

# Emma Savage

**EcoEnterprise Program** 



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#### 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

### 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 Overharvesting, Food and Water Crises





### Stakeholders' rising expectations

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



**Economists** Investors Markets Customers **Employees** Media **NGOs** the Public Competitors Governments Insurers **Scientists** Banks



# 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



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

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#### 4. Inability of people to meet their needs

"Gas pedal" for the impact of the other three mechanisms:





# 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	<ul> <li>Energy inefficiency</li> <li>Fossil fuel power</li> <li>Scarce metals (mercury, cadmium, lead, nickel)</li> </ul>
Poisoning the system	<ul> <li>Toxic and hazardous materials</li> <li>Chemically grown and treated</li> <li>Disposable, non-recyclable</li> </ul>
Destroying the engine	<ul><li>Over-harvested resources</li><li>Resource-intensive methods</li></ul>
People's inability to meet their needs	<ul> <li>Unsafe living, working conditions</li> <li>Political oppression</li> <li>Unaffordable products and services</li> </ul>

# Sustainability Impact Analysis

#### Importance for your organization



# 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







### Brainstorm opportunities for action



 Ideas to help your organization achieve your strategic goals

- > Dematerialization
- > Substitution

# Screen and prioritize

#### Screen

- D 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 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!

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