

What is this?

This is the vision that the World Business Council for Sustainable Development task force created in order to then create the requirements needed to achieve it. These requirements can be found in a companion info-mural that outlines over 350 milestones needed to achieve a sustainable world in 2050. It also identifies 40 plus "must haves" (the yellow boxes) that are "required to be on track for a sustainable 2050." In addition there are approx. 40 Big Risks that must not happen if we are to achieve the goals outlined in the Measures of Success in this mural.

How did it get made?

Strategists from 29 of the 200 companies that comprise the World Business Council for Sustainable Development met for 18 months in task forces and small groups to analyze this set of milestones. Then Bob Horn, Stanford University, and CEO of MacroVU® Analytics, who was synthesizer for the project, created the vision and info-mural. (hornbob@earthlink.net)

What can you do with it?

Companies, regions, cities, countries, associations are using it for strategic explorations and conversations and public & stakeholder education.

How do I get a printed copy?

Printed & laminated copies (4x14 feet) available from Foresight Canada, foresightcanada@shaw.ca Toll free in North America 1-888-673-3537 +1-403-673-3537 voice +1-403-673-2114 fax

