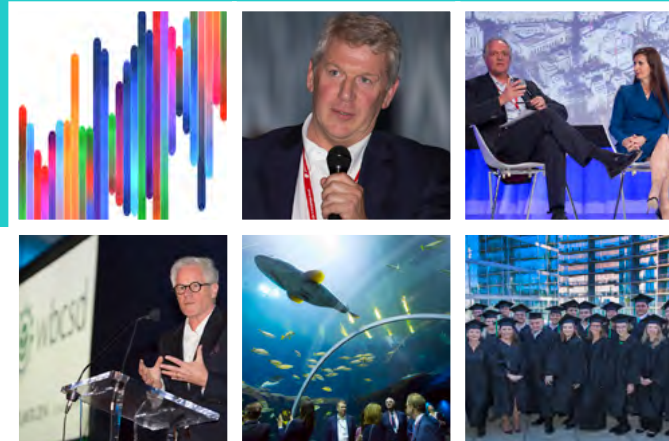


# The CEO Summary **ATLANTA 2014** WBCSD Council meeting



## DEAR COUNCIL MEMBER OF THE WBCSD,

WBCSD's 2014 Council Meeting in Atlanta focused all its attention on the scaling up of business solutions and improving the business case for Sustainability.

The Road to Paris work that will bring business solutions into the COP-21 was discussed. CEO to CEO discussions took place in thematic SLE roundtables. For the first time, all Cluster boards (Energy&Climate; Water; Ecosystem & Landscape; Safe & Sustainable Materials; Sustainable Lifestyles and Social Impact) met to discuss the 2015 deliverables and review the more than 50 scalable business solutions.

The Redefining Value team announced their new Reporting Matters report as well as the Natural and Social Capital Protocol projects. The Forest Solutions Group, Energy Efficiency in Buildings, Sustainable Mobility and Food & Biomaterial Solutions, all had project meetings. Furthermore, more than 30 Global Network partners were present in the meeting.

This CEO Summary provides you with an overview of the highlights of the Atlanta week. I hope it encourages you to reserve the dates of 7-10<sup>th</sup> December 2015 for our Paris meeting that will coincide with the COP-21 meeting.



Warm regards, **Peter Bakker**

# CONTENTS

1 Summary of Cluster & Redefining Value Boards

2 Reporting Matters 2014

3 Future Leaders Program

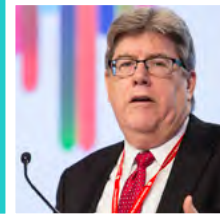
4 Sustainability Leaders Exchanges

5 AGM Decisions

6 Live Earth Initiative

7 Photos from Atlanta

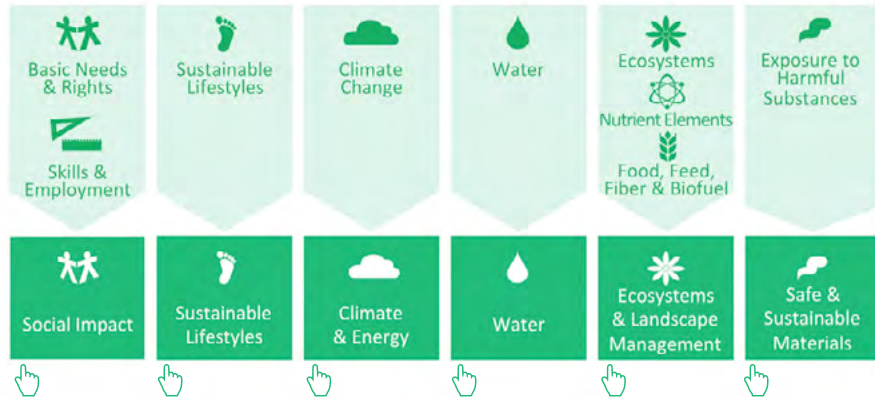
8 Videos from Atlanta



Atlanta council meeting 2014

# CLUSTER BOARDS

## FROM 9 PRIORITY AREAS TO 6 CLUSTERS





### Summary & Key Takeaways

- To effectively tackle climate change, we need to embrace numerous solutions including: increasing energy efficiency in buildings, transport and industry; scaling up renewables and CCS; and exploiting the full potential of forest and forest products as carbon sinks.
- Low carbon business solutions need to be supported by an ambitious climate agreement, a robust carbon price and smart policy frameworks to achieve scale.
- With the Road to Paris, climate change is on top of the agenda and business is eager to collaborate to strengthen the business case for low carbon development.

### Objectives for 2015

- Maximize member companies' participation in the Road to Paris.
- Present credible and scalable business solutions in Paris, in December 2015.
- Increase international recognition of the WBCSD as a game changer in the climate space.



## Summary & Key Takeaways

- Water is a robust work program, but the bar needs to be raised on industrial wastewater treatment.
- Water information is critical for implementing business solutions.
- The nexus business solution involves water, energy, food and climate change linkages.
- The scope of the business solution on water efficiency in agriculture needs to include fiber.
- The cross-cluster marine litter business solution needs further scoping.

## Objectives for 2015

- Scope the *Water re-use* business solution with clear targets and indicators.
- Ensure significant progress in brokering at least one substantial investment in water natural infrastructure.
- Get at least 50 multinationals, particularly WBCSD members, to sign the WASH pledge.
- Fully scope the *Community hub* pilot in India.
- Ensure successful cross business engagement at watershed level, linked to the *Water re-use* business solution.



### Summary & Key Takeaways

- Ecosystems is a cross-sector priority area connecting different environmental challenges, whether it is water, climate, or pollution. As such, the new matrix-based structure of the WBCSD will help reinforce connections with other projects. In particular links with the Water Cluster will be strengthened.

### Objectives for 2015

- Carry out a gap analysis of the different business solutions to avoid silo-thinking and ensure that they all add up to contribute to the Action2020 Must Have of “reducing the loss of natural ecosystems and restoring degraded ones so that biodiversity and ecosystem services are maintained.”
- Start building the different work streams of the *Natural Infrastructure* business solution, through active members’ engagement.
- Strengthen *Restoring Degraded Land* business solution through closer partnerships with the ELD, UNCCD, IUCN, WRI and other organizations.
- The UN Convention to Combat Desertification (UNCCD) COP 12 in Turkey in September will be a strategic opportunity for advocacy and dialogue with governments in 2015.



## Summary & Key Takeaways

- The Safe & Sustainable Materials Cluster needs to be oriented around the circular economy agenda. WBCSD's Vision 2050 Materials Pathway, culminating in the objective of “not a particle of waste” will provide a firm foundation.
- The new business solution to harmonize and simplify life-cycle assessment for buildings and materials will go out for member sign up before the end of the year.
- Key next steps in 2015 include:
  - webinar on December 8, 15:00 CET to discuss the role of the WBCSD for additional scale up in the [Materials Marketplace](#).
  - scoping workshop on January 26 in Munich (Cluster direction and work program)

## Objectives for 2015

- Establish an ambitious direction and work program centred on the circular economy agenda, leveraging WBCSD's Vision 2050, Action2020 and key initiatives.
- Launch the new business solution on *Life Cycle Approach for Buildings and Materials* that includes company participation from all key material sectors.





## Summary & Key Takeaways

- The Cluster will define cross-sectoral transformation pathways that appeal to, and can guide members towards the enabling of more sustainable lifestyles.
- With 3 billion new middle class consumers joining the global market place in the next 15 years, mostly in the global south, we must also focus on emerging and frontier markets.
- Work will focus on business collaborations for transformative solutions, the data needed to identify innovation opportunities, as well as the commercial and social systems within which solutions will work.

## Objectives for 2015

- Present 'sustainable lifestyle' example scenarios; analyze household activity impact areas to reveal opportunities for innovation; investigate individual behaviours with high environmental or social impact and the incentives available for nudging these behaviours.
- Define a clear and confident business narrative, linked to key themes (e.g. COP21, SDGs), enabling effective member communication on efforts to deliver sustainable lifestyles.



### Summary & Key Takeaways

- WBCSD has an important role in linking the Human Rights debate to the wider sustainability agenda, going beyond compliance and audit based thinking. A mapping of advocacy opportunities and positioning of the WBCSD will be prepared.
- Business perspectives, solutions, and collaboration will continue to be advanced on the four solutions currently being implemented.
- Two outputs will be circulated for sign-off by the Leadership Group: an issue brief titled “Scaling up action on human rights – Operationalizing the UN Guiding Principles on Business and Human Rights” and a booklet titled “Meeting the skills gap – Lessons from the private sector”.

### Objectives for 2015

- Focus on the following business solutions: *Inclusive business models targeting the base of the economic pyramid; the operationalization of the UN Guiding Principles on Business and Human Rights; Cross-industry collaboration to make rural areas in the developing world more attractive places to work, live and invest in; business solutions addressing Skills shortages & unemployment challenges within supply chains.*
- Continue to link business solutions to efforts within “Redefining Value” to develop a *Social Capital Protocol*, and to refine measurement and valuation approaches in companies’ social performance.



## Summary & Key Takeaways

- The Redefining Value Board Charter was discussed and adopted. The Board was supportive of the work done, the ambition and the funds secured from The Gordon and Betty Moore Foundation. The *Natural Capital Protocol* and the white paper on the content of a *Social Capital Protocol* were other highlights.

## Objectives for 2015

- Deliver a zero draft of the *Natural Capital Protocol* by Spring 2015.
- Agree next steps for the development of a *Social Capital Protocol*.
- In partnership with UNGC and the GRI, develop guidelines to support companies in performing an impact assessment, KPI selection and goal setting to help achieve the SDGs.
- Conduct Research for the 2015 publication of Reporting Matters (due for launch in Q4).
- Progress project work on Non-Financial Reporting Assurance and start projects to deliver an open source database of the global reporting landscape and to embed sustainable development issues into Corporate Risk Assessment.

## REPORTING MATTERS

In Atlanta, the WBCSD launched Reporting Matters 2014, which reviewed 162 member reports and reflects progress on the long-standing reporting challenges of prioritisation of key non-financial issues, and connectivity of the content disclosed. Key highlights include:

- 2013 criteria were updated and a reliability criterion linked to assurance of data was introduced.
- There is significant improvement in the use of materiality processes in member reporting. Overall score increased by 5.8% on average, compared to 2013.
- The most widely used framework remains the GRI guidelines with 86% of reporters.
- Some 60 member good practice examples and 5 detailed case studies are showcased.



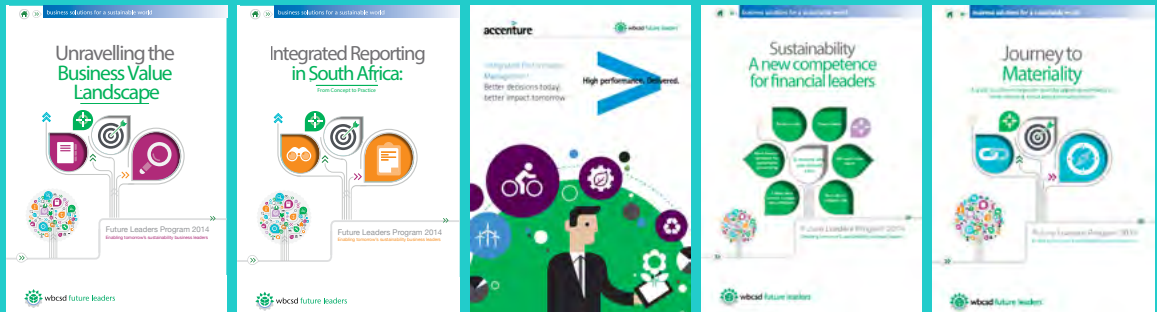
# FUTURE LEADERS PROGRAM



Atlanta council meeting 2014

The 2014 Future Leaders Program (FLP) “Bridging the Capitals” concluded in Atlanta with 25 participants from 23 member companies graduating after a nine month education journey into sustainability. This year, the WBCSD’s South African Global Network Partner NBI worked with the FLP to provide a rich experiential learning environment.

Participants produced individual assignments examining Integrated Performance Management (IPM) within their organizations and made recommendations to move IPM forward. They also delivered group assignments aligned with the Redefining Value (RV) program and contributed the following new publications to the RV library.





### **Digital Media, Music and Social Movements**

Experiences in digital media and music as key enablers of social movements were shared and plans for “Live Earth: Road to Paris” were discussed. Opportunities for industry collaboration were equally on the agenda.

### **Road to Paris**

A constructive discussion was held on the role of business to drive ambition and support a universal, ambitious and balanced global climate agreement at Paris COP21. There were calls for the inclusion of climate smart agriculture in the mix of key solutions, alongside upscaling renewables, CCS, forests, energy efficiency in buildings and biofuels.

### **Utility of the Future**

This SLE involved a discussion on how the business model of utilities in the US, Europe and Asia was changing as a consequence of the emergence of decentralized generation, the sudden regulatory changes and the dynamics of energy markets.

## Sustainability Leaders Exchanges

### **Green Bonds: accessing capital for innovative green projects**

Business leaders analyzed the current situation and the potential for sustainability bonds. The barriers to scale up were identified; possible solutions and market gaps were discussed. Going forward, the intention is to set-up a WBCSD working group on Capital Markets to discuss innovative and sustainable financing means for member companies.

### **The most valuable asset: water, oil or soil?**

Ecosystems connect different environmental challenges and have strong economic and financial implications for companies in the long run. Soil, in particular is strongly affected by ecosystem degradation. The discussions highlighted the knowledge & skills gap on this matter. The importance of natural capital valuation and the ways to overcome the loss of precious natural resources were discussed.

### **How do we meet ambitious government & industry plans for biomass energy?**

Not all biomass is equally accessible due to physical constraints and varying public policies. Uses of biomass vary and interestingly the highest biomass values result from bio-product production, with energy as a by-product. It was agreed that the technology was diverse, dynamic and evolving, but relatively few technologies demonstrated commercial promise. Policy coherence across sectors and end uses is an important next step for policy-makers.

## Sustainability Leaders Exchanges

### **The Vision of a Global Energy Internet**

The experience from China in building and successfully operating ultra-high voltage transmission lines served as a case study to prove the concept technically viable. The value of the GEI vision is to enable a much higher utilisation of renewable energy firstly, by linking areas of high potential supply to areas of high electricity demand, and secondly by balancing electricity systems between regions internationally. Participants concluded that the political momentum for a GEI may have to begin regionally and then grow into a truly global system.

### **Sustainable Cities: how do we innovate to deliver them?**

The main sustainability initiatives of the city of Atlanta were discussed. The importance of communication with citizens in order to inform and empower them to make sustainable choices were emphasized. Behaviour is fundamental in the choices relating to the modes of transport and the reduction of energy use in buildings. The private sector was encouraged to show its best solutions for urban sustainability challenges and to work with the Mayors of the strongest US cities to achieve scale.





- All Governance proposals were approved

-   Project Membership
-   Cluster Board Charter
-   Executive Committee Charter
-   Redefining Value Board Charter
-   Sector - Value Chain Project Board Charter

- Paul Polman Chairman 2014-2017

### New EXCO Members



Jean-Pierre  
Clamadieu  
Solvay

Gavin  
Patterson  
BT

Jose  
Lopez  
Nestlé

Katherine  
Garrett-Cox  
Alliance Trust

## LIVE EARTH INITIATIVE

Together with Former Vice President Al Gore and the United Nations, Live Earth will create a global series of events over 24 hours on six continents, which will be broadcast across all major media platforms to amplify the message. A campaign will be launched to gather 1 billion signatures leading up to Paris, keeping the pressure on the world leaders to adopt a new climate treaty for a sustainable future. WBCSD member companies are encouraged to participate by:

- helping mobilize signatures through employee, and/or consumer engagement
- communicating the campaign through various marketing channels

*We kindly ask you not to circulate this information widely as the event has not been publicly announced yet. For more information on how you can participate, please contact [liveearth@wbcsd.org](mailto:liveearth@wbcsd.org)*



Kevin Wall

# PHOTOS FROM ATLANTA

Plenary

Breakout Sessions

Council Dinner

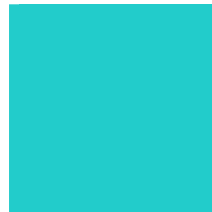
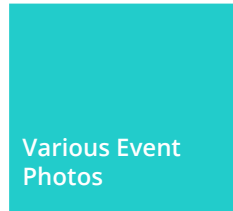
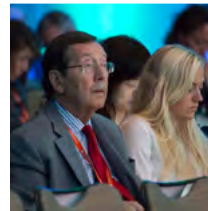
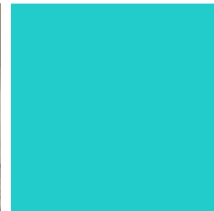
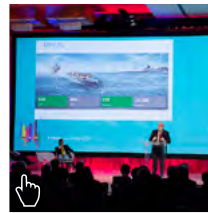
World of Coke

Future Leaders Program

Meeting the Mayor of Atlanta

Aquarium

Various Event Photos



# VIDEOS FROM ATLANTA

🎬 Plenary opening video



🎬 Natural capital video



🎬 Plenary closing video



# Paris WBCSD Council Meeting, 7 - 10 December 2015



**SAVE THE DATE**



**Atlanta** council meeting 2014