

Success Through Sustainability

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June 2010

RealEyes Sustainability

We work with organisations, businesses and communities

We are focused on helping organisations benefit from sustainability

Inspired by what other countries have done – we have made international links to local authorities, businesses, NGO's working at the top of their field

We train, audit, workshop, strategise, advise, and network best practice in any type of business

We urge and facilitate broad participation

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

3 Magic Questions

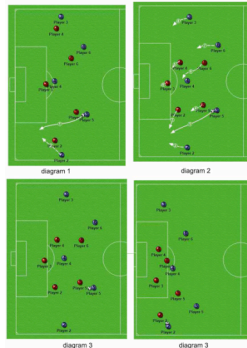
- Do you have a definition of sustainability?
- Referring to definition, what is your gap?
- What are you doing to bridge it?



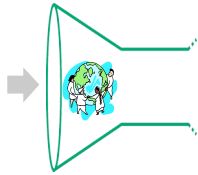
Systems thinking

- Individuals
- Groups





All Unsustainability is Linked



Threats

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

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 Problem of Reductionism



Lingering on the edge of extinction
Rapid alien invasion hits bees

20% cut in CO₂ output for Ireland in EU plan
Future-proof homes and communities

Agency criticises 'illegal' fish landings
Report finds substantial decline in older people living in the inner city

Mercury containing bulbs are a hazardous waste
Beijing seeks to reassure on air quality for Olympics

Concern over water treatment plan
Immediate action required, says report

Experts differ with Minister on M50 chaos
Dublin to reach for the sky to combat urban sprawl

Motorists will have to pay for the cost of congestion

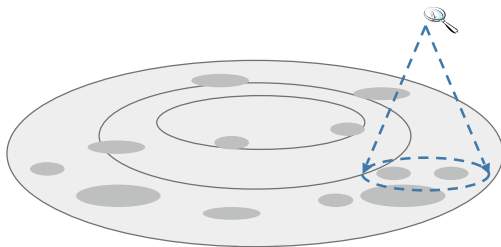
Locals appeal Aldi's plan for 175 homes at Finglas site

Growing population biggest threat to coral reefs
New development strategy presents challenge to tradition, says city council

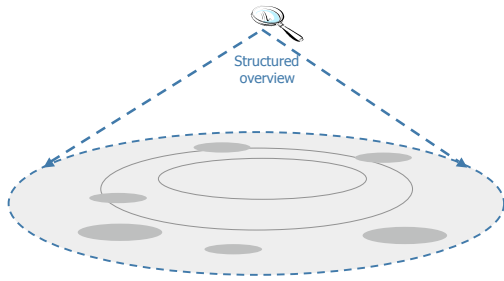
Irregular fish may be linked to chemicals
New oral hearing over incinerator, says FG

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

About drill-holes...



...and how to make use of drill-hol 

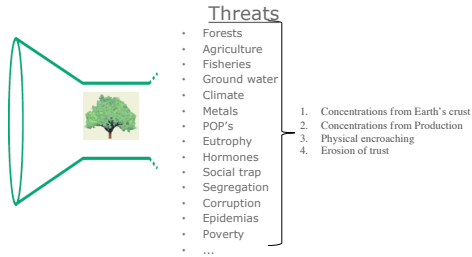




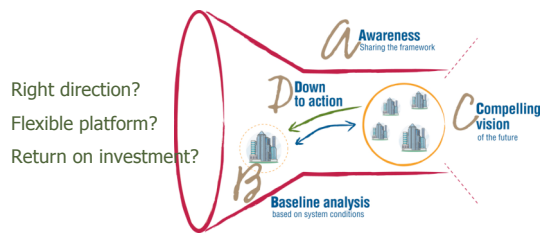
Backcasting – from principles 



Threats converted into re-design principle



Implementation Approach



TNS - Sustainable Development -



Conclusion: Strategic Sustainable Development...



- ...is greatest opportunity ever
- ...is profitable regardless if others "get it" or not
- ...headed by leaders, not experts
- ...starts from principled definition of sustainability
- ...enables step-wise, open-ended yet strict re-design
- ...trade-offs as stepping stones, not choices between evils
- ...selection, informing, and development of aligned tools
- ...interdisciplinary cross-sector community building

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