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Vision 2050 Refresh



(<https://youtu.be/3IEzmLIMDx4>)

In 2010, the World Business Council for Sustainable Development (WBCSD) released Vision 2050, a landmark piece of work that laid out a pathway to a world in which nine billion people are able to live well, within the limits of the planet by mid-century.

Recognizing that business cannot succeed in societies that fail, it explored what a sustainable world would look like by mid-century, how such a world could be realized, and the role that business has to play in making that vision a reality.

Although many of the concepts at the core of Vision 2050 have stood the test of time, inevitably, a number of topics have either increased in importance or emerged as critical new areas within the sustainable development landscape and beyond. Furthermore, the world in which business is operating continues to change: social tensions and environmental impacts are on the rise and fundamental questions are being asked about the role of business, and the economy as a whole, within society.

In March 2019, WBCSD launched a refresh of this respected piece of work. This new Vision 2050 Refresh project is bringing the original vision up to date and restating the baseline for business action and leadership for the decade to come. We are working to make systems transformation and the realization

of the Sustainable Development Goals more clearly actionable, building an inspirational agenda for sustainable business, while also attempting to simplify an increasingly complex sustainability landscape. <https://www.wbcSD.org/Overview/Privacy-Policy#cookies>. **Continue**

Under the leadership of **WBCSD's Executive Committee** (<https://www.wbcSD.org/Overview/About-us>), over three dozen member companies from 16 countries, representing more than ten industry sectors and with a combined USD \$2 trillion in annual revenue, have signed up to lead this project. To help guide and inform these efforts, WBCSD has also assembled an external review committee comprised of a diverse collection of global thought-leaders and experts. The result is a collective, business-led effort to shape how business can help to unlock the transformations that are needed to allow over 9 billion people to live well, within the boundaries of the planet by mid-century.

Key focus areas

1. Exploring systems transformation

We are reviewing and synthesizing a broad range of emerging research and expert insight to establish a common understanding and vocabulary around how systems transform, what the key factors are that can help to enable and accelerate these transformations, and the role that business has to play.



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2. Updating the Vision 2050 Pathway

Central to our efforts is the task of bringing the original Vision 2050 Pathway (https://wbcd.sharepoint.com/:i:/g/people/ESjeZQkba_RJm8V3NzqmZlcB3vqEz2FMr8Hcwl-e=bwfcqH) and its associated content up-to-date. This will involve identifying gaps, revisiting our pathway structure, and incorporating details on the latest science and emerging innovations on the road to 2050.

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3. The 2020-2030 Operating Environment

In order to ensure that our Vision remains actionable, we are also exploring the most likely and disruptive trends that look set to shape our operating environment over the next ten years, and the impact these trends look set to have on the sustainable development agenda.



(/Overview/About-us/Vision-2050-Refresh/Key-focus-areas/The-2020-2030-Operating-Environment)

4. Transformation enablers (and barriers)

Crucially, the project is also focusing on identifying and exploring key enablers (such as policy, finance, technology etc.) to transformation and how business can maximize its capacity to leverage these in support of our Vision.



(/Overview/About-us/Vision-2050-Refresh/Key-focus-areas/Transformation-enablers-and-barriers)

5. Regional inputs

Finally, in order to ensure that our work is truly reflective of the global reality, we are conducting a series of workshops and consultations across a broad spectrum of geographies, testing the applicability of our research across a variety of local operating environments.

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News & Insights

NEWS

1 Jul 2020

Unlocking systems transformation – A business view (/Overview/About-us/Vision-2050-Refresh/News/Unlocking-systems-transformation-A-business-view)

NEWS

11 Jun 2020

WBCSD releases exploration into systems transformation in support of inclusive and sustainable growth for business (/Overview/News-Insights/General/News/WBCSD-releases-exploration-into-systems-transformation-in-support-of-inclusive-and-sustainable-growth-for-business)

NEWS

10 Jun 2020

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NEWS

13 May 2020

Challenging the definition of success with future leaders (/Overview/About-us/Vision-2050-Refresh/News/Challenging-the-definition-of-success-with-future-leaders)

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NEWS

7 May 2020

WBCSD releases insights into macrotrends and disruptions impacting businesses over the next decade (/Overview/About-us/Vision-2050-Refresh/News/WBCSD-releases-insights-into-macrotrends-and-disruptions-impacting-businesses-over-the-next-decade)

NEWS

9 Apr 2020

WBCSD engages with businesses across Asia-Pacific on Vision 2050 (/Overview/Global-Network/News/WBCSD-engages-with-businesses-across-Asia-Pacific-on-Vision-2050)

NEWS

26 Mar 2020

Business as unusual, reshaping the present and the future (/Overview/News-Insights/Insights-from-the-President/Business-as-unusual-reshaping-the-present-and-the-future)

NEWS

12 Mar 2020

South Africa: Vision 2050 dialogues hosted by the National Business Initiative (/Overview/Global-Network/News/South-Africa-Vision-2050-dialogues-hosted-by-the-National-Business-Initiative)

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NEWS**4 Mar 2020**

Finland: Engagement with business leaders in Northern Europe around Vision 2050 (</Overview/Global-Network/News/Finland-Engagement-with-business-leaders-in-Northern-Europe-around-Vision-2050>)

NEWS**26 Feb 2020**

BCSD Hungary hosts dialogue on Vision 2050 during its Annual General Meeting (</Overview/Global-Network/News/BCSD-Hungary-hosts-dialogue-on-Vision-2050-during-its-Annual-General-Meeting>)

INSIGHT**Filippo Veglio | 24 Jan 2020**

The future is determined by what we do now, and the window of opportunity is closing fast (</Overview/News-Insights/WBCSD-insights/The-future-is-determined-by-what-we-do-now-and-the-window-of-opportunity-is-closing-fast>)

INSIGHT**Peter Bakker | 9 Jan 2020**

Garbage in, garbage out: systems transformation in a capitalist world (</Overview/News-Insights/Insights-from-the-President/Garbage-in-garbage-out-systems-transformation-in-a-capitalist-world>)

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WBCSD IN THE NEWS

Ethical Corp. | WBCSD

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NEWS

20 Oct 2019

'The future is determined by what we do now, and the window of opportunity is closing fast' (<http://ethicalcorp.com/future-determined-what-we-do-now-and-window-opportunity-closing-fast>)

Australia: Vision 2050 dialogue in Sydney (</Overview/Global-Network/News/Australia-Vision-2050-dialogue-in-Sydney>)

NEWS

28 Nov 2019

Brazil: Vision 2050 dialogues to shape a common agenda for business action (</Overview/Global-Network/News/Brazil-Vision-2050-dialogues-to-shape-a-common-agenda-for-business-action>)

NEWS

17 Oct 2019

Portugal: BCSD Portugal convenes business leaders in Lisbon to discuss Vision 2050 (</Overview/Global-Network/News/Portugal-BCSD-Portugal-convenes-business-leaders-in-Lisbon-to-discuss-Vision-2050>)

NEWS

10 Oct 2019

NEWS

24 Apr 2019

The role of business in accelerating systems transformation (Overview/About-us/Vision-2050/News/The-role-of-business-in-accelerating-systems-transformation)
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Realizing systems transformation – WBCSD embarking on a refresh of its landmark Vision 2050 (Overview/News-Insights/General/News/Realizing-systems-transformation-WBCSD-embarking-on-a-refresh-of-its-landmark-Vision-2050)

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Videos & Resources

PUBLICATION
11 Jun 2020

Unlocking systems transformation (Vision 2050 Issue Brief)
 (/Overview/Resources/General/Unlocking-systems-transformation)

PUBLICATION
7 May 2020

The consequences of COVID-19 for the decade ahead (Vision 2050 Issue Brief)
 (/Overview/About-us/Vision-2050-Refresh/Resources/The-consequences-of-COVID-19-for-the-decade-ahead-Vision-2050-Issue-Brief)

PUBLICATION
7 May 2020

Macrotrends & Disruptions shaping 2020-2030 (Vision 2050 issue brief)
 (/Overview/About-us/Vision-2050-Refresh/Resources/Macrotrends-Disruptions-shaping-2020-2030-Vision-2050-issue-brief)

VIDEO
8 Nov 2019

Vision 2050 Refresh – update November 2019 (/Overview/About-us/Vision-2050-Refresh/Resources/Vision-2050-Refresh-update-November-2019)

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VIDEO
4 Jun 2019

WBCSD Vision 2050
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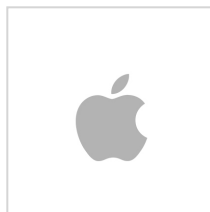
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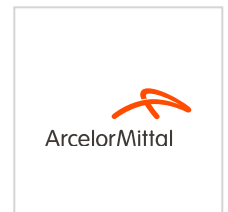
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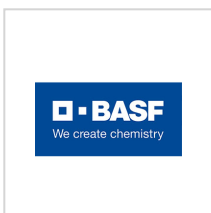
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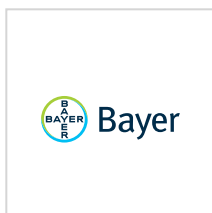
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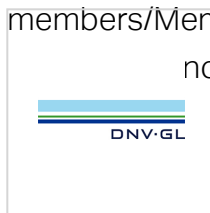
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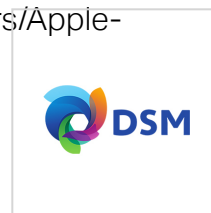
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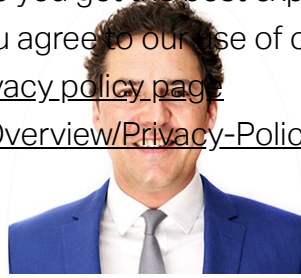
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