From Awareness to Action

WBCSD publications
From Awareness to Action

The World Business Council for Sustainable Development (WBCSD) and its members believe that the pursuit of sustainable development helps companies prosper and maintain their long-term license to operate, innovate and grow.

As sustainable development issues increasingly shape our members’ activities, understanding and managing these issues will be a key factor for business success. Companies that can do so will be able to reduce risk and define new business opportunities.

While the fundamental role of business will always be to create value, the boundaries that divide the role of business from those of governments and non-governmental organization are blurring and shifting.

Our publications help businesses understand the facts and trends concerning their areas of operation and their role, recasting the issues in a business light and helping to move towards action.

Our publications center around the following themes:

- Energy & Climate
- Development
- The Business Role
  - Corporate Social Responsibility
  - Financial Sector
  - Markets
- Projects
- Water
- Forest Products
- Mining and Minerals
- Cement
- Mobility
- Electricity Utilities
- Initiatives
- Ecosystems
- Sustainable Health Systems
- Cross-cutting Themes
  - Eco-efficiency
  - Innovation and Technology

Equally important are our Learning by Sharing program (page 12), where we build on issues surrounding education and training and stakeholder dialogues, as well as the perspectives from the Young Managers Team (page 13).

Our Regional Network (page 14) highlights the multitude of innovative thinking these partners produce around sustainability.

Each year the Council publishes its journal, Sustain, at least twice. The Council also publishes its Annual Review of the year’s events and progress.

Download our publications at www.wbcsd.org

WBCSD work program

Focus areas

Energy & Climate
- Water
- Energy Efficiency in Buildings
- Forest Products
- Mining
- Cement
- Mobility
- Electricity Utilities
- Tires
- Chemicals

Development

The Business Role

Initiatives

Ecosystems
Focus Area I: Energy and Climate

Our energy & climate activities help businesses influence policy development in the area of energy and climate change in a knowledgeable and responsible manner.

Biomass

Biomass, the oldest form of renewable energy, has been used for thousands of years. With environmental effects such as climate change coming to the forefront, people everywhere are rediscovering the advantages of biomass: it reduces carbon emissions, enhances energy security, provides additional revenue and reduces waste.

2006, 8 pages, free, order from www.earthprint.com

The Energy and Climate Trilogy

The following publications represent WBCSD efforts to describe energy and climate trends to 2050 and policies to manage and shape those trends.

Policy Directions to 2050: Energy and climate change

The third of the Council’s respected trilogy on energy and climate, offers a roadmap of the various policy options available to decarbonize the global energy mix and make energy use more efficient.

Coming in late 2006

Pathways to 2050: Energy and climate change

Builds on the WBCSD’s 2004 Facts and Trends to 2050: Energy and climate change publication and provides a more detailed overview of potential pathways to reducing CO2 emissions.


Facts and Trends to 2050: Energy and climate change

Presents key facts and trends related to energy and climate change and outlines corresponding dilemmas. Primarily designed for business, the issues are presented succinctly and illustrated by graphs and projections.


The GHG Protocol for Project Accounting

WBCSD/WRI

Published in collaboration with the World Resources Institute, it is a guidance manual as well as a tool for quantifying and reporting reductions from GHG projects. The strength of the protocol lies in its ability to distinguish between policy decisions and technical accounting.


WBCSD/WRI

This revised edition meets the growing demand for harmonized guidelines on accounting for and reporting corporate GHG emissions. While reinforcing the validity of the first edition, it contains more verification-friendly terminology, up-to-date case studies and a new guidance chapter on setting credible and transparent GHG targets.


Engaging the Private Sector in the Clean Development Mechanism

Provides insight into how the private sector can engage in the Clean Development Mechanism (CDM), one of the flexible mechanisms embedded in the Kyoto Protocol. It provides companies with practical information on how to participate in the CDM and integrate it into overall business strategy.


The Clean Development Mechanism: Exploring for solutions through learning by doing

The CDM engages the signatory countries of the Kyoto Protocol to offset their own GHG emissions by investing in low GHG emitting projects in developing countries. This report outlines the WBCSD’s work on the CDM, highlighting a solar panel project in Brazil.


Energy 2050: Risky business

Based on the WBCSD’s global scenarios, this report explains the strategic value of sustainable development for the energy sector and how it might shape business in the future. It demonstrates that the nature of risk is changing for the industry, from isolated to connected, and spells out corporate strategies for its mitigation.

The Sustainable Livelihoods Trilogy
The following three publications are a set that helps companies organize pro-poor business projects, raise money for them and find partners.

Doing Business with the World (working title)
Presents key facts and trends and arguments related to development and outlines corresponding issues. Primarily designed for business, the report explains why business must take an interest in the sustainable development of the developing world, and offers examples of how companies are doing this.

Coming in 2007

Finding Capital for Sustainable Livelihoods Businesses
Access to financial resources is a primary obstacle to companies starting sustainable livelihoods businesses. This guide, the second in the sustainable livelihoods trilogy, explores sources of finance for pro-poor projects and provides strategies to access such capital. A blueprint for action, it presents innovative strategies, opportunities and practical implementation examples.


A Business Guide to Development Actors
Introduces the business community to potential partners in the development community. The third in the sustainable livelihoods trilogy, it is a first port of call for managers who are interested in working with a development organization, but unsure how to begin.


Doing Business with the Poor: A field guide
Explores how companies are breaking into an untapped market of over four billion potential customers in developing countries. Written by business for business, this guide is designed for CEOs to send out to operational units in the field. This is the first of a trilogy of reports on sustainable livelihoods.


Business for Development: Business solutions in support of the Millennium Development Goals
Illustrates how the private sector is taking an active role in the achievement of the Millennium Development Goals. Singling out framework conditions as the most important factor affecting business investment, the publication strongly advocates focusing investment on a strong regulatory and legal framework, building the capabilities of local enterprises, and improving core infrastructure.


Sustainable Livelihoods Experience
An online video gallery showcasing the views of global business leaders on sustainable livelihoods business and how they are implementing this new inclusive business approach in their companies. Also features a variety of short video clips illustrating concrete examples of sustainable livelihoods businesses in the field.

View at www.wbcsd.org

Trade and Environment: A business perspective
An in-depth analysis of the complex interrelationship between the twin fields of trade and environmental regulation, covering areas such as voluntary versus regulatory measures, and trade law versus multinational environmental agreements.

1996, 6 pages, free, download from www.wbcsd.org
The business role explores the function business can and should play in society and helps companies respond more effectively to society’s expectations.

From Challenge to Opportunity: The role of business in tomorrow’s society

Companies able to find business approaches to issues such as poverty, climate change and population shifts are those most likely to succeed in the future. This is a view shared by eight global business leaders in this publication. It sets out a “manifesto for tomorrow’s global business” as defined by the Tomorrow’s Leaders group of the WBCSD.


Catalyzing Change: A Short History of the WBCSD

In a short while, the WBCSD has gathered some 180 of the world’s leading companies, united by a shared commitment to sustainable development. This account of the WBCSD is a collection of stories of individuals whose choices to champion an idea, to explore a concept, to shake another’s hand, paved the way for a shift in the direction of business.


Issue Management Tool: Strategic challenges for business in the use of corporate responsibility codes, standards and frameworks

Developed to provide corporate members with a practical and user-friendly tool on a few key codes, standards and frameworks relevant to the sustainability agenda. Its purpose is to provide general information and a snapshot of the landscape.


Beyond Reporting: Creating business value and accountability

Companies can turn regulatory compliance and heightened corporate governance efforts into opportunities that create value for their businesses.


Striking the Balance: Sustainable development reporting

B. Heemskerk (Rabobank), P. Pistoria (STMicroelectronics) and M. Scicluna (Deloitte Touche Tohmatsu)

Answers the global call for greater accountability and transparency by explaining how reporting can help create public trust in companies. It is both a guide helping companies produce reports and a policy document offering insights into the reporting standardization debate.


Raising the Bar: Creating value with the United Nations Global Compact

Edited by Claude Fussler (WBCSD) with Aron Cramer (BSR) and Sebastian van der Vegt (ILO) – Greenleaf Publishing

Business experts and UN agencies provide advice on creating value and improving performance based on the Global Compact principles. It provides a model to assist business in implementing the Global Compact by offering corporate responsibility tools, good practices and case studies.


Focus Area I The Business Role

The Johannesburg Trilogy

The following publications were prepared for the 2002 UN Summit on Sustainable Development.

Walking the Talk: The business case for sustainable development

C. Holliday (DuPont), S. Schmidheiny and P. Watts (Royal Dutch/Shell) – Greenleaf Publishing

In this groundbreaking book, fellow prime movers spell out the business case for addressing sustainable development as a key strategic issue. The book, closing the WBCSD’s World Summit trilogy, features 67 case studies.


Tomorrow’s Markets: Global trends and their implications for business

UNEP/WBCSD/WRI

Backed up with facts and figures, this second report in the WBCSD’s World Summit trilogy outlines 19 key economic, environmental and social trends that will shape the future business agenda and market scenarios. Each topic is presented in a succinct, lively format that can easily be adapted for business use.


The Business Case for Sustainable Development: Making a difference toward the Johannesburg Summit 2002 and beyond

The first item in the WBCSD trilogy for the World Summit on Sustainable Development (WSSD, Johannesburg, August/September 2002), this document is a forward-looking statement that identifies building blocks toward a sustainable society.

Corporate Social Responsibility
As an engine for social progress, corporate social responsibility (CSR) helps companies live up to their responsibilities in a fast-changing world.

Running the Risk:
Risk and sustainable development – A business perspective
Aims to contribute to the debate about the changing nature of risk by looking at how the global risk environment has evolved. Implications for business and response patterns toward today’s risk climate are discussed while suggestions for a new leadership approach for CEOs are provided.


Measuring Eco-efficiency:
A guide to reporting company performance
R. Bidwell (Environmental Resources Management) and H. Verfaillie (Monsanto)
Offers companies practical advice on how to select, use and report on eco-efficiency indicators, thereby helping them measure their progress toward sustainability. The results of a special one-year pilot program by 24 companies are documented in the report.


Signals of Change:
Business progress towards sustainable development
Stephan Schmidheiny, Rodney Chase, Livio DeSimone
Five years after the Rio Summit, WBCSD member experiences show that there has been a paradigm shift in the way business does business.


Corporate Social Responsibility:
The WBCSD’s journey
Corporate social responsibility, in its many different forms, has been one of the major work components of the WBCSD. This pamphlet summarizes thinking on CSR.

2002, 6 pages, free, order from www.earthprint.com

Exploring Sustainable Development:
WBCSD global scenarios 2000-2050
Scenarios are powerful tools for addressing what is both significant and unknown – the future. Unlike forecasts, which extrapolate future patterns based on the past, scenarios are concerned more with strategic thinking than planning. The three different scenarios outlined here promote a flexible approach to the future, and urge us to reconsider our mental maps.


Changing Course: A global business perspective on development and the environment
S. Schmidheiny – MIT Press
Examines the compatibility of industry and the environment. It draws together the expertise of more than 50 leaders of international organizations to provide examples of best practice and point the way toward sustainable development.


R. Holme (Rio Tinto) and P. Watts (Royal Dutch/Shell)
Builds on learnings from dialogues held worldwide. It offers insight into how CSR is interpreted in different geographical regions and offers some practical tools that companies everywhere can use to make CSR work.


Corporate Social Responsibility:
Making good business sense
R. Holme (Rio Tinto) and P. Watts (Royal Dutch/Shell)
Builds on learnings from dialogues held worldwide. It offers insight into how CSR is interpreted in different geographical regions and offers some practical tools that companies everywhere can use to make CSR work.

Focus Area I  The Business Role

Corporate Social Responsibility: Meeting changing expectations
R. Holme (Rio Tinto) and P. Watts (Royal Dutch/Shell)
Designed to inform and stimulate the business and non-business communities alike to participate in the CSR debate. The report defines the critical issues, outlines how CSR can be managed, shows a current listing of key codes of practice, and invites feedback from interested parties.

1999, 32 pages, free, download from www.wbcsd.org

Financial Sector
Financial markets are key to sustainable development: they allocate and price capital, provide risk coverage, and evaluate and rate performance. In recognition of the financial sector’s impact on all areas of commerce, this work has moved from an internal industry focus to one that examines the broader role the industry plays in influencing others.

Environmental Performance and Shareholder Value
G. Blum (Swiss Bank Corporation), J. Blumberg (DuPont) and A. Korsvold (Stobbrand)
Geared toward business managers, financial analysts and equity investors. It is meant to help them understand how to differentiate between companies on the basis of environmental factors, and consider environmental drivers when making their investment decisions and analyses.

1997, 71 pages, free, download from www.wbcsd.org

Financing Change: The financial community, eco-efficiency and sustainable development
S. Schmidheiny and F. Zarraquin
The financial community has the power to shape the future of sustainability. Examines the roles of the various players in the financial arena – investors, analysts, bankers, insurers, accountants and rating agencies.


Markets
Sustainable human progress is mostly achieved through open, competitive markets that honor legitimate comparative advantages and encourage eco-efficiency and innovation.

Sustainability Through the Market: Seven keys to success
C. Holliday (DuPont) and J. Pepper (Procter & Gamble)
Outlines how sustainability can be achieved through market forces. The seven keys – innovation, eco-efficiency, partnerships for progress, consumer choice, market framework conditions, worth of the earth, making markets work for everyone – are illustrated in 30 case studies.


Sustainable Production and Consumption: A business perspective
Sustainable production and consumption (SP&C) emerged as a key policy issue on the sustainable development agenda. This report gives a business interpretation of the broad SP&C concept, and provides examples of corporate initiatives. It also defines the framework for change necessary if business is to meet sustainable production and consumption goals.

Projects

Our work program explores a wide range of issues, all crucial to achieving sustainable development. Some of the projects are open to all members, and some are voluntary initiatives of a given business sector demonstrating the power of partnership and the commitment of companies to work with others to manage some of the most difficult dilemmas in their industries. Each project aims to confront the key global sustainable development issues facing the industry.

WBCSD Sector Projects: The power of working together

This brochure profiles the WBCSD sector projects on forestry, mining, cement, mobility, electricity utilities and tires. Each project aims to change industry practices and policies to make them more sustainable.


Water

Access to clean drinking water and sanitation is crucial in alleviating poverty and achieving sustainable development. The WBCSD Water and Sustainable Development project aims to enhance understanding in the business community of critical water issues while actively promoting mutual understanding between business and non-business stakeholders.

Business in the World of Water: WBCSD Water Scenarios to 2025

The H2O scenarios offer three stories about the role of business in relation to the growing issue of water in the world. These stories do not try to cover everything but attempt to bring to life a limited number of alternative future environments that will challenge our economic viability, social legitimacy and global fitness in the marketplace.


Collaborative Actions for Sustainable Water Management

The sustainable management of water makes an important contribution to the achievement of social and economic development. This can only be done through all sectors working closely together. The “collaborative actions” identify steps that business can take, in interaction with other stakeholders, to ensure sustainable water management.


Water and Sustainable Development: A business perspective

“Scarcely, cheap, and wasted. In too many places water is a triple paradox,” says this paper on water. Its message is straightforward: with no water there can be no business.

2005, 4 pages, download from www.wbcsd.org

Water Facts and Trends

Provides an overview of some basic facts and societal challenges related to water. The emphasis is on water availability and people’s use of water for agricultural, industrial and domestic purposes.


Water for the Poor

An action-oriented roadmap for delivering water services to the poor, it provides a series of cases showing how business has already begun to provide water and the enabling environment needed to accelerate progress.


Partnerships in Practice: Industry, fresh water and sustainable development

R. Gasser (Nestlé) and R. Walker (Severn Trent)

New and creative partnerships between the private and public sectors will be essential if society is to have any hope of meeting the fresh water needs of the global population. This message is illustrated with six case studies where innovative and well-managed forms of cooperation achieved encouraging practical results.

Forest Products
The Sustainable Forest Products Industry project is dedicated to enhancing public and consumer confidence in sustainably sourced forest products and building stakeholder confidence by improving the industry’s sustainable development performance.

The Sustainable Forest Products Industry, Carbon and Climate Change: Key messages for policy-makers
The forest products industry can contribute significantly toward reducing greenhouse gas emissions if certain policy recommendations are effectively implemented.


Toward a Sustainable Paper Cycle
Marks the start of the WBCSD’s work on the forestry industry. It clarifies many misperceptions about the forest-based industry, defines a range of key sustainability challenges, and urges open multi-stakeholder dialogue to address these issues.


Paper Cycle: A progress report
This IIED report evaluates progress made by forest stakeholders, including industry, in implementing the recommendations presented in the 1996 Toward a Sustainable Paper Cycle report. While good progress has been made in engaging stakeholders, increasing energy efficiency and promoting recycling programs, forest certification remains contentious and there is increasing concern about sustainable consumption of paper.

2004, 8 pages, free, download from www.wbcsd.org

Mining and Minerals
The mining and minerals sector is global, but creates intense local impact. It is also diverse – ranging across 90 mined substances later transformed into millions of products – and it is vital for many developing economies. Sustainability issues include: labor practices and human rights, and the environmental impacts of extraction, processing and waste.

Breaking New Ground: Mining, minerals and sustainable development
The result of two years of research, it proposes an agenda for change with recommendations for immediate and future actions, such as creating a “Declaration on Sustainable Development” embodying a commitment to a “Sustainable Development Code”.


Finding the Way Forward: How could voluntary action move mining towards sustainable development?
This is the first of several MMSD working papers based on the project’s research findings. Further papers to be published in 2003 cover small-scale mining, indigenous people and biodiversity.

2002, 76 pages, order from www.iied.org/mmsd

Mining, Minerals and Sustainable Development: Regional reports
Feed into the global report Breaking new ground. They focus on the regional perspectives as well as inform on the general recommendations.
> Australian regional report
> North American regional report
> South American regional report
> Southern African regional report

2002, order from www.iied.org/mmsd
Cement

The cement industry plays a key role in providing housing and basic infrastructure. Cement production is energy-intensive and generates a wide range of sustainability issues. The WBCSD is working with the industry to address these issues and provide vision and direction for a more sustainable approach to future growth.

Formation and Release of POPs in the Cement Industry (Second Edition)

The objective of this study is to compile data on the status of persistent organic pollutants (POPs) emissions from the cement industry, to share state of the art knowledge about polychlorinated dibenzodioxin and dibenzofuran (PCDD/F) formation mechanisms in cement production and to show how it’s possible to control and minimize PCDD/F emissions from cement kilns using integrated process optimization.

2006, 200 pages, download from www.wbcsd.org

Guidelines for the Selection and Use of Fuels and Raw Materials in the Cement Manufacturing Process

Provides a practical reference for cement companies and their stakeholders to help them to understand and identify responsible and sustainable approaches to the selection and use of fuels and raw materials.


Environmental and Social Impact Assessment Guidelines

The most useful tool for evaluating and managing the impacts of a cement site is a thorough Environmental and Social Impact Assessment (ESIA), undertaken with rigorous scientific analysis and stakeholder engagement. These concise guidelines enable cement companies and local communities to identify and address critical issues facing cement facilities.


Guidelines for Emissions Monitoring and Reporting in the Cement Industry

Emissions measurement, monitoring and reporting contribute to understanding, documenting and improving the industry’s environmental performance. The guideline identifies the pollutants and emission sources which all CSI member companies have agreed to monitor.


The Cement CO2 Protocol: CO2 Accounting and Reporting Standard for the Cement Industry

A tool for cement companies worldwide. It provides a harmonized methodology for calculating CO2 emissions, with a view to reporting these emissions for various purposes. It addresses all direct and the main indirect sources of CO2 emissions related to the cement manufacturing process in absolute as well as specific or unit-based terms.


The Cement Sustainability Initiative: CD-ROM

This CD-ROM contains the Cement Sustainability Initiative’s complete range of publications and sub-studies, plus executive summaries in eight languages.

2003, US$ 5, order from www.earthprint.com, members may order a free copy from Estelle Geisinger: geisinger@wbcsd.org

The Cement Sustainability Initiative: Progress report

One of the largest global sustainability programs ever undertaken by a single industry sector, the Cement Sustainability Initiative (CSI), reports on progress three years after making its Agenda for Action public.


Employee Safety in the Cement Sector: A guidebook for measuring and reporting

Ensuring healthy and safe working conditions for employees and contractors is one of the most important issues for the cement industry. The purpose of this document is to ensure the accurate register of all occupational injuries of CSI member companies in order to have the same basis on which to produce a consolidated report of safety indicators.


The Cement Sustainability Initiative: Our agenda for action

Represents the cement industry’s response to research and stakeholder meetings focused on how to make the industry more sustainable. It outlines a set of individual and joint initiatives to be tracked and reported on in 2005 and 2007.


Toward a Sustainable Cement Industry

Battelle/WBCSD

The Battelle Institute report summarizes two years of research on sustainable development issues in the cement industry.

Mobility

Mobility is at the heart of modern civilization, but growing worldwide demand cannot be met by simply expanding today’s means of transport. That is why the project has set out a vision of what sustainable transport could look like in 2030 – and what it will take to get there.

Mobility 2030: Meeting the challenges to sustainability

Provides a vision of global road transportation covering the mobility of people, goods and services.


Mobility 2001: World mobility at the end of the twentieth century and its sustainability

CRA/MIT/WBCSD

Provides a “snapshot” of current worldwide mobility and identifies major threats to mobility’s sustainability. The report represents the first step toward achieving the project’s goal of developing a vision of sustainable mobility in the future.


Electricity Utilities

Electricity is at the heart of the global energy challenge. This report shares facts on the options available now in the power sector to meet sustainability challenges. The agenda recognizes the need for debate on energy resources, markets and policy frameworks, and calls for prompt decisions about our energy future.

Powering a Sustainable Future: An agenda for concerted action

Coming in October 2006

Sustainability in the Electricity Utility Sector

Summarizes the findings of the Electricity Utility Sector project’s first phase, which explored sustainable development issues and challenges facing the industry. The report outlines specific objectives and concludes by examining major foreseeable challenges.

Initiatives

Initiatives are shorter activities by a limited number of members. They support faster and more flexible responses to emerging issues. Initiatives can migrate into focus areas or projects if there is a need for more extensive activity on a topic.

Ecosystems

All companies use ecosystems services, and that use alters the ecosystems and their ability to provide critical societal and business inputs like water, fiber, food, climate regulation and flood control. The value of the ecosystem services that nature provides for free is estimated by some stakeholders to be almost twice the value of society’s economic activities. There are business opportunities to be found in the wise stewardship of the global commons.

Ecosystems Challenges and Business Implications

Earthwatch, IUCN, WBCSD, WWF
Companies use ecosystem services, and that use alters the ecosystems and their ability to provide services. This publication discusses the challenges inherent in the use of ecosystem services and the implications for business.

2006, 16 pages, free, download from www.wbcsd.org
ISBN 3-940388-00-9

Business and Biodiversity: A guide for the private sector

IUCN/WBCSD
Looks at the business implications of the Convention on Biological Diversity. The Convention not only covers the preservation of species, but also the sustainable management of natural resources. The guide provides a methodology for business to implement the objectives of the Convention at international, national and company levels.

1999, 64 pages, US$ 10, order from www.earthprint.com,
ISBN 2-8317-0404-9

Business and Biodiversity: The handbook for corporate action

Earthwatch Institute (Europe)/IUCN/WBCSD
Builds on the biodiversity guide published in 1997 and reflects the progress that has been made in the interim. It is illustrated by case studies drawn from WBCSD member companies. It also features a CD-ROM.


Sustainable Health Systems

Sustainable health systems are a significant issue for every company, be it a supplier of health products and services, or an employer and major contributor to employee healthcare payments. Nearly everyone agrees that the way we manage health today is unsustainable; it costs more than we can afford, and delivers less that we expect.

Health Systems: Facts and trends affecting business decisions today

Demographic trends will have large and growing impacts on health, healthcare and business: on employment, workforce age, productivity, benefit plans and costs, markets, products and tax schemes. Describes 10 key health topics, including disease, environment and health, prevention and personal responsibility, health systems and information technology.

2006, 28 pages, US$ 10, order from www.earthprint.com,

The Business of Health — The Health of Business: Building the case for health, safety and wellness

WBCSD/IBLF
Ill-health and disease impair business performance by hampering individuals, communities and markets. The examples gathered in this publication serve to illustrate the business case for corporate action on health and demonstrate how companies can engage with these issues to create business advantages.

ISBN 2-940240-89-2
Cross-cutting Themes

Cross-cutting themes help companies maintain a strategic focus on important topics outside of our current work program. Under this rubric, we track progress on past council projects and respond to emerging issues and breaking events that touch on them.

Eco-efficiency

Eco-efficiency is a management concept that links financial and environmental performance to create more value with less ecological impact.

Eco-efficiency: Creating more value with less impact

An essential compendium of information and a reference source for all those wishing to understand eco-efficiency. It highlights some of the ways in which eco-efficiency has been implemented in a cross-section of companies, and draws recommendations on how governments can measure eco-efficiency and make it work by creating the right framework conditions.


Eco-efficiency: The business link to sustainable development

L. DeSimone (3M) and F. Papoff (Dow Chemical)

Two business leaders spell out the principles of eco-efficiency and present case studies from a number of international companies. The authors also discuss the value of partnerships between business and other stakeholders.


Innovation and Technology

Innovation is the only way to meet the needs of a burgeoning population and a growing economy without causing unacceptable environmental damage. As the main source and user of technology, business can clearly play a leading role in meeting this challenge.

Intellectual Property Rights in Biotechnology: Results of a stakeholder dialogue

Discusses controversial issues of intellectual property rights in the application of modern biotechnology to medical R&D and around three topics: access to human genetic resources, protection of traditional knowledge and access to essential medicines.


Innovation, Technology, Sustainability and Society

J. Dormann (Aventis) and C. Holliday (DuPont)

Examines what actions are needed by companies to ensure that innovation and technology developments are consistent with sustainable development and develops a business framework that includes sustainability issues, guiding companies to develop products and services that will be accepted by society.


Building a Better Future: Innovation, technology and sustainable development

Based on a survey that explored how 80 firms are incorporating sustainable development into their innovation processes, it builds on WBCSD eco-efficiency and scenario work. It describes the role innovation can play in sustainable development and provides suggestions for the way forward.


Biotechnology Scenarios: 2000-2050 – Using the future to explore the present

This report explores various future scenarios for biotechnology and the factors that might lead to them. The objective is to help articulate the context for strategic development in biotechnology in light of public values and sustainable development issues.

Learning by Sharing

Learning by Sharing activities help member companies and the WBCSD’s Regional Network implement sustainable development policies and practices. With a specific focus on today’s and tomorrow’s managers, we have developed a range of products and services that contribute to sustainable development knowledge and skills.

Case Studies

Case studies are an important aspect of the WBCSD’s activities as they illustrate how companies work independently or with different stakeholders to integrate sustainable development into their business. The cases include specific projects, learning processes and strategic actions to inspire others to proactively contribute to sustainable development.

2006, free, download from www.wbcsd.org

Eco-efficiency Learning Module

Designed to capture interest, to inform and to engage on issues surrounding eco-efficiency at different levels within an organization. It includes practical approaches to help organizations integrate eco-efficiency into their thinking, practices and processes.


Sustainable Development: A learning tool

Driving Success: Marketing and sustainable development

Describes three critical challenges facing human resource professionals today – recruiting and retaining top talent, creating incentives for exceptional performance and enhancing critical competencies. It asks HR managers to test the role and relevance of sustainable development to their everyday work.


NORLET: Making a difference through education and training

Provides an overview of NORLET, the Nordic-Russian Leadership Executive Training program. Run between 1996 and 2000, its objective was to train managers in Russian companies on best business practice.

2002, 4 pages, free, download from www.wbcsd.org

Stakeholder Dialogue: The WBCSD’s approach to engagement

Stakeholder dialogues are an integral part of our work and a powerful catalyst for change. This brochure provides the reader with a better understanding of the WBCSD’s dialogue experience. It promotes greater transparency and information sharing and urges different sectors of society to work together.

2001, 6 pages, free, order from www.earthprint.com

The Sustainable Business Challenge: A briefing for tomorrow’s leaders

A global initiative of the Foundation for Business and Sustainable Development in collaboration with UNEP and the Bellagio Forum for Sustainable Development, this book is a comprehensive primer on the challenges and opportunities facing 21st century business leaders in an accessible and graphically appealing manner.

Faced with increasing social and environmental challenges, tomorrow’s managers will need new skills and leadership experience to respond to sustainable development opportunities and challenges. Our Young Managers Team (YMT) program is a vibrant and vital learning laboratory, and has proved to be a successful formula. These reports are the result of their work.

Moving Sustainable Development into the Mainstream

To move sustainable development from its “specialist box”, the Young Managers Team 2005 developed a range of education and communications solutions including an interactive media tool, a set of resources for universities and an investor relations workshop.

2006, free, order from www.earthprint.com

Making sustainability connections

Sustainability principles may be advancing in boardrooms across the world, but progress is slow. Despite a growing awareness of our impact, a profound shift is needed to move toward sustainable business practices. To overcome these hurdles, the third year of the WBCSD’s Young Managers Program (2004) decided to make sustainability connections.

Also available in French and Japanese.

Sink or swim: A fresh approach to business and water in tomorrow’s companies

Seventeen professionals from the WBCSD’s Young Managers Team 2003 grapple with the topic of water and the responsibility of business. Dialoguing with over 100 people in eleven countries across a broad range of sectors, the team explored the value of water for business. This user-friendly education tool lays a more solid foundation for water management in the future.

Also available in Japanese and Spanish.

Perspectives – Corporate responsibility and business success in China

To raise sustainability awareness in the business community in China, the Young Managers Team 2004 developed a presentation pack on sustainable development. The information in the background briefing, together with specific briefings provided throughout the pack, enable any individual to deliver an introduction to the topic for non-expert audiences.


Young managers at the Summit

Today’s young managers will be tomorrow’s leaders. So when talking about what shapes the world of tomorrow, who better to ask than today’s young business people? This publication reports on the YMT 2002’s dialogues with government and NGO representatives at the Johannesburg Summit and their efforts to help a local bicycle initiative.

2002, 8 pages, free, order from www.earthprint.com

Perspectives – Forestry and biodiversity issues in Brazil

Biodiversity is the life support system of the planet and nowhere is it more important than Brazil. The forestry sector in Brazil accounts for 5% of GDP and 10% of the nation’s exports, a central part of both local and national economies. Yet how can forests be managed in an economically, environmentally and socially viable way?

2005, 6 pages, free, download from www.wbcsd.org

Perspectives – Generation lost: Young financial analysts and environmental, social and governance issues

Integration of environmental, social, and governance issues in financial analysis would spur progress toward more sustainable business practices. To date, however, efforts to convince financial analysts to incorporate these issues have met with little success.

2005, 4 pages, free, download from www.wbcsd.org
Regional Network

The Regional Network comprises some 55 independent Business Councils for Sustainable Development (BCSDs) and partner organizations around the world. United by a shared commitment to provide business leadership for sustainable development, these partner organizations independently produce publications on key issues related to business and sustainable development. We highlight only a few examples.

WBCSD’s Regional Network: The Global Business Alliance for Sustainable Development

Designed to give a general flavor of the scope and diversity of the Regional Network’s activities through a small selection of initiatives.

Coming in October 2006

Africa

National Business Initiative – South Africa, BCSD Zimbabwe

Building a South African Future:
The first ten years of the National Business Initiative

National Business Initiative, South Africa

To celebrate its first ten years of activity, the National Business Initiative has published a book, which reviews the contribution that business has made to South Africa’s socio-economic development during its first decade of democracy.

2005, download from www.nbi.org.za

English

BCSD Zimbabwe Update – Quarterly newsletter

BCSD Zimbabwe

Provides regular updates on the BCSD Zimbabwe and its member companies’ activities in the field of sustainable development.

More information available at www.bcsdz.co.zw

English

Americas

BCSD Argentina, BCSD Bolivia, BCSD Brazil, The Excel Partnership – Canada, BCSD El Salvador, CentraRSE – Guatemala, BCSD Mexico, Perú 2021, US BCSD

Sustainable Development Business Models

(Modelos Empresariales de Gestión Sostenible)

BCSD Bolivia

14 case studies to demonstrate how companies in Bolivia have integrated sustainability principles into their economic operations. Produced in partnership with Fundación Emprender.

2005, more information available at www.cedesbolivia.org

Spanish

Business and Biodiversity in Brazil

BCSD Brazil

A study highlighting the interface between business and biodiversity in Brazil. Aims to provide recommendations for actions that foster the engagement of the business sector towards the Convention on Biological Diversity and the achievement of the 2010 goal of significantly reducing the biodiversity loss rate.

2006, download from www.cetdb.org

English and Brazilian Portuguese

The BottomLine – Quarterly newsletter in partnership with the WBCSD

National Business Initiative, South Africa

A resource for information, good practice and an opportunity for leading South African companies to showcase their work on corporate citizenship.

Download from www.nbi.org.za

English

Greenhouse Gas Emissions Scenarios, Argentina 2012

BCSD Argentina

Summarizes the methodology and results of the Greenhouse Gas Emissions Scenarios project developed by the Argentine BCSD. The objective was the development of a number of Argentine scenarios with internal consistency, describing the possible futures regarding GHG emissions.

2004, download from www.cnads.org.ar

Spanish and English
A Sustainability Lens for Capital Decisions: A corporate sustainability approach to reduce business risk

The Excel Partnership, Canada
Provides tools and analysis which are intended to assist companies with the integration of sustainability considerations to better manage the emergence of “mega environmental risks” and increased expectations around transparency and due diligence for their capital decisions.

2006, download from www.excelpartnership.ca
English

The Green Book
(El desafío Salvadoreño: De la paz al desarrollo sostenible)

BCSD El Salvador
This report identifies the main obstacles to sustainability in the country and proposes policies and actions to overcome them. New updated version will soon be available.

1996, more information available at www.cedes.org.sv
Spanish

IndicaRSE
CentroRSE, Guatemala
IndicaRSE is an internal tool that provides indicators to measure the application of Corporate Social Responsibility (CSR) policies and practices in a company. It is composed of a series of questions grouped by different CSR issues.

2004, download from www.centrorse.org
Spanish

Asia and Oceania
BCSD New Zealand, BCSD Thailand, Business Environment Council – Hong Kong, Philippine Business for the Environment, TERI – BCSD India

Business Guide to Energy Efficiency: A practical guide to saving energy in the workplace

BCSD New Zealand
Designed to enable business in New Zealand to reduce their energy bills by providing practical guidance and assistance. The first section provides an introduction to energy management while the second part contains advice on specific areas of energy usage.

2003, download from www.nzbcsd.org.nz
English

A Sustainable Energy Future for New Zealand by 2050: A business view

BCSD New Zealand
The Sustainable Energy Futures – Outlook 2050 project uses participants’ combined resources to develop a better understanding of the sustainable energy options for New Zealand to 2050. Develops a number of scenarios providing future generations with comparable or greater options than we have today.

2005, download from www.nzbcsd.org.nz
English

Monthly Bulletin

BCSD Mexico
Aims to communicate and update readers on Mexican business activities geared towards sustainable development.

Download from www.cce.org.mx/cepedes
Spanish

Sustainability Reporting in Peru
(Reporte de Sostenibilidad Peruano)

Perú 2021
A standardized review of Perú 2021 member companies’ reporting practices, with the objective to foster more and improved quality reports from the Latin American business community.

2006, more information available at www.peru2021.org
Spanish

By-Product Synergy

US BCSD
Describes the synergy among diverse industries, agriculture and communities resulting in profitable conversion of by-products and wastes to resources. Provides examples of how companies have increased their profitability, while reducing pollution and natural resource use.

1997, more information available at www.usbcsd.org
English and Spanish

About TBCSD: All you want to know about its activities and achievements

BCSD Thailand
The Thai BCSD has produced a comprehensive review of its activities and achievements since 1993 to commemorate its 10th anniversary.

2003, download from www.tei.or.th/tbcsd
English and Thai

The Hong Kong Business Online Guide to Sustainable Development

Business Environment Council, Hong Kong
Promotes the concept of sustainable development and provides concrete tools to support implementation of sustainability principles by the Hong Kong business community. The online Guide showcases many best practices undertaken locally.

English

Business and Environment Magazine

Philippine Business for the Environment
A bimonthly publication containing articles on clean technologies, corporate environmental initiatives and management issues. Also disseminates information on the organization’s Industrial Waste Exchange Program.

More information available at www.pbe.org.ph
English
This collection of 390 case studies documents many innovative good practices undertaken by the German business community in tackling sustainability challenges. The case studies are available online and in CD-ROM format.

2005, more information available at www.econsense.de

English and German

Fundación Entorno – BCSD Spain

This innovative publication helps companies implement environmental management systems in a straightforward manner, allowing them to increase their levels of eco-efficiency.

2005, download from www.fundacionentorno.org

English and French

Entreprises pour l’Environnement – France

The health impact of environmental challenges facing a number of industries in France has led Entreprises pour l’Environnement to undertake a review of existing practices among its member companies when addressing this issue.

2005, download at www.epe-asso.org

Spanish

Confederation of Norwegian Business and Industry

This booklet, written in collaboration with the Peace Research Institute of Oslo, focuses on measures and ways of thinking that may help enhance the positive and reduce the negative effects of international business in developing countries, with an emphasis on operations in conflict zones.

2003, download from www.nho.no

English
The World Business Council for Sustainable Development (WBCSD) brings together some 180 international companies in a shared commitment to sustainable development through economic growth, ecological balance and social progress. Our members are drawn from more than 30 countries and 20 major industrial sectors. We also benefit from a global network of 50+ national and regional business councils and partner organizations.

Our mission is to provide business leadership as a catalyst for change toward sustainable development, and to support the business license to operate, innovate and grow in a world increasingly shaped by sustainable development issues.

Our objectives include:

Business Leadership – to be a leading business advocate on sustainable development;

Policy Development – to participate in policy development to create the right framework conditions for business to make an effective contribution towards sustainable development;

The Business Case – to develop and promote the business case for sustainable development;

Best Practice – to demonstrate the business contribution to sustainable development solutions and share leading edge practices among members;

Global Outreach – contribute to a sustainable future for developing nations and nations in transition.

Download our publications at
www.wbcsd.org