
Gail Whiteman*,†, Sarah Cornell*,‡, and Maria Mendiluce*

†Rotterdam School of Management, Erasmus University (RSM) – Netherlands

Abstract

The objectives of this session are to assess if and how the Planetary Boundaries framework has helped WBCSD and its corporate members to prioritize the mid-term Must Haves (by 2020) in Vision 2050 and to develop innovative Business Solutions targeting those boundaries which are past the safe threshold level. We will also identify key lessons learned, and identify factors that enabled or detracted from the collaborative engagement between science and business.

Keywords: Practitioners, Decision, making, Planetary Boundaries, Business, Social, ecological Systems