



# Action2020 Overview



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**Action2020**  
led by the WBCSD



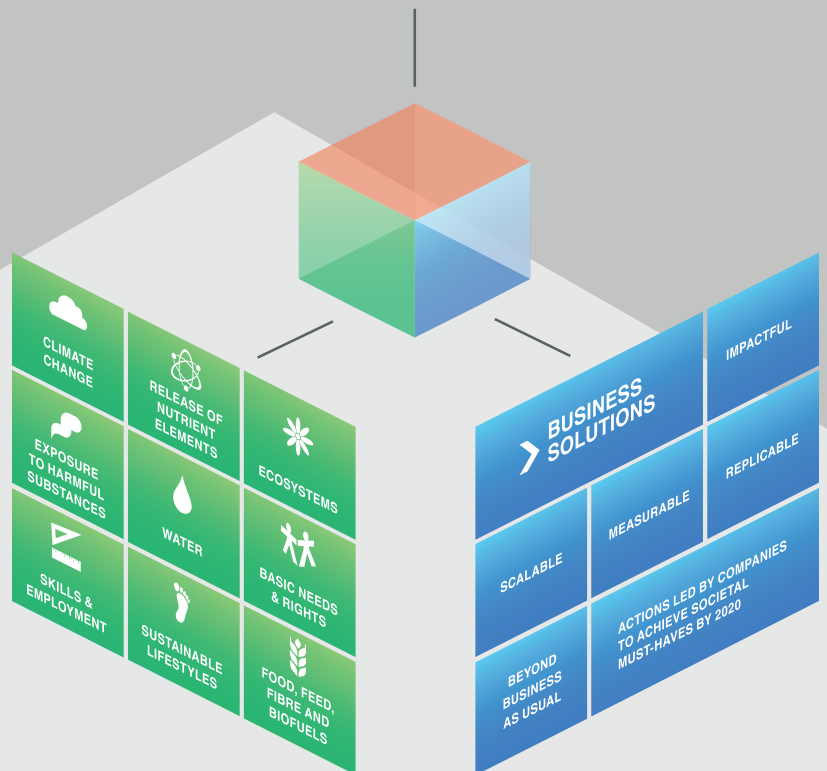
Can business be a positive force to solve global environmental and social issues?

'We say **"YES"** and we are making it happen with **Action2020**'

Action2020 is a platform for business to take action on sustainable development to 2020 and beyond.

Through collaboration toward common goals, business can address some of the critical environmental and social problems the world faces while strengthening their own resilience to global challenges.

## ACTION2020



**PRIORITY AREAS**  
Action2020 focuses on Nine Priority Areas, each with their own challenges and objectives – the Societal Must-Haves.

**BUSINESS SOLUTIONS**  
Business Solutions are impactful, measurable, scalable, replicable and beyond business-as-usual. Leveraging the power of business to solve problems – to create Business Solutions.

Action2020 emerged from the WBCSD's Vision 2050 report, a set of priorities for business and sustainability based on an study of environmental, demographic and development trends.

Vision 2050's long-term perspective frames the importance of these issues. But to make an impact on the future, leaders need to act today.

Action2020 focuses on strategic solutions that meet targets over the next few years – a time horizon that business and political leaders can readily embrace.



# How does Action2020 work?

Action2020 deploys Business Solutions to address environmental and societal targets.

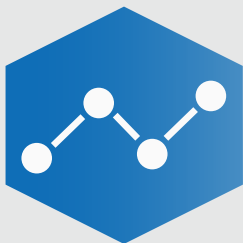
## Societal Must-Haves

are societal targets in each Priority Area that business and other stakeholders can and need to achieve together. Global in nature, Societal Must-Haves can only be met by business, government and society working together. Action2020 member companies developed the Societal Must-Haves, based on a review of the latest scientific consensus led by the Stockholm Resilience Centre and input from social scientists.

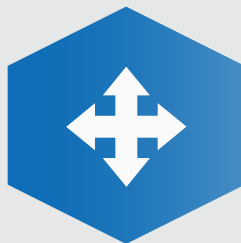
## Business Solutions

By collaborating to build solutions that can be implemented and scaled across industries solutions across industries and throughout value chains, business can make a significant contribution to reaching the Societal Must-Have targets. Action2020 Business Solutions are designed for use across sectors but can be tailored to meet specific company needs. Any business — large or small, global or local — can implement Business Solutions.

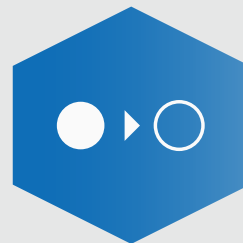
## Action2020 Business Solutions are:



**Measurable**  
So we know they are making a difference.



**Scalable**  
So they can have a meaningful impact on the world.



**Replicable**  
So they can be applied by many companies, in multiple sectors, regions and countries.



**Beyond business as usual**  
So businesses and governments begin to work – and collaborate – differently.



**Good for business**  
So they have a commercial logic that contributes to the broader good and to the bottom line.



# Action2020 offers a growing set of Business Solutions

Including:



Forests as  
Carbon Sinks



Carbon Capture  
and Storage



Electrifying Cities  
Toward Zero  
Emissions



Low Carbon  
Electrification of  
Remote Locations



Reducing Shared  
Water Risk



Inclusive Business  
Models



Operationalize the UN  
guiding principles on  
business and human rights



Responsible  
Employment  
Strategies



Growth Platforms for  
Smallholder Farmers



Resilience to Climate  
Change in Globally  
Interdependent Business



Investing  
in Natural  
Infrastructure



Halving Food Waste  
From Field to Fork



Tropical Forest  
Alliance 2020

Action2020 supports collaboration among companies and between business and society.

Companies – large and small – implement the Business Solutions, supported by the WBCSD and partners with local and subject-matter expertise. Policymakers enable an environment for Business Solutions to have their greatest impact.

## The Role of the WBCSD

Action2020 is the WBCSD's primary platform for supporting business to help the world achieve a sustainable future. Numbering close to 200 across all sectors and regions, WBCSD member companies can make a powerful contribution to real impact on global challenges.

Over the next few years, the WBCSD will shape its activities around Action2020's nine Priority Areas. It will work with and for its members to support them in their efforts to contribute to reaching the Societal Must-Haves, and ultimately, Vision 2050.

## Partners

Business Solutions will only achieve scale and results through collaboration, across industries but also with other stakeholders. Ideas to improve solutions design, to reach the right regions and overcome barriers to success can come from partnering with NGOs, development agencies and experts. Partnerships will be driven by the needs and objectives of specific solutions — to go beyond business as usual.

## Policymakers

Action2020 is a platform for the dialogue with local, national and regional policy-makers that will be critical to allowing Business Solutions to reach a much greater scale. Progressive policies will help create:

- Scale and enable implementation of business solutions.
- Impact and influence of Action2020 by leveraging governments, international organizations and multilateral forums.
- Informed governance structures that factor in the environment.
- True valuation of natural capital, such as water, forests and ecosystems.



# Action starts here



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## Implement

WBCSD members can start exploring the Business Solutions that best fit their goals today at [www.action2020.org/business-solutions](http://www.action2020.org/business-solutions) or contact their WBCSD business partner to propose new solutions.

## Join

By becoming a WBCSD member, you will gain access to company networks, best practices, implementation expertise and support, metrics and more. To learn more about WBCSD membership, contact Béatrice Otto at [otto@wbcسد.org](mailto:otto@wbcسد.org)

## Influence

Use your networks – both internal and external – to spread the word about Action2020 and help get more businesses involved. Talk about it at conferences and events, post a story on your organizational intranet, bring it up with your suppliers and more.

## Discuss

Stay involved with Action2020 and join the discussion at —

[#action2020](#)

[@wbcسد](#)

[Facebook.com/WBCSD](https://www.facebook.com/WBCSD)

### About the WBCSD

The World Business Council for Sustainable Development is a CEO-led organization of forward thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment. Together with its members, the Council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action.

Leveraging its strong relationships with stakeholders as the leading advocate for business, the Council helps drive debate and policy change in favor of sustainable development solutions.

The WBCSD provides a forum for its 200 member companies – which represent all business sectors, all continents and combined revenue of more than US\$7 trillion – to share best practices on sustainable development issues and to develop innovative tools that change the status quo. The Council also benefits from a network of 60 national and regional business councils and partner organizations, a majority of which are based in developing countries.



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