



## NBI Quick Brief: WBCSD 2050 Vision Refresh

**Can you imagine a world where more than 9 billion people are living well and within the boundaries of our planet? Now imagine we achieve that vision by 2050.**

A sustainable future for all is not impossible to achieve, but it requires galvanised, focused and transformative action from all stakeholders. The World Business Council for Sustainable Development (WBCSD) has not only imagined that future, they have been putting proactive steps in place to make this vision a reality. Starting more than a decade ago, the WBCSD formulated the original Vision 2050. South Africa, through the NBI as the local partner to the WBCSD, participated in the co-creation of this original vision. Key aspects of the Vision 2050 included pathways to success, with key themes for each timeframe, measures of success and must-haves by 2020.

Vision 2050 is a business and societal vision for 2010-2050 that interrogates:

1. What a sustainable world realistically looks like?
2. How we can realise it collectively?
3. What role business can play in ensuring rapid progress towards this goal?

The 2020 decade has dawned and with it a call to action, an opportunity, a chance to rise to the challenge of doing things differently. The next ten years will be pivotal in transforming our world. This decade of delivery requires mobilised action from governments, civil society and businesses to implement the crucial Sustainable Development Goals (SDGs).

Together we can end poverty, save the planet and ensure inclusion, peace and prosperity. As important however, we also have a decade to deliver on The Paris Agreement by keeping global temperatures to well below 2°C Celsius above pre-industrial levels.

Business is uniquely placed not only to rise to these challenges, but to ensure the world succeeds in reaching these targets.

The WBCSD is currently conducting a global consultative process with businesses to redefine and refresh Vision 2050. As the past few weeks of global upheaval around the corona virus (COVID-19) outbreak have demonstrated all too aptly, we are living in a time of great political, social and economic uncertainty.

South Africa already faces a set of intensely challenging barriers to transformation. These include expanding inequality, a degrading environment (including water insecurity), an ever-growing crisis of capacity and an escalating economic downturn. Yet, we have solutions at hand. Specifically, convening a broad group of stakeholders to address these concerns. This will require strong, visionary leadership across the board.

To achieve the end states of people living well, within planetary boundaries by 2050, the WBCSD suggests nine pathways. These pathways require four sets of enablers to ensure success: Finance & Investment; Technology & Innovation; Policy & Regulation and Individuals & Consumption. The nine pathways are:

- Energy
- Transportation & Mobility
- Living Spaces
- Products & Materials
- Financial Products/Services
- Connectivity
- Health & Wellbeing
- Water & Sanitation
- Food

These pathways consist of specific areas where business not only has the opportunity to contribute, but can lead the required transformations. In addition, the pathways are grounded in the SDGs; ensuring business supports not only their delivery, but also within 2°C of warming. At the end of the day, achieving these pathways by 2050 will require systems level change.

The WBCSD aims to make sustainable businesses more successful, which is also in line with the NBI's strategy of economic and social transformation. The reality is that sustainable businesses have a higher value in today's world. Time is short and the stakes are too high to fail. Rising to the task of transformation is therefore the prerogative of every progressive business, CEO and Board Leadership.

Anticipated Vision 2050 outputs by October 2020, will include:

Vision 2050 Report  
Interactive Online Platform  
Executive Summary  
CEO Toolbox

At the NBI, we encourage bold leadership and business acumen. We want to see a sustainable planet and a South Africa that is thriving and inclusive economically, environmentally and socially. That is the call to transformative sustainability. We aim to journey on this transformation trajectory with business to 2050. Will you join us?

**For more information on the WBCSD 2050 Refresh, or to find out how your company can get involved, please contact: [Gillian Hutchings](#) or [Filippo Veglio](#).**

**To join the NBI as we achieve transformative change, please contact: [Gillian Hutchings](#).**

National Business Initiative  
5th Floor, 61 Katherine Street, Sandton

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