ONE PLANET BUSINESS
Creating Value within Planetary Limits
10 billion
Hotter than ever
Increased need for water
PARIS CLIMAT 2015
Pour tout changer, nous avons besoin de tous.
THE GLOBAL GOALS
For Sustainable Development

1. NO POVERTY
2. NO HUNGER
3. GOOD HEALTH
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. RENEWABLE ENERGY
8. GOOD JOBS AND ECONOMIC GROWTH
9. INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. CONSUMPTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE AND JUSTICE
17. PARTNERSHIPS FOR THE GOALS

#GLOBALGOALS
Theory of Change

Redirect Financial Flows
- Value nature
- Account for environmental and social costs
- Support and reward conservation, sustainable resource management and innovation

Preserve Natural Capital
- Restore damaged ecosystems and ecosystem services
- Halt loss of priority habitats
- Significantly expand the global protected areas network

Produce Better
- Significantly reduce inputs and waste in production systems
- Manage resources sustainably
- Scale-up renewable energy production

Consume More Wisely
- Achieve low-footprint lifestyles
- Change energy consumption patterns
- Promote healthy consumption patterns

Equitable Resource Governance
- Share available resources
- Make fair and ecologically informed choices
- Measure success beyond GDP

ECOSYSTEM INTEGRITY

Biodiversity Conservation

Food, Water and Energy Security
Three Examples
Climate
Science-based target settings
Water Stewardship
Water Stewardship

1. WATER AWARENESS
2. KNOWLEDGE OF IMPACT
3. INTERNAL ACTION
4. STAKEHOLDER ENGAGEMENT
5. INFLUENCE GOVERNANCE
### Goals for the partnership

<table>
<thead>
<tr>
<th></th>
<th>Goal Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Industry leader on water</td>
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<td>2</td>
<td>Water efficient operations</td>
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<td>3</td>
<td>Water training to employees</td>
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<td>4</td>
<td>Raw Materials Target</td>
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<td>5</td>
<td>100% compliance with BSR water quality standards – 1st tier suppliers</td>
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<td>6</td>
<td>Training and engagement for suppliers</td>
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<td>7</td>
<td>Target on supplier water practices</td>
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<td>8</td>
<td>Create basin plans for Bangladesh and China and set targets</td>
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<tr>
<td>9</td>
<td>Define tier 2 supplier strategy</td>
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Lessons learned I

1. Business Risk
2. Buy-in from Board and the Executive Team is key
3. Sustainability is integrated into business models and product development
4. Ambitious goals and road-map for the partnership
5. Engage co-workers, subcontractors and customers
6. Inspire and engage other companies and politicians
7. Transparency is key
Transforming Markets
To reduce impacts on Priority Places
Theory of Change II

LEVERAGE POINT TO RAISE

MAINSTREAM PERFORMANCE

FINANCING & POLICY

ENABLING ENVIRONMENT

7.4 Billion
CONSUMERS

500
COMPANIES

- Retailers
- Brands
- Manufacturers
- Traders
- Processors

1.5 Billion
PRODUCERS
Certified products, July 2015

Market share

Transition Phase
- New norm
- Laggards catch up
- Mainstream development
- Break-through
- Niche

MSC whitefish
RSPO palm oil
BCI cotton
MSC tuna
RTRS soy
Bonsucro sugarcane
MSC farmed fish
FSC wood
FSC paper (virgin)
FSC paper (recycled)
ASC farmed fish

Certified products, July 2015
Lessons learned II

1. Reputation Risk
2. Certification schemes need strong brands to drive change
3. Standards should measure results
4. There is no silver bullet – policy and financial flows need to support the change
5. Never finished - continuous improvement needed
6. Scheme success leads to cheap imitations
7. Move the bottom is key, but high risk
Thank you

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