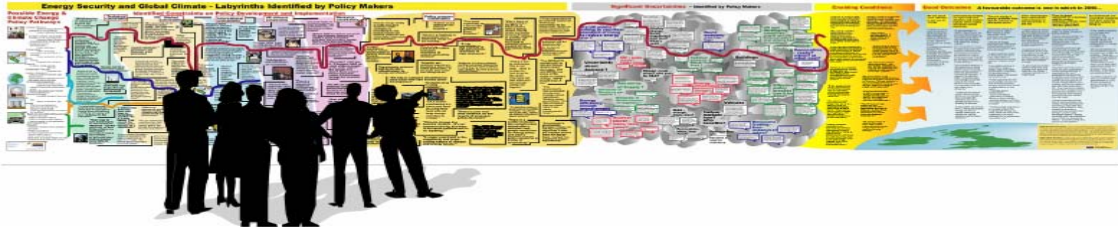


Abstract

Robert E Horn, Stanford University and International Futures Forum reports on his work with the World Business Council for Sustainable Development

Bob Horn is leader of the Climate Change and Sustainability Murals project at Stanford University. Building on the work of the IPCC and sustainability science, this project is creating a collection of large-scale information murals that portray the long-term implications



of decisions being made today. The info-murals portray the huge challenges humans face in the 21st century and possible policy pathways to resolving them.

Recently, the project has been working with the World Business Council for Sustainable Development, a group of the 200 largest transglobal companies, to help visualize and synthesize their *Vision 2050* project. The project has developed over a series of intensive working sessions a range of scenarios for 2050, a desirable vision and some initial thoughts about policy pathways to realise that vision.

This session will present an overview of the project and ask for reactions and feedback for the emerging shape of WBCSD's vision and the high level policy choices it implies.

Brief Bio

Robert E. Horn

Horn is a Visiting Scholar in the Human Sciences and Technologies Advanced Research Institute (H-Star) at Stanford University. He is the leader of the Climate and Sustainability Murals Project at Stanford which is a part of the Visual Analytics for Public Policy initiative, a research program to model, communicate and resolve complex issues.

He has applied these approaches to avian flu pandemic planning, public mental health, counter terrorism, delivery of services in the National Health Service in the UK, and for county-level task forces in the U.S. He has worked with strategic planning on nuclear waste disposal (for the UK's government agency); and climate change and energy security issues for the UK Foreign Office (projects accomplished with the International Futures Forum) and on management of research with NASA.

Horn has pioneered the exploration and use of visual language (the tight integration of words and visual elements) Horn says in the subtitle of his book *Visual Language*, that this phenomenon is becoming a new form of "global communication for the 21st century." For more information see <http://www.stanford.edu/~rhorn/>