Vision 2050

The new agenda for business

The Forests Dialogue (TFD) – Scoping Dialogue on Food, Fuel, Fiber and Forests
Washington D.C. 1-3rd June 2011
Agenda

1. WBCSD intro
2. Vision 2050
   a. Project summary
   b. Agriculture and Forest Pathways
3. Relevance to The Forests Dialogues 4F’s initiative
WBCSD has 200 global company members (US$ 7 trillion annual revenues, 2010)
Regional Network

We also benefit from:

• 61 independent national and regional partner organizations
• involving thousands of business leaders
• two-thirds in developing countries and emerging economies.

www.wbcsd.org/regional/htm
Vision 2050 – collaborative effort by 29 WBCSD members

A platform for dialogue about the role of business in a resource & carbon constrained world.....**including agriculture and forests**
About Vision 2050

• The vision concept and the 2050 timeframe provide a clear and feasible goal for...
  o Identifying the gap between today and 2050
  o Developing a pathway and areas of action
  o Clarifying the business perspective
  o Quantifying market potential
  o Agreeing on action points and next steps
A platform for dialogue – not a blueprint

Is...

- a platform for dialogue, for asking questions
- a positive and attractive vision of a world in 2050 and the role of business in helping us to get there

Is not...

- a prescriptive plan or a blueprint
- an exhaustive and detailed picture with a complete set of answers
- a binding set of commitments and promises
- a universal perspective
Three key questions

• What does a sustainable world look like?

• How can we realize it?

• What are the roles business can play in ensuring more rapid progress toward that world?
Business-as-usual Outlook to 2050

• “Humanity has largely had an explosive relationship with our planet; we can, and should, aim to make this a symbiotic one.”

• Michael Mack, Syngenta International AG
An exploitative relationship with our planet

“Humanity has largely had an exploitative relationship with our planet; we can, and should, aim to make this a symbiotic one.”

Michael Mack, Syngenta International AG
Growth and degradation

**Growth**

*The world population is increasingly urban*
Global population by type of area and by region – 1950-2050

*Global economic power is shifting*
Top 10 economies by GDP in 2050

*The global middle class is rapidly expanding*
Population in low- and middle-income countries earning US$ 4,000-17,000 per capita (purchasing power parity)

**Degradation**

*Greenhouse gas emissions keep rising*
GHG emissions by regions

*Environmental degradation jeopardizes people's quality of life*
People living in areas of water stress by level of stress

*The world could be running out of some resources*
Global supply forecasts according to the implied ultimate recoverable resources of conventional oil, date of peak production and the post-peak aggregate decline rate
Development and consumption levels are outpacing ecological limits

Two innovation challenges - improving living standards within ecological limits

- Human Development Index (HDI)
- Ecological Footprint (Global hectares per Person)

Source: GFN / UNDP
Vision 2050 - Nine billion people living well within the limits of the planet

- Diversity and interdependence
- A different economic reality
- Multi-partner governance
- In markets: Innovating and deploying solutions
- Dealing with climate change
- An evolved workplace and evolved employers
Vision 2050 highlights new and adapted business opportunities

Building & transforming…
  a. Cities
  b. Infrastructure
  c. Livelihoods & lifestyles

Improving biocapacity & managing ecosystems

Helping change happen
Pathway to 2050
To a sustainable world in 2050

From business-as-usual
To a sustainable world in 2050

The pathway to Vision 2050

From business-as-usual
To a sustainable world in 2050

From business-as-usual
To a sustainable world in 2050

From business-as-usual
To a sustainable world in 2050

From business-as-usual
The pathway to Vision 2050

- Sustainable living: All products sustainable
- Ecosystems & enterprises: Billions lifted from poverty
- True value markets: Externalities internalized
- Output doubled: Deforestation halted
- Better trade, yields & carbon management: GHGs peak & decline
- Knowledge intensive agriculture: Smarter buildings & user
- Carbon incentives: Smarter mobility
- Pre-adjusting energy mix: Closing the loop
- Energy efficiency: Doing more with less

Must-haves by 2020:
- Deeper local & environmental understanding
- Access to basic services
- Removal of subsidies
- Commitment to true value pricing
- Yield gains
- Water efficiency
- Cost of renewables lowered
- Water efficiency

Key areas:
- People's values
- Human development
- Economy
- Agriculture
- Forests
- Energy and power
- Buildings
- Mobility
- Materials
Agriculture

Vision for 2050
Enough food, water and biofuels through a new Green Revolution

Turbulent teens
Cultivating knowledge-intensive agriculture

Transformation time
Growth in global trade, crop yield and carbon management

Africa’s yield growth has lagged behind other regions

Cereal yield by region – 1960-2010

Source: Ministry of Foreign Affairs of Denmark, Realising the Potential of Africa’s Youth, 2009 (FAOSTAT)
Forests

Vision for 2050
Recovery and regeneration

Turbulent teens
Carbon incentives drive progress

Transformation time
Growing momentum for forest protection and efficient production

Increasing consumption of industrial roundwood

Consumption of industrial roundwood by region – 1965-2030

Agriculture & Forests – Must-haves by 2020

Agriculture

- Training of farmers
- Freer & fairer trade
- Yield gains
- Water efficiency
- More agri R&D
- New crop varieties

Forests

- Commitment to carbon cuts
- Yield gains
- Water efficiency
Agriculture & Forests – Turbulent Teens 2020’s

Cultivating knowledge-intensive agriculture

Driving progress through carbon incentives

Agriculture

Forests
Agriculture & Forests – Transformation Time 2030’s

- **Agriculture**: Growth in global trade, crop yield & carbon management
- **Forests**: Momentum grows for forest protection & efficient production
Agriculture & Forests – Measures of success 2040’s

Agricultural output doubled by improved land & water productivity

Deforestation halted, carbon stocks in planted forest doubled from 2010

Agriculture  Forests
Agriculture & Forests – Vision 2050’s

Agriculture

Enough food & biofuels through a new Green Revolution

Forests

Recovery & regeneration
Vision 2050: Forests Pathway

Turbulent Teens (2010 – 2020)

- Carbon incentives drive progress.
- Deeper global understanding of the crucial role of forests
- Start of implementing REDD plus
- Yield gains from planted forests
- Water efficiency
Vision 2050: Forests Pathway

Transformation Time (2020 – 2050)

- Carbon prices and payments for ecosystems services support alternatives to extensive primary forest clearing
- Consumption of roundwood grows by 50% for building purposes
- Yield gains from planted forests
Vision 2050: Forests Pathway

Vision 2050:

- Crucial role for forests to support a sustainable world
- 30% forest cover of global land area
- +10% carbon sequestered in forests compared with 2010
- Primary forests primarily preserved for ecosystems services with appropriate incentives and market payments
- Yields and harvest from planted forests have increased 3-fold to meet demand for wood, paper and biomass
- Planted forests increased in area by 60%
How WBCSD is using Vision 2050

• Calibrate all our work programs against Vision 2050 “must haves”

• Sustainable Forests Products Industry (SFPI) working group has validated direction and intent of the Forests Path

  o Yield gains *primarily* based on responsibly deployed planted forests, including biotechnology – pulp, paper, packaging, wood, bio-energy, bio-plastics etc
  o Natural forests *primarily* conserved, incentivized by PES markets such as REDD+
  o Supports and resources The Forests Dialogue 4F’s dialogue
  o Working with WWF on part of its Living Forests Campaign

• Food, Water & Land use System solution being scoped by Ecosystems Focus Area

  o Food and Fiber security for 9 billion from sustainable agriculture and forestry systems – framework conditions + business solutions

• Water Project looking at sustainable water management, eco-efficient use, valuation and interdependence/linkages e.g. water & energy, water & agriculture & forestry