KEY CONCEPTS & DEFINITIONS

SUSTAINABLE **SHARED** ESG CSR REGENERATIVE BUSINESS VALUE BUSINESS SOCIAL TOTAL CIRCULAR SHARING **BUSINESS &** SOCIETAL SDG ECONOMY **ECONOMY** INNOVATION **IMPACT**

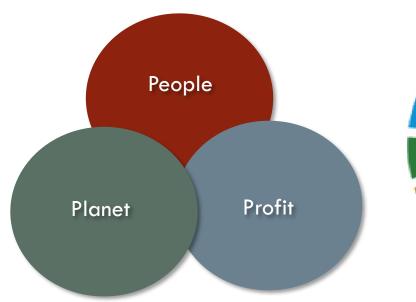


SUSTAINABLE BUSINESS

SUSTAINABLE DEVELOPMENT

MEETING THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS - UNITED NATIONS 1987 BRUNDTLAND COMMISSION REPORT

TRIPLE BOTTOM LINE (TBL)









SUSTAINABILITY IS ABOUT MORE THAN CLIMATE CHANGE ...





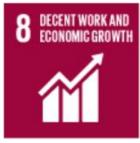
































A BLUEPRINT TO ACHIEVE A BETTER AND MORE SUSTAINABLE FUTURE FOR ALL PEOPLE AND THE WORLD BY 2030



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

- > 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

Example: Fair trade purchasing

- Joint company and community value creation

- > Agenda is company specific and internally generated
- budget

ment to increase quality and yield

Value: economic and societal benefits relative to cost

> Integral to competing

Integral to profit maximization

> Realigns the entire company

Example: Transforming procure-

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

Graphic: Shared Value Initiative





ESG (Environment, Social, Governance)





FROM SUSTAINABLE TO REGENERATIVE

WINDOW OF OPPORTUNITY

REORGANIZATION GROWTH

REGENERATIVE

SUSTAINABLE

DEGENERATIVE

REGENERATIVE ECONOMY

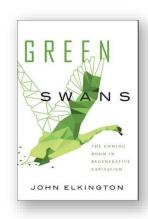


regeneration [ri-jen-uh-rey-shuhn]

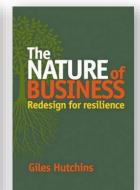
SEE SYNONYMS FOR regeneration ON THESAURUS.COM

noun

- 1 act of regenerating; state of being regenerated.
- 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.











LEVEL OF VIABILITY

CONSERVATION

DESTRUCTION

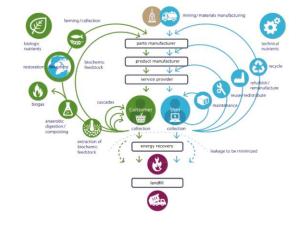
PHASE (()





CIRCULAR ECONOMY

THE BUTTERFLY MODEL FOR CIRCULAR PRODUCTION AND CONSUMPTION





Keep products and materials in use



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

A SYSTEM

WHERE WE...

SOCIAL INNOVATION

NEW SOLUTIONS

THAT IMPROVE

PEOPLE'S LIVES OR

SOLVE SOCIETAL

PROBLEMS

hospices carbon trading online tax transactions

pre-school programmes innovation camp restorative justice

social ventures Pledgebanks magazines sold by the homeless

fair trade positive deviance incubators microcredit

community wind farms timebanks therapeutic communities

production schools participatory budgets zero carbon housing

distance learning social innovation open source

eco-cities slow food police community support officers corporate universities

citizen reporters personal budgets health collaboratives

world wide web criminal assets recovery congestion charging co-production skunk works personalisation

non-emergency phone numbers wikipedia drug courts online learning platforms

cognitive behavioural therapy for prisoners
Graphic from resentation by Geoff Mulgan, The Young Foundation

consumer co-operatives

NEW WAYS

OF THINKING,

LIVING, LEARNING,

WORKING, AND

COLLABORATING



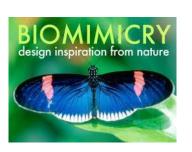
LEARNING

KNOWLEDGESHARING

CONCEPTS



BITCOIN

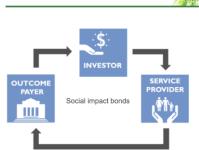






MONEY & FINANCE

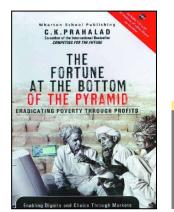








BUSINESS MODELS (CSI)











Circular business

