



Emma Savage

EcoEnterprise Program



705.446.0551

community@environmentnetwork.org



ECO ENTERPRISE

Guiding Businesses Towards a Profitable
Sustainable Future



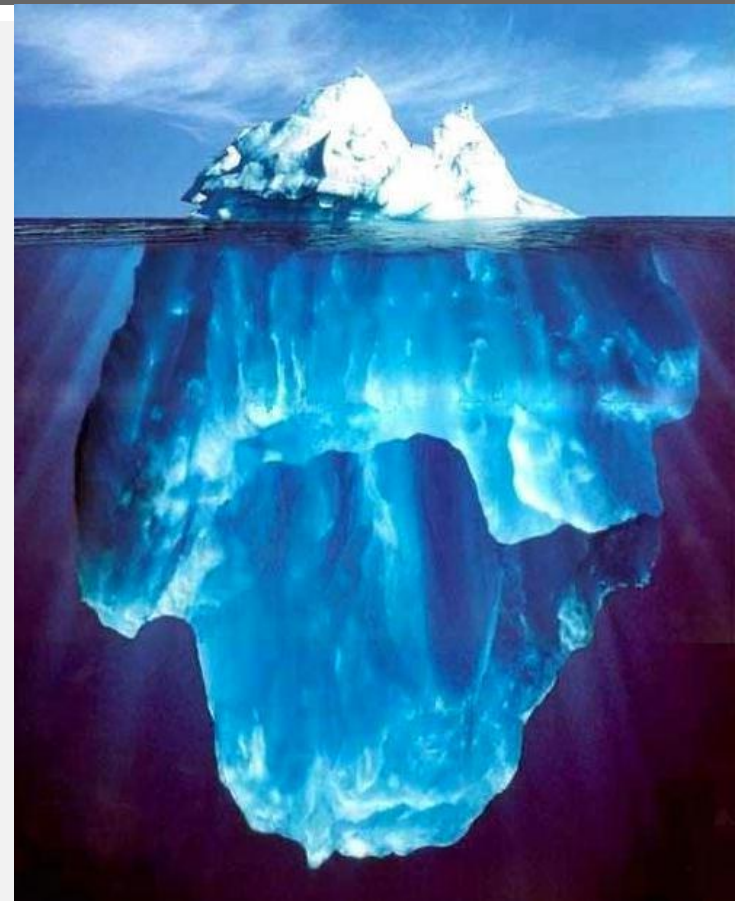
Planning Your Organization's Sustainable Future

- “Sustainability”
- Business value
- How to?



Our Sustainability Challenge

We want to
'Sustain This!'





Sustainability: 'supply and demand' issue

Declining resources and ecosystem services

Electronic waste

Shrinking freshwater supplies

Biodiversity declining

Decline frontier forests



Rising demand for water

Population increase

Poverty

Increasing demand for resources and ecosystem services

Time



Risks to financial and natural capital

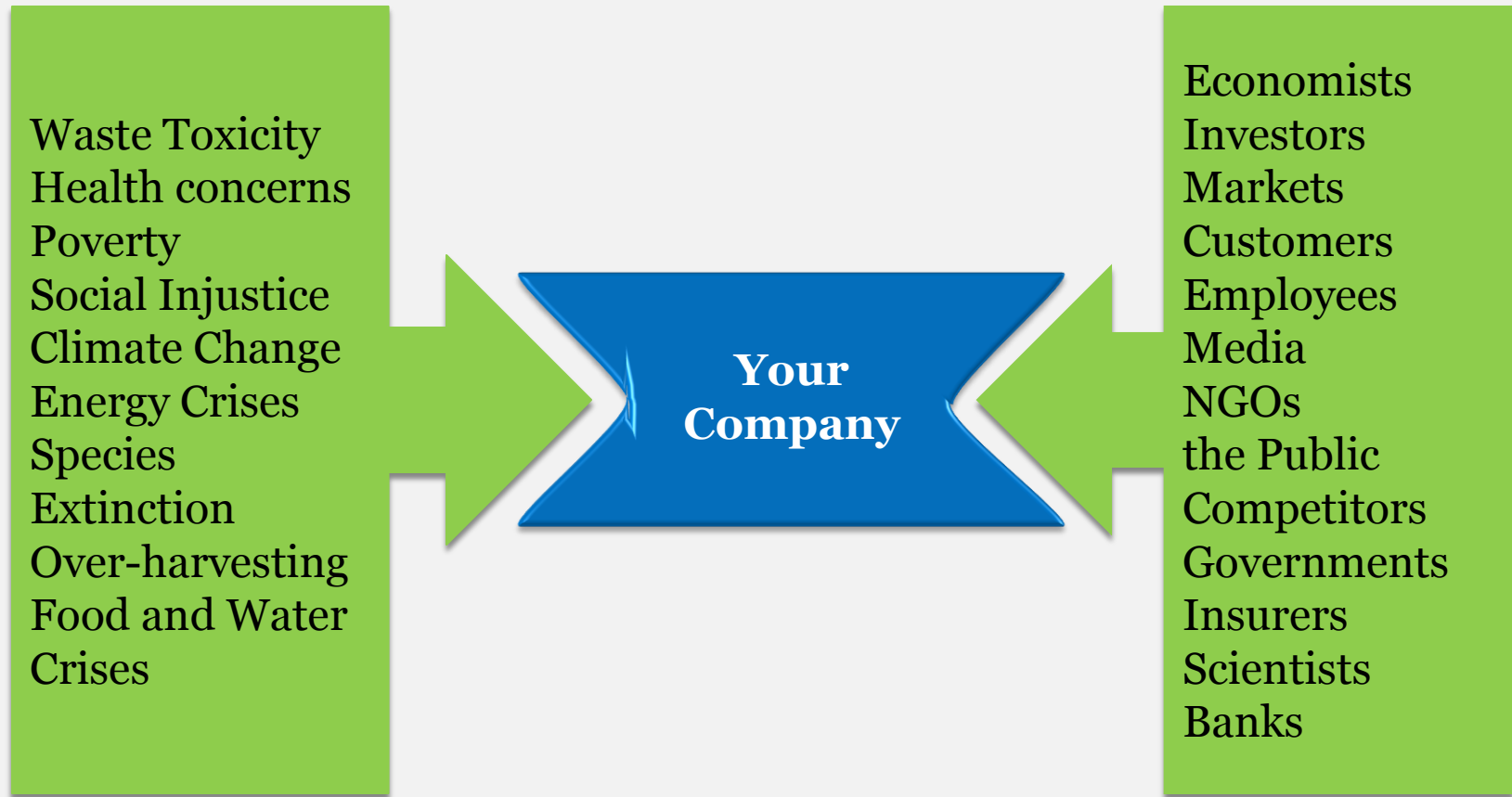
**Your
Company**

Risks to financial and natural capital

Waste Toxicity
Health
Poverty
Social Injustice
Climate
Change,
Energy Crises
Species
Extinction and
Over-
harvesting,
Food and
Water Crises

**Your
Company**

Stakeholders' rising expectations



Sustainability Principles

- The Natural Step's Strategic Planning
- Framework for Strategic Sustainable Development

1. Digging it up too quickly

Introducing relatively large net flows of the Earth's crust into nature

Increasing CO₂ concentration impacting climate change

Increasing sulfur concentration causing acid rain

Increasing concentrations of heavy metals leading to mercury in fish and cadmium accumulating in human kidneys


2. Poisoning the system

Introducing complex man-made molecules into our air, water, land that build up faster than nature can cope.

- ex.: DDT, PCBs
- 85,000+ synthetic compounds
- Small fraction tested for health effects

3. Destroying the 'engine'

Destroying ecosystems and its capacity to run Earth's cycles that make life possible



Stripping
Bulldozing
Covering
Burning



Fresh Water
Fertile Soil
Clean Air

4. Inability of people to meet their needs

We have not yet managed to ensure that all human beings around the world have their needs met

9 Human Needs

Subsistence

Protection

Participation



Idleness

Affection

Understanding



Creativity

Identity

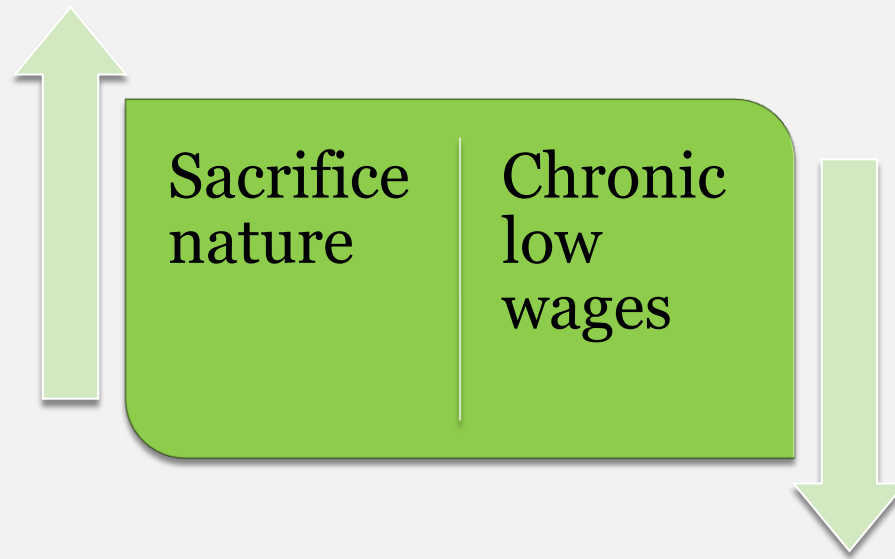
Freedom



4. Inability of people to meet their needs

“Gas pedal” for the impact of the other three mechanisms:

For example



4 Principles of Sustainability

In a sustainable society, nature is not subject to increasing...



...concentrations of substances extracted from the Earth's crust
(e.g. oil, natural gas, coal, metals)



...concentrations of substances produced by society
(e.g. compounds not found in nature)



...degradation by physical means,
(actions that prevent natural systems from performing the services upon which we depend)

and, in that society...



...people are not subject to conditions that systematically undermine their capacity to meet their needs.
(e.g. insufficient wages, unsafe working conditions)



Baseline Analysis

Scan your organization via the lens of the 4 principles



In what ways is your organization contributing to:

Digging it up too quickly

- Energy inefficiency
- Fossil fuel power
- Scarce metals (mercury, cadmium, lead, nickel)

Poisoning the system

- Toxic and hazardous materials
- Chemically grown and treated
- Disposable, non-recyclable

Destroying the engine

- Over-harvested resources
- Resource-intensive methods

People's inability to meet their needs

- Unsafe living, working conditions
- Political oppression
- Unaffordable products and services

Sustainability Impact Analysis

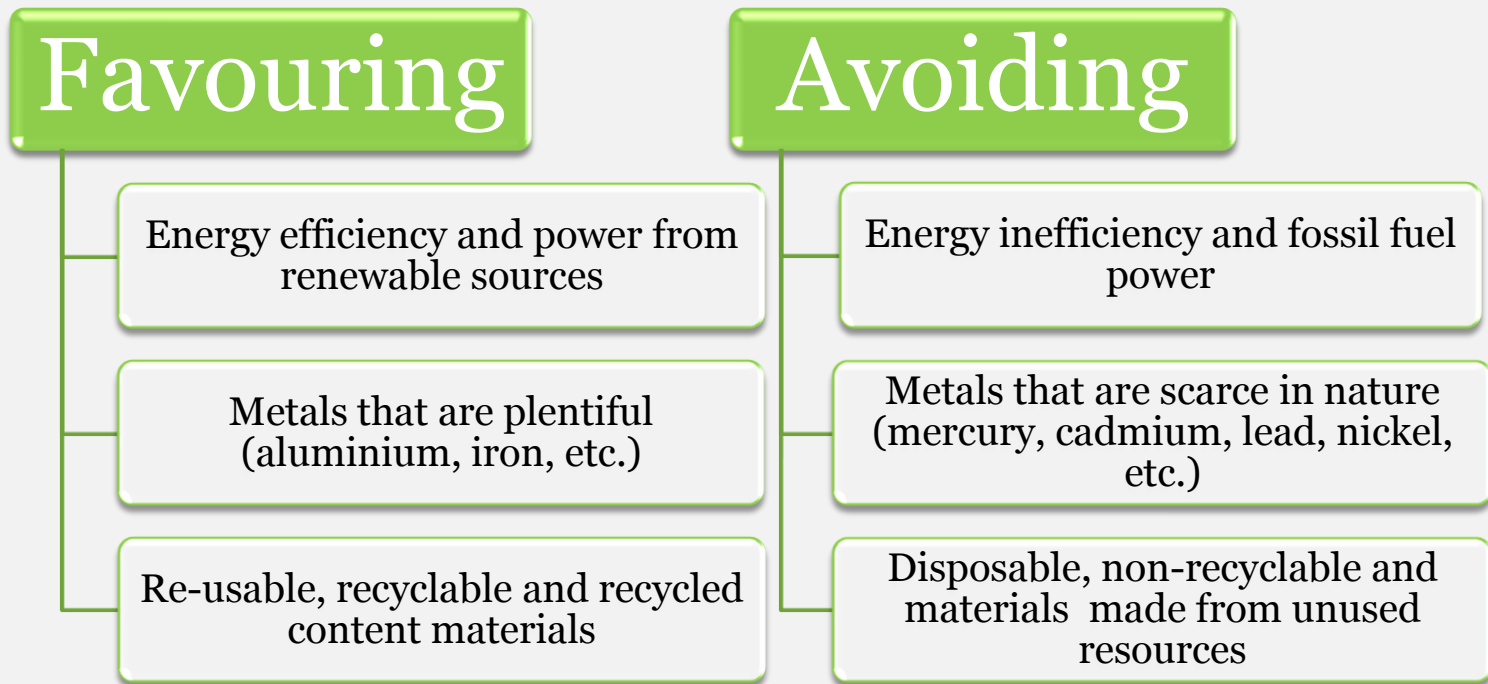
Importance for your organization

		High	cost/ revenue/ volume	Low
Degree of violation of sustainability principles	Serious violation			
	Minor violation			

The matrix illustrates the relationship between the degree of violation and its organizational importance. The top-left cell (Serious violation, High importance) is dark purple. The top-right cell (Serious violation, Low importance) is bright purple. The bottom-left cell (Minor violation, High importance) is bright purple. The bottom-right cell (Minor violation, Low importance) is light purple.

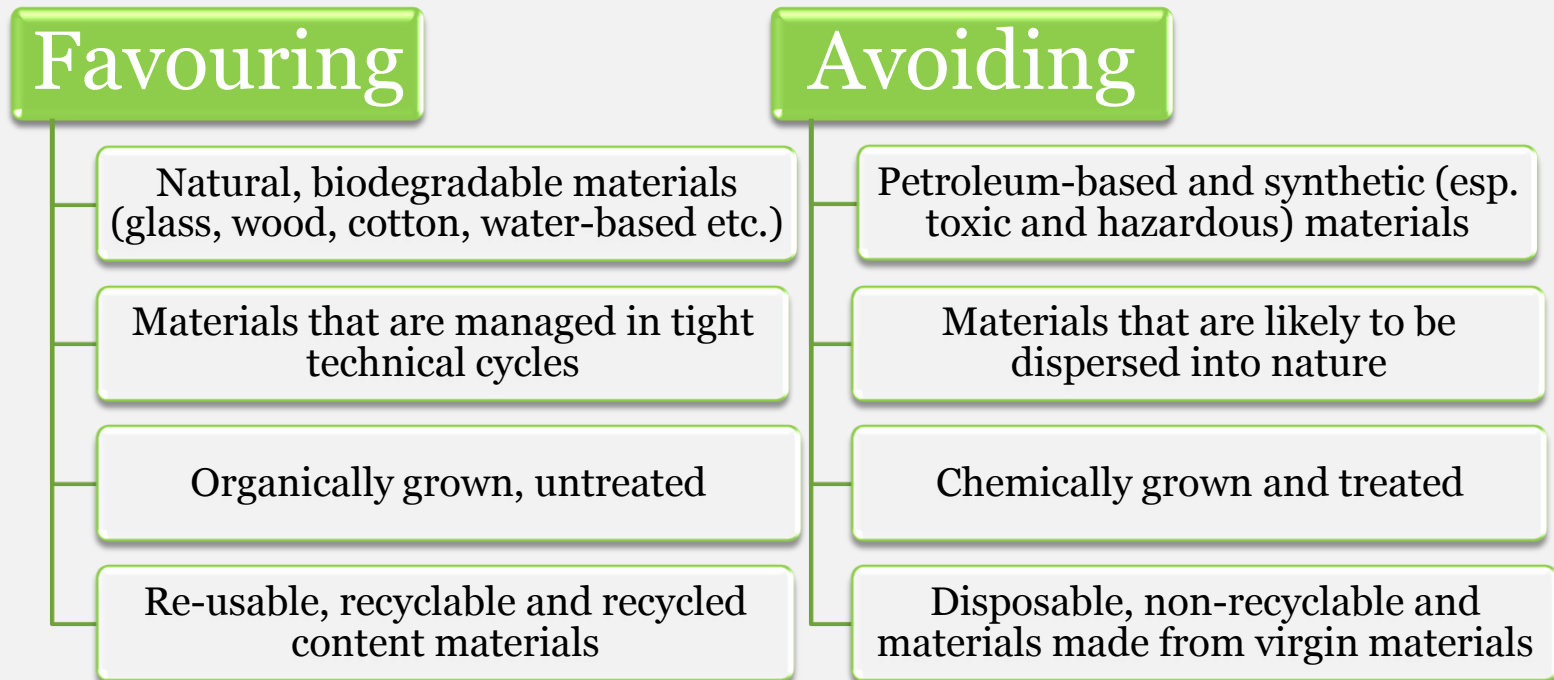
1. Digging it up too quickly

Introducing relatively large net flows of the Earth's crust into nature



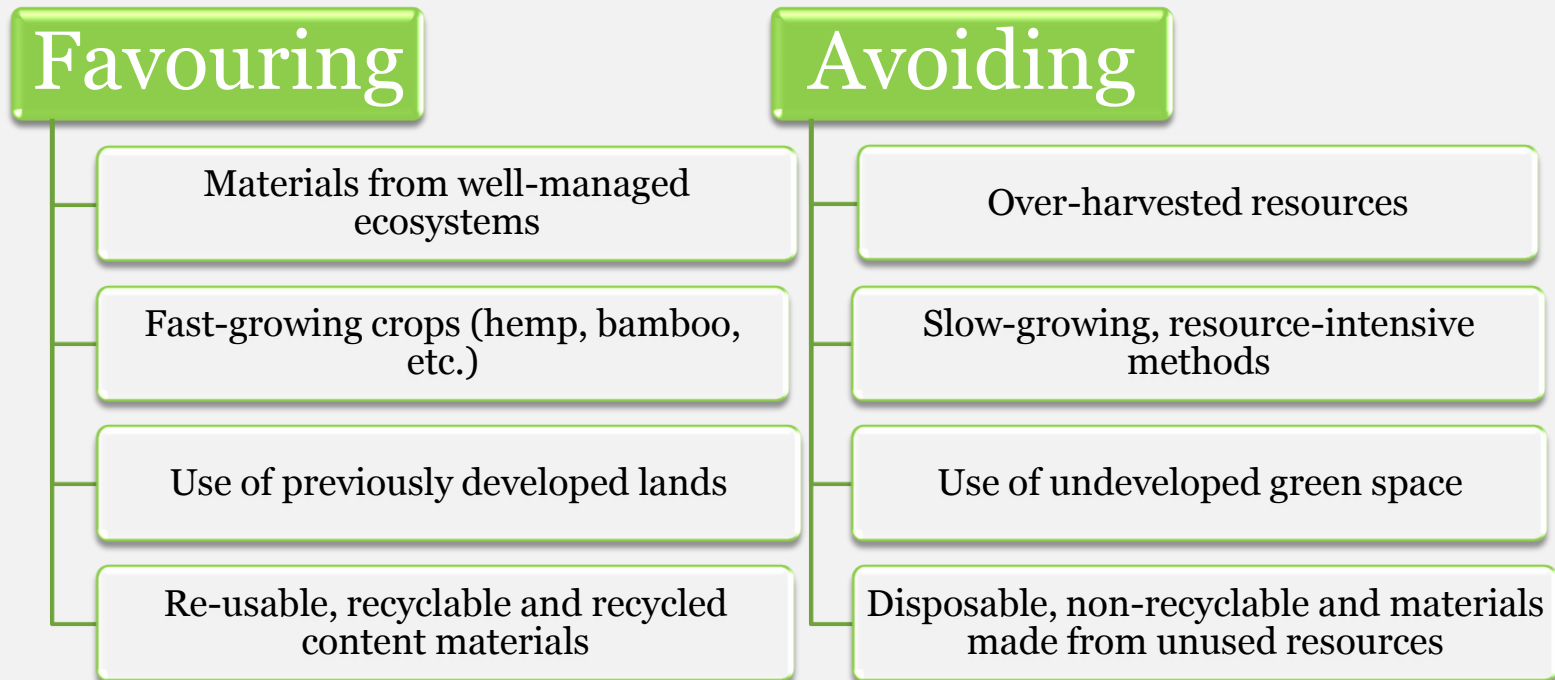
2. Poisoning the system

Introducing complex man-made molecules into our air, water, land that build up faster than nature can cope.



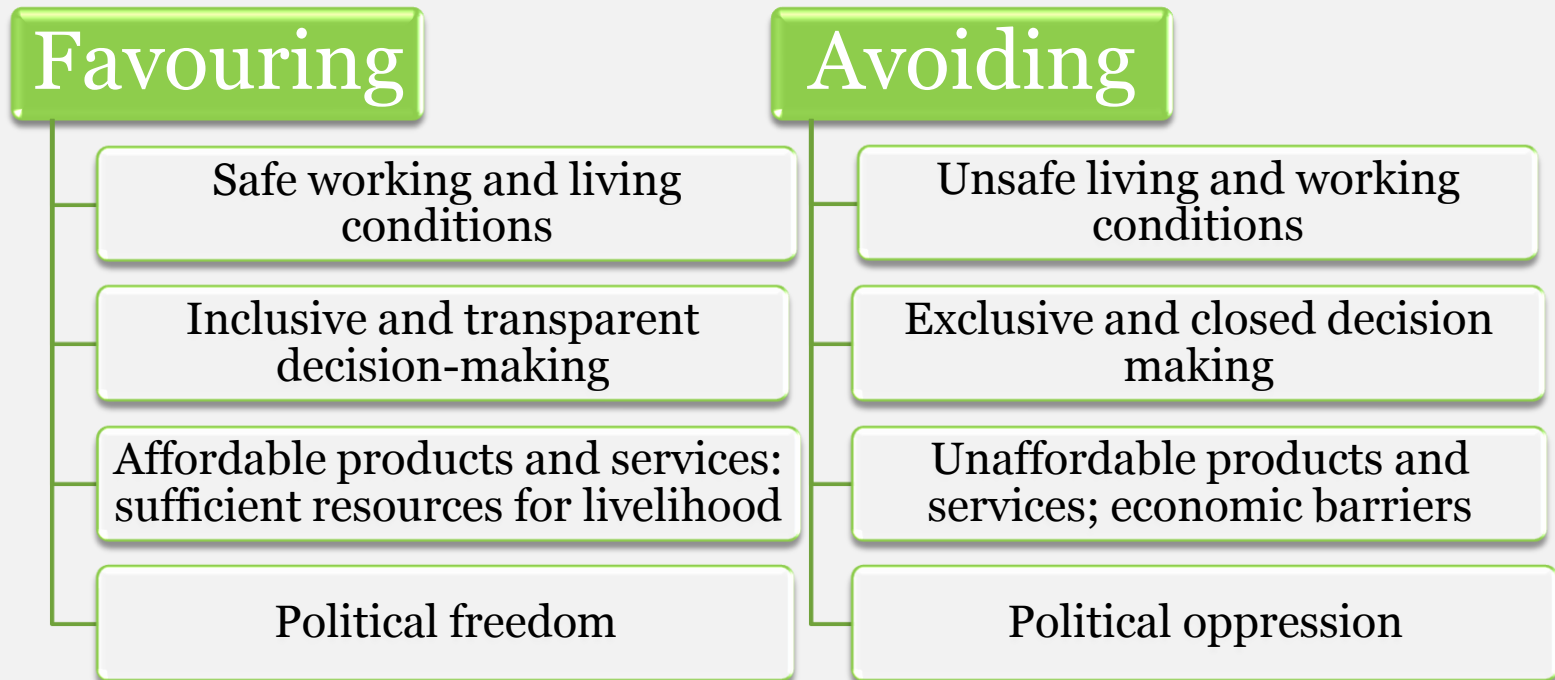
3. Destroying the 'engine'

Covering over, burning, bulldozing, stripping, destroying ecosystems and its capacity to run Earth's life-giving cycles that make life possible



4. Inability of people to meet their needs

Not yet managed to ensure that all human beings around the world have their needs met



Building blocks for sustainability initiatives:

- Current initiatives, programs, relationships, policies, structures
- Formal or informal

Sustainability Vision

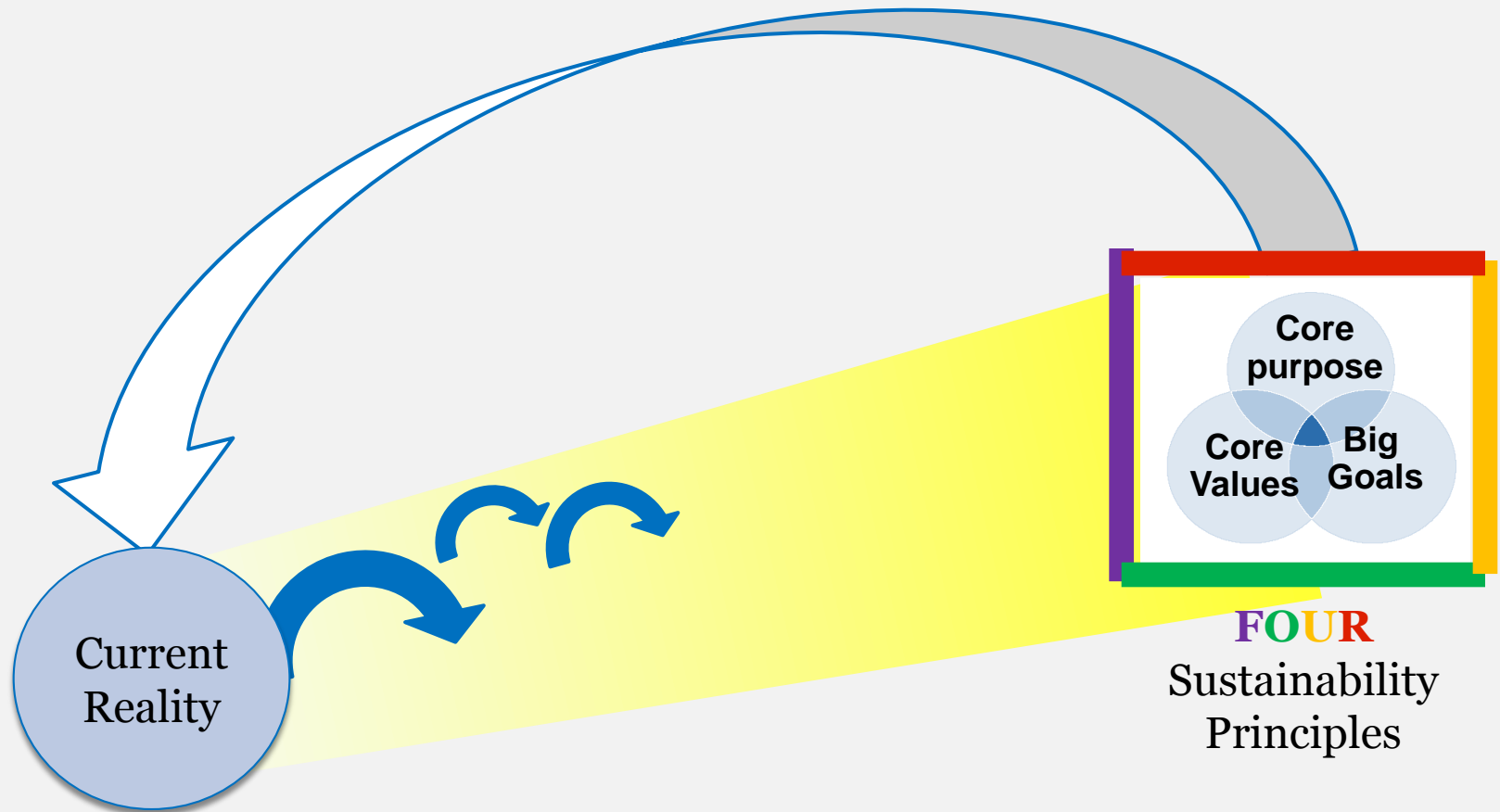
- ✓ Most significant challenges/opportunities?
- ✓ In 25 years, your company will be known for?



Closing the Gap



Close the Gap



Brainstorm opportunities for action



- Ideas to help your organization achieve your strategic goals
- Dematerialization
- Substitution

Screen and prioritize

Screen

- Toward strategic goals?
- Align with 4 sustainability principles?
- Flexible platform?
- Return on investment?

Prioritize

- Short term
- Medium term
- Long term

Strategic Action Plan

- Action
- Who
- Task
- Schedule
- Budget/resources
- Track/Reward



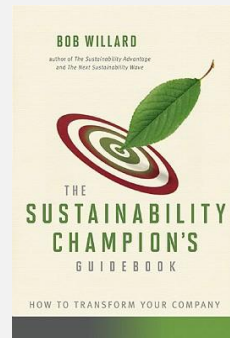
Resources:



- The Natural Step



- The Environment Network



- Sustainability Advantage



“Business is the economic engine of our Western culture, and if it could be transformed to truly serve nature as well as ourselves, it could become essential to our rescue.”

Karl-Henrick Robert, Founder of the The Natural Step

Good Luck!

Emma Savage

community@environmentnetwork.org

705.446.0551

44 Saint Marie Street
Collingwood

www.environmentnetwork.org

