

Vision 2050: Time to Transform now available in Italian

The World Business Council for Sustainable Development (WBCSD) has today released the Italian version of “*Vision 2050: Time to Transform*”, in collaboration with Sustainability Makers - the professional network.

Milan, Italy, 2 February 2022 – The [World Business Council for Sustainable Development \(WBCSD\)](#) has today launched the [Italian version](#) of “*Vision 2050: Time to Transform*” during an online event organized by **Sustainability Makers**, the Italian partner of WBCSD’s Global Network since 2016.

The event featured **Peter Bakker**, President and CEO of WBCSD, **Marisa Parmigiani**, President of Sustainability Makers, and representatives of three leading Italian companies, **Michele Crisostomo**, President of Enel SpA, **Luigi Lazzareschi**, CEO of Sofidel Group and **Pierluigi Stefanini**, President of Unipol Group. Together, they inspired the Italian business community to drive real and meaningful changes, take action and work towards the creation of a world in which 9+ billion people living well, within planetary boundaries, by mid-century.

Vision 2050: Time to Transform is WBCSD’s framework for business action in line with the urgency of the challenges that we face as global societies. At the heart of Vision 2050 are nine transformation pathways covering the areas of business activity that are essential to society: energy; transportation and mobility; living spaces; products and materials; financial products and services; connectivity; health and wellbeing; water and sanitation; and food. These pathways provide companies comprehensive and ambitious guidance on how they can lead the transformations needed to make meaningful progress towards the Sustainable Development Goals (SDGs), and the targets of the Paris Agreement, and WBCSD’s vision.

Peter Bakker emphasized that *“Business leadership across the world is key to tackling the climate emergency, halting nature loss and reversing mounting inequality. With Vision 2050, we now have a shared vision and bold agenda for business action and long-term value creation that can support us all in moving beyond business-as-usual and accelerate the system transformations needed for a net-zero, nature-positive and more equitable future. Ultimately, this is about protecting future prosperity: all business success depends on thriving communities and a healthy planet for us all to exist on. Vision 2050: Time to Transform is really about what it takes to run companies well, well into the future.”*

The discussions highlighted that the systems transformation that Vision 2050 calls for will only happen if everyone becomes a changemaker. WBCSD, its members and partners, hope that this translation will encourage dialogue among a wide range of stakeholders, be incorporated into decision-making, and serve as a driver of opportunity and action in Italy.

*“Today, more and more companies are taking on the responsibility of working concretely to change their business model through strategies that integrate sustainability. However, in light of the evolution of the economic, social and environmental situation, it is time to accelerate on this path: we need to adopt a disruptive approach that can deeply innovate the way of doing business, each company for its own sector.” - says **Marisa Parmigiani, President of Sustainability Makers** - “In Italy, among our associates, we have representatives of leading companies who are already leading the shift towards the right trajectory. Vision 2050 is an inspiring and valuable guide that challenges us to transform and move beyond business as usual and engage our member professionals and their companies as disruptive game changers.”*

Vision 2050: Time to Transform was launched in 2021 after a 20-month development effort process led by WBCSD and 40 of its members, supported by an active series of regional engagements with Global Network partners. Alongside the launch of Vision 2050, WBCSD released a [new set of membership criteria](#), raising the bar of business commitment to sustainability, as well as [defined its 2022-27 strategy](#) around Vision 2050's framework for action. Together, these reinforce WBCSD's ability to work with its members and Global Network partners to drive urgent transformation all around the world.

Download Vision 2050: Time to Transform

You can access the **Italian translation of Vision 2050: Time to Transform** [here](#), and the executive summary [here](#). More information on Vision 2050 is available from the [WBCSD website](#). The report is also available in [English](#), [Chinese](#), [Hungarian](#), [Japanese](#) and [Turkish](#). WBCSD will also soon launch Vision 2050: Time to Transform in Finnish. For more information about Vision 2050: Time to Transform, please visit www.timetotransform.biz.

Contact points:

- For more information on the work of Sustainability Makers - the professional network in Italy, please contact Laura Poggio, Communication Officer (+39 340 5505096 | laura.poggio@sustainability.makers.it) and visit the website www.sustainability-makers.it
- For more information on Vision 2050, please contact [Julian Hill-Landolt](#), Director, Member Support & Business Intelligence, WBCSD.

About Sustainability Makers - the professional network

Sustainability Makers - the professional network is an Italian association of more than 200 professionals - representing more than 150 companies - who plan and implement sustainability strategies and projects, in business enterprises and other organizations: its role is to qualify and enhance the skills and specialization of these professionals through training and networking activities, studies and research, conferences, workshops and webinars.

Founded in 2006 as CSR Manager Network, in 2021 the association changed its name to Sustainability Makers - the professional network.

Sustainability Makers is a partner of the World Business Council for Sustainable Development (WBCSD): it represents Italy at the Global Network, a network of over 60+ organizations around the world (more than 5,000 companies), who share a commitment to promote sustainable development in their countries' business communities.

The association promotes and is a member of the European Association of Sustainability Professionals (EASP), the network where European sustainability professional organizations pool their experiences to make sustainability a driver for growth.

About WBCSD

WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future. Our mission is to accelerate the transition to a sustainable world by making more sustainable businesses more successful. Our vision is to create a world where more than 9 billion people are all living well and within planetary boundaries, by 2050.

Our 200+ member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995,



WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability, united by our vision of creating a world in which 9+ billion people are living well, within planetary boundaries, by mid-century.