

24th Global Summit of Women
Paris, France

**Linking Sustainability,
Wellness & Diversity**

Tess Mateo
CXCatalysts
June 2014

Vision 2050: Nine billion people living well, within the limits of the planet



Sustainability Opportunities: Vision 2050 Economic estimates

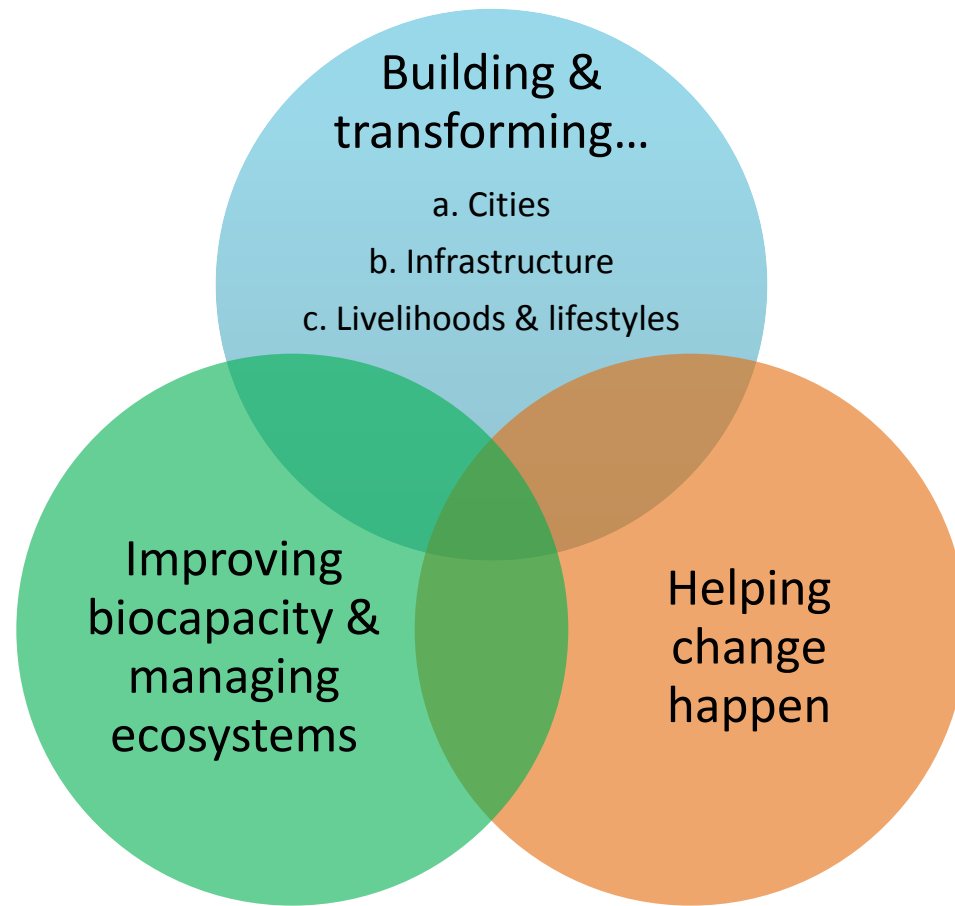
Table 3.1: Illustrative estimates of the global order of magnitude of potential additional sustainability related business opportunities in key sectors in 2050

Sectors	Annual value in 2050 (US\$ trillion at constant 2008 prices: mid-points with ranges shown in brackets)	% of projected world GDP in 2050
Energy	2.0 (1.0-3.0)	1.0 (0.5-1.5)
Forestry	0.2 (0.1-0.3)	0.1 (0.05-0.15)
Agriculture and food	1.2 (0.6-1.8)	0.6 (0.3-0.9)
Water	0.2 (0.1-0.3)	0.1 (0.05-0.15)
Metals	0.5 (0.2-0.7)	0.2 (0.1-0.3)
Total: Natural resources	4.1 (2.0-6.1)	2.0 (1.0-3.0)
Health and education	2.1 (0.8-3.5)	1.0 (0.5-1.5)
Total	6.2 (2.8-9.6)	3.0 (1.5-4.5)

Source: PwC estimates drawing on data from IEA, OECD and the World Bank

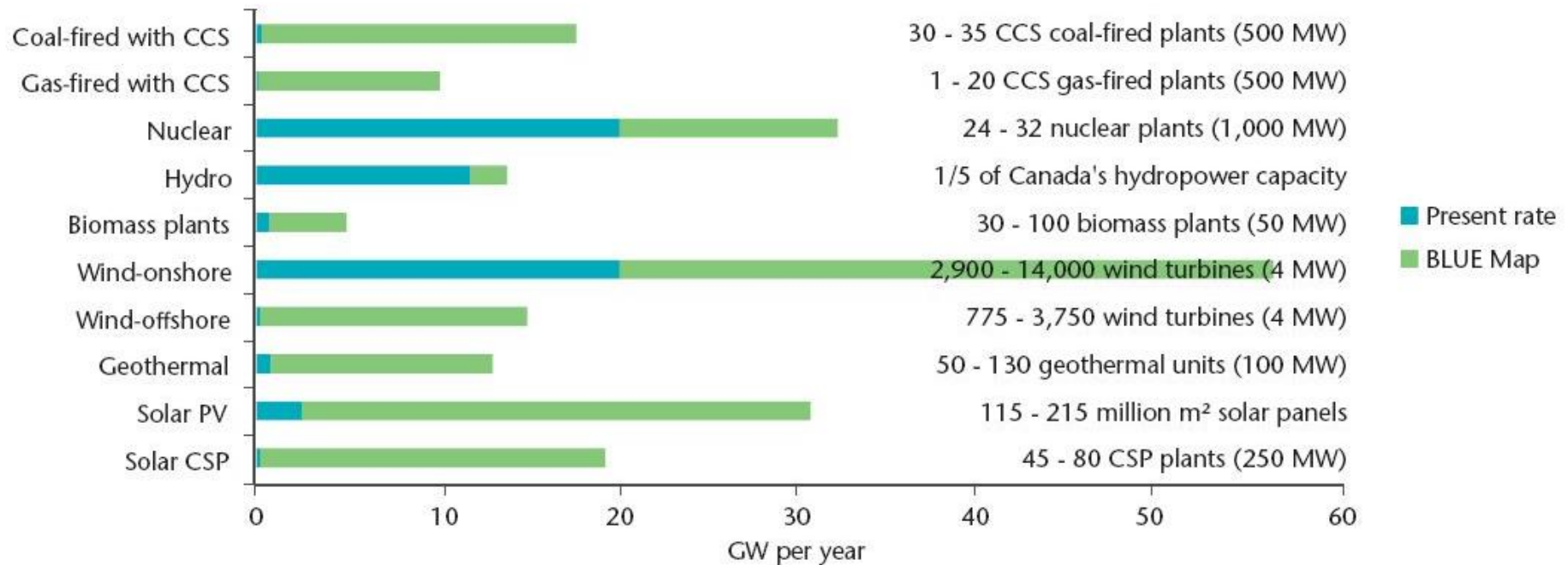
Sustainability Opportunities: Vision 2050

Business domains for the next decade



Sustainability Opportunities: Energy and power

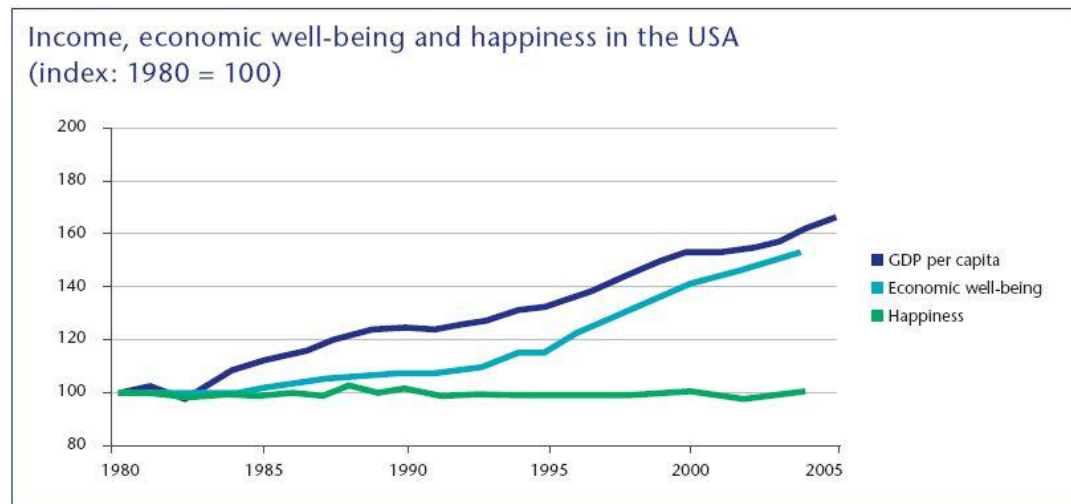
Average annual power generation – capacity additions – 2010-2050



Source: International Energy Agency, *Energy Technology Perspectives 2008*, © OECD/IEA 2008

Wellness Opportunities: People's values

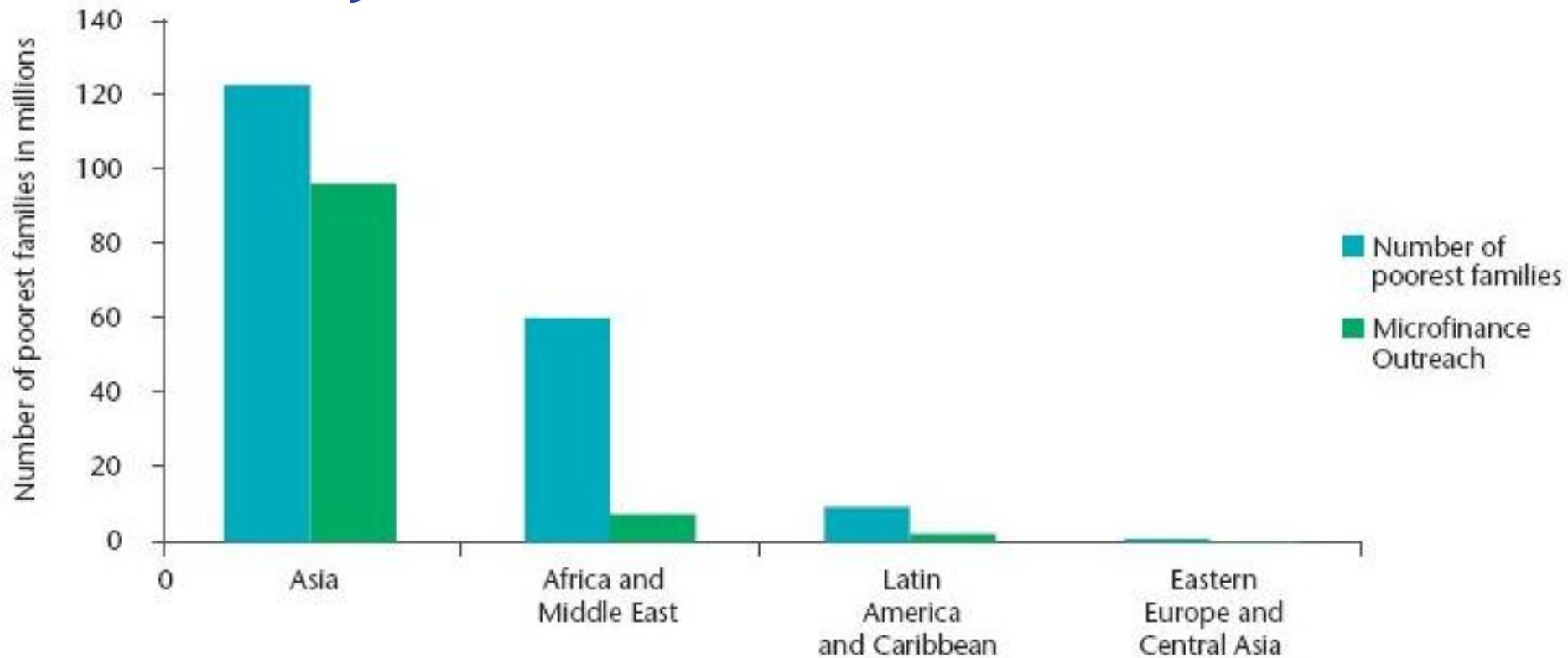
- **Vision for 2050:** “One World – People and Planet” lifestyles
- **Transformation time:** Sustainable living becomes mainstream



Source: Deutsche Bank Research, *Measures of Well-being*, 2006 (from GGDC, CSLS, GSS/Eurobarometer)

Wellness Opportunities: Helping Change Happen - Financing

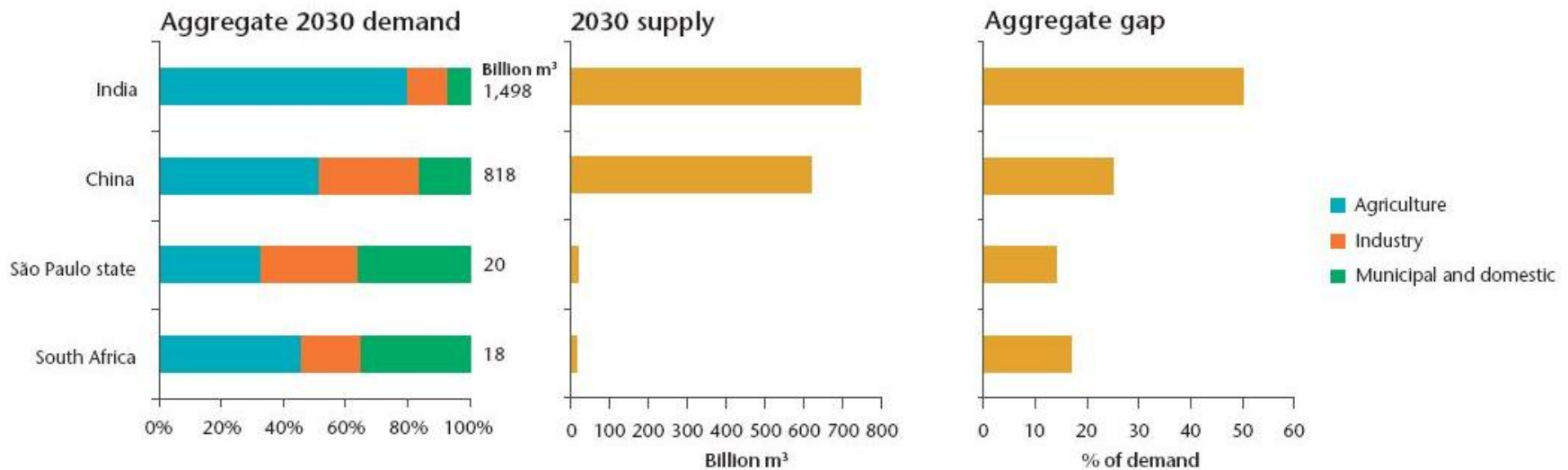
Many lack access to basic financial services



Source: The Microcredit Summit Campaign, *State of the Microcredit Summit Campaign Report, 2009*

Wellness Opportunities: Building & Transforming Infrastructure - Water

Base-case demand, supply and corresponding gaps for certain regions



Source: McKinsey/Water Resources Group, *Charting our water future*, 2009

Diversity Opportunities: From MDGs to SDGs

From Millennium Development Goals (MDGs)	To Sustainable Development Goals (SDGs)
Development assistance	A universal global compact
Top-down decision making	Multi-stakeholder decision-making processes
Growth models that increase inequality & risk	Growth models that decrease inequality and risk
Shareholder value business models	Stakeholder value business models
Meeting “easy” development targets	Tackling systemic barriers to progress
Damage control	Investing in resilience
Concepts & testing	Scaled up interventions
Multiple discrete actions	Cross-scale coordination

Diversity Opportunities: Post 2015 SDG Focus Areas

- Poverty eradication
- Sustainable agriculture, food security & nutrition
- Health & population dynamics
- Education
- Gender equality & women's empowerment
- Water & sanitation
- Energy
- Economic growth
- Sustainable & inclusive industrial development
- Infrastructure
- Employment & decent work for all
- Promoting equality
- Sustainable cities & human settlements
- Promoting sustainable consumption & production
- Climate
- Ecosystems & biodiversity
- Means of implementation/global partnership for sustainable development
- Peaceful & non-violent societies, rule of law & capable institutions

CXCatalysts Creating & Promoting WOMEN-owned “Green Economy” Businesses





CXCatalysts & CEMACO with Greif PackH2O Aguapacs in Guatemala



Partners:

MNCs: Greif

Domestic company: CEMACO

SMEs: CXCatalysts

Multilaterals: 7 UN Agencies

NGO: Agexport, Wakami

Launched: June 2012, first order of 1000
Aguapacs delivered Aug 2012

Diversity Innovation: Paradigm shift from water chore to cash



Buckets



Single Product Entrepreneur: Backpacks



Multiple Product Small Business Entrepreneur:

- Backpacks
- Repair & Liner Recycling
- Rain collectors
- Other products

Quality of Life

CXCatalysts: Driving Green & Inclusive Growth

- Sourcing from women-owned businesses (diversity)
 - WEConnect International
 - ITC Global Platform
- Sourcing from green businesses (wellness)
 - Walmart green scorecard
- Sourcing from women-owned green businesses (sustainability)
 - Post 2015 SDG Directives
 - UN Global Compact Women Empowerment Principles (WEPEs)



Thanks!

Tess Mateo, CXCatalysts

Tmateo@cxccatalysts.com