sheets → *Sea level rise*

Future climate change

MULTI-MODEL AVERAGES AND ASSESSED RANGES FOR SURFACE WARMING



International Agreements and Global Actions



BUSINESS AND SUSTAINABILITY



Why companies think Sustainability is important?

INTERNAL DRIVERS:

- Cost savings add to the bottom line
- Product innovation/new market opportunities Catalyst for business performance
- Attracting/retaining people (e.g. “young high potentials”)
- Higher appreciation of stock value
- Dow Jones Sustainability Index
- CEO believers (Leading the movement)
- Increase Market Share

EXTERNAL DRIVERS:

- Brand image
- Influence financial sector/sustainability rating agencies
- International sustainability agenda and regional regulations
- International competition
- Regaining trust
- Increasing influence of NGO's and public at large

More than 52% of the Global Fortune 250 are publishing an annual Corporate Responsibility performance report*

WAITING FOR THE TIME TO COME: YOUR COMPANY COULD BE EXTETRNALLY DRIVEN OUT OF BUSINESS!!



THE TERM 'IUU' REFERS TO ILLEGAL, UNREPORTED AND UNREGULATED FISHING. IUU FISHING UNDERMINES CONSERVATION EFFORTS AND POSES A MASSIVE THREAT TO THE OCEANS.

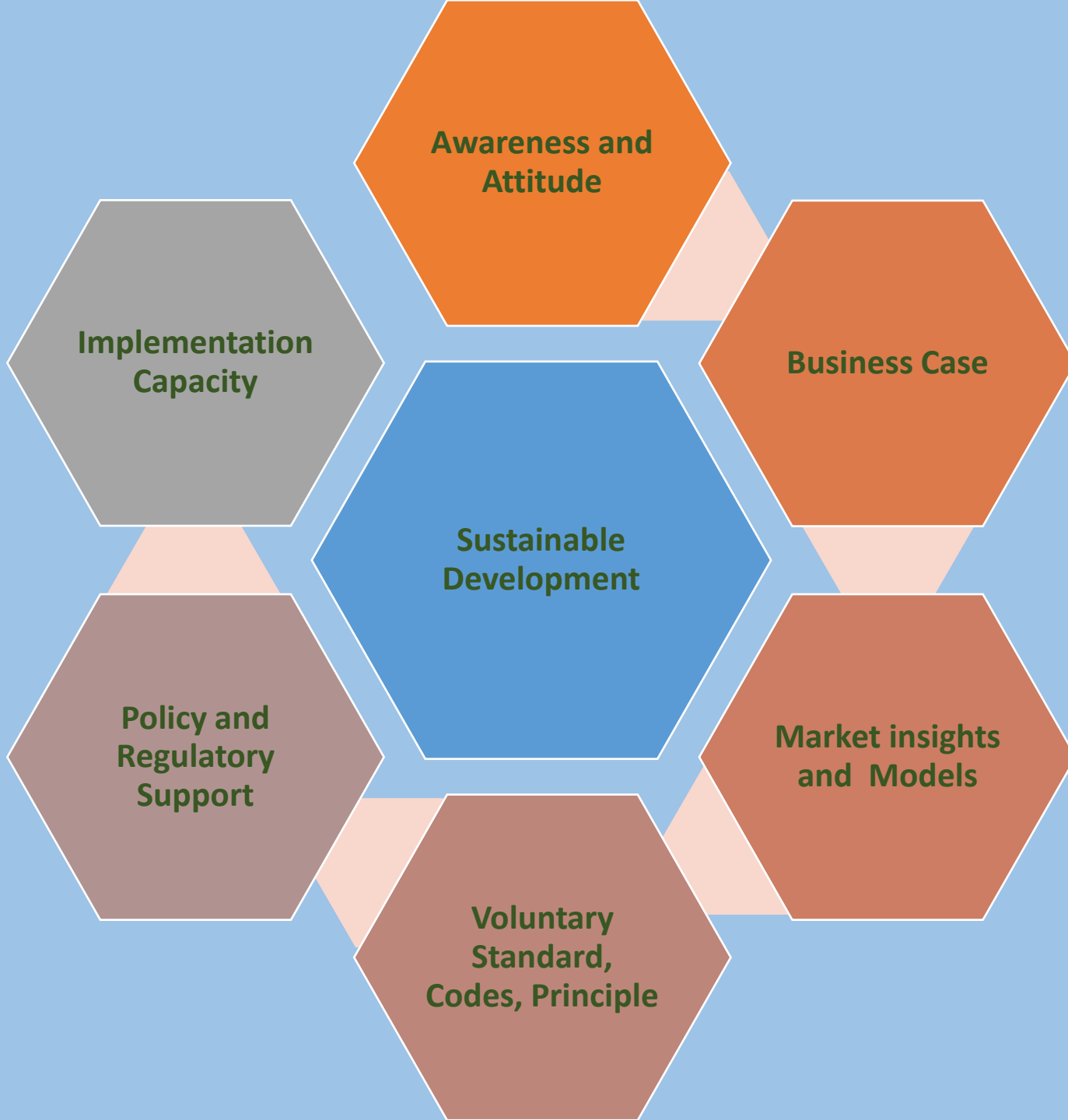


History

	Health-Safety	Quality	Environment	Sustainability
History	1950's	1970's	1990's	2010's
Drivers	Employees → Unions → Regulations H&S →	Client needs → Cost control →	Env. regs → Public, Medias → Resources →	
Standard	Local	ISO 9000	ISO 14000	?
Certification	OHSAS 18001	ISO 9001	ISO 14001	?



BUSINESS AND SUSTAINABLE DEVELOPMENT GOAL: BUILDING BLOCKS FOR SUCCESS AT SCALE 2015



E
X
A
M
P
L
E



CEMEX

PEOPLE

Enabling low-income families to access affordable housing

© CEMEX



GSK

PEOPLE

Investing in frontline community health workers to increase access to healthcare

© MARTIN WEBB / SAVE THE CHILDREN

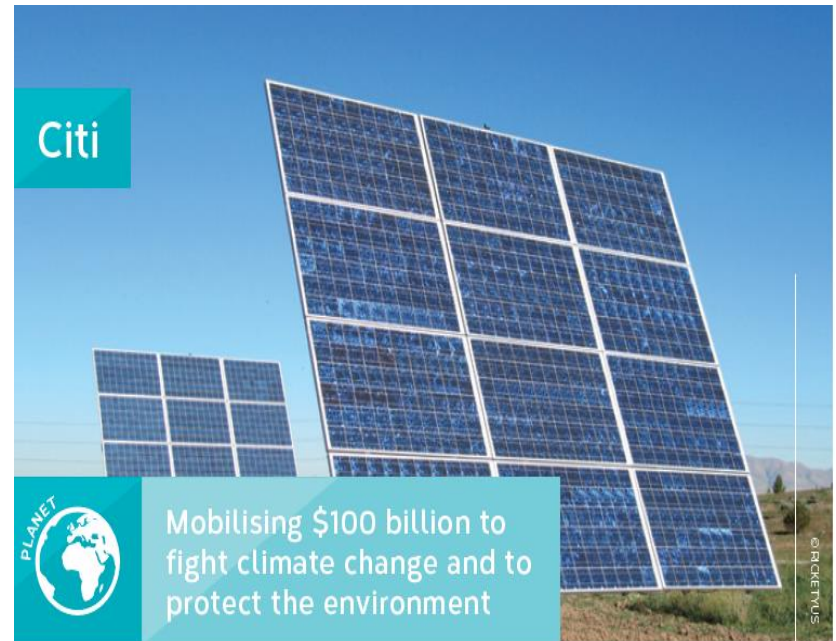


The Coca-Cola Company

PLANET

Improving lives through access to safe water, sanitation and hygiene in Africa

© The Coca-Cola Company



Citi

PLANET

Mobilising \$100 billion to fight climate change and to protect the environment

© RICKETIUS



“There is no reason for any individual to have a computer in their home.”

– Ken Olsen
former president of DEC, 1977

Talk given to a 1977 World Future Society meeting in Boston