WBCSD’s Vision 2050

9+ billion people living well……..
Everyone’s dignity and rights are respected, basic needs are met, and equal opportunities are available for all.

Within planetary boundaries
Global warming is stabilized at no more than a +1.5 degrees. Nature is conserved, restored and used sustainably. Societies have developed sufficient adaptive capacity to build and maintain resilience in a dynamic Earth system.

Realized through transition pathways in key areas of business activity

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<th>Energy</th>
<th>Products &amp; materials</th>
<th>Mobility &amp; transportation</th>
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<td>Living spaces</td>
<td>Finance</td>
<td>Connectivity</td>
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<td>Health &amp; wellbeing</td>
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<td>Food</td>
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Underpinned by a reinvention of our model of capitalism

How do we realize our Vision?

Making progress towards our Vision 2050 demands several critical and complex systems transformations. We must answer questions on how transformations occur, the key transformations that are required, and the factors that will influence how the decade unfolds.

1. How does transformation happen?
   Can we establish a common understanding of how systems transform and what business can do to help drive the transformations needed over the next decade.

2. What are the key transformations we need to see and what actions must business take to drive them?
   Can we provide clarity and consensus on the actions business must take to drive transformation along our nine pathways.

3. Does capitalism need to change to support our Vision?
   Can we reinvent capitalism to ensure that it supports more equitable, inclusive and societally positive outcomes, and enables the transformations required to achieve our Vision 2050.

4. How will macro-trends, disruptions and emerging innovations affect progress on our Vision?
   Can we take the macro-trends, innovations and potential disruptions that will shape the next ten years into account and explore how business needs to navigate these successfully (and sustainably).

5. What will the long-term impact of COVID-19 be?
   Can we develop a clear and realistic understanding of the impact COVID-19 will have over the decade ahead and how we can keep Vision 2050 transformations at the heart of recovery.

6. How do we improve and ensure future resilience?
   Can we ensure that business models, supply chains and communities are more robust and resilient to future shocks and disruptions, such as the COVID-19 pandemic.

Resources in support of our Vision

These questions are currently receiving increased attention. To guide and support business in tackling these questions, WBCSD is releasing a series of issue briefs between now and the launch of our Vision 2050 Refresh. These issue briefs will help prepare companies to start taking action in support of our Vision 2050.

- Macrotrends and Disruptions shaping 2020-2030
  7 May 2020
- The Consequences of COVID-19 on the decade ahead
  7 May 2020
- Unlocking systems transformation
  12 June 2020
- Innovations that could shape the next decade
  June 2020
- Reinventing capitalism
  July 2020
- Exploring resilience
  July 2020
- Enablers to transformation
  August 2020
- Voice of youth
  November 2020

Final Vision 2050 Refresh (early 2021)