Engaging the Private Sector to Transform our Cities

World SBE conference
Roland Hunziker, WBCSD
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About WBCSD
WBCSD’s Vision and Mission

Our Vision 2050

To create a world in which more than 9 billion people are all living well and within the boundaries of our planet.

Our Mission

Accelerate the transition to a sustainable world by making more sustainable business more successful.
Identified megatrends

- Climate change & its effects
- Demographic changes
- Shifts in political/economic epicenters
- Technology paradox
- Consumption and values

WBCSD analysis, spring 2017
Sustainability Progress in 2015

COP21 - CMP11
PARIS 2015
UN CLIMATE CHANGE CONFERENCE
Why should business focus on cities?

Risks (resources, people, markets)

Opportunities

3.7tn USD for delivering SDGs in cities
Source: BSDC
What cities need

More business expertise, innovation and delivery

✓ New forms of collaboration and partnerships (public and private)
✓ New organizational and finance models

A more integrated approach

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City Sustainability – Driving holistic impact...

WBCSD Sustainable Cities Engagement Model

- Energy
- Water & Sanitation
- Waste & Materials
- Mobility
- Buildings
- Air Quality & Health
- Natural Environment
- Food
- Economy
- People & Community

Helps cities:
- Set ambition and scope
- Integrated priorities
- Stakeholder alignment
- Business involvement
... through strategic city-business engagement

City-biz Selection

- Stated city ambition
- Selection of companies
- High-level baseline/KPIs
- City leader endorsement

Scoping/Accountabilities

- Define scope & goals
- Milestones
- Conclude MoU
- Stakeholder involvement
- Business case
- Action plan

Project planning development

- Public procurement
- New forms of PPP
- New business models
- Finance

Implementation

- Periodic review
- Document learning
- Corrective action

Monitoring/Evaluation

Vision

Alignment

Barriers/Enablers

Action/Projects

Impact
Examples
Zero Emissions Cities

Amsterdam and the WBCSD have joined forces to transform Amsterdam Zuidoost towards a Zero Emission City by 2030

- Multi-stakeholder approach
- Set-up of local, project oriented organization
- Replicable solutions
Birmingham Smithfield Zero Emissions City planning framework

City ambition: 60% reduction in the city’s total CO2 emissions by 2027 (1990 baseline).

Largest redevelopment site in public ownership in Europe

Defined vision and ambition with Birmingham City Council

10 pillars of sustainability:
- Energy and Climate Action
- Water
- Waste
- Buildings
- Natural Capital
- Transport & Accessibility
- Materials and Resources
- Community and Culture
- Local Economy
- Health & Wellbeing

68 KPIs
- Compliant: 8
- Best practice: 35
- Aspirational: 25
Bringing together the value chain in local markets... 
EEB Laboratory (3-day workshop)

... to overcome market barriers

- Awareness and leadership
- Workforce capacity
- Financing
- Policy and regulation

... to drive market activity & innovation
EEB platforms: Houston, Warsaw, Shanghai, Jakarta, Jaipur
Sustainable Mobility Project

Unique global framework to support integrated multimodal and fact-based planning of sustainable mobility in cities.
What is next? A roadmap towards science-based targets for the building sector
Thank you!

Roland Hunziker
Director Sustainable Buildings and Cities, WBCSD
Hunziker@wbcsd.org