

KEY CONCEPTS & DEFINITIONS

SUSTAINABLE
BUSINESS

CSR

SHARED
VALUE

ESG

REGENERATIVE
BUSINESS

SOCIAL
BUSINESS &
INNOVATION

SHARING
ECONOMY

CIRCULAR
ECONOMY

TOTAL
SOCIETAL
IMPACT

SDG

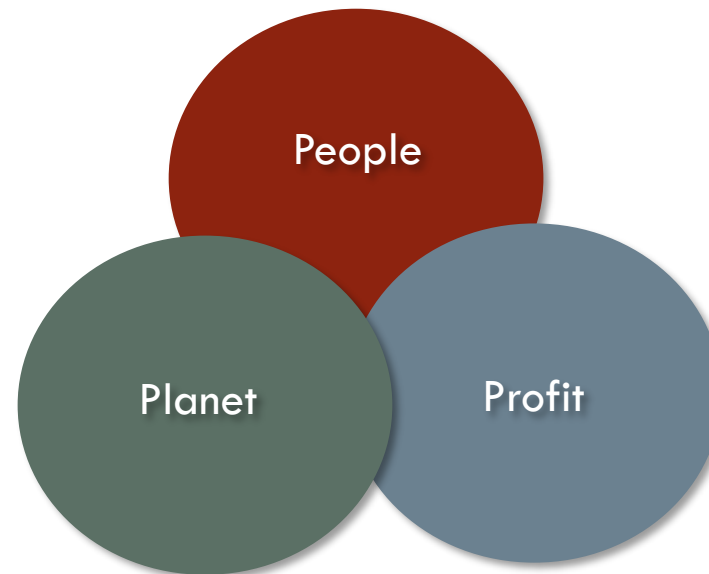


SUSTAINABLE BUSINESS

SUSTAINABLE DEVELOPMENT



TRIPLE BOTTOM LINE (TBL)



SDGs



SUSTAINABILITY IS ABOUT MORE THAN CLIMATE CHANGE ...



A BLUEPRINT TO ACHIEVE A BETTER AND MORE SUSTAINABLE FUTURE FOR ALL PEOPLE AND THE WORLD BY 2030



RESPONSIBLE BUSINESS (CSR)

Corporate Social Responsibility



“the responsibility of enterprises for their impacts on society.”

Taking responsibility for the business impact on society

Social, environmental, ethical human rights and consumer concerns

Into business operations and core strategy

In close cooperation with stakeholders to create shared value

Link to innovation (products etc.)

Emphasis on international standards (e.g. UN Global Compact, ISO, UN Guiding Principles)



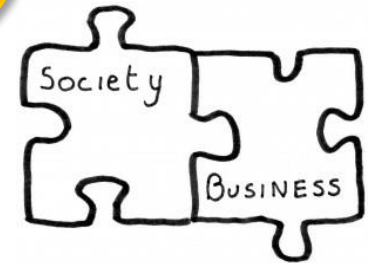
FROM CSR TO CSV - SHARED VALUE

CSR → CSV

- | | |
|---|--|
| <ul style="list-style-type: none">› Value: doing good› Citizenship, philanthropy, sustainability› Discretionary or in response to external pressure› Separate from profit maximization› Agenda is determined by external reporting and personal preferences› Impact limited by corporate footprint and CSR budget <p>Example: Fair trade purchasing</p> | <ul style="list-style-type: none">› Value: economic and societal benefits relative to cost› Joint company and community value creation› Integral to competing› Integral to profit maximization› Agenda is company specific and internally generated› Realigns the entire company budget <p>Example: Transforming procurement to increase quality and yield</p> |
|---|--|

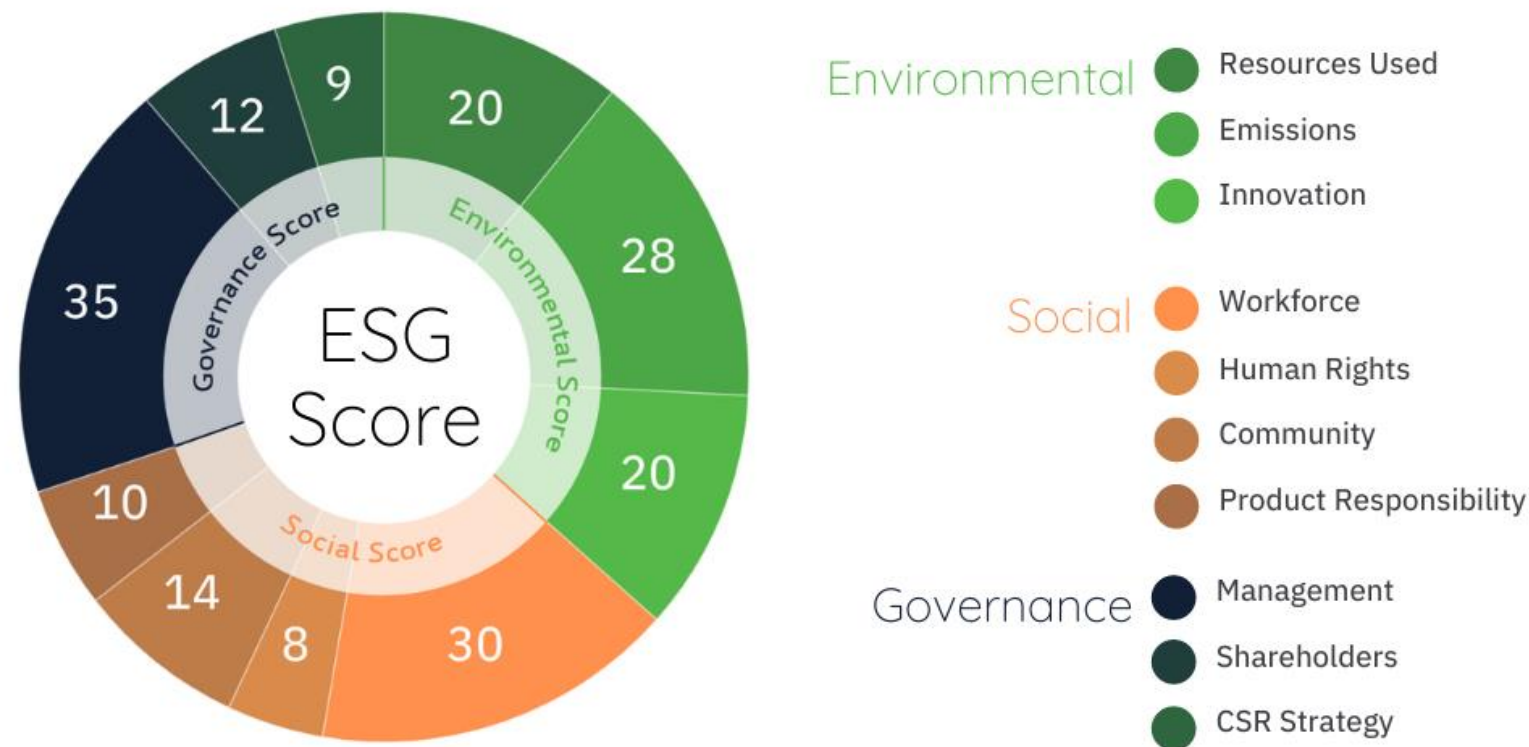
In both cases, compliance with laws and ethical standards and reducing harm from corporate activities are assumed.

CURRICULUM

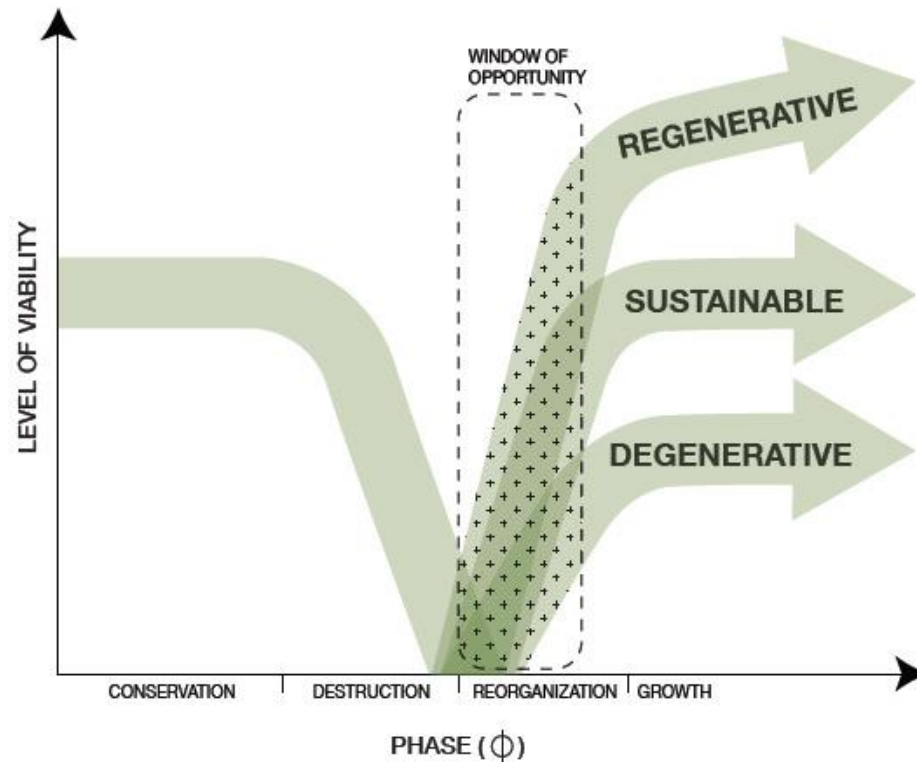


Graphic: Shared Value Initiative

ESG (Environment, Social, Governance)



FROM SUSTAINABLE TO REGENERATIVE



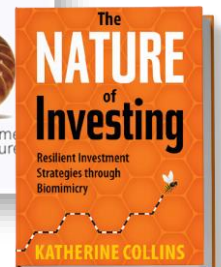
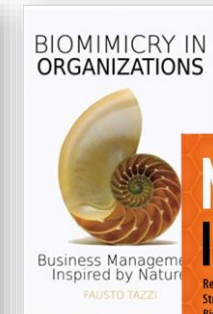
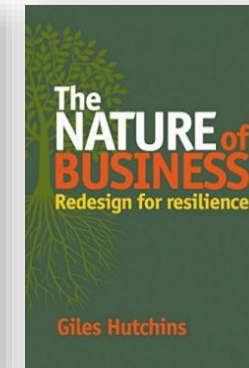
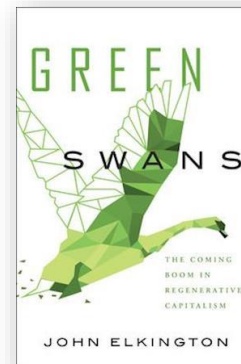
regeneration [ri-jen-uh-rey-shuhn]

SEE SYNONYMS FOR *regeneration* ON [THESAURUS.COM](https://www.thesaurus.com)

noun

- 1 act of **regenerating**; state of being **regenerated**.
- 2 *Electronics*. a feedback process in which energy from the output of an amplifier is fed back to the grid circuit to reinforce the input.
- 3 *Biology*. the restoration or new growth by an organism of organs, tissues, etc., that have been lost, removed, or injured.
- 4 *Theology*. spiritual rebirth; religious revival.

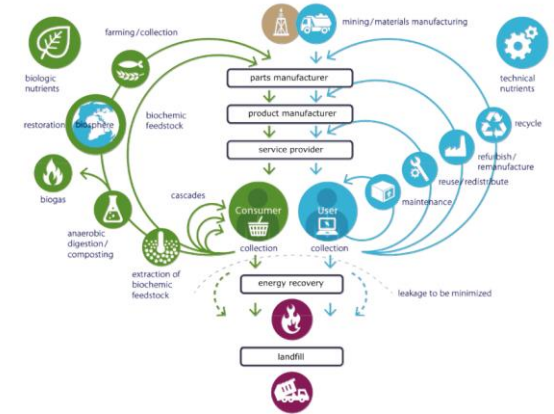
REGENERATIVE ECONOMY



CIRCULAR ECONOMY



THE BUTTERFLY MODEL FOR CIRCULAR PRODUCTION AND CONSUMPTION



Graphic: www.greenandlocal.net inspired by Ellen MacArthur Foundation



SOCIAL INNOVATION

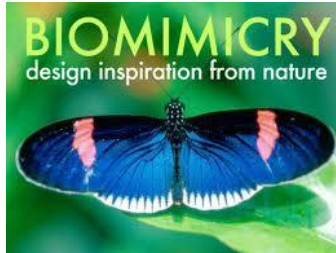
NEW SOLUTIONS
THAT IMPROVE
PEOPLE'S LIVES OR
SOLVE SOCIETAL
PROBLEMS



NEW WAYS
OF THINKING,
LIVING, LEARNING,
WORKING, AND
COLLABORATING



LEARNING



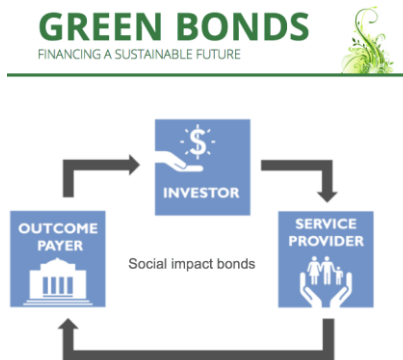
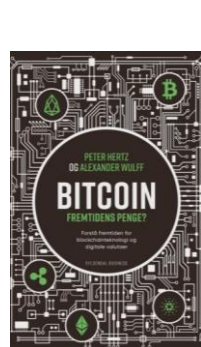
KNOWLEDGESHARING



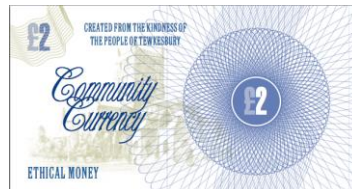
CONCEPTS



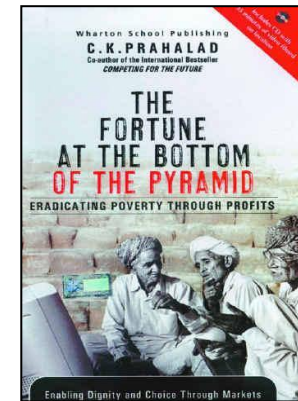
MONEY & FINANCE



COOP CROWDFUNDING
SAMMEN GØR VI VISIONER TIL VIRKELIGHED



BUSINESS MODELS (CSI)



BoP models / Inclusive business



Affirmative business



Circular business

