



In a carbon neutral economy, how is Portugal going to create jobs and grow?



## Energy, climate and economic growth – business opportunities in Portugal

Under the international and European policies which demand a CO<sub>2</sub> emission reduction from the economies, it is necessary for companies to think strategically about this subject, in such a way as to be able to position themselves competitively in the market in the medium and long term. In other words, it is necessary for companies to manage to identify in what way this framework will affect their business, and which innovative processes it would be possible to develop so that the company manages to maintain and increase its competitiveness in the future.

**Meet 2030 contributes to the implementation of the Paris Agreement, which aims to reach a carbon neutral economy (net zero) in the second half of this century.**

The most recent project of the BCSD Portugal – Business Council for Sustainable Development will

**develop scenarios for 2030 and identify potential opportunities and innovations which can create competitive advantage for companies, by way of promoting a sustainable growth of the economy.**

## Objectives of Meet 2030:

- › **To create scenarios for Portugal in 2030**, in the context of a fourth industrial revolution taking into account national, European and worldwide compromises in order to reach **carbon neutrality**, the challenges of the various economic sectors and the research which has been **led by associates of the BCSD**;
- › **To identify potential new** sectors of economic activity, innovation in products and processes and the competitive advantage necessary to enable companies to maintain sustainable growth in the long term;
- › **To identify solutions with higher added value and contribute to an *action policy***, which permits us to define strategic priorities on a national and international level.

## Meet 2030: Accept the challenge and imagine the future.

The BCSD will challenge associates to imagine the future – the project will transport companies into the unknown, will lead them to brave disruptive ways and propose opportunities for growth for Portuguese companies on the horizon of 2030.

### Workshop 1 Meet 2030 vision for the Portuguese economy

- What has Portugal's economic and energy evolution been like in the last 50 years?
- What is the role of energy efficiency in the evolution of economic growth?
- How did the different technologies of the past contribute to the evolution of energy efficiency?

### Workshop 2 Company strategies and opportunities for growth

- What are the key uncertainties for the definition of company strategies?
- How can technology give origin to new business models?

### Workshop 3 Scenarios and projections for 2016-2030

- Which technologies can improve energy efficiency in 2030 based on projections for 2016-2030, information given by companies and research done during the project?
- What are the macro scenarios which companies can use to evaluate their strategies?

### Workshop 4 Presentation of the Meet 2030 intermediate report and debate

**Dec 2017 – Publication of final report  
and presentation lecture**

Meet 2030 has been developed by the BCSD in partnership with the Instituto Superior Técnico (Higher Technical Institute) and with the companies associated with the BCSD, and counts on the participation of various other stakeholders, amongst which are public entities and other national and international organizations.



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### **The BCSD Portugal – Business Council for Sustainable Development**

is a non-profit business association, which collects together and represents companies with an active interest in sustainability. Through the conception of intercompany projects which stimulate sustainable development, the BCSD is an influential actor and inspirational regarding new, competitive, innovative, responsible, sustainable and inclusive business models.

### **Vision of the BCSD**

In 2030, Portugal will be an European country of reference in business solutions which promote a low carbon economy, which value ecosystem services and which contribute to the society well-being.

### **BCSD Portugal**

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