

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.



Turbulent teens

Identified megatrends



Sustainability Progress in 2015

SUSTAINABLE DEVELOPMENT GOALS



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



A more integrated approach



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

City Sustainability – Driving holistic impact...



Helps cities:

- Set ambition and scope
- Integrated priorities
- Stakeholder alignment
- Business involvement



WBCSD Sustainable Cities Engagement Model

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

... through strategic city-business engagement



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



Vision

Define scope & goals
Milestones
Conclude MoU



Alignment

Stakeholder involvement
Business case
Action plan



**Barriers/
Enablers**

Public procurement
New forms of PPP
New business models
Finance



**Action/
Projects**

Periodic review
Document learning
Corrective action



Impact

Examples

Zero Emissions Cities

Amsterdam ZOEnergy

Amsterdam city 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



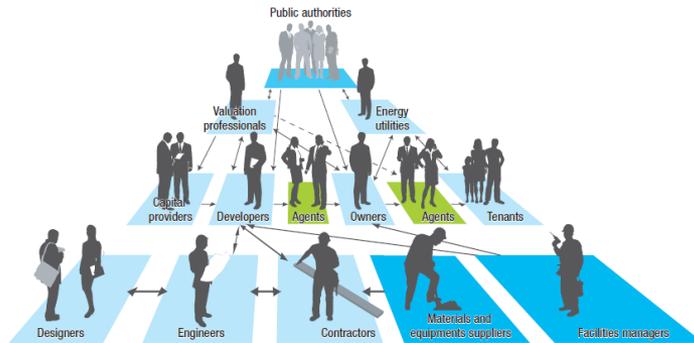
68 KPIs

- Compliant: 8
- Best practice: 35
- Aspirational: 25

Energy Efficiency in Buildings – EEB Amplify

Bringing together the value chain in **local** markets...

EEB Laboratory (3-day workshop)

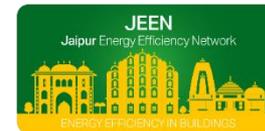


... to overcome market barriers

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

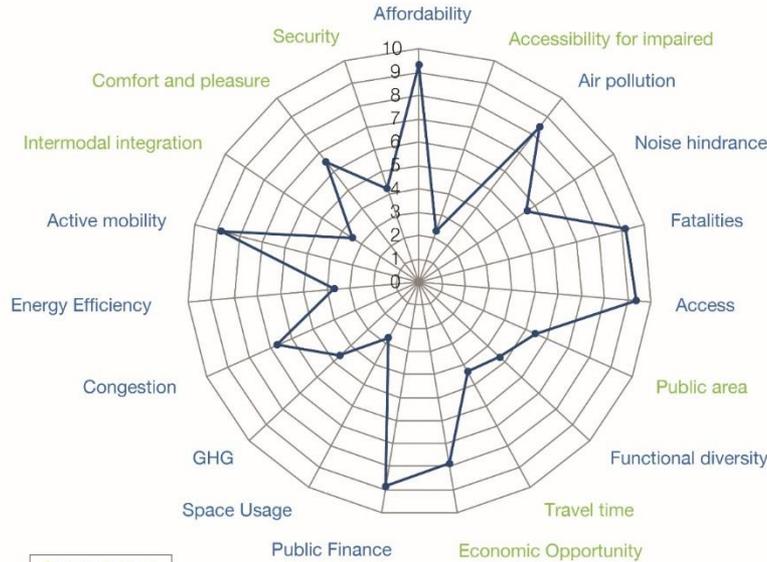
... to drive market activity & innovation

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.



Clean fuel and vehicles 	Asset sharing 	Public transport 	Transport telematics
Urban freight 	Safety and security 	Mobility management 	Demand management



What is next? A roadmap towards science-based targets for the building sector



Thank you!

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