THE ZERONAUTS
Breaking the Sustainability Barrier
‘We have to continually be jumping off cliffs and developing our wings on the way down.’

Kurt Vonnegut
7 billionth child: **Danica May Camacho**
Manila, October 2011

[8 bn 2025, 9bn 2043]
1. Introduction

2. Agenda 2013

3. Bottom Lines vs. Shared Value

4. Social Innovation

5. Breakthrough Capitalism
1 INTRODUCTION
Passports, please

- **Starting point** ‘61: WWF
- **Co-founder**: ENDS (‘78), SustainAbility (‘87), Volans (’08)
- **Clients**: e.g. Allianz, Bayer, HP, IBM, Intel, Nestle, Nike …
- **Advisory boards**: 20+, including media, NGOs, SEs, MNCs
- **Books**: 18—and counting
- **Visiting professorships**: Cranfield, Imperial College, UCL
From TBL to Zero – and Beyond
Changing Role of Corporations 1

“Underlying most arguments against the free market is a lack of belief in freedom itself”

Milton Friedman
b. July 31, 1912
The Global C-Suite
2 AGENDA 2013
Representative samples of approximately 1,000 adults per country in 23 countries (n=24,441). Some urban-only surveying in certain developing countries. Face-to-face and telephone interviewing between December 2011 and February 2012. All figures in the charts are expressed in percentages, unless otherwise noted.
People in emerging economies are more trusting of most institutions than are those in industrialized economies, except for scientists.

*Net trust equals “a great deal of trust” and “a fair amount of trust” minus “just a little trust” and “no trust at all.”

**Not asked in Brazil, Greece, and Spain

Compared with people in industrialized economies, those in emerging economies are especially trusting of the media and the private sector.
Global Expert Opinion

Short-term focus should be on resource efficiency and citizen engagement; adaptation could be the most pragmatic approach to climate change.

Experts believe that only two actions, improving resource efficiency and citizen participation in SD governance, are both relatively easy and important to do, underscoring the magnitude of current challenges. Increasing corporate responsibility is thought to be an easy but slightly less important initiative. Ensuring food security and access to water are considered very important, but experts contemplate some difficulty in making progress on both. Addressing climate change is seen as difficult regardless of the approach. Adaptation is considered slightly less important than mitigation but could be less difficult.
• Top two risks:
  – wealth gaps/severe income disparities
  – unsustainable government debt/chronic fiscal imbalances

• Third most likely risk:
  – rising greenhouse gas emissions

• Urgent socioeconomic risks “derailing” efforts to tackle climate

• Pandemic risks, “digital wildfires”
Lack of political will is identified as the most significant barrier to progress on SD. Vested interests and related factors are also important.

Barriers to Progress on Agenda 21
Sustainability Experts, 2012

- Lack of political will: 68%
- Vested interests in current approaches: 46%
- The complexity of the issues/solutions/responsibilities: 40%
- Failure of markets to recognize future risks: 37%
- Misdirected financial incentives: 28%
- Regulatory gaps or constraints: 16%
- Poor economic performance of broad economy: 14%
- Inadequate knowledge: 13%
- Lack of action by private sector: 12%
- Limitations due to trade or international agreements: 11%
- Inadequate technologies: 4%

Lack of political will is, by far, the biggest barrier to progress on Agenda 21. Vested interests in the status quo and related factors such as misdirected financial incentives and lack of private sector action are also seen as important. Experts acknowledge that complexity is an issue but not when it comes to having adequate knowledge or technologies. The corporate sector is more inclined than others to blame the poor economy.
1. **Outcomes**: Weak

2. **Leadership**: Business, e.g. Bakker, Polman, Sukhdev, Zeitz

3. **Agreed**: From MDGs (focused on poverty, lapse 2015) to Sustainable Development Goals

4. **Focus**: Economic, social, environmental, [governance]
3 BOTTOM LINES vs. SHARED VALUE?
Case: Novo Nordisk

Millions of people have diabetes—but only one of them is you. Click the description that best matches you to get started:

- "My doctor just told me that I have diabetes."
- "I have or care for someone with Type 2 diabetes."
- "My diabetes care team just told me that I need another medication."
- "I'm doing as managing my diabetes, but I want to do better."
- "I'm not happy with my diabetes care program."
- "I'm just looking for information right now."

20 YEARS IN THE BUSINESS OF SUSTAINABILITY
Shared Value: *Is Win-Win Enough?*

- **Sustainability** not same as ‘CSR’, or ‘CSV’

- 78% of 1600 experts: **system must change** for significant progress towards sustainability

- **Intergenerational task** of winding down obsolete economic and business models—and creating new ones fit for C21
4 SOCIAL INNOVATION
From Denial to **Social Innovation**
Sustainability Chasm

Figure 0.1
Make or break Adoption Lifecycle


The Future Quotient
50 Stars in Seriously Long-Term Innovation

Innovators + enthusiasts
Early adopters + visionaries
Early majority pragmatists
Late majority conservatives
Laggards + skeptics

The Chasm
## 5 dimensions of FQ

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Integrated Reporting: ‘6-D’ Capitalism
Reverse Innovation
CREATE FAR FROM HOME, WIN EVERYWHERE

Foreword by
Indra K. Nooyi
CHAIRMAN AND CEO, PEPSICO INC.

HARVARD BUSINESS REVIEW PRESS
WHAT IS OUR ONE DEMAND?

#OCCUPYWALLSTREET
SEPTEMBER 17TH.
BRING TENT.

CAPITALISM
Breakthrough Capitalism

ECONOMIC PROGRESS, IN CAPITALIST SOCIETY, MEANS TURMOIL

JOSEPH A. SCHUMPETER

CAN BREAKTHROUGH CAPITALISTS DRIVE CREATIVE DESTRUCTION?
WEF: Everything’s Connected

Figure 1: World Economic Forum: Risks Interconnection Map 2011

Copyright World Economic Forum
www.weforum.org/globalrisks2011
Cut Through With Zero
Zeronauts: Interface’s Mission Zero

One Earth. Ø ZERO FOOTPRINT.
Breakthrough: **ROADMAP to Zero**

- **Driver**: Greenpeace International ‘Detox’ campaign
- **Brands**: adidas, G-Star, Levi Strauss, Li-Ning, Nike and PUMA, plus retailers C&A and H&M
- **Moderation**: Forum for the Future, SustainAbility, Volans
- **Roadmap**: Zero Discharges of Hazardous Chemicals by 2020

www.zeronauts.com
2012 Zeronauts Symposium
WBCSD’s Vision 2050

- Planetary Boundaries

2050: Sustainable living, Ecosystems & enterprises, True value markets
2040: All products sustainable, Billions lifted from poverty, Externalities internalized
2030: Change through cooperation, Trust & inclusiveness, Redefining progress
2020: New measures of success, Access to basic services, Global, local & corporate leadership
2010: Deeper local & environmental understanding, Access to basic services, Global, local & corporate leadership

Transformations Times:
- 2020: Turbulent year
- 2030: Transformation Times
- 2040: Measures of success
- 2050: Vision

Webinar Questions:
1. What are the key aspects of the WBCSD’s Vision 2050?
2. How does this vision address sustainability and environmental issues?
3. What are the potential challenges and opportunities associated with achieving the Vision 2050 goals?
Breaking the **Sustainability Barrier**
Business Revolutionaries? The B Team

The Elders are an independent group of eminent global leaders, brought together by Nelson Mandela, who offer their collective influence and experience to support peace building, help address major causes of human suffering and promote the shared interests of humanity.
Breakthrough Report, with Generation, Tellus Mater
Forums (Berlin, Toronto …)
Labs
Email: john@volans.com
Twitter: @volansjohn
www.volans.com
www.zeronauts.com