



World Business Council for
Sustainable Development

23 July 2008

Dear Council Member,

WBCSD Council Meeting, 5 November 2008, Johannesburg

It is with great pleasure that we send this advance note on the 2008 WBCSD Council Meeting and Annual General Meeting, to be held at the Sandton Hilton in Johannesburg on 5th November 2008, with a Council Dinner on the evening of 4th.

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. The economic momentum in Africa is part of a bigger trend, one of two seismic shifts that are underway in the world.

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, we face the challenges of climate change and limited resource availability.

This second seismic shift, towards sustainability, amounts to a major transformation of society, akin to the development of agriculture and the industrial revolution. What is the role of business and companies in this 'brave new world'? 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?

You are on the front line of this transformation; 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. We invite you to engage in discussions with peers, to test your own 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? Do their voices resonate with yours?

A key element on our agenda is the "Copenhagen Countdown". We are in a strong position to influence this critical intergovernmental process but our voice needs to be bold and our messages cogent and compelling. Designed properly, the post-2012 framework has the potential to stimulate new flows of clean technology and private finance to developing countries. In Johannesburg we will discuss how to ensure it is indeed "designed properly".

And as the leading voice of global business on sustainable development there has never been greater demand for the WBCSD's input. How can we help you navigate the transformation to a sustainable world? We are currently revisiting our 3-year business plan and conducting a Beliefs Audit among members. If you have not been contacted for this but would like to suggest themes or dilemmas we should table in Johannesburg, please let us know.

The initial agenda of the Council Meeting is enclosed, together with a program overview of the week. We warmly encourage you to join us and we will send registration and logistical information shortly. In the meantime, we wish those of you taking a summer break the time to relax and reflect. And we look forward to seeing you in Johannesburg.

Björn Stigson
WBCSD President

Sam DiPiazza
WBCSD Chairman