

Business briefing: Tomorrow's markets today

Scaling up demand for climate neutral
basic materials and products



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Foreword

The EU has set its ambition to achieve an emission reduction target of at least 55% by 2030 compared to 1990 levels, and climate neutrality by 2050. These aims lie at the core of the European Green Deal and in line with the EU's commitments to support global climate action to achieve the 1.5°C goal of the Paris Agreement.

The transition to achieve climate neutrality across Europe by 2050 will require deep and radical transformations of the European economy. It will affect the way citizens live their lives and will require all stakeholders to act to avoid irreversible damage to our climate while leaving no one behind.

The EU has already enshrined its 2030 climate target into law and has started to roll out a series of policies and regulations that will facilitate the implementation needed to bring the EU on track to achieving these ambitious goals. It is therefore crucial for key stakeholders, including

leading businesses, to join in the ongoing policy debates and advocate for the right policy levers that will help accelerate the transition.

The purpose of this briefing document is to build on the extensive research conducted for the "**Tomorrow's Markets Today: Scaling up demand for climate neutral basic materials and products**" report authored by WBCSD's We Mean Business coalition partners at Corporate Leaders Group Europe (CLG Europe), The University of Cambridge Institute for Sustainability Leadership (CISL), and Agora Energiewende.

This Business Briefing is intended to amplify the findings of the main report, keeping the key actions alive as we approach a critical phase of EU policy. It is intended to be used by leading companies to support the discussion on how European demand-side policies

can be used at various stages of the value chain to accelerate demand for climate neutral materials and products towards achieving a net-zero economy. The document also provides practical steps for business to support upcoming demand-side EU policies as well as how to adjust business operations to embrace full value chain solutions.

As the European Commission continues to develop new legislative proposals related to decarbonising EU industry and the need to create markets for more sustainable products materials, I hope that this business briefing can provide a concrete docking point for how businesses engage in these key political processes.



Claire O'Neill
Managing Director, Climate & Energy
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Executive summary



Executive summary

[Tomorrow's market today: scaling up demand for climate neutral basic materials and products](#), authored by Corporate Leaders Group Europe (CLG Europe), The University of Cambridge Institute for Sustainability Leadership (CISL) and Agora Energiewende, explores the potential for demand-led policies to support industries providing climate neutral material within the EU.¹

Published on 11 May 2021, the report is a result of extensive literature review and rigorous stakeholder consultations with leading, progressive industrial companies to understand:

- leading practices in industry today to develop climate neutral materials and product brands;
- the barriers leading companies face to scale up these initiatives;
- concrete options for additional EU policies to address these barriers;
- the potential role, and success factors, of such policies in the broader EU policy package for the transition to clean industry.

The findings of the report indicate that the market demand for climate neutral basic materials and final products remains underdeveloped or even non-existent in some EU products and proceeds to outlines major policy interventions the EU can rollout to accelerate demand for these key materials.

The report's key findings highlight the following:

- Accelerating the transition of energy-intensive basic materials industries to climate neutrality is becoming an increasingly urgent matter within the EU.
- Enabling investment in climate neutral and circular productions requires robust demand for climate neutral and circular basic materials and resulting final products.
- Progressive industrial companies are working to foster demand for climate neutral basic materials and final products, yet they face several barriers that they cannot solve in isolation.
- In the absence of robust regulations, downstream companies can face significant challenges to coordinate and incentivise

upstream suppliers to produce climate neutral basic materials and intermediate products.

- To help European industries tackle these barriers, there is a vital role for EU policies that create an enabling framework, and harmonise incentives and data across the internal market such as:

- **EU policies should integrate embedded life cycle CO₂ limits on final products that are material intensive, by establishing a common overarching framework including definitions and measurement.**
- **Significantly improve availability, quality, and comparability on embedded lifecycle emissions.**
- **EU and national institutions to temporarily intervene to support early investments in new and innovative solutions as well as their scaling up.**

① Why should business care about scaling demand to achieve net zero?



1 Why should business care about scaling demand to achieve net zero?

Achieving a climate neutral, circular, and competitive economy in the EU will require significant changes to the way we produce and consume the basic materials needed as inputs into manufacturing value chains. These materials include iron, steel and ferro-alloys, aluminium, cement and concrete, glass, brick and ceramics, wood pulp and paper, and a range of basic chemicals such as olefins, polyolefins, and aromatics.

Depending on the sectoral context, the potential options to accelerate this climate neutral transition includes a combination of the following:

- greater focus on circularity,
- reduced basic material consumption,
- increased material efficiency,

- material substitution,
- increased reuse, and recycling,
- climate neutral primary production.

In addition to changing the energy inputs, decarbonization of basic materials require significant technological shifts and raw material inputs that will depend on a range of interventions across the entire value chain.

The CLG Europe and Agora Energiewende report finds that an increasing number of EU industrial companies are taking action to accelerate the supply of, and demand for low carbon material. However, the market demand for climate neutral basic materials and final products remains underdeveloped or even non-existent in some EU product markets.²

There are several barriers that even large progressive European industrial companies face in unlocking sufficient demand to enable a full-scale shift to climate neutral production, supply chains and business models.

The report highlights below motivations for business to develop climate friendly products, internal targets, and sustainability strategies.

Industry leaders, expect these trends to become stronger drivers for their company's product sustainability initiatives in future and believe that the further development and upscaling of demand for climate neutral basic materials. For industries to achieve their long-term value chain and company-wide goals, greater implementation of policies will be essential.

Reasons European industrial sectors develop climate-friendly products

1. **Increased awareness among consumers** of their products' environmental impacts.
2. A desire to **seize market opportunities** and remain competitive in a decarbonising world.
3. A wish to retain **brand loyalty among customers and preserve a social license to operate** for the long-term.
4. **Increased regulatory or carbon pricing pressures** now or in the future.
5. The growing importance of green financing benchmarks and reporting requirements.
6. Companies recognize the material impacts of climate change on their business and recognize their role in tackling the climate crisis.

② How are leading industrial companies creating demand for climate neutral basic materials and products?



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The CLG Europe report highlights a significant number of major organizations that are already taking action to address the challenge.

Additionally, it demonstrates that substantial investments are being made by the most progressive upstream material-producing companies to develop, certify, and find purchasers of more climate-friendly materials and products.

The following case studies showcase practical implementation actions from leading industrial companies from key sectors:

Automotive sector

Volvo Cars has set internal targets, based on the science-based targets, to reduce the Scope 3 (i.e., full life cycle) emissions of their products. Since Scope 3 emissions are 80% of its total carbon footprint. The company has several short and long-term goals to tackle vehicle life cycle emissions.¹⁵ By 2025 it aims to reduce these by 40% compared to a 2018 (i.e., 40% per car) baseline. Further recycling targets include vehicles manufactured with at least 25 per cent recycled plastics, 25% recycled steel and 40% recycled aluminium by 2025 across its entire product range.

In addition, **Polestar (founded by Geely Holding and Volvo Cars)** has set a goal of creating the first 'climate neutral car' by 2030. According to the company, the Polestar project takes a cradle to gate approach and will "drive a 'design towards zero' focus" by eliminating emissions from the cars' manufacturing phase. The inclusion of embedded emissions from materials is therefore a novel aspect of the Polestar brand compared to other automotive companies, which have tended to focus only on reducing emissions from combustion (e.g., by developing electric vehicles).

Cement and concrete sector

LafargeHolcim has recently developed the ECOPact brand. This new range of low carbon concrete offers purchasers, in a growing number of countries, the possibility to purchase a variant that has between 30% and 100% lower embodied carbon compared to standard CEM I or Ordinary Portland Cement-based concrete. Where regulatory conditions allow, ECOPact products integrate upcycled construction and demolition materials, further closing the resource loop. The ECOPact brand label includes four different sub-labels depending on the reduction of emissions per unit of concrete (-30–50%, -50–70%, -70–90%, or -90–100% (the latter including offsets of the currently remaining unavoidable carbon)).

Iron and steel production sector

Major European companies, such as **SSAB** and **ThyssenKrupp** have set goals that will see them begin to produce either climate neutral or very low carbon steel using key breakthrough technologies during the next five to ten years. Under their joint venture '[HYBRIT](#)', the companies SSAB, LKAB and Vattenfall aim to produce fossil-free steel at commercial scale, policy conditions permitting, by 2026.³ With similar plans, ThyssenKrupp presented its pilot project under the name "tkH2Steel and Carbon2Chem" in July 2019. ThyssenKrupp's steel site is already developing its hydrogen pathway with direct reduction. Both companies are actively seeking progressive customers willing to pay a 'green' premium in return for sustainable steel.

Reuters recently reported that Swedish truck maker AB Volvo and steel maker SSAB had signed an agreement to produce the world's first vehicles made of fossil-free steel, with small-scale serial production expected to start in 2022. In line with its commitment to reduce continuously its total carbon footprint and aim to be the first car maker to use fossil-free steel for its own production cars, Volvo Cars has also announced a cooperation with SSAB whereby it will secure SSAB steel made from hydrogen-reduced iron from the HYBRIT's pilot plant in Luleå, Sweden. This steel will be used for testing purposes and may be used in a concept car before scaling up.

The desire to develop demand for climate-friendly steel products has also led some early adopter companies in the European (and international) steel industry to develop industry standards that offer customers higher transparency. The [Responsible Steel Initiative](#) is developing a new 'Responsible Steel Standard 2.0' in 2021, to give future steel purchasers confidence that their steel is produced using a science-based approach in the transition to climate neutrality. Such initiatives highlight the importance, to both the producers and consumers in the relevant value chains, of the need for clear benchmarks and certification of climate friendly products to increase market demand.

Innovative materials

Stora Enso, a manufacturer of renewable and bio-based packaging, construction and textile materials and solutions, has developed a 'TreeToTextile' brand. This aims to highlight the bio-based and renewable nature of its materials for consumer textiles products. Stora Enso is also marketing innovative, wood-based, alternative construction materials, such as Laminated Veneer Lumber (LVL) and Cross-laminated timber (CLT) products. At the same time, Stora Enso is seeking to reduce the life cycle emissions of its products more generally. It was one of the first companies in its industry to adopt science-based targets (SBTs) in this regard and its current SBT covers paper, pulp and packaging. Like other companies cited here, the development of new climate-friendly materials and products is part of efforts to implement a broader company transition aligned with science-based targets.

Non-durable consumer products sector

Several leading companies producing non-durable consumer products are also attempting to work with their value chains to develop innovative low carbon or circular material solutions, marketing them direct to consumers.

Unilever, a manufacturer of consumer goods, under its Carbon Rainbow methodology, will replace 100% of the carbon derived from fossil fuels in its cleaning and laundry product formulations with renewable or recycled carbon. Through the use of renewable or recycled carbon, they expect a reduction of up to 20 per cent of the product formulations' GHG emissions. These efforts to address the hardest to abate emissions in their products go alongside an ambitious material efficiency agenda combined with a Programme to source materials from suppliers using decarbonized energy.

Similarly, **Coca-Cola Europacific Partners** has developed '[This is Forward](#)', a sustainability action plan devised by Coca-Cola Western Europe and Coca-Cola Europacific Partners (who are responsible for the value chain in Western Europe as well as in Australia, the Pacific and Indonesia following the acquisition of Coca-Cola Amatil in May 2021, including beverage packaging and materials sourcing). In 2020,

Coca-Cola Europacific Partners announced a new Net Zero 2040 ambition to reduce absolute GHG emissions by 30% by 2030 (compared to a 2019 baseline) across its entire value chain in Western Europe, with a particular focus on Scope 3, where its biggest impact occurs. Importantly, the company has noted that mobilizing its suppliers is a critical condition for success. Since its own Scope 3 emissions depend on its suppliers, the company aims for 100% of its strategic suppliers to set science-based targets and use 100% renewable electricity by 2023. By sharing their carbon footprint data with CCEP, it can then accurately track reduction progress against targets.

These examples highlight the critical importance of data availability to achieving such goals.

Construction

Bouygues Construction has also set internal targets, based on the science-based targets, to reduce the Scope 3 (i.e., full life cycle) emissions of their products. Since Scope 3 emissions are 80% of its total carbon footprint. The company has set itself a goal to achieve an overall 30% reduction of its Scope 1, 2 and 3 emissions by 2030. To reach such a target, the company is working on an overall 40% reduction in cement carbon intensity (kgCO₂e/m³) by 2030. Moreover, under its **WeWood** initiative, Bouygues Construction has committed to having 30% of its building projects from wood-based materials by 2030 in Europe.

③ Barriers faced by business and the role of demand-side policies



3 Barriers faced by business and the role of demand-side policies

While a growing number of industry leaders are taking concrete action to accelerate the supply of, and demand for climate neutral materials and products, the report highlights the following critical barriers to the development of robust value chains for these climate friendly materials and final products.

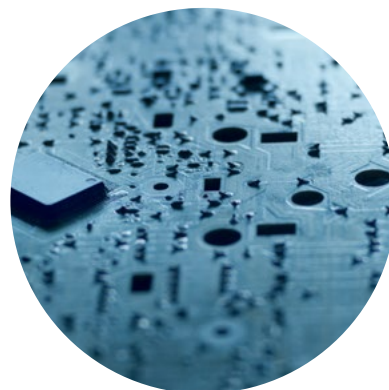
1. The missing business case for scaling up deployment of climate neutral technologies.

- **High cost of production technologies:** One of the key barriers stopping upstream producers of energy-intensive basic materials from

decarbonising production is the significantly **higher cost of climate neutral production technologies**. *While this is not necessarily true for high-quality recycled materials, or certain innovative materials such as wood, it does apply to many basic materials.*

- **Green Premium:** For climate neutral products to gain a larger share of the market over the coming decades, the incremental cost associated with the use of basic materials "**green premium**", **must be paid by purchasers of the basic materials or the purchasers of products**

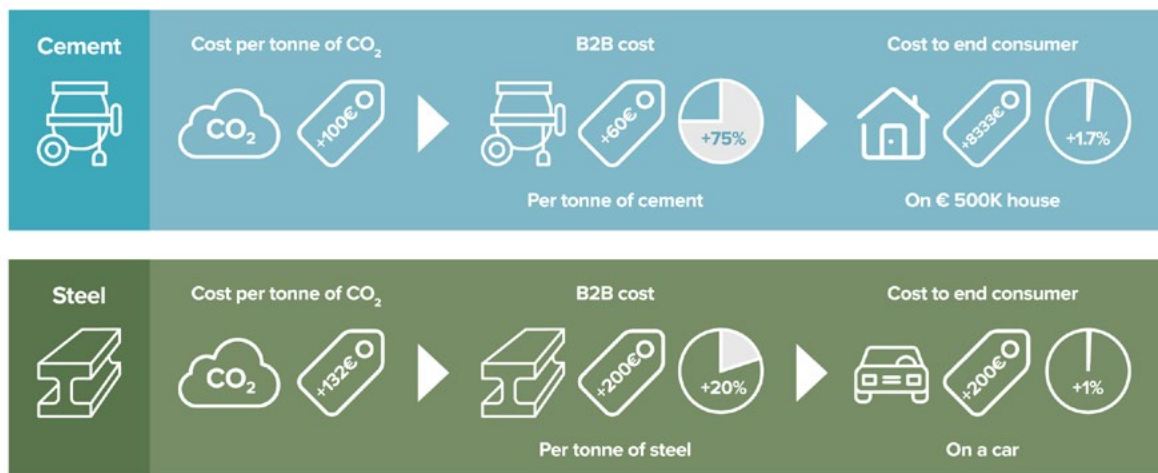
containing them. While there may be some niche markets and progressive companies willing to pay a premium for climate neutral materials, it is still unclear whether this is the case for most downstream purchasers.



Opportunities to improve business case

- In the short-term, innovation support policies such as Carbon Contracts-for-Difference (CCfDs), and electric vehicles bonus payments can subsidise a part of the missing willingness to pay the **green premium**. Especially in the early phases of the transition, helping producers to overcome technology-specific barriers to market entry by providing investment certainty to kick-start strategic technology value chains and infrastructure.
- A **meaningful carbon price** can be leveraged as on part of the policy toolkit to create the missing investment business case, but a carbon price alone will not provide a sufficient incentive.
- Final consumers could pay green premium as a minor cost increment* (see figure 1).

Figure 1: How higher costs of climate neutral basic materials would affect final product prices for consumers



Source: CISL, Agora Energiewende (2021) based on data from ETC²⁶

2. Non-cost barriers to purchasing climate neutral materials.

Depending on the relevant material and value chains, major non-cost barriers identified by the report include:

- **Data availability and comparability:** A lack of standardized, high quality data on green properties of materials makes it impossible to compare various materials with each other. According to

the report, this constitutes the biggest single non-cost barrier to enabling higher demand for climate neutral materials as the lack of comparable data makes it impossible for purchasers to select climate neutral options.

- **Lack of understanding and resistance to change:** A lack of understanding or awareness of the properties of low carbon-materials, and resistance to change

among potential users of low carbon or climate neutral products limits, can limit the willingness of purchaser to adopt new materials. Particularly in the construction sector these barriers are linked to concerns over potential liability due to material performance problems.

- **Outdated product regulations:** These can inhibit the uptake of innovative climate neutral materials as products inputs.

Opportunities to address non-cost barriers

- Voluntary initiatives to improve the availability, quality, and comparability of data on value chain emissions such the World Business Council for Sustainable Development's (WBCSD's) [Carbon Transparency Pathfinder](#) initiative.⁵
- A common, harmonized definition and framework for measurement of climate related information for basic products and materials.
- Mandatory disclosure of embedded carbon in materials and material intensive products, in line with the Task force on Climate-related Financial Disclosure (TCFD) recommendations within the EU.
- Mandating EU voluntary Product Category Rules (OCRs) for its product Environmental Foot (PEF) reporting standards.

3. The need to unlock a full set of decarbonization levers across the value chain including material efficiency, material circularity and use of climate neutral materials.

- **High costs of coordination along value chains:** A major barrier to developing value chains using climate neutral

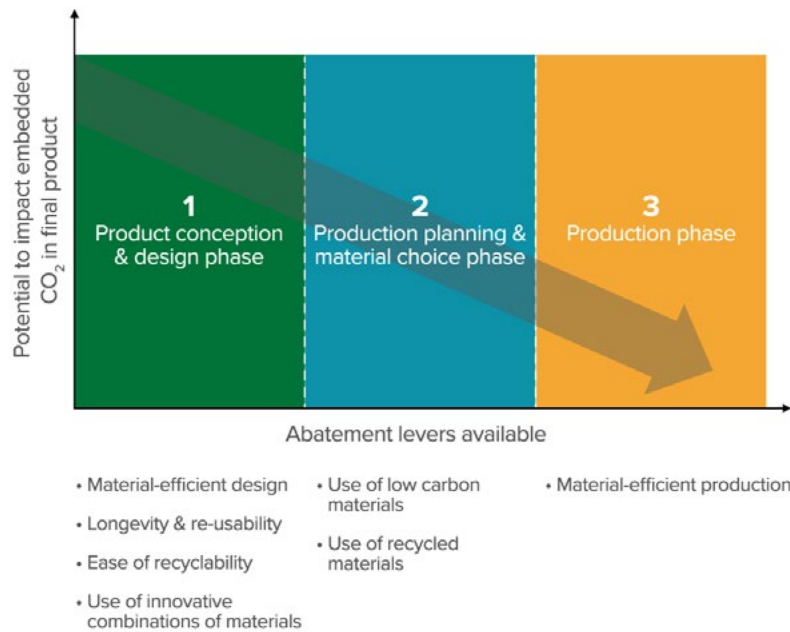
materials transaction costs of coordinating the adoption of new climate neutral material solutions across complex value chains. These costs include development of new technical capacity across long and complex value chains.



Opportunities to unlock decarbonization levers across the value chain

- More material efficient use of materials in product design, and manufacturing or construction.
- Material substitution using low carbon alternative or entirely new materials that can perform a similar function).
- Optimisation of the application depending on CO₂ intensity to better match required performance.
- Increased use of high-quality recycled materials.
- Designing policies that help unlock above levers (see Figure 2).

Figure 2: How incentives to reduce embedded CO₂ in the final products creates opportunity to unlock full set of abatement levers



Source: CISL, Agora Energiewende (2021)

4. Supply-side barriers and 'pent up' demand.

In addition to the above demand side barriers, the report highlights supply side issues that need to be addressed in parallel to accelerate demand for climate

neutral basic materials. The lacking demand makes it difficult for basic material producers to make the necessary (large) capital investments that are needed to upscale the supply of low-carbon materials.



Critical supply side barriers for recycled plastics

- Lack of collection of plastic waste
- Misallocation of collected plastic waste to general waste instead of recycling.
- Contamination of recycled plastic waste at the manufacturing consumer use or end-of-life collection phase (leading to downgrading)
- Missing or underfunded separate collection, sorting, recycling, and processing infrastructure
- Missing disincentives for incineration of plastic waste
- Concerns about access to recycled material (and increasing competition for them), which can limit potential 'closed loop' recycling value chains

④ The role of EU policy to accelerate demand for climate neutral basic materials



4 The role of EU policy to accelerate demand for climate neutral basic materials

The findings of the report indicate that progressive industrial companies in Europe see the potential for EU policies to promote lead markets and accelerate demand for climate neutral basic materials. The report presented a number of policy asks that the leaders of progressive EU industrial companies have expressed.

Key asks from leading business on emerging from EU Policy:

- Demand side instruments should be designed in a way that **drives technology neutral competition** when decarbonizing the final products.
- Demand side obligations would need to **take due account of the capacity of the supply side of the market to deliver** in the relevant timeframe.

- Demand side policies need to **avoid the risk of creating undue tension over market availability** of supply.
- Demand side incentives that are not technology neutral would **need to include sunset clauses to avoid market distortions** and the risk of **"Picking of winners"**.
- EU-level life cycle carbon accounting methods and CO₂ performance **benchmarks should be harmonised**.
- Caution against relying on carbon price as a magic bullet.

Relevant policy options to scale the demand for climate neutral basic materials.

- **CO₂ performance rating labels and data transparency tools:** e.g., EU Energy Performance Labeling Scheme.

- **Product design and embedded carbon requirements:** e.g., EU's Sustainable Products Initiative and where relevant, the EU's Ecodesign Directive.
- **Embedded life cycle carbon standard/requirements:** e.g., France's new 'RE2020' regulation in the construction sector.
- **Public procurement policies:** e.g., Dutch Public Infrastructure Authority and Zurich Public construction Sector.
- **Quota Obligations:** e.g., EU Fuels Quality and Renewable Energy Directives
- **Soft coordination tools:** e.g., private sector pledging system.
- **Direct Financial Incentives:** e.g., subsidies for electric vehicles, support for scaling up new technologies.



Policy priorities and options for the EU to accelerate demand for climate neutral materials.

A. Unlocking abatement incentives along the value chain

- **Policy option:** Put embedded life cycle CO₂ limits on final products.

B. Improving product embedded GHG data availability and comparability

- **Policy option:** Require Environmental Performance Declarations for key value chains and

improved harmonisation of reporting requirements for specific products.

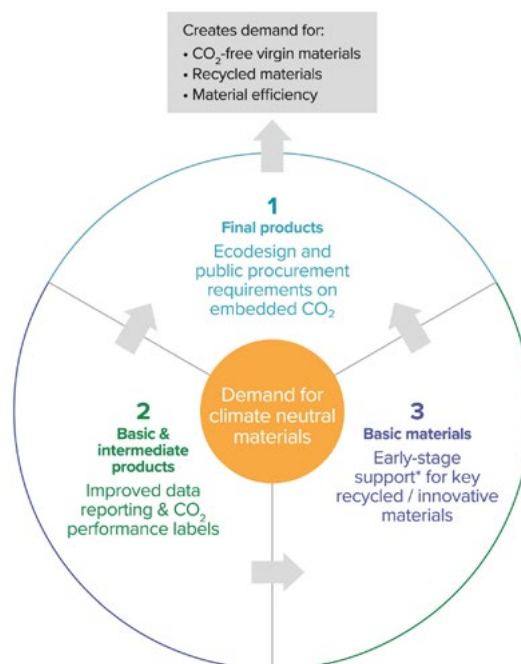
- **Policy option:** Develop a standardized rating system and information tools for comparison for CO₂ performance of basic materials.

C. Overcoming market entry barriers to circular or innovative materials

- **Policy option:** Explore minimum content quotas for innovative climate neutral or circular materials.

The report highlights that the above demand creation policies will need to be part of a broader package for industry decarbonization. EU policymakers can combine policies such as Carbon Contracts for Difference, public financial participation, or de-risking infrastructure investments with lead market tools such as labelling, public procurement of innovative materials or quotas for recycled materials.

Figure 3: Three policy priorities to scale demand for climate neutral materials and products



*NB: For policy option 3: Such policies should be temporary and designed only to overcome barriers to market entry to avoid distortions of competition between materials.

Source: CISL, Agora Energiewende (2021)

5 Beyond the report: What can business do to help accelerate demand for climate neutral basic materials in Europe?



5 Beyond the report: What can business do to help accelerate demand for climate neutral basic materials in Europe?

As evidenced in the report, the transition of basic materials and related products to achieve climate neutrality represents a major frontier that major European and global climate policymakers must address. The role of the private sector, acting both collectively as well as via individual company advocacy, will be critical to advocate for the right policies to be put in place to accelerate this transition.

Ambition:

- Companies need to develop a holistic approach to net zero emissions and integrate climate action into company strategy.
- Leading EU industrial sectors need to set the highest level of climate ambition and commit to science-based targets (covering scope 1,2 and 3) aligned with 1.5°C and climate neutrality by 2050.

Action:

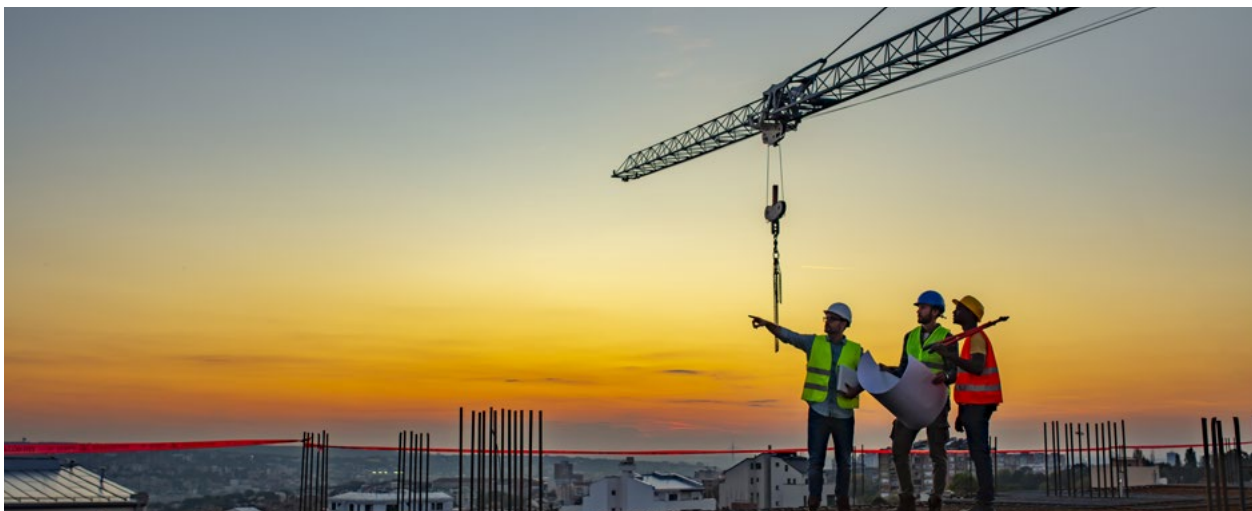
- Disclose climate related financial risks and opportunities aligned with the Task Force on Climate-related Financial Disclosure (TCFD) recommendations.
- Invest in innovative cross value chain voluntary solutions such as WBCSD's Carbon Transparency Pathfinder
- Collaborate in key industry stakeholder fora such as the Mission Possible Platform to scale up innovative solutions with key industry sectors.

Advocacy:

- Influence EU policy development by joining forces with key players to advocate for stronger ambition and policy action from EU leaders, such as initiatives planned by CLG Europe around the EU's package of climate legislation

"Fit for 55" and demand-side policy measures.

- Support more refined standards on product category rules under the PEF methodology of the EU, while bearing in mind the methodology is not yet equally robust for all sectors and impact categories covered as well as making the reporting and disclosure to purchaser's mandatory via a product sustainability information "passport".
- Call on policy makers in EU (but also elsewhere) to explore policies for progressively declining limits on embedded life cycle emissions from materials-intensive value chains, such as construction, vehicle manufacturing and packaging.



Proposed policy priorities	EU policies for business to prioritize
Embedded life cycle limits on final products	<ul style="list-style-type: none"> • Sustainable Products Initiative (proposal expected end 2021/ early 2022) • Ecodesign Directive and Energy Performance of Buildings Directive (EPBD) (revision due 2022)
Improved product embedded GHG data availability and comparability	<ul style="list-style-type: none"> • Enhancement of EU Non-Financial Disclosure Regulation. • Development of EU prototype Product Environmental Footprint or similar methodology (linked to Sustainable Product Initiative / Environmental Claims). • Establishment of CO₂ performance rating labels
Overcoming market entry barriers to circular or innovative materials	<ul style="list-style-type: none"> • Temporary interventions to support early investments in areas where market entry barriers exist. • Revision of the EU Emissions Trading Scheme (EU-ETS). • Mandatory quotas (for example through Ecodesign). • National Recovery Plans.

Want to learn more?

Download the full report: [Tomorrow markets today: scaling up demand for climate neutral materials and products](#).

WBCSD is working with members to create and mobilize a collective voice of business and create solutions to deliver against the global climate emergency through the following projects: [Value Chain](#), [Carbon Transparency Pathfinder](#), [REscale](#), [New Energy Solutions](#), [SBT4utilities](#), [Natural Climate Solutions](#), [Transforming Urban Mobility](#), [Transforming the Built Environment](#), [Climate Smart Agriculture](#), [TCFD Preparer Forums](#).

Endnotes

¹ Tomorrow's market today: scaling up demand for climate neutral basic materials and products: <https://www.corporateleadersgroup.com/tomorrows-markets-today>

² Tomorrow's market today: scaling up demand for climate neutral basic materials and products: <https://www.corporateleadersgroup.com/tomorrows-markets-today>

³ HYBRIT: Fossil Free Steel: <https://www.hybritdevelopment.se/en/>

⁴ Responsible Steel Initiative: <https://www.responsiblesteel.org/about/>

⁵ World Business Council for Sustainable Development: Carbon Transparency Pathfinder: <https://www.wbcsd.org/iglya>

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ABOUT CLG EUROPE

CLG Europe develops credible, ambitious positions amongst its membership and deploys effective strategic communications to engage with the highest levels of policy audiences. CLG Europe is diverse in its membership and representative of Europe in both geography and sector, welcoming the innovative talent of SMEs as well as leading established companies. The group works closely with policymakers – particularly the Green Growth Group of EU climate and environment ministers, and supportive Members of the European Parliament through its Green Growth Partnership. The group also maintains a network of sister groups across the EU and works in partnership with some of the largest business-focused organisations in support of climate action as one of the founders of the We Mean Business coalition, for which it provides the EU policy lead.

CLG Europe is convened by the University of Cambridge Institute for Sustainability Leadership (CISL).

ABOUT WBCSD

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within the boundaries of our planet, by 2050.

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