

WBCSD Key messages around COVID-19

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The health and well-being of WBCSD members, partners and staff is of utmost importance to us.

It is crucial to support each other, work together and do what business does best: respond fast. It is equally essential to continue our work on sustainable development. The world needs immediate business actions to address the crisis and shape the future.

- This is a **pivotal moment for each company to demonstrate responsibility towards society** by deploying all its care, critical know-how, reach and resources.
- But we need more if the world is to respond to and learn from this crisis. Times like these demand bold leadership and action at a time in which **our collective commitment to stakeholder capitalism is being put to a test.**
- **WBCSD has both the responsibility and the opportunity to act** at this critical point of time.
- **WBCSD is stepping up to the challenge to support our member companies** by launching 4 a Response Program to mobilize business action at scale in response to the COVID-19 crisis.
- WBCSD's call to action to leverage our combined business expertise is **centered on 3 areas:**
 - 1. Vital Supply Chains:** with focus on short-term supply chain resilience plan, starting with the food system;
 - 2. Return to "Normal" Scenarios:** with focus on employee health and business recovery;
 - 3. Long-term impacts:** with focus on COVID-19 vulnerabilities revealed by the crisis & lessons for future resilience and stakeholder capitalism.



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As an organization, we want to remain relevant, engaging credible and solutions-focused – and we are rallying the WBCSD team across the world to engage our network of members & partners – with a spirit of adaptability, determination and resilience.