Sustainability and Business: Will There be a Meeting of the Makers?

"If you really knew what good is, you would not fail to pursue it"

....Socrates 469-399 bce





Makers Make Their Mark





THOMAS PINK JERMYN STREET LONDON





JERMYN STREET LONDON EST. 1830 WOOLRICH[®] The Original Outdoor Clothing Company[®]

Makers Make Their Mark

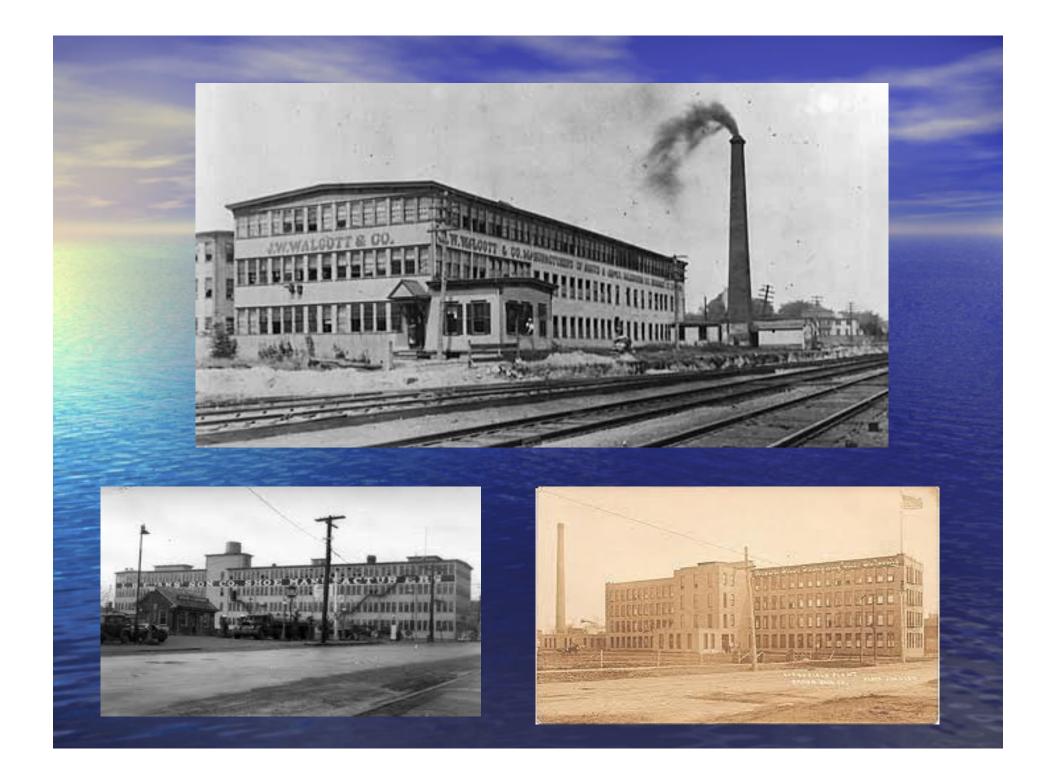


















Pearl River Delta Guangzhou





The Users Year: 1 c.e. 200 million Year: 1800 1.1 billion Year: 2011 6.9 billion Year: 2050 up to 10.5 billion •U.S. 2010 \rightarrow 311 million •U.S. 2050→420 Million

The Middle Class Users +++

2010 Global Middle Class: 1.7 Billion

2030 Global Middle Class: 3.6 Billion

• 2050 → ??????



Two-thirds of businesses are strengthening their commitment to sustainability;

2011 study of 3,000 Bus. Execs. by....
MIT Sloan Management Review
Boston Consulting Group.

Study: Companies up commitment to sustainability February 10, 2011 **Progression of Sustainable Initiatives** 2010-2020; "Turbulent Teens": Crisis, Clarity, Action 2020-2050: "Transformation-Time": - Cleaner energies, energy reduction Lifestyle Changes Diverse Partnerships Creative Product Development-Closed Loop – Food, Water, Farming Efficiencies - Technological Advances

*World Business Council for Sustainable Development

Sustainable Business Institute

Mission

To benefit the public through outreach initiatives that encourage business leaders to identify, create, implement and communicate economically viable sustainability practices.

- Member Companies focus on:
 - Design
 - Energy Efficiencies
 - Pollution Prevention
 - Outreach to Employees and Consumers
 - Brand Building



Other Organizations The United States Business **Council for Sustainable** Development World Business Council for Sustainable Development World Economic Forum The Sustainable Consumption Initiative

100 Most Ethical Companies 2010 A leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anticorruption, and sustainability http://ethisphere.com/about-ethisphere/ {Ethisphere Institute and Council}

 14 Companies from Fashion & Related Industries

UN Global Compact Study of CEO's

- Surveyed 766 CEOs around the globe –
- Sustainability will be critical to the future success of their companies
- Sustainability a source of cost efficiencies and revenue growth
- CEOs believe that, within a decade, a tipping point could be reached that fully meshes sustainability with core business – its capabilities, processes and systems, and throughout global supply chains and subsidiaries
- 81% agreed or strongly agreed that "these issues are fully embedded into the strategy and operations of my company" (up from 50% in 2007)

Timberland

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D 69	Timberland Quarterl Performance Dashb	oard						
	CSR Quarterly Dash	board						
	Summary	THE REPORT OF A DECEMBER OF A DECEMPENT OF	ns metrics that are reported quarterly to our many stakeho o scale the conversation to a broader set of stakeholders.					
	Pillars	Energy, Product, Work	place and Service					
	Reason to Believe		and cohesive way for the CSR team to engage our internation ove the return on investment (ROI) for CSR at Timberland		holders around	d CSR progress. Enables us	to be accou	
	Key Initiatives	Carbon Neutrality targ	et, Green Index, Assessments & Remediation, and Path o	of Service Program			1	
	Key Performance Indicators							
	Pillar Goals	Category	Indicator		nnual perforn			
		GHG Inventory	Metric Tons of Carbon Emissions ²	2007 23,037	2008	2009	Q1 20 4,115	
	1. Carbon Neutral (Energy)	Renewable Energy	Renewable Energy as Percentage of Total Energy Use ²	4.99%	6.67%	11.63%	11.27	
	and the second	Supply Chain	Metric Tons of Emissions for Footwear Factories		448,902		6,128	
		Green Index	Average Green Index score (weighted by production)	6.67	6.13	6.49	5.87	
-	2. Cradle-to-Cradle Product	Chemicals	Average grams/pair of Volatile Organic Compounds (VOCs)		74.9	68.1	60.9	
0		Raw Materials	Percentage of total cotton sourced that is organic ⁵	7.35%		18.10%	53.69 [,]	
11.00 ×	8.50 in		Percentage of footwear production in "High Risk"			T I	>	
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Timberland

Performance Dashboard:

- Energy
- Product
- Workplace
- Service {5 million trees program}

Timberland's code of conduct: To create measurable and sustainable impact in the lives of our workers, the communities where we live and work, and the environment we cherish through strategic relationships and investments that unleash civic potential, build capabilities, and convene stakeholders in common purpose.

http://community.timberland.com/Reporting-Downloads



Patagonia

http://www.patagonia.com/us/environmentalism

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Call us anytime: 1.800.638.6464 site search - keyword or style #	
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Saatchi & Saatchi True Blue Program Full Service Consulting firm focused on "activating companies for good" by helping them to shape and expand their CSR, Sustainability, Citizenship, and Social Good Initiatives: Focused on four streams of sustainability. Social, Economic, Environmental and Cultural; 'Making Sustainability Irresistible'.

The Business of a Better World

 Works with businesses to create a just and sustainable world

250 member companies: 51 from Fashion & Related Industries Clothes Makers Join to Set "Green Score" NYT 3/1/2011 • Sustainable Apparel Coalition

 Create a sustainability"score" to rate all products and label them for consumers
 Wal-Mart, Penney's, Hanes, Patagonia, Timberland, H&M....30 founding members

The Sustainability Consortium

 Drives scientific research and the development of standards and IT tools, through a collaborative process, to enhance the ability to understand and address the environmental, social, and economic implications of products. Sustainability and Business: Will There be a Meeting of the Makers?



Sources:

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- http://sloanreview.mit.edu/sustainability/
- http://sustainablebusiness.org/2.html
- <u>http://www.wbcsd.org/web//projects/</u> <u>BZrole/Vision2050_Summary_Final.pdf</u>
- <u>http://www.usbcsd.org/</u>
- <u>http://www.sustainabilityconsortium.org/</u>
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