

WBCSD Chemical Sector Project: Reaching Full Potential

Introduction

Within the World Business Council for Sustainable Development (WBCSD), chemical sector companies have successfully collaborated on a project through 2011-2012 to agree on a harmonized and coordinated approach to corporate greenhouse gas accounting and reporting.

Building on this successful approach, chemical sector companies have recently launched a new project in the WBCSD, entitled, “**Reaching Full Potential**” to further value chain collaboration and contribute to the move to a more sustainable world. The project is Co-Chaired by:

- Ton Büchner, CEO, AkzoNobel
- Feike Sijbesma, CEO, DSM
- Klaus Engel, CEO, Evonik
- Jacques van Rijckevorsel, Member of the Executive Board, Director General of Plastics, Solvay



Discussions have identified a number of topics where chemical sector companies see opportunities to scale sustainability efforts and in developing value chain solutions. Reaching Full Potential will cover key elements where there is a benefit in collaborative value chain activity and thought leadership:

- 1) **Metrics** – develop, agree and adopt harmonized methods for sustainability measurement and reporting, including guidance on avoided product-level GHG emissions, standardized Life Cycle Assessment, identifying sector KPIs, and social LCA;

- 2) **Value Chain Cooperation** – engage with value chain partners to identify the key disruptors that will be faced by the sector in the areas of mobility, packaging, and buildings. This will guide the sector to develop solutions that will help to enable the sustainable future and meet Vision 2050.

Following the development of solutions from the work streams, the project will actively communicate to stakeholders the leading approaches to enabling sustainability and the role the industry can have in reaching Vision 2050.

Benefits for Members

WBCSD member companies that join this project are the leaders in sustainability in the sector. In the Reaching Full Potential project, they will set the agenda for the key sustainability issues facing the industry, and lead on developing innovative solutions with value chain partners to enable WBCSD's Vision 2050.

Industry groups such as ICCA and Cefic have joined the project as partners, and are important to broaden the adoption and implementation of sustainability solutions Reaching Full Potential develops. Additionally, the project is engaged in the World Economic Forum Chemical Sector platform. Engagement across these initiatives and others will serve to amplify efforts to develop solutions that will allow the chemical sector to be a key enabler of sustainability.

How to Participate

The project participation fee for WBCSD members is **15,000 Euros** for one year (November 2012-October 2013). Liaison Delegates and other experts (e.g. metrics experts) are encouraged to join the work streams most relevant to them. It is expected that participation will include 4-6 full day workshops, and 4-6 1.5 hour webinars for each work stream during this period, as well as the time required to prepare for them.

For more information, please contact project Director, Andrea Brown at brown@wbcسد.org or +41 22 839 3189.