



Poverty Eradication and Quality of the Environment: What is the Role of Business?

Marcel Engel
World Business Council for Sustainable Development (WBCSD)

Veolia Environment Institute – AFD
International Conference
Paris, 28th June 2011



World Business Council for Sustainable Development (WBCSD)



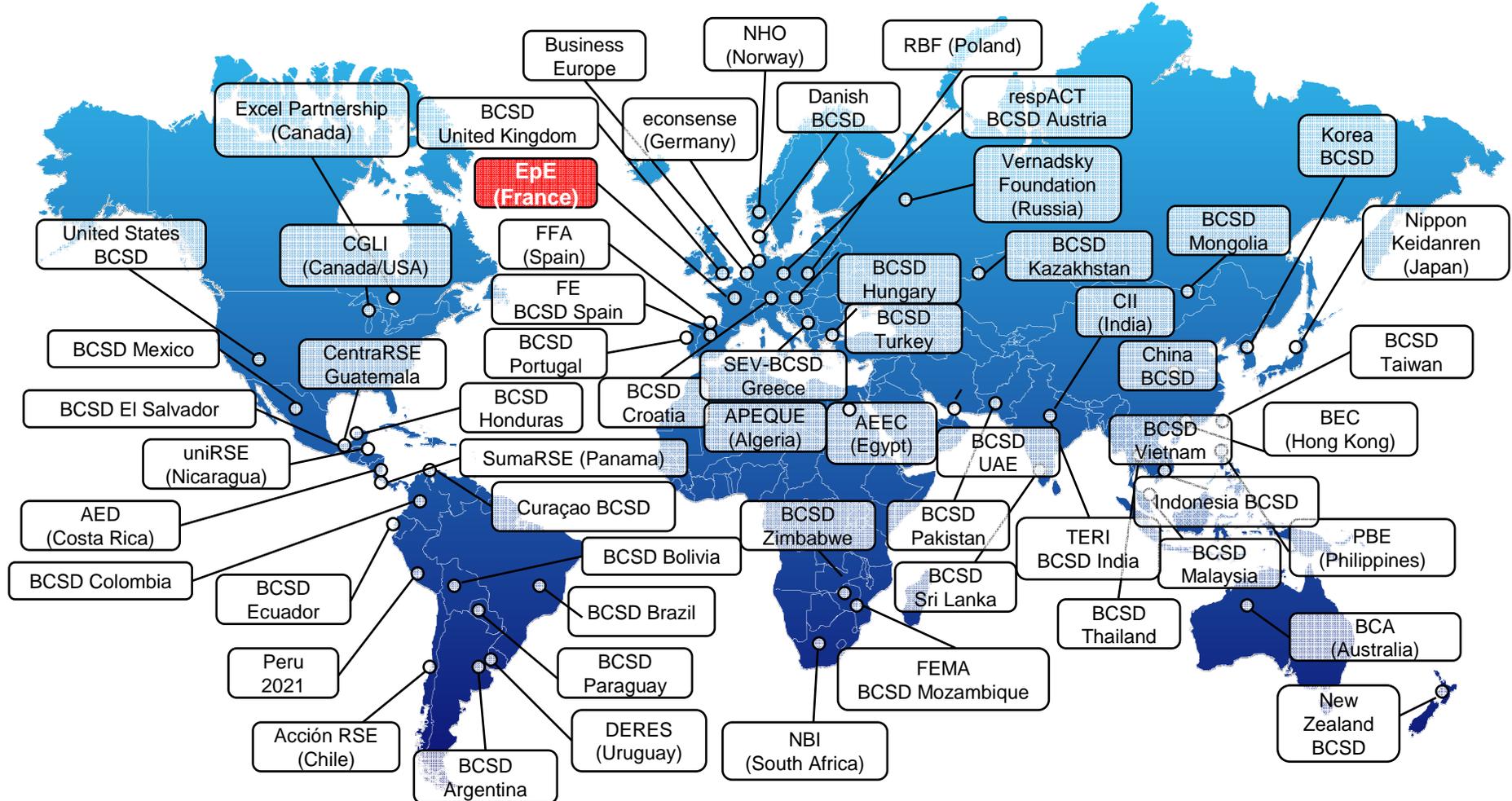
Coalition of some 200 leading companies

- Market capitalization: 7,000 BUSD
- Total member company employees: 13 million
- Global outreach
 - *Supplies products and services to half of the world's population every day*





WBCSD's Regional Network





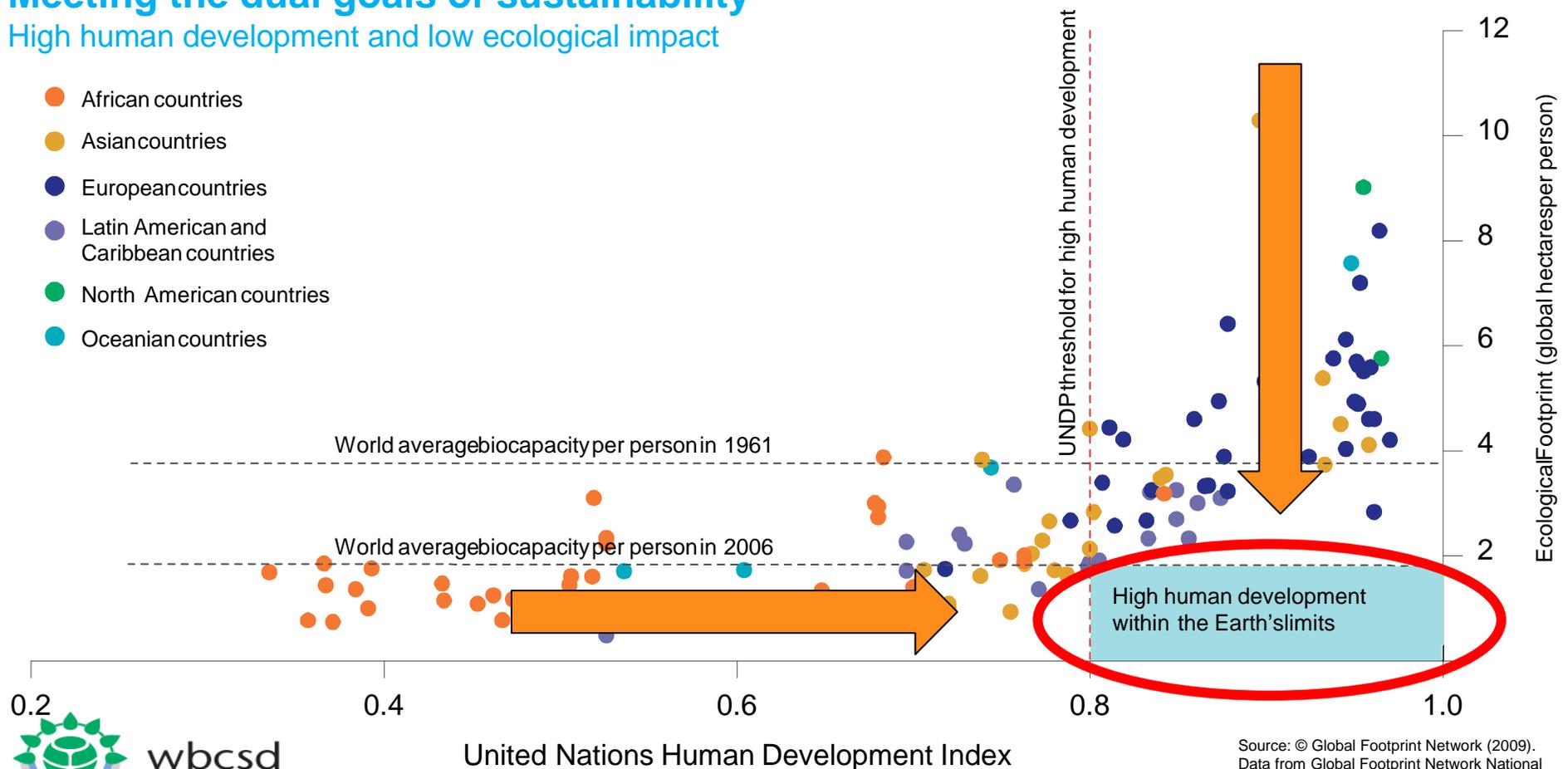
1. Message: Sustainable Development is an imperative...and a business opportunity!

Vision 2050: "In 2050, some 9 billion people live well, and within the limits of the planet"

Meeting the dual goals of sustainability

High human development and low ecological impact

- African countries
- Asian countries
- European countries
- Latin American and Caribbean countries
- North American countries
- Oceanian countries

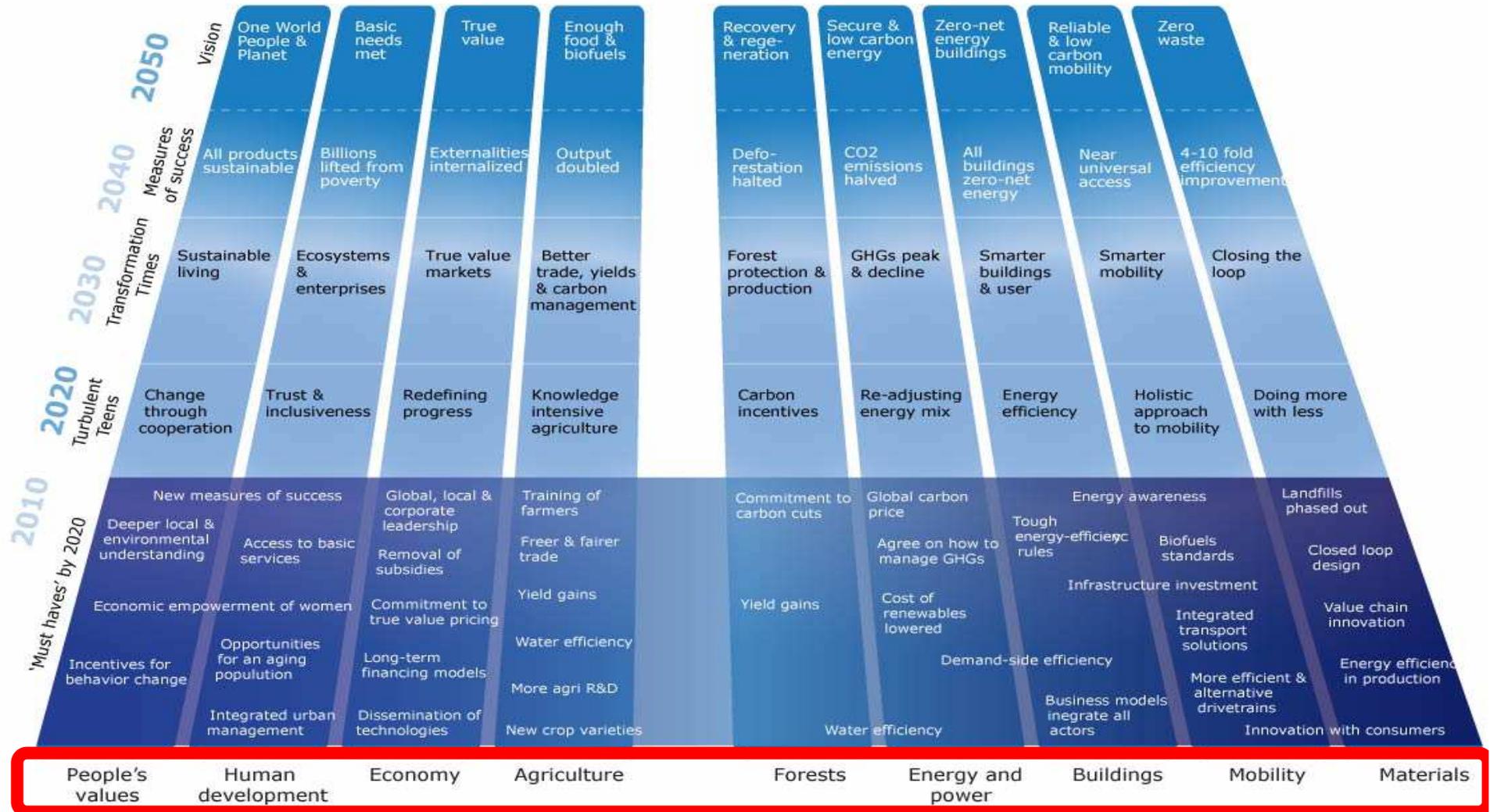


Source: © Global Footprint Network (2009).
Data from Global Footprint Network National Footprint Accounts, 2009 Edition; UNDP Human Development Report, 2009





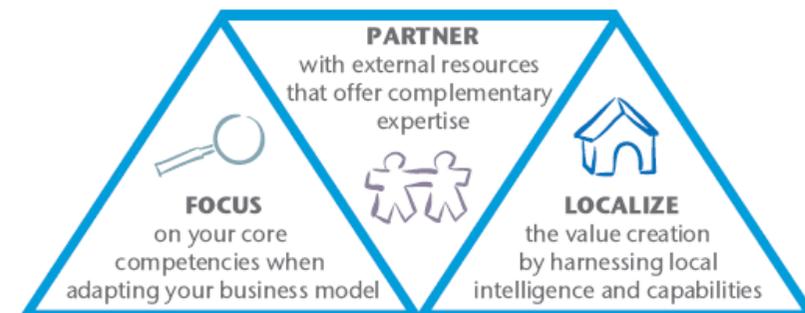
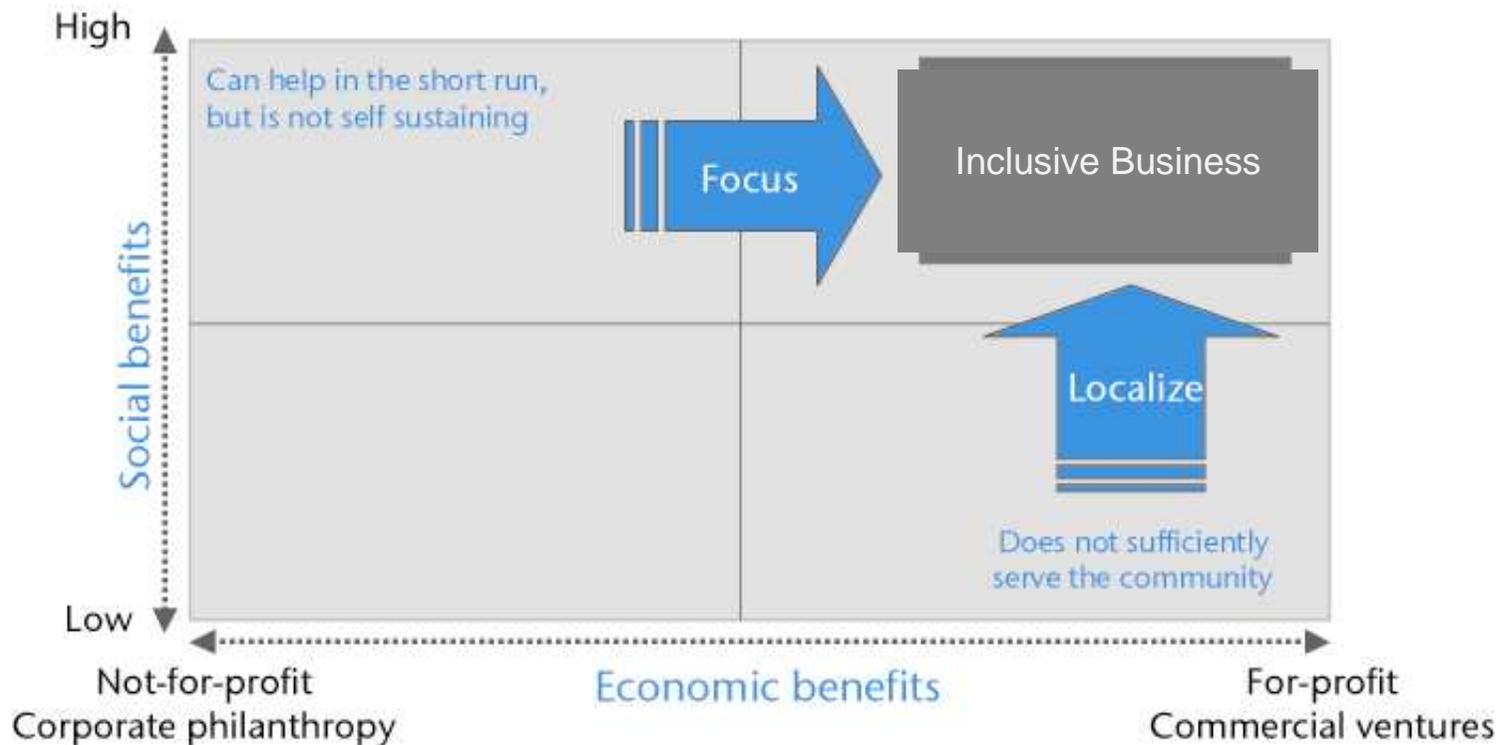
Vision 2050 Pathway: 9 elements



TODAY



2. Message: *Business is a key solution provider for a more inclusive and green economy*





Examples: Inclusive Business & the Environment

- **Developing new product lines & sharing benefits**
(Unilever Allanblackia & Natura Ekos)
- **Creating livelihoods opportunities for small-scale farmers through sustainable sourcing practices**
(Fibria & Ballarpur Industries, S.C. Johnson, Michelin)
- **Providing access to clean and affordable energy**
 - **Electricity:** Connecting low-income consumers to the grid and developing rural energy companies
(EDF, GDFSuez, AES, Eskom)
 - **Cooking & Lighting:** Developing affordable, resource efficient cooking stoves and energy efficient lighting systems
(Schneider Electric, Philips, Shell, Osram)





www.wbcasd.org