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From analysis to implementation

From Life Cycle Thinking to a Sustainable Value Chain

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- Changing Sustainable Consumption and Production (SCP) are essential requirements for a Sustainable Development as e.g. prominently recognized by the Heads of State and Governments in the Johannesburg Declaration¹.

The ways in which products, goods and services, are delivered to our societies have become increasingly complex and global. Actions taken by designers, producers, their suppliers, consumers, and communities are all interlinked and can affect each other, and the global environment.

- We will not address the World Challenges nor will we achieve the Millennium Development Goals without SCP.
- The private sector is seen as a key provider of solutions to global challenges. The fundamental role of Business is to create wealth, provide goods and services, create jobs, pay taxes, innovate, invest, improve efficiency and act responsibly.
- The members of the WBCSD have a shared commitment to Sustainable Development (SD) through economic growth, ecological balance and social progress.
- Our mission is to provide business leadership as a catalyst for change toward SD, and to support the business license to operate, innovate and grow in a world increasingly shaped by SD issues.
- Our objectives include business leadership, policy development, business case, best practice and global outreach.
- To illustrate our commitment to SCP we built on our previous Eco-Efficiency programme and launched a new Initiative on "Sustainable Value Chain".
- This initiative has now a "Core Team" of 10 companies from 9 different sectors and 25 companies engaged in the working group. The overall objective is to promote, assist and support use of life cycle thinking and life cycle approaches by WBCSD members and by their suppliers, customers and value chain partners.
- The initiative associates UNEP and SETAC and is concentrating its efforts on leveraging existing reports, documents, training kits and on sharing good practice rather than creating new knowledge.

¹ Declaration of the World Summit on Sustainable Development (WSSD), otherwise known as Earth Summit 2002.