### What is this?

This is the vision that the World **Business Council for Sustainable** task force created in order to then create the requirements needed to achieve it. These requirments 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 Successin this mural.

# How did it

**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 Univer**sity, 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.

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+1-403-673-2114 fax

### VISION

## 2050

systems are robust

**People are fairly** 

healthy and

public health

The global population has begun to stabilize at around 9 billion

> One World -People and

has become a universal cultural norm

the need for dignified lives and

meaningful roles in their

communities. Living well

within the realities of Nature

ecosystems Success has been People

**More than** 

6 billion

live in

cities

and personally - as living well within one planet and has Most people can meet their cultural norm basic human needs, including

Living within the

capacities of

billion people live well, and limits of



**Framework conditions** 

for business – local, national, and global -stimulate equity of

opportunity for

entrepreneurship and inclusion

and ecological, and reward systems recognize sustainable behavior

Economy

People, companies and governments are forwardlooking, problem-solving, and experimental understanding that security is achieved through change in a fast-changing world



A creative society

manages the conflicting

challenges of creating

sufficient jobs while

improving labor

productivity

2010

long term perspective

The successful

companies are those that

through their core

businesses help society

manage the world's

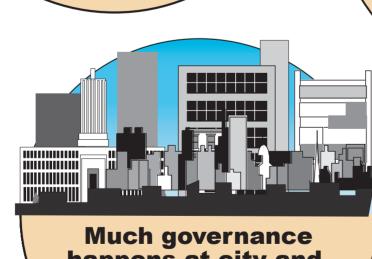
major challenges

tergenerational

includes the possibilities of part-time, flexitime, teleworking, ćo-working, Government Markets and years off. People move easily to where jobs exist Systemic approaches are used to manage systems - such as urban needs for transport,



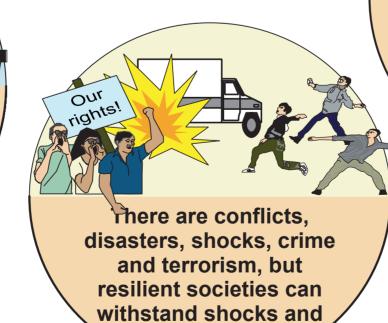
#### transparent, fair, and inclusive, enabling and guiding markets by clarifying limits and establishing



happens at city and regional levels and is efficiently connected to the

#### Governance

Governance systems skillfully practice subsidiarity through pooling sovereignty, cooperating effectively to manage global systems and issues: markets, disease, climate, water, fisheries, conflicts and commons



quickly recover

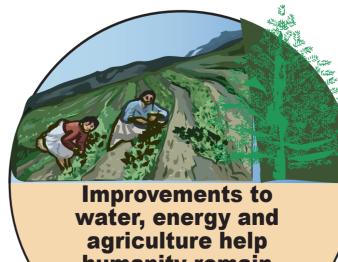
lations encourage local resilience, connecting neighborhoods to ternational organizations, to manage adaptation to climate change and access to water and



ecosystems

### **Ecosystems**

**Economic growth has been** decoupled from ecosystem destruction and material consumption, and re-coupled to sustainable economic development and meeting



humanity remain within the carrying capacity of one

planet

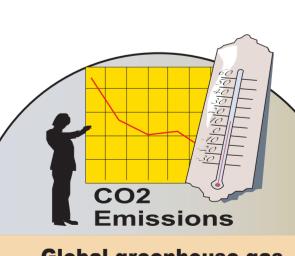


Ecosystems
degradation has been
reversed and ecosystem
services are maintained and enhanced; biodiversity has been conserved and is prospering

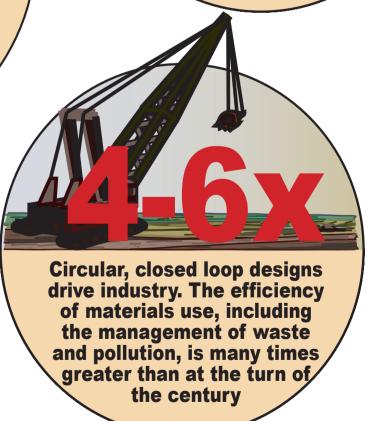
#### **Energy and** Resources

**Energy and resource** use have been transformed to meet the requirements of planetary replenishment and civilization's

energy and



Global greenhouse gas emissions have been stabilized and may be on the way down as energy systems are starting to head toward net zero



**Energy and** 

resources are used

more efficiently, and

harmful emissions



MacroVU® Analytics Stanford University hornbob@earthlink.net 415-775-7377 Copyright 2008 MacroVU, Inc.