

VISION 2050

TIME TO TRANSFORM

JOIN US TODAY
IN LEADING THE
TRANSFORMATIONS
THE WORLD NEEDS

OUR VISION IS FOR 9+ BILLION PEOPLE TO LIVE WELL, WITHIN PLANETARY BOUNDARIES, BY MID-CENTURY. WE CAN ACHIEVE THIS VISION – BUT ONLY IF WE SIGNIFICANTLY INCREASE OUR EFFORTS, STARTING TODAY.

WBCSD first introduced this Vision in a landmark 2010 report that explored what a sustainable world would look like, how such a world could be created, and the role business should play in bringing it about. It projected a decade of turbulence (the “turbulent teens”) that would lay the foundations for a period of profound transformation from the 2020s onward.

Over a decade later, the turbulence continues. The transformation required to achieve our Vision is eluding us. Change is not happening at the speed or scale required. And the disruption of the COVID-19 pandemic has exposed deep vulnerabilities in our societies, underscoring the threat these pose to our long-term stability and prosperity. We now have a unique but rapidly closing window of opportunity for action, to transform the systems that govern our businesses and societies in order to change the world for the better.

Business can lead this change, but it cannot – and should not – do it alone. Transformation requires an unprecedented level of leadership – rejecting a “business as usual” mindset, and acknowledging that business can only achieve transformation if it sees itself as part of a larger whole. We must recognize that a livable planet, an equitable society, genuinely free and fair markets, and strong public institutions are in our individual and collective self-interest.

Transformation requires a shift in the mindsets that guide how business leaders think about the long term. We need to reinvent the model of capitalism that we have grown up with, so that it rewards value creation, not value extraction. We must make our businesses more resilient and adaptable to the disruptions that

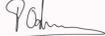
inevitably lie ahead. And we must think regeneratively, moving beyond a “doing no harm” mindset to one in which we enable our social, environmental and economic systems to heal and thrive.

To help business focus its efforts, we have identified nine ambitious yet realistic transformation pathways across the key areas of business activity that are essential to society, and to achieving our Vision.

Business can lead. Business can forge the collaborations required to drive change. It can... but more than that, it must. It is in business’s interest to pursue the transformations set out in Vision 2050 – because its long-term success depends on thriving societies to trade with, and a healthy planet for us all to exist on.


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