



World Business Council for Sustainable Development

## WBCSD Council Meeting

Wednesday 5<sup>th</sup> November 2008 - Johannesburg

*There are two seismic shifts underway. One, the world of 2050 will belong to the next generation (or two), and to the regions we now call 'developing'. By 2050, many will have 'developed' and taken their places as economic, demographic and political powerhouses. Against this backdrop are the challenges of climate change and limited resource availability.*

*The second seismic shift, towards sustainability, amounts to a major transformation of society, akin to the development of agriculture and the industrial revolution. Do business strategies and actions reflect the magnitude of the transformation? What business models are needed to thrive in a landscape of radically altering geopolitical realities and widespread resource constraints?*

*The WBCSD is the leading voice of global business on sustainable development and never before has there been greater demand for our input. Society is on an unsustainable trajectory and as the only global cross-border force with relevant resources, business is seen as a vital source of solutions. What is the role of business in this 'brave new world'?*

**07.30-09.00 Breakfast Meetings for Focus Area Core Team (FACT) Council Members**

### Council Meeting opens

#### 09.15-10.15 Setting the Scene

**Moderator:** Sam DiPiazza Global Chief Executive Officer, PricewaterhouseCoopers & WBCSD Chairman

**Speaker:** Björn Stigson WBCSD President

#### 10.15-10.45 COFFEE

#### 10.45-11.45 Out of Africa – Perspectives and Possibilities

This is an exciting time to hold our first Council Meeting in Africa. Private capital flows to the region now top official aid flows, reaching USD 50 billion in 2007, while African companies are raising money from African sources on an unprecedented scale. How can business enhance and benefit from these positive trends?

**Moderator:** To be confirmed.

**Speakers:** Representative South African government  
Cynthia Carroll Chief Executive Officer, Anglo American  
Mohammed Valli Moosa President, International Union for Conservation of Nature (IUCN)

#### 11.45-12.30 Vision 2050

We know what we want: a world that is on a sustainable path by 2050 (if not before). But what does business believe it will take to get there, and what do business leaders need if they are to help deliver such a world, while also delivering shareholder returns?

Vision 2050 aims to articulate a business vision of what sustainability could look like, sign-posting pathways to a future world. Let us be clear, if we don't do this convincingly, others will do it for us. In this session we present early signals emerging from Vision 2050 to sound out your reactions and to provide food for thought for the afternoon discussions.

**Moderator:** Idar Kreutzer Chief Executive Officer, Storebrand ASA

**Speaker:** Mohammad Zaidi Executive Vice President, Alcoa

12.30-14.00 LUNCH

14.00-15.30 Robust Assumptions, Fierce Conversations - *Council Members Only*

We face a potent cocktail of conflicting needs and constraints over energy, food, water, combined with slow progress on meeting the Millennium Development Goals (MDGs) and improving the lives of the world's poor. Problems aplenty, but there are also positive signals and an expanding space for business solutions. Are your business models able to absorb buffeting forces and create sufficient shareholder returns in this messy mix?

We have developed a set of assumptions of where the world is (and should be) going; are these robust? We invite you to engage in discussions with your peers, and we will be asking some Council Members to act as 'theme-leaders' in order to help you test your vision of a sustainable future, and what you, as business leaders, are able and willing to do to get there. What do your fellow Council Members think? Have they hit on some solutions that could hone your own responses? Do their voices resonate with yours? Is the WBCSD's strategy aligned with your needs?

**Moderator:** Bjorn Stigson WBCSD President

15.30-16.00 COFFEE BREAK

16.00-17.00 Copenhagen Countdown

We are now in the 'Copenhagen countdown' and we are in a strong position to influence this critical intergovernmental process. Our voice needs to be bold and pragmatic and our messages cogent and compelling. To create a low-carbon economy by 2050 and to realize its inherent opportunities, the post-2012 framework must harness the power of the markets.

Designed properly, the new framework has the potential to stimulate new flows of clean technology and private finance to developing countries to support their economic growth and as such could have a greater impact than any other sustainable development initiative in history. But how do we ensure that it is indeed "designed properly", integrating the business perspective on key elements such as:

- *Sectoral approaches*
- *Innovation of breakthrough technologies*
- *Technology transfer to developing countries, including IPR, financing and the role of carbon markets*
- *Adaptation*
- *Global burden sharing – whose carbon is it anyway?*

**Moderator:** Egil Myklebust Senior Advisor & Chairman,  
WBCSD Climate Negotiation Taskforce

**Speakers:** Anne Lauvergeon Chairman of the Executive Board, AREVA  
Jacob Maroga Chief Executive, Eskom Holdings  
Eivind Reiten President & Chief Executive Officer, Norsk Hydro

17.00-17.30 Annual General Meeting – *Council Members Only*