

# Success Through Sustainability

John Harrington



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# Introduction

RealEyes Sustainability Ltd.

The **Real** voyage of discovery lies not in finding new lands, but in seeing with fresh **Eyes**. Marcel Proust

What would client products and services look like if they complied with basic principles of sustainability

Use vision to inform what we need to do today

Planning from a successful outcome or backcasting

Backcast from a scientifically robust, systems definition of sustainability.



# The Natural Step (TNS)

Not for profit organisation established in 1988 by oncologist Karl Henrik Robert

Now global with partners in 30 countries

Nike, Ikea, Panasonic, ICI, Interface, Scandic Hotels

100's municipalities in Sweden, US, Japan, Italy, France, Canada, and Ireland

To develop and share a common framework which centres on easily understood, scientifically based principles that can service as a compass to guide society toward a sustainable future



# Today is about...

Planning

New thinking to aid decision making

A shared, scientific understanding of unsustainability

Working together to invent the future we want

Aligning our actions

Long term as well as short term

Lingering  
on the  
edge of  
extinction

Rapid alien invasion hits bees  
1 in 40 jobs in Europe now linked to environment

Future proof  
homes and  
communities

Agency  
criticises  
'illegal'  
fish  
landings

Immediate  
action on  
rising costs  
urged in  
report  
Warning  
Oil supplies  
are

Mercury-containing bulbs  
are a hazardous waste

Call for  
15% of all  
vehicles  
to be  
electric

Concern over water treatment plan

Growing  
population  
biggest  
threat to  
coral reefs

Gormley  
rules out  
breed  
exemptions

When asked to conserve  
water, the public  
panicked and used more  
- and the leaking  
infrastructure couldn't  
cope.

Water pressure

Motorists will have to pay  
for the cost of congestion

Irish water  
shows 30  
times UK  
E.coli level

Supermarket  
ditches tinned  
tomatoes to slash  
waste

Irish lacking trust in institutions

World is facing a natural  
resources crisis worse than  
financial crunch

Nearly a third of  
Irish Rivers and  
streams polluted  
EPA

Environmental  
fashion - the  
trend for 2010

Northern Ireland  
tightens controls  
on hazardous  
substances

Punishing Greens puts climate crisis on back burner

Irregular fish may be linked to chemicals

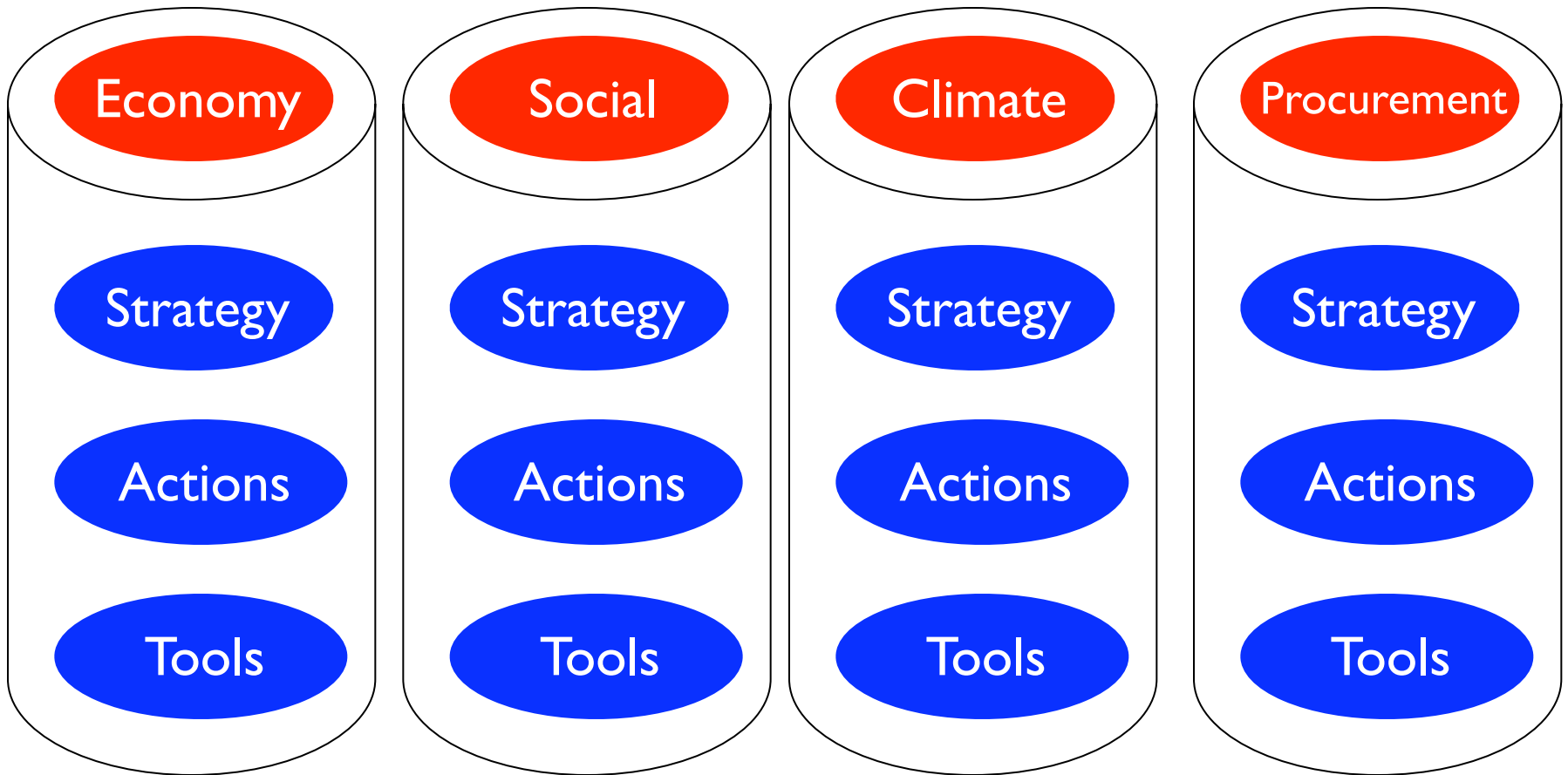
New oral hearing over incinerator, says FG

PAPER BAG  
LEVY CALL

To avert meltdown, EU and ECB must lead debate on new business model

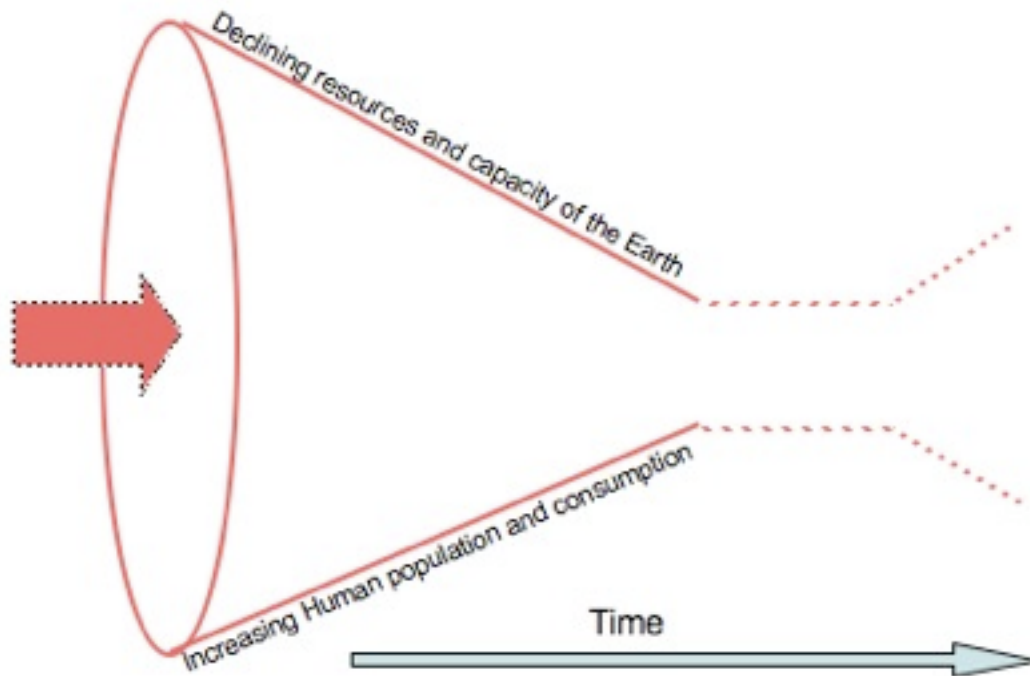


# Planning in “Silo’s”





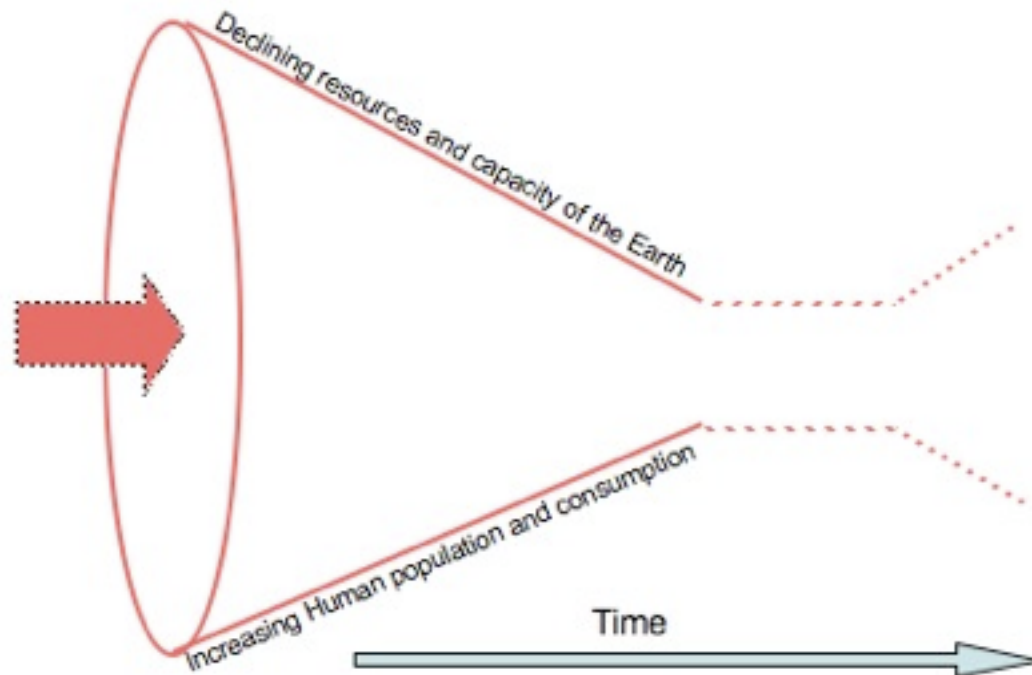
# The Funnel



## Threats

- ♦ Increasing Costs
- ♦ Forests
- ♦ Agriculture
- ♦ Fisheries
- ♦ Ground water
- ♦ Climate
- ♦ Metals
- ♦ POP's
- ♦ Eutrophy
- ♦ Hormones
- ♦ Social trap
- ♦ Segregation
- ♦ Corruption
- ♦ Epidemias
- ♦ Poverty

# How can we be strategic ?



## Opportunities

- Resource costs
- Waste management
- Tax, legislation, insurance, loans
- Int. agreements
- New markets
- Innovation/design
- Trust
- Productivity,
- Transaction costs
- Brand
- Stories of meaning
- Team building
- Community

# The Framework for Strategic Sustainable Development



Our vision, our values, defining success

Backcasting, Participation, Physical reduction/ Substitution, Transparency, Sustainability Policy.. etc...

Composting, Solar hot water, bike to work, cloud computing, recycling, sustainability at home, water harvesting, green roof, green procurement, sustainable cleaning products, supply chain

To measure progress, ISO 14001, Carbon footprint, eco-footprint, water metre, electricity monitoring, Global reporting initiative, energy map



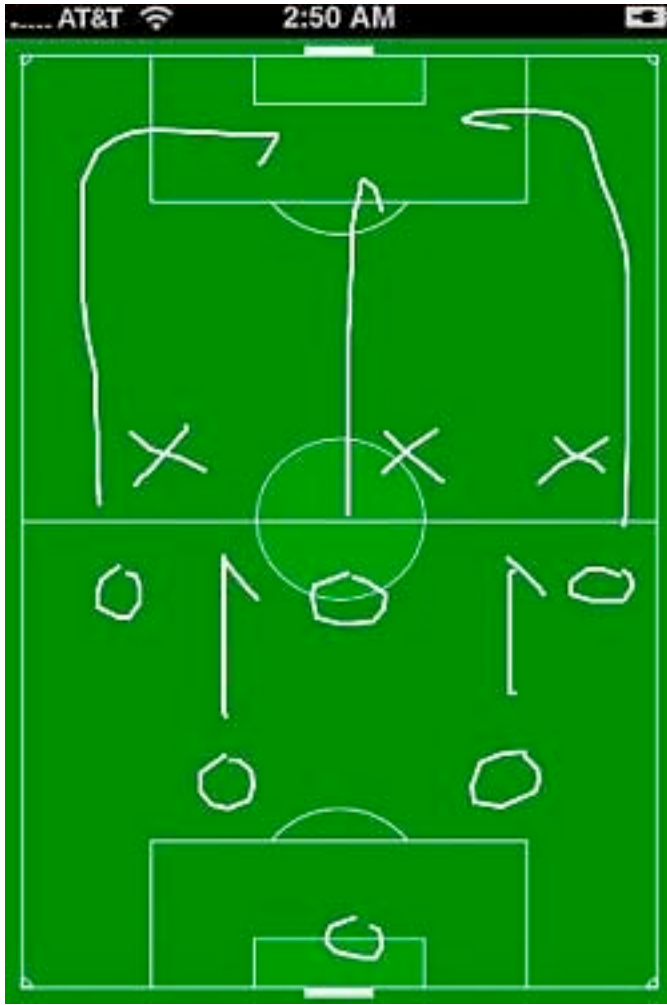


diagram 1



diagram 2



diagram 3



diagram 3



RioTinto Alcan



M&S



Swedish Eco-municipalities



Sainsbury's



SHIFT the future

City of Madison, WI



Panasonic ideas for life

“Sustainability is the single  
biggest business opportunity  
of  
the 21st century”.

Lee Scott – CEO Walmart

# Integrating Sustainability

- **93% of CEOs believe that sustainability issues will be critical to the future success of their business.**
- **88% of CEOs believe that they should be integrating sustainability through their supply chain.**







# What will help

The art of the possible...

An open mind

Participation

Listening

Commitment to action