

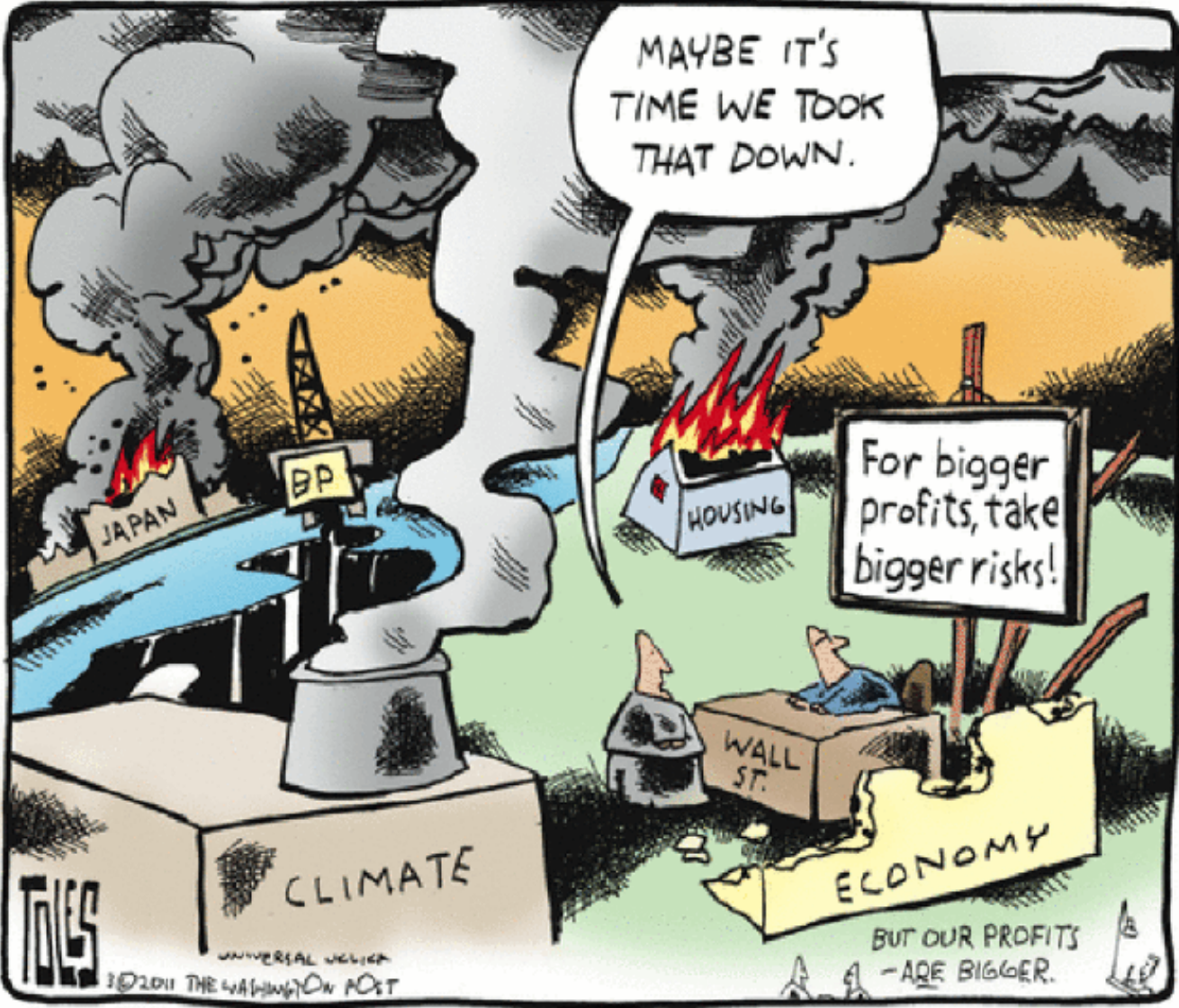
Building Sustainability into your Corporate Strategy

Time for a Business Model Amnesty?

SustainabilityLive! 2011

Michael Townsend

Interesting times...



Where next?



Global Research Project

Accelerating the transition towards a sustainable low carbon world through sharing and publicising the 'art of the possible' and the business case for change.



Influence change

Case Studies:
awareness and inspiration

Resources
information & understanding

Tool Kits:
how to do it

Video:
explain & inspire

Elements

Analysis Reports:
capture learning

The Rough Guide:
spread the word

**Website/
Community:**
share lessons

Channels

**Research/Action
Hubs:**
share learning

Workshops:
deliver change

Engagement

Measurement:
prove impact

Impact

Research with a difference:

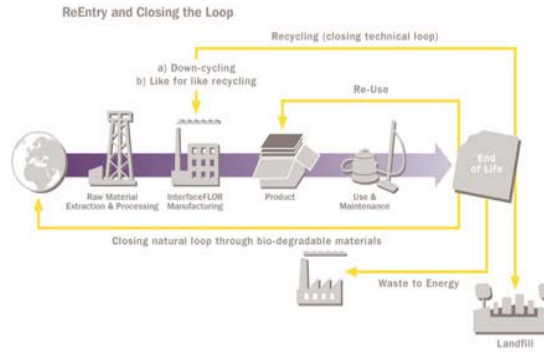
- Holistic/beyond carbon
- Real business impact
- Extended enterprise
- Detailed case studies
 - Robust analysis

Stage 1 'Insights & Inspiration'

Just some of the things we can already achieve...



Eco building at no extra cost, with 40% carbon & operational cost savings



Working towards closed-loop models can save up to 70% resource



Energy hierarchy optimises performance & savings



Transport hierarchy enables up to 40% reduction in carbon emissions

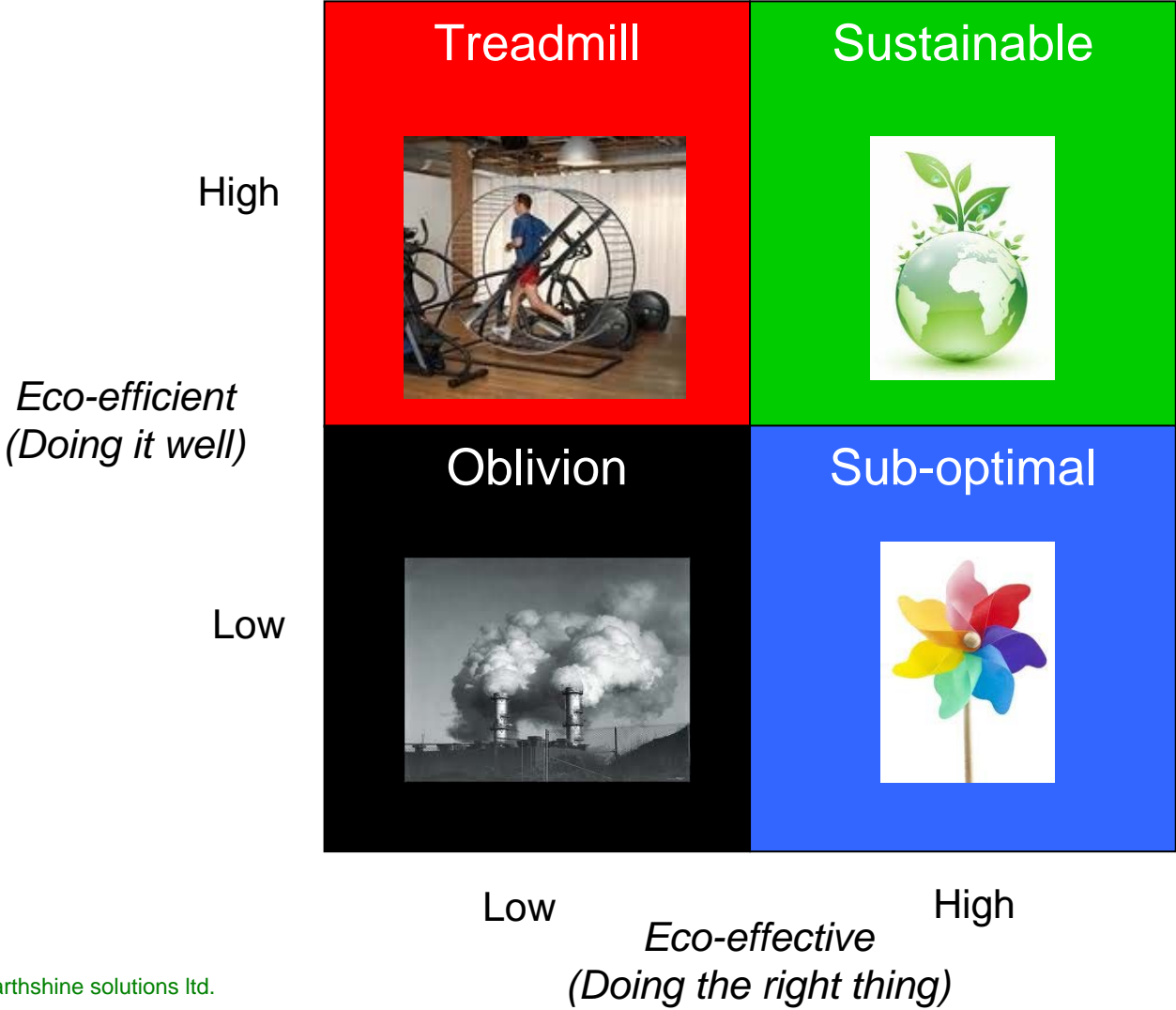


Electric vehicles – an emerging business case

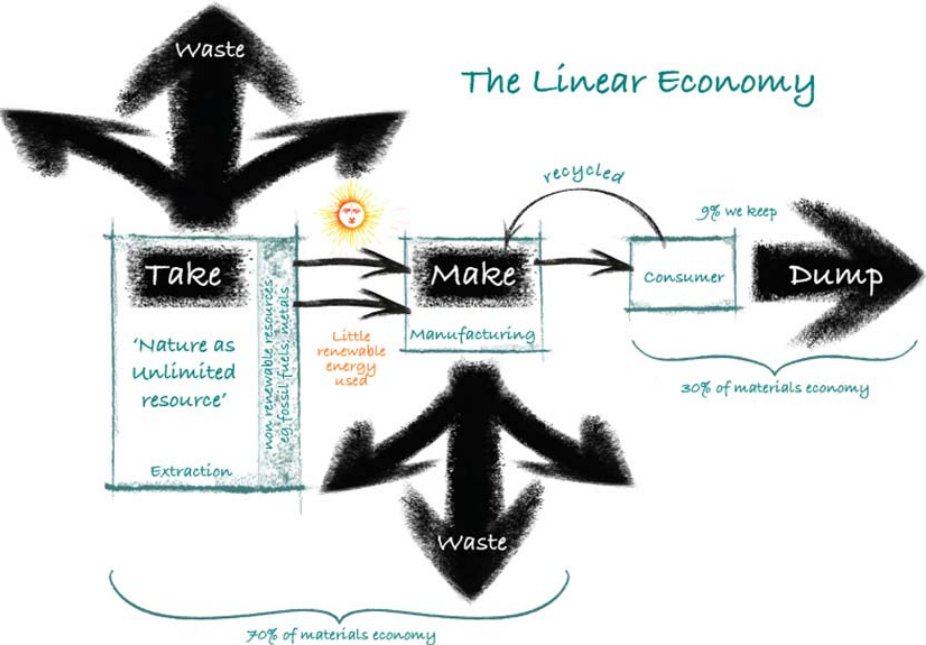


Remodelling the business to save money, resource, waste & energy, + create jobs & increase margins

Eco-effective vs. eco-efficient?

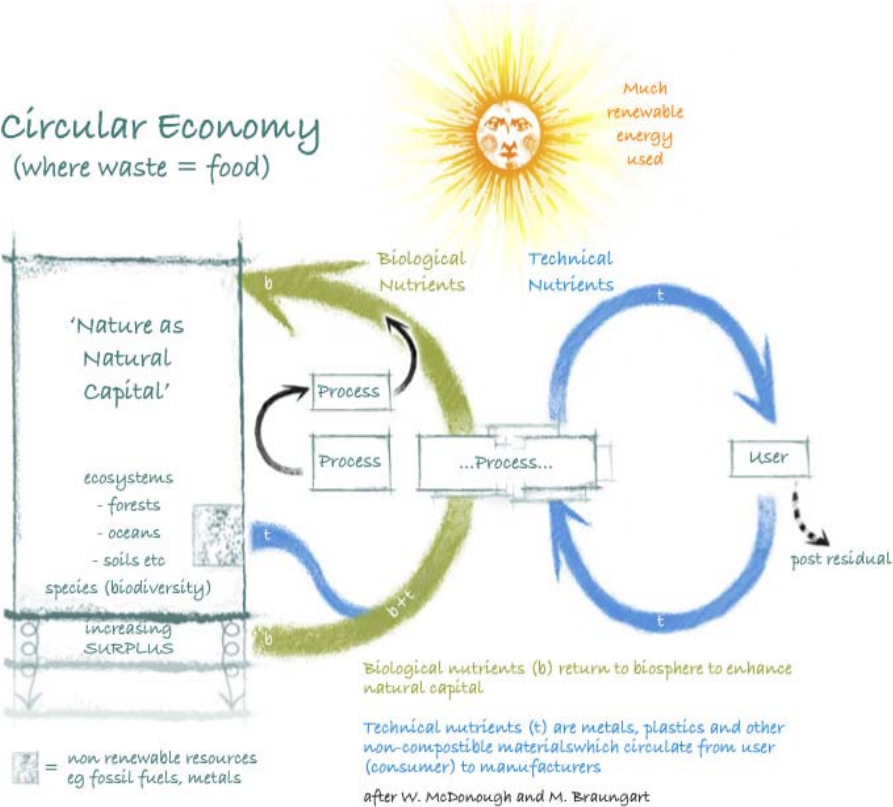


Linear vs. circular models?



Source: 'Sense and Sustainability - Educating for a low carbon world', Ken Webster and Craig Johnson. TerraPreta, 2008

A Circular Economy (where waste = food)



Source: 'Sense and Sustainability - Educating for a low carbon world', Ken Webster and Craig Johnson. TerraPreta, 2008

Eco-effective...?



“...generating as much as £340 million a year through gambling on the price of key commodity crops like coffee, sugar and wheat.”
(Ecologist, 31 March 2011)



“Some labor rights advocates had attributed the suicides to harsh working conditions at its huge factory compounds... (they) hired counselors, raised salaries and even put up nets on some of its buildings to prevent suicide attempts..”
(New York Times, 22 Feb 2011)

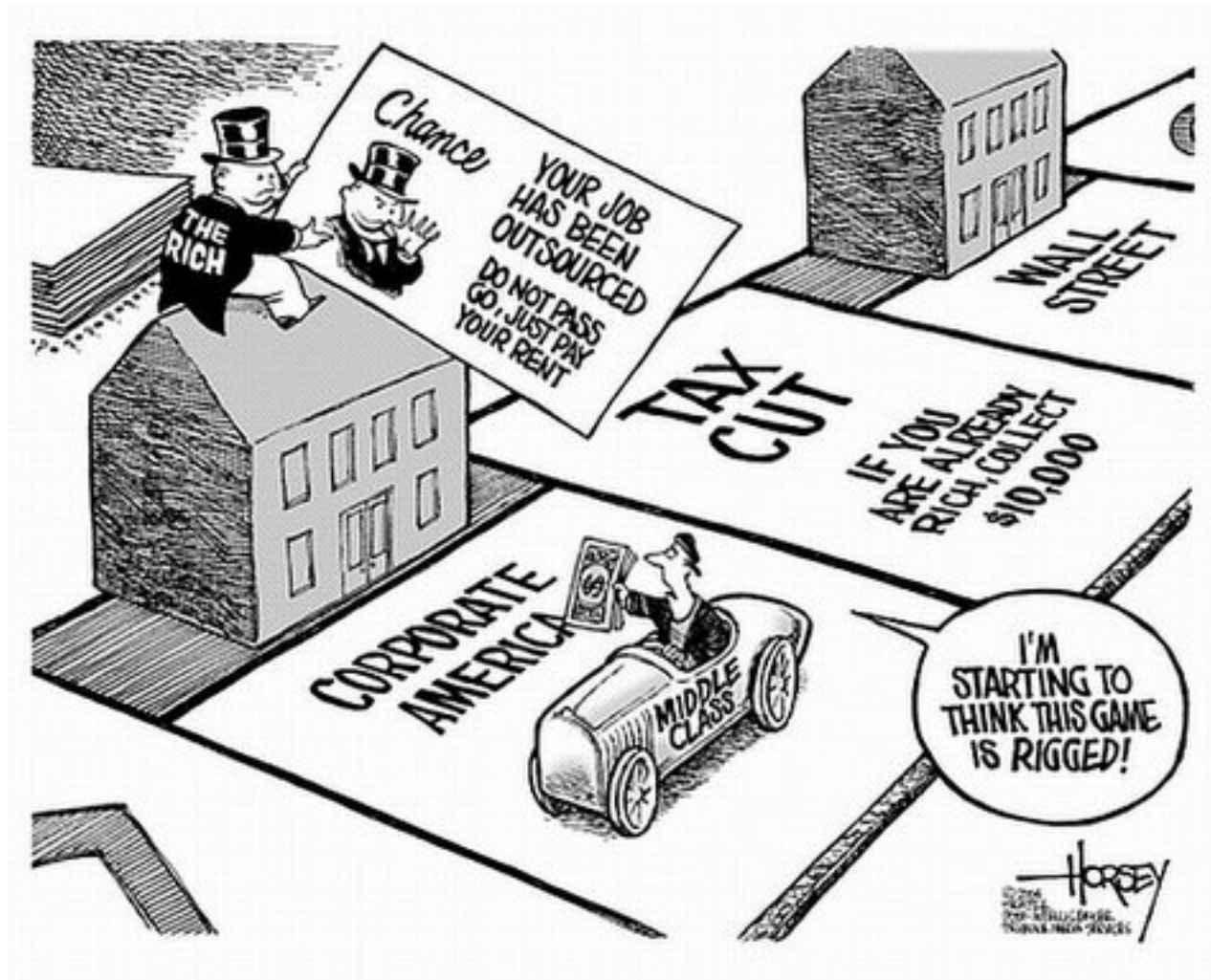


“We're entering a 'zone of uncertainty' over oil supply – a frank admission it hasn't a clue what's going to happen.”
(Guardian , 28 March 2011)

Not just a moral standpoint – business risk

Nobody’s perfect, but its time to review our business models

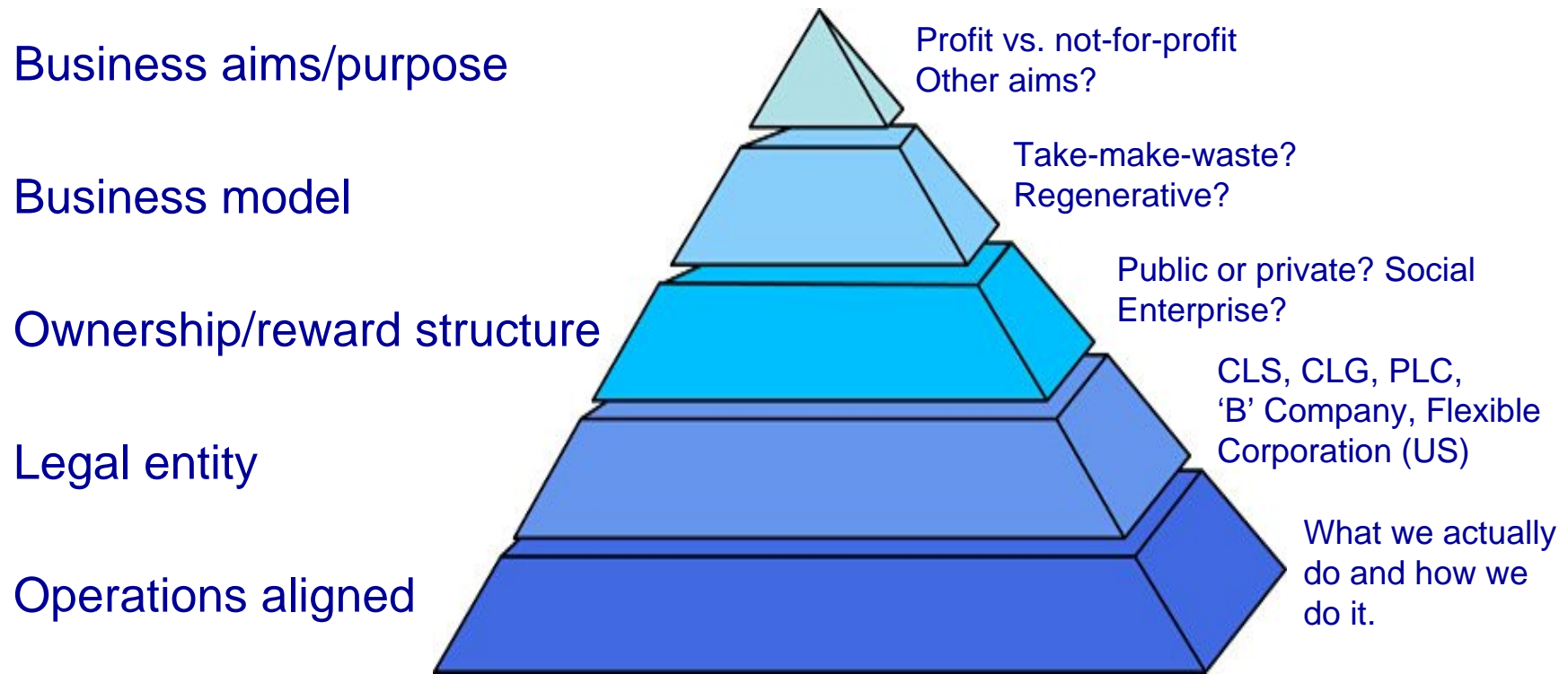
What is the (higher) purpose of business?



Business model amnesty?

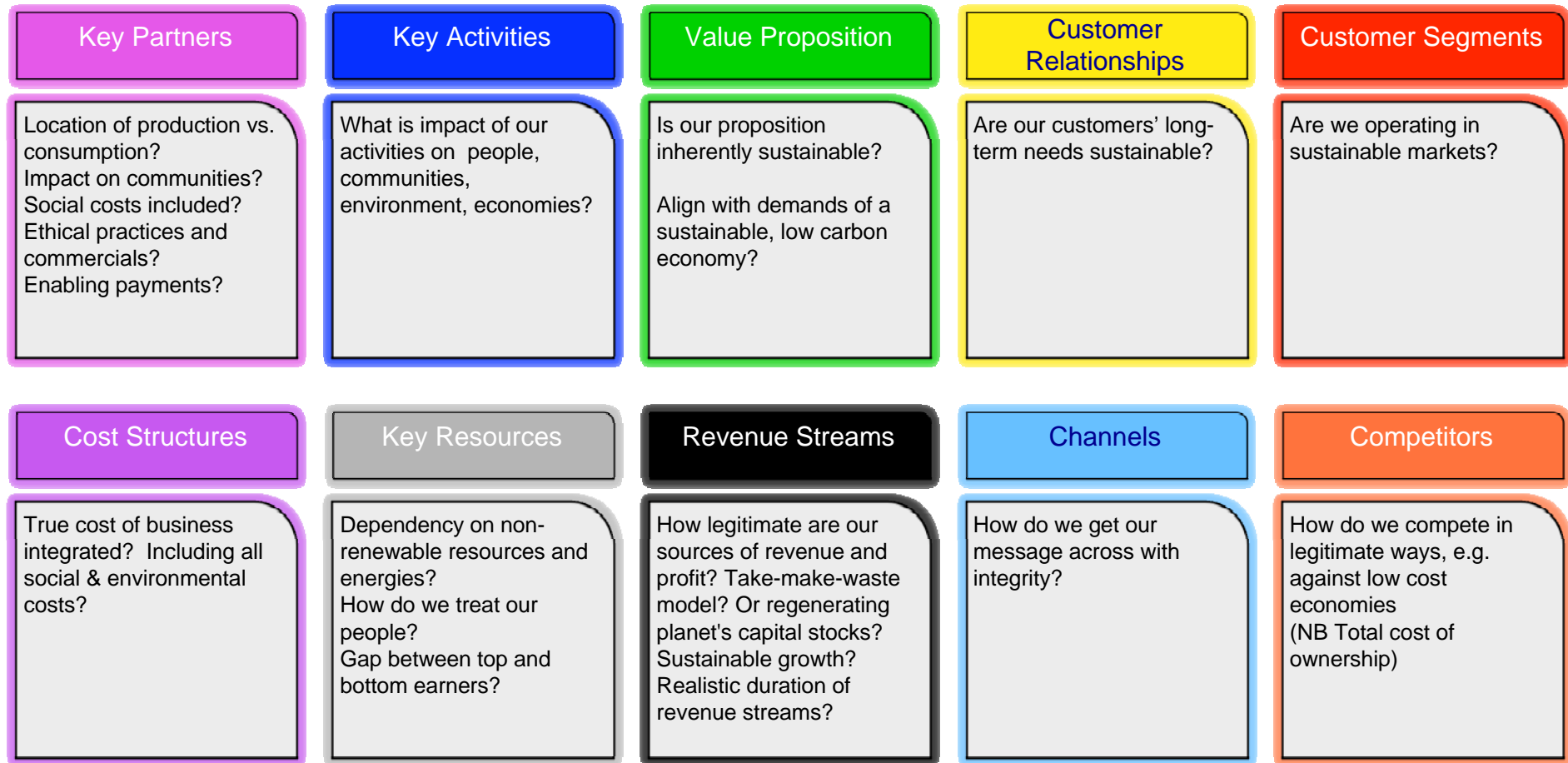


Five-tier approach



Towards sustainable business models

“No problem can be solved from the same level of consciousness that created it.”
Albert Einstein



Some challenges...

- Short-termism?
- Max profit/shareholder returns?
- Non-renewable resource exploitation?
- Alignment of company purpose, wealth creation & distribution?
- Can we kill the golden goose?
- Re-boot our expectations?
- Or will BAU prevail?



We'd like to follow through...

Join the discussion:

www.globalsustainablebusiness.org

Join the survey:

survey@earthshinesolutions.com

Support the project:

research@earthshinesolutions.com

www.earthshinesolutions.com
www.globalsustainablebusiness.org

Truly integrated into DNA of your business?

