



**The Integrated Assessment Society  
WEBINAR:  
Getting into the Right Lane for 2050  
From Vision to Strategy for a Sustainable Europe**

**Monday, February 15, 2010  
SUMMARY**

**Presentations**

The recorded session can be downloaded from: <http://www.tias.uos.de/webinars.php>

***Getting into the Right Lane for 2050***

Presented by Jan Bakkes, Netherlands Environmental Assessment Agency

**The Netherlands Environmental Assessment Agency (PBL)** on the recently released study, "Getting into the Right Lane for 2050", jointly published by PBL and the Stockholm Resilience Centre. The study examines the long-term challenges facing the EU in a vision of Europe for 2050, focusing on the key areas of **climate change and energy security; land resources, food and biodiversity; and transport and mobility**. The core question is: **If we want to achieve this vision, what strategic decisions need to be taken in the next few years?**

Jan Bakkes led the Right Lane backcasting study into long-term challenges to be addressed by the European Commission. He has worked with Netherlands Environmental Assessment Agency (previously part of RIVM) for two decades. He specializes in managing environmental information for decision making, in particular through broad-based assessments and outlooks, as well as indicator systems, scenario analysis, and performance review. Mr. Bakkes studied chemistry and spatial planning in Rotterdam, Delft and Utrecht. He is also a vice-president of TIAS.

***WBSCD Vision 2050 Study***

Presented by Per Sandberg, World Business Council for Sustainable Development (WBCSD)

Dr. Sandberg provided an overview of the **WBSCD Vision 2050 Study** which lays out the challenges, pathway and options that business can use to create an opportunity-rich strategy, both regionally and globally, that will lead to a sustainable world.

Per Sandberg is heading the Business Role Focus Area of WBCSD, for two and a half years. He also leads the Vision 2050 project. Before his current role he was with Norwegian oil, gas and aluminum company Norsk Hydro, working on sustainability and innovation issues. During this time, he also lead WBCSD's

Sustainable Mobility Project. Dr. Sandberg holds a MSc in Chemical Engineering and a PhD from the Norwegian University of Science and Technology. His doctoral thesis was in applied ethics, outlining an ethical policy framework for the use of genetic information in life insurance.

## Discussion

### **In the Right Lane 2050 study, looking at the Agriculture and Biodiversity vision:**

- The water and land link is essential and has been neglected even in FAO
- The Right Lane analysis was somewhat superficial. It examined the extent to which agricultural production could be increased.
- The FAO analysis places too much emphasis on increasing irrigated land, and rain-fed irrigation is not getting enough attention
- The EU exports agricultural technologies and could do more themselves with technology. For example, the Mediterranean is a region in which experimentation with land use change for water efficiency.
- It would be useful to have informed opinion from Europe on the FAO

### **The WBCSD Study**

Redefining Progress supports the thinking of the Stigler Commission. Too much of our success is based on GDP and material consumption.

To what extent did **WBCSD** look at the feasibility of the vision? (expression of skepticism. We have been trying this for a while. What is needed is behavioural change).

We need to change. WBCSD is optimistic.

What could be a useful follow up to these processes is collaboration with policy makers.

**WBCSD** is a platform for revising our strategy and promotes serious discussion with policy makers. Sustainable consumption and behaviour are needed. Consumers will not however accept lower quality even if it is more sustainable.

Radical innovation is needed!

Bill Cosgrove: In 1998 with the first WWAP (World Water Assessment Programme), our vision was that by 2025 everyone will be properly fed. After more than a decade there has been no change. This time we have an in-depth analysis looking at ten drivers that could influence availability. What events could happen and when. In developing a vision we need to look at the most feasible aspects.

Was the global picture realistic in the case of the Right Lane vision?

Jan Bakkes: Timing was important. With the European elections there was a policy window for long term vision measures. So with WWAP it will be useful to consider carefully your

window of opportunity for releasing this.

It could be the development committee of the World Bank or business sector in order to influence ministers.

Backcasting exercises suggest that we need to take action in various areas such as emission reductions now, but this requires changes in infrastructure and building standards now. An emission trading scheme could be an effective way to get around this.

In backcasting, the process is as important as the result. It is a way of getting buy-in (backcasting and 'backfilling"). A backcasting effort supplements a visioning exercise, because you realise how difficult it can be to achieve the vision. It is necessary to iterate between the vision and the pathway.

Publicizing the Right Lane 2050 Study: There were three seminars before publication. Much of the influencing took place through small, informal conversations.

### **Conclusion and Next Steps**

As a result of the discussion, it was decided that it is worthwhile to undertake a comparison of various visioning/backcasting projects (SCENES, Right Lane 2050, WWAP, WBCSD etc) in particular, for the purpose of informing or influencing policy. The form this will take and the steps involved are being defined now. This summary serves as a starting point.