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for a living planet

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**ONE
PLANET
BUSINESS**

The mission of WWF is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- reducing pollution and wasteful consumption

wwf.org.uk/sustainablebusiness



One Planet Business is part of One Planet Living. One Planet Living is a joint initiative of WWF and BioRegional, and is based on a set of 10 principles for sustainable living. Visit wwf.org.uk/oneplanetliving for more information.



**Shared Action for
Sustainable Industries**



“Business as usual, government as usual, and perhaps even protest as usual are not giving us the progress needed to achieve sustainable development. Let’s see if we can’t work together to find better paths forward.”

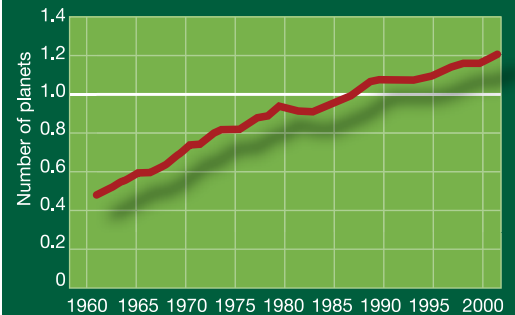
Paul Hohnen, April 2001



Introduction

We are now at a pivotal point in the Earth’s history. As human population and consumption levels rise, so species and habitats decline, natural resources are depleted and our planet’s ecosystems are overloaded.

Humanity’s ecological footprint, 1961-2001



— World Biocapacity — Global Resource Use

Source: WWF Living Planet Report 2004

It is a time of unprecedented challenges but also great opportunities. One of the greatest of these lies in creating systems of production and consumption that provide a fair share of the Earth’s resources to a growing population, whilst operating within environmental limits.

As a major driver of global resource extraction and its transformation into products and services, business can make a significant contribution to creating sustainable solutions to human needs.

However, no one business can deliver these solutions alone. A new, collective approach and commitment from business, its investors, consumers, government and civil society is required. WWF, as a trusted partner for change, will bring together this cross-section of stakeholder groups to create a sustainable vision and plan for systemic change through its unique One Planet Business programme.

Why One Planet Business?

One Planet Business is based on the belief that business and its stakeholders must share the responsibility for operating within the ecological limits of our one planet. That is why WWF seeks to engage key stakeholders in the collective learning and joint actions needed to overcome the barriers to sustainability at a global level.

WWF will achieve this by:

- providing the latest scientific evidence on the environmental impact of key industry sectors;
- helping stakeholders determine the need for systemic change towards sustainability;
- engaging stakeholders in a professionally managed process that empowers individual and collective action for change; and
- guiding stakeholder interaction from dialogue to collective action planning for sustainability.



What does the programme involve?

One Planet Business will bring together key stakeholders from high impact industry sectors to identify the changes required to achieve sustainability. Firstly stakeholders will work together to develop sustainable solutions for the human need for mobility. They will focus on the aviation and automotive industries and will work through these phases:



1. PLANNING	2. EVIDENCE	3. VISION	4. ACTION	5. SCALING UP
Stakeholders will meet together to agree on shared and individual objectives and to take ownership of the stakeholder process. Roles will be allocated and a working model will be agreed.	Using the latest ecological footprint of global mobility provided by WWF, in addition to their own data, stakeholders will build a consensus on the global impact of mobility.	Based on this shared evidence base, stakeholders will develop a collective vision of sustainable mobility.	Stakeholders will collectively determine which steps need to be taken in their behaviours and policies in order to bridge the gap to sustainability. A shared action plan for change will be agreed.	Ways to scale up the momentum for systemic change will be explored and agreed. In addition a series of One Planet Business reports will be published describing the need for change and actions to be taken.

Who is it for?

Initially One Planet Business will focus on the issue of mobility. Stakeholders are invited from the following groups:


- Companies
- Global policy and legislative bodies
- Investment and insurance companies
- Consumer organisations
- Professional and trade associations
- Environmental and social civil society organisations
- Think-tanks.

How will it help my organisation?

One Planet Business will provide organisations with a unique multi-stakeholder forum to build solutions for sustainable mobility.

Specifically, it will:

- enable your organisation to contribute to the transformational change required for sustainability;
- allow you to work with your stakeholders to develop a mutually beneficial future;
- give direct access to the collective wisdom of senior figures from a cross-section of stakeholder groups; and
- provide cutting-edge environmental intelligence to help plan your organisation's future.



“One of the questions facing companies that want to be part of the sustainability transition is ‘how far do we have to travel?’ Uniquely, One Planet Business will offer a series of robust answers to this fundamental question. Drawing from WWF’s global assessment of environmental trends, One Planet Business will provide clear sector guidance on how innovation can transform key goods and services so that profit can go hand in hand with planetary stewardship.”

Nick Robins, Head of SRI Funds, Henderson Global Investors

Why is WWF leading this programme?

WWF is a globally respected conservation organisation and a trusted partner of business, government and civil society groups in 100 countries, with over five million supporters worldwide. It is committed to working cooperatively with business to address global threats such as climate change and to build sustainable solutions. WWF achieves this through bi-lateral partnerships with companies, including HSBC, Lafarge and Nokia, and also through international multi-stakeholder initiatives, such as the Forest Stewardship Council.

The Sustainable Business Unit of WWF-UK, which is responsible for One Planet Business, draws on the expertise of the global WWF network and also on its own considerable experience of working with business on sustainability issues.

With its world class reputation in conservation, proven success in working with business and ability to influence consumer lifestyles, WWF is the logical choice to lead an initiative such as One Planet Business.

“WWF challenges our beliefs, our strategies, and our practices, and produces tangible results. I am convinced that through this process (Lafarge/WWF Conservation Partnership), Lafarge is gaining a competitive advantage for the future.”

Michel Picard, Vice-President Environment Lafarge Group

How to get involved

Change towards sustainability can only be achieved through shared action. We invite stakeholders from business, government and civil society to take part in the One Planet Business programme for sustainable mobility.

Find out how to get involved:

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Partnership with WWF

WWF is a trusted partner for change with business, government and civil society. We work in partnership with companies committed to improving their sustainability performance by creating long-term value for shareholders, the planet and its people. To find out more about our partnership work, please visit our website: www.wwf.org.uk/business or contact WWF-UK's Business Relations Manager, Dax Lovegrove, dlovegrove@wwf.org.uk

