



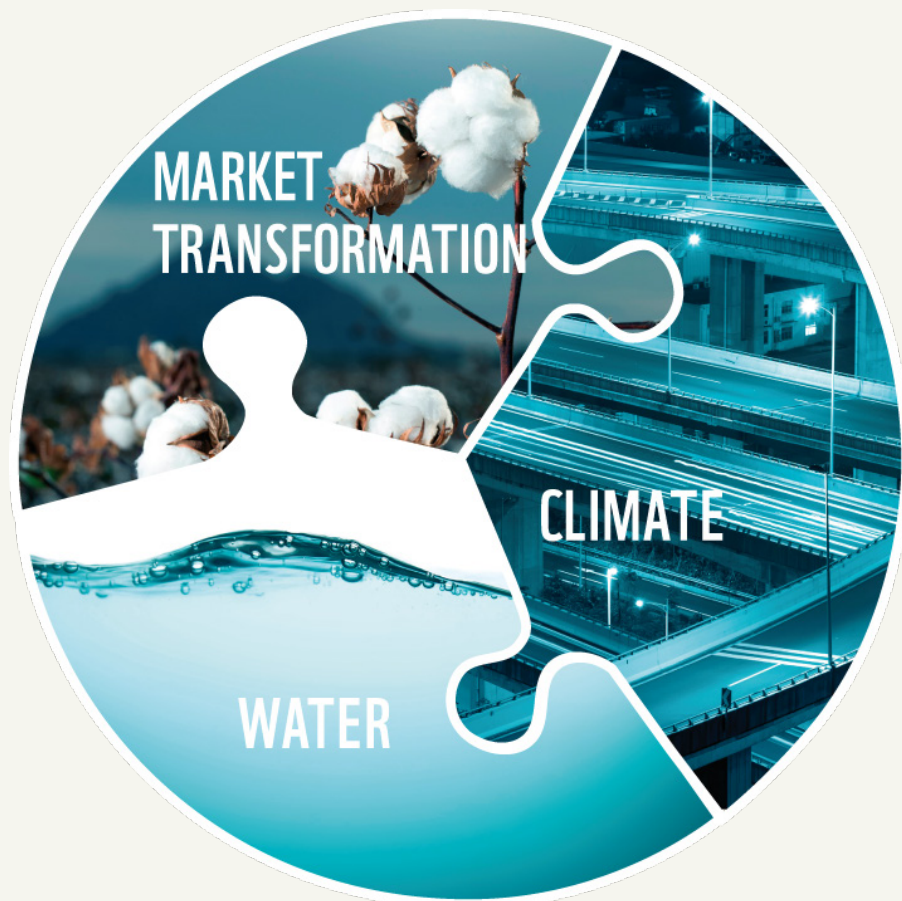
OVERVIEW

Sustainability

One Planet Business

Humanity is already using nearly 1,5 planets. Under a “business-as-usual” scenario, by 2050 people are predicted to be using twice as much natural resources as today. Many companies rely on natural resources and their activities can often have a significant impact on the environment. But, they also have a crucial role to play in supporting conservation efforts and being part of the solution.

TO MEET THE NEEDS OF 9 BILLION PEOPLE ON ONE PLANET IN 2050, A NEW ECONOMY MUST BE CREATED, CONSISTING OF A NEW TYPE OF COMPANIES, DRIVEN BY A NEW GENERATION OF BUSINESS LEADERS.

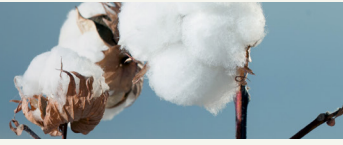


Changing the Nature of Business

WWF is convinced that business can and should be a positive, driving force to achieve a sustainable future. The best way to transform the business market is to work with companies that understand

the importance and value of operating within the boundaries of one planet. WWF therefore works with business in three main areas: market transformation, water and climate.

Market Transformation



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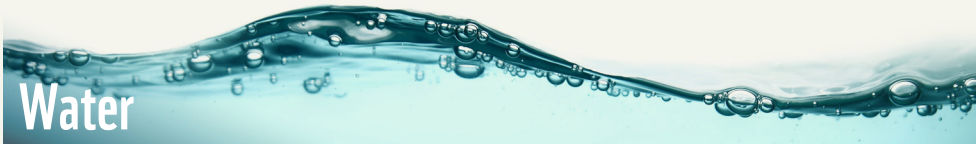
As the population continues to increase on the planet, so will the market demand for food, fibre and fuel in the coming decades, and that will have a negative impact on our planet's increasingly scarce natural resources. The effect on biodiversity is, however, not only linked to global demand, but also to where and how companies and their supply chains obtain and process

these vital commodities. WWF is therefore working closely with companies and their supply chains, to transform the way key commodities are produced, processed, consumed and financed throughout the world. The Key commodities are Cotton, Whitefish, Palm Oil, Tuna, Timber, Sugarcane, Paper, Soy, Biofuels, Aquaculture.



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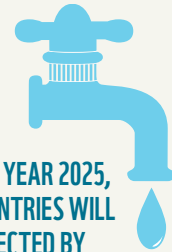
Water



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The water footprint of the business sector is constantly growing, while access to clean water on our planet is quite limited with only about 1% of all freshwater easily accessible for human use. WWF works with companies to improve water use, and to ensure that both the quantity and quality

is sufficient for local people, businesses and ecosystems. WWF's Water Risk Filter helps companies and investors ask the right questions about water use - to assess risks and give guidance on what to do in response.



BY THE YEAR 2025, 48 COUNTRIES WILL BE AFFECTED BY WATER STRESS OR SCARCITY - AFFECTING AROUND 35% OF THE PROJECTED GLOBAL POPULATION IN THAT YEAR.

Climate



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WWF is working hard with both projects and advocacy to curb global warming. Corporates have a large impact on the climate but they can also be part of the solution. The Climate Savers program is the organization's global platform for engaging business in climate mitigation. Businesses can also join us by supporting our work with climate innovations and sustainable cities. Climate Solver is WWF's

primary platform for strengthening the development and widespread dissemination of technologies with the potential to dramatically reduce carbon dioxide emissions. With more than 70% of the world's CO₂ emissions generated by cities, the Earth Hour City Challenge has been created to mobilize action and support from cities in the global transition towards a climate friendly one-planet future.



CLIMATE SAVERS MEMBER COMPANIES HAVE CUT THEIR CO₂ EMISSIONS BY OVER 100 MILLION TONNES SINCE THE PROGRAMME BEGAN



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.se/foretag

**ONE
PLANET
BUSINESS**

Be part of the solution!

Contact foretag@wwf.se
and see wwf.se/foretag