

# A Road map for Vision 2050

*An implementation guide for executing  
the Vision 2050 report*



Sara Flores Carreño  
Tamar Harel  
Carmelina Macario  
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## ABOUT THIS GUIDE

Full references and citations are included in the full thesis report *A Strategic Sustainable Development Approach for Vision 2050*. This research has been granted with the Sparbanksiftelsen Kroman Award 2011 for “achievements that have excellent prospects of resulting in corporate development, product development, or creation of new business.”

You will find the thesis report (and the first version of this implementation guide) here: <http://bit.ly/1GVision2050>

We hope that you will find this Roadmap to Vision 2050 helpful in your work. Should you have any feedback or comments, please feel free to contact us at: [sara.flores.carrero@gmail.com](mailto:sara.flores.carrero@gmail.com)



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With the desire to contribute to a faster transition towards a more sustainable world, this implementation guide (IG) has been created to help companies integrate sustainability into their organizational culture. It does this by providing strategic planning guidance so that they can reach their Vision 2050 goals and become leaders in sustainability.

Our purpose was to find out what has been demonstrated to be successful in moving a company towards sustainability in an effort to create a comprehensive process that gathers those best approaches and integrates them with the Framework for Strategic Sustainable Development (FSSD)<sup>[1]</sup>.

The Roadmap to Vision 2050 Implementation Guide is the outcome of a Master's thesis research project for the Strategic Leadership towards Sustainability program at the Blekinge Institute of Technology in Karlskrona, Sweden.

Apart from the literature review, this guide is informed by the input of 27 sustainability experts and practitioners including Bob Willard –the author of the book *The New Sustainability Advantage* and other resources for sustainability champions<sup>2</sup>-, experts from three of the “Big 5” professional services firms, sustainability managers representing 14 leading multinational companies, members of WBCSD (authors of the Vision 2050 report), and the Vision 2050 Report core team members.

[1] Please find [5] further explanations in the Glossary section of this Implementation Guide.

Introduction	5
The pathway and its nine elements that lead to Vision 2050	7
Why implement a sustainability strategy?	8
Why should your company use this Guide to develop a sustainability strategy?	9
The power of a shared vision	11
What is the Vision 2050 Implementation Guide (IG)?	13
Who is the Vision 2050 IG designed for?	13
What does the Vision 2050 IG consist of?	14
Decide	17
Prepare	19
Visioning	23
Explore	25
Action Plan	29
Implement & Track	33
Communication	35
Conclusion	37
Glossary	39
References	40
Photo credits	41
Acknowledgements	42
Biography	44