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

## "If' you reallyy knew what good is, you would not fail to pursue it"

....Socrates 469-399 bce



## Makers Make Their Mark



## $\mathbb{P I N} \mathbb{K}$ <br> THOMAS PINK JERMYN STREET LONDON

## Levis

## LEVI STRAUSS \& CO.

CHARLES TYRWHITT

JERMYN STREET
LONDON

WOOGRICH
The Original Outdoor Clothing Company ${ }^{\text {" }}$

## Makers Make Their Mark



GAIP












## The Users

## јYear: 1 c.e. 200 million

〕Year! 18001.1 billion - Year: 20116.9 billion

Year: 2050 up to 10.5 billion
-U.S. $2010 \rightarrow 311$ million
-U.S. $2050 \rightarrow 420$ Million

## The Middle Class Users $+t+$

## - 2010 Global Middle Class: 1.7 Billion

2030 Global Middle Class: 3.6 Billion
$-2050 \Rightarrow$ ???????


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

2011 study of 3,000 Bus. Execs. by....
MIIL 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

- 䏚ission

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

JThe United States Business Councill 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
hitep://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 200.7)


## Timberland



## Timberland

- Performance Dashboards
- Energy
- product
- Workplace
- Service \{5 million trees program\}

Timberland's code of conduct:
To create measurable and
sustainable impact in the Ifves
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://www.fishmantobin.com/ corpenvironment2.html


## Patagonia

## nitit: ///www.patagonia.com/us/environmentalism


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## patagonia



Environmentalism


## Environmentalism

Gulf Crisis Response
The Footprint Chronicles
Our Common Waters
What we Do
Environmental Essays
Environmental Issues

The earth faces a freshwater crisis. The more water we use and waste, the harder it is for animals and plants to survive. Learn more about Our Common Waters, Patagonia's new environmental campaign.

## 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
- Wa)-Mart, Penney's, Hanes, Patagonia, Timberland, H\&M.... 30 founding members


## The Sustainability Consortium

$\checkmark$ 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?

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> MORE!!!

## Sources:

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