
Moving Beyond Sustainability

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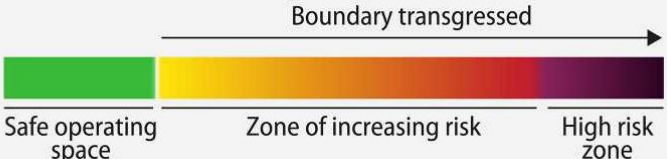
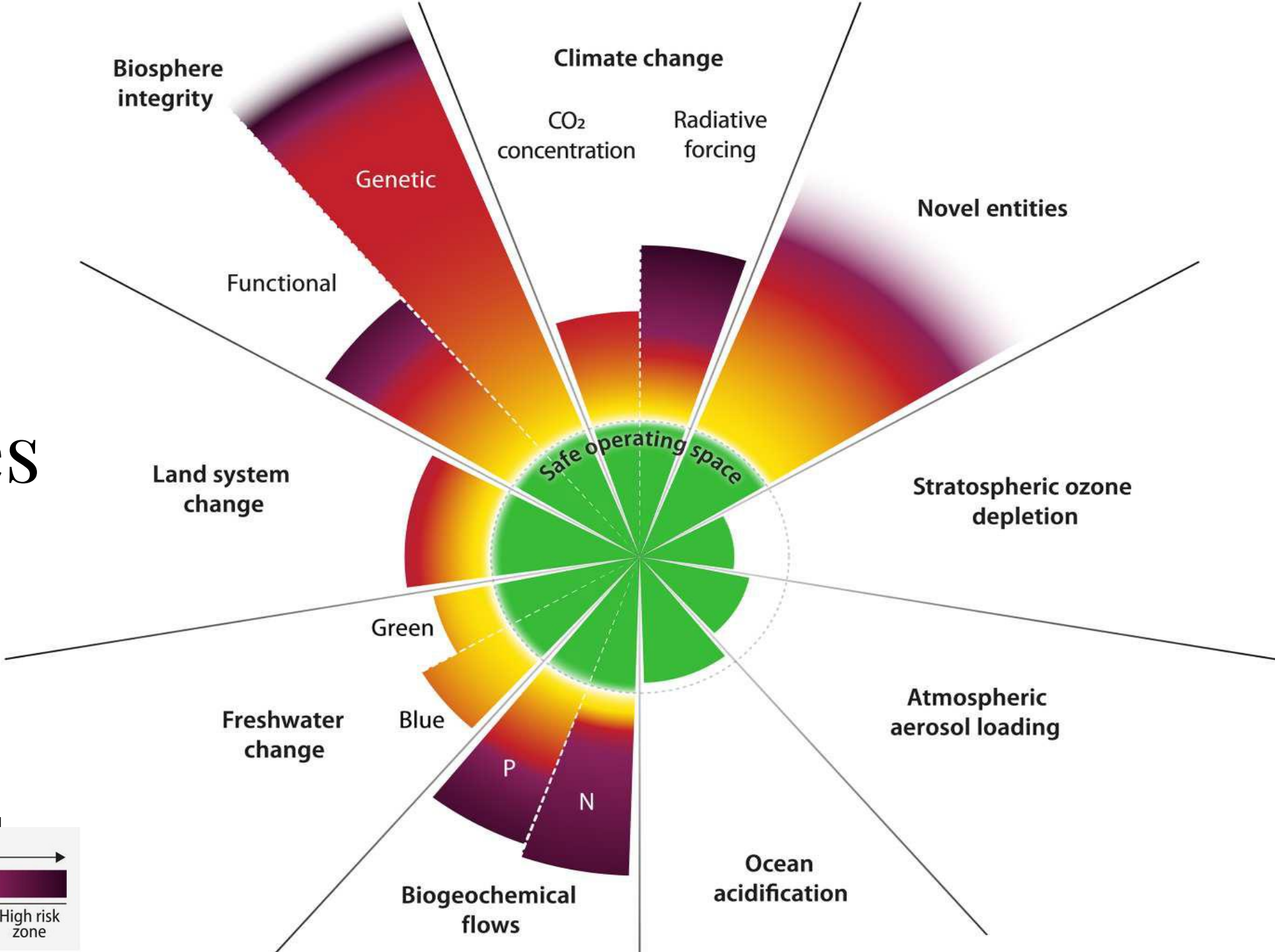
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Greenwashing, Greenhushing and Greenwishing

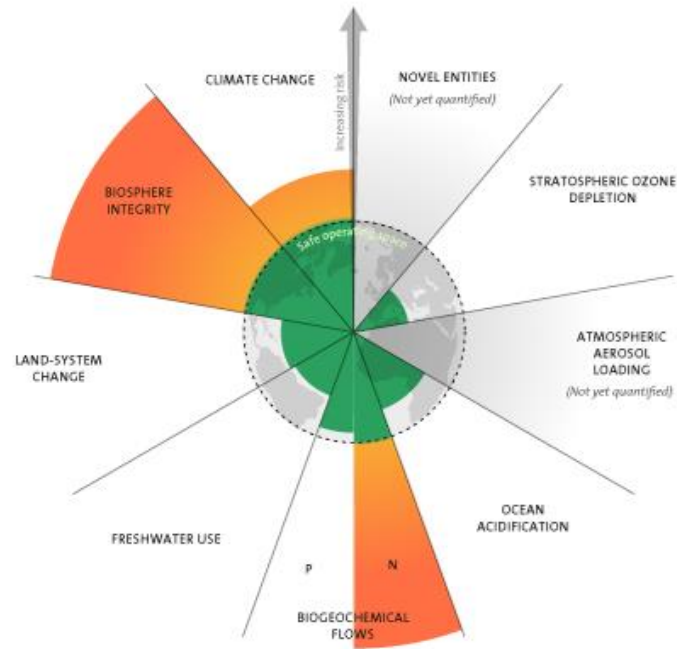
- The Green Claims Directive allows for the prosecution of businesses that exaggerate their environmental strategies
- The CSRD will require companies and their supply chains to disclose their material impacts
- Greenwishing is based on self-deception and wilful lack of understanding of the problem and the solutions

Planetary Boundaries



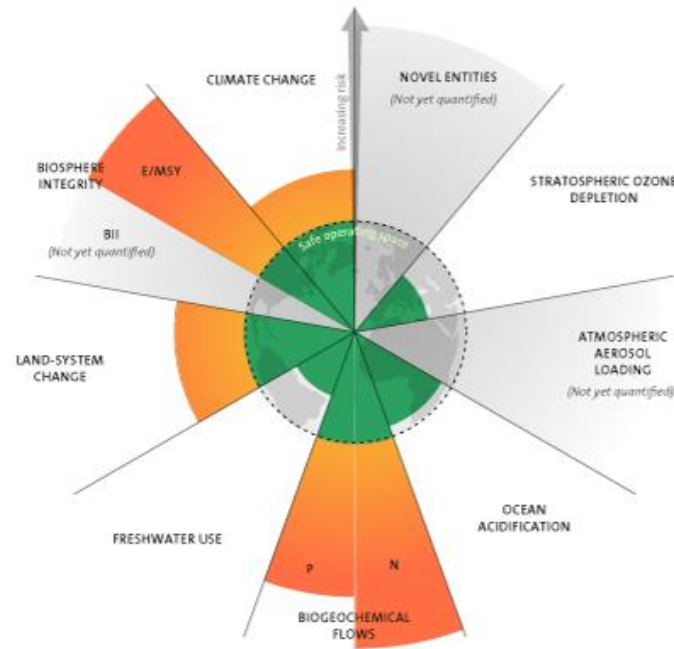
Planetary Boundaries over time

2009



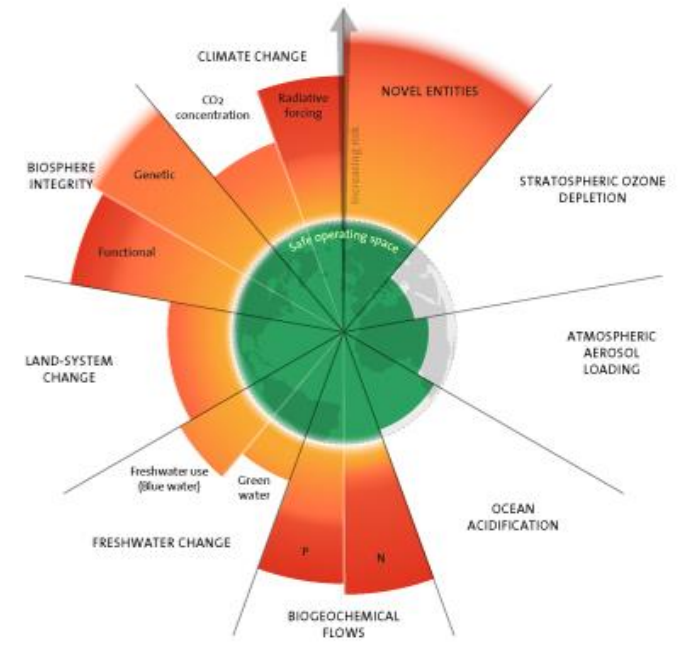
3 boundaries crossed

2015

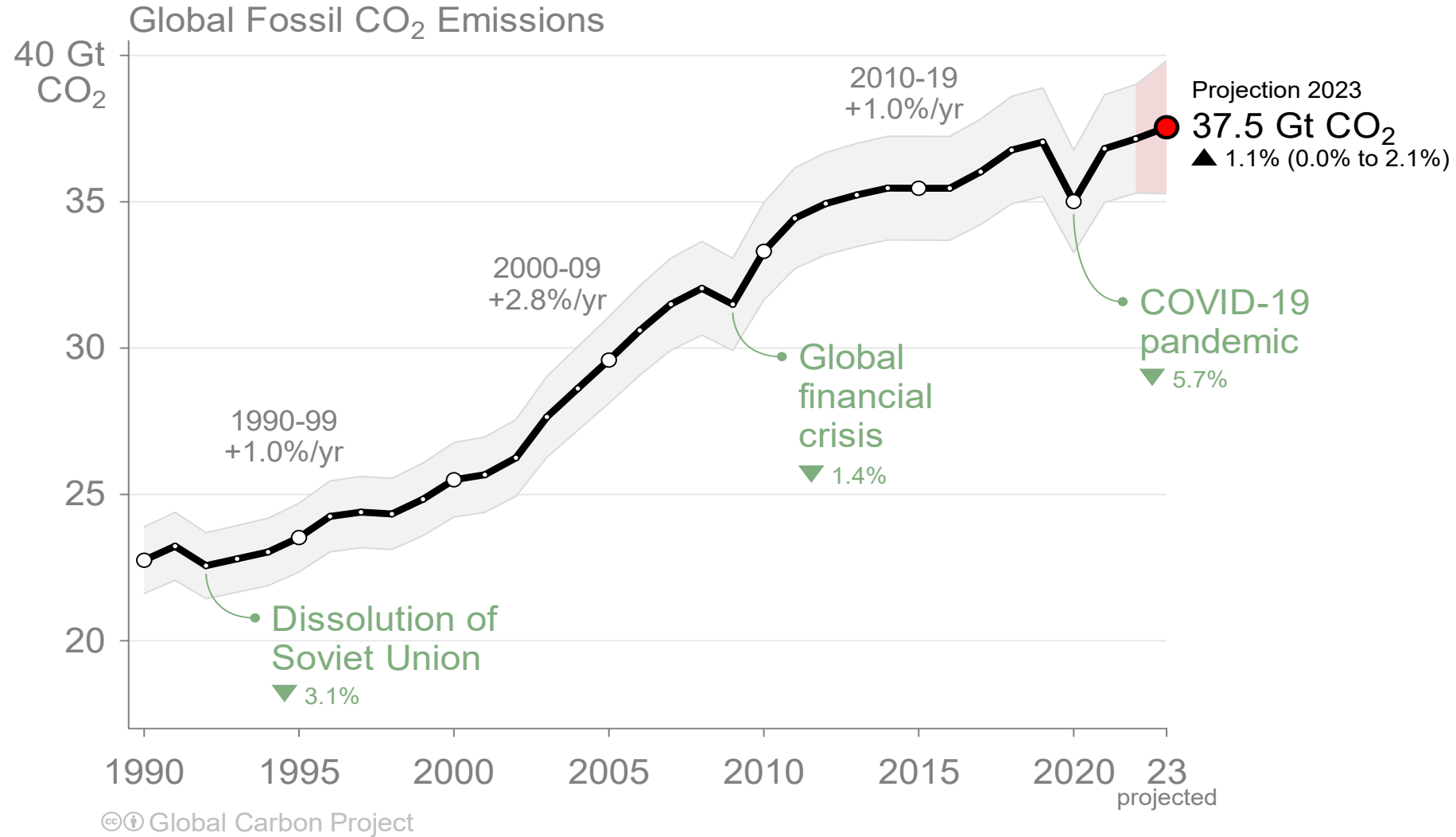


4 boundaries crossed

2023

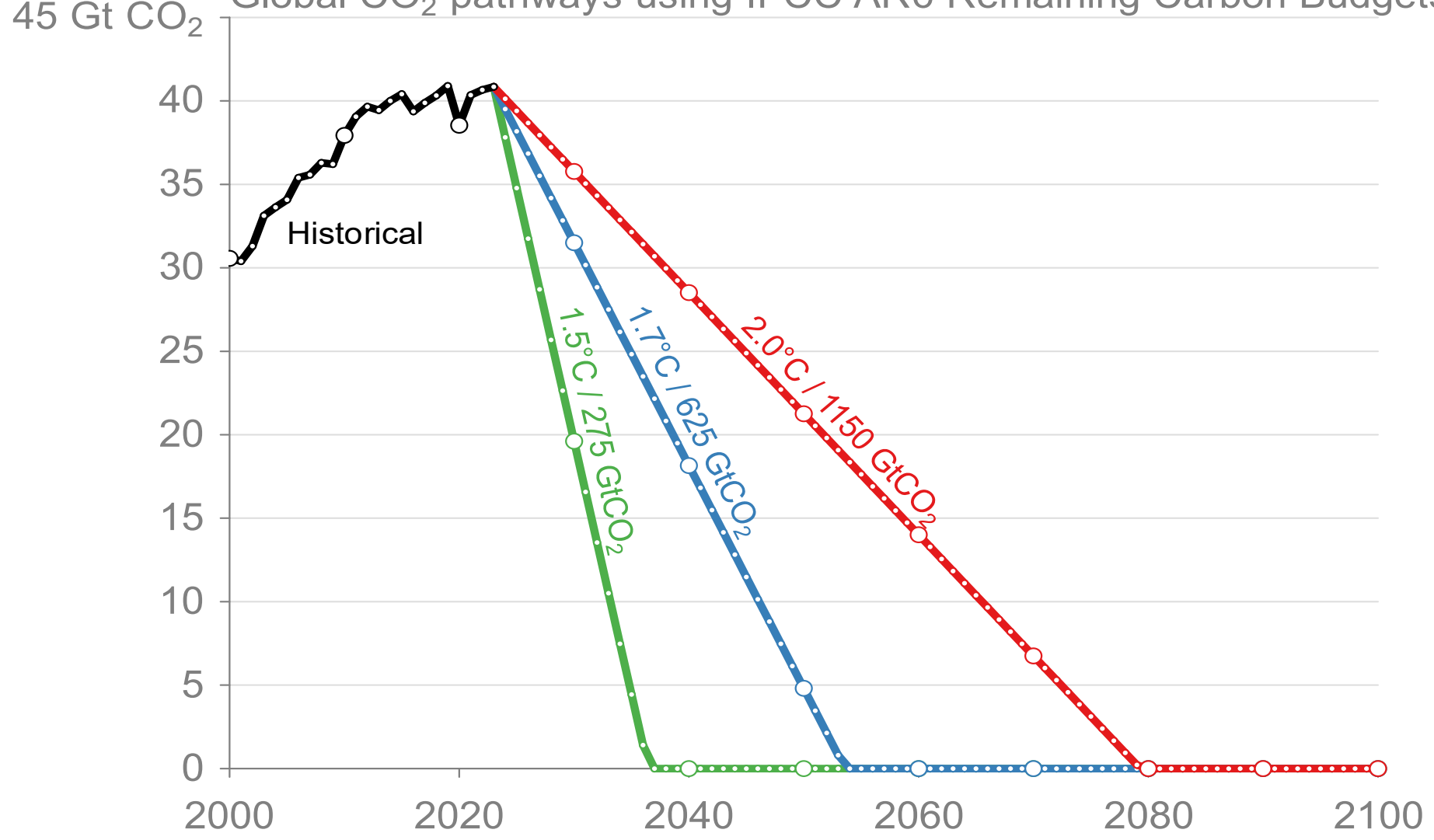


6 boundaries crossed



Friedlingston et al 2023; Global Carbon Project 2023

Global CO₂ pathways using IPCC AR6 Remaining Carbon Budgets



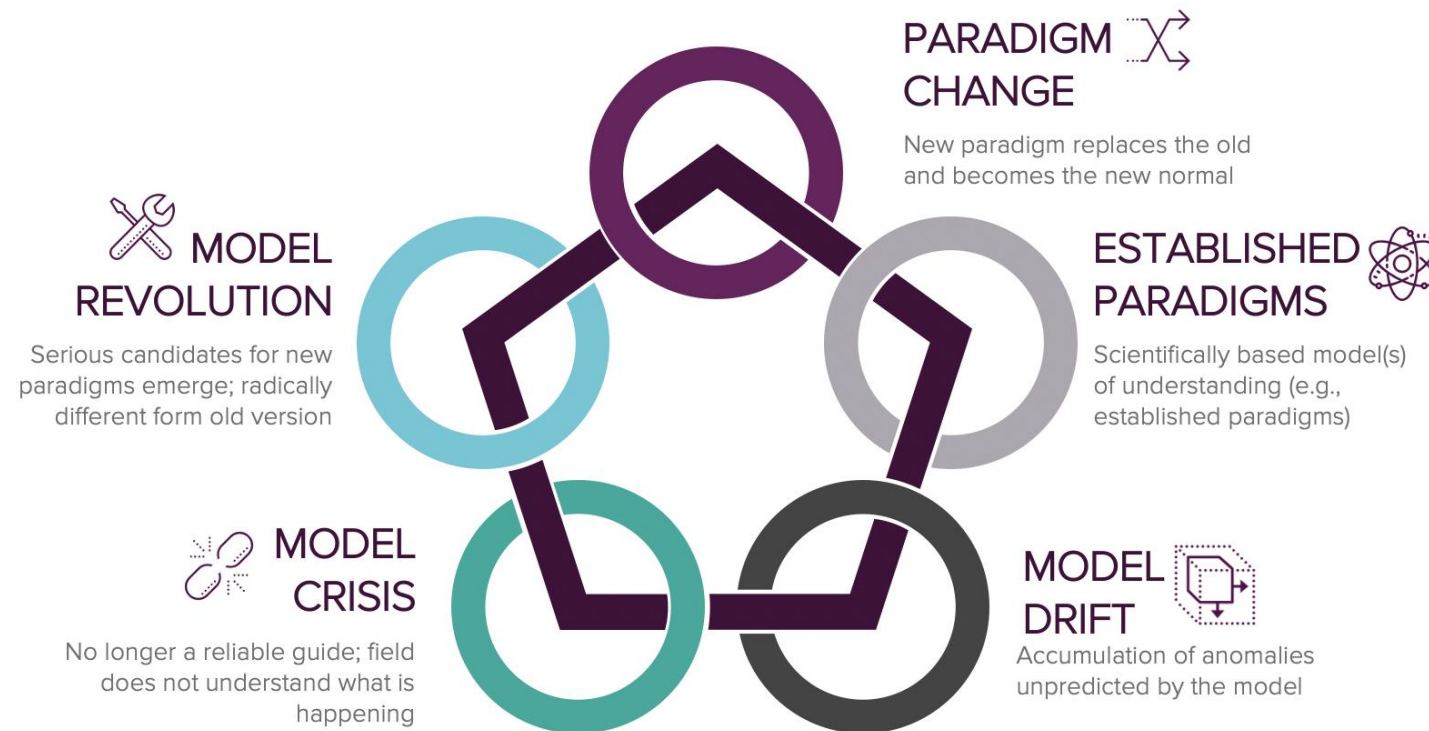
Can Growth Close the Gap?

IPCC report requires net zero by 2050 to stabilise at 450ppm

- Equal to 4.9% reductions in emissions pa required
- Average affluence growing by 1.4%pa,
- Global population will be 9bn by 2050 (0.7% growth pa)
- Technology (efficiency) is improving around 0.7%pa
- Technology needs to improve by 7% pa ($4.9 + 1.4 + 0.7$), which is 10x faster than today

Thomas Kuhn – Paradigm Shifts

Kuhn Cycle



Responses to this Paradigm Shift

Rejection - People only hear what they understand

Responsibility - We want to do the right thing, but we need to operate within a system

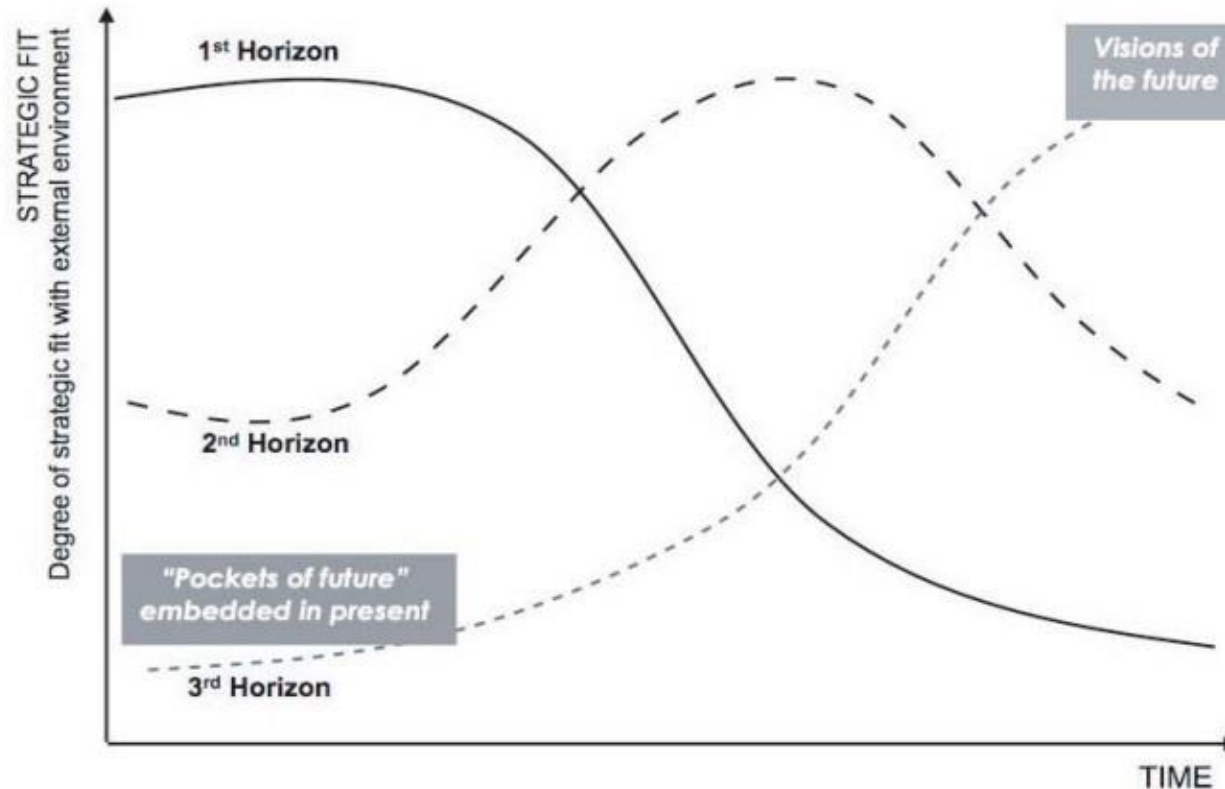
Resilience - We recognise the change coming and we try to protect ourselves

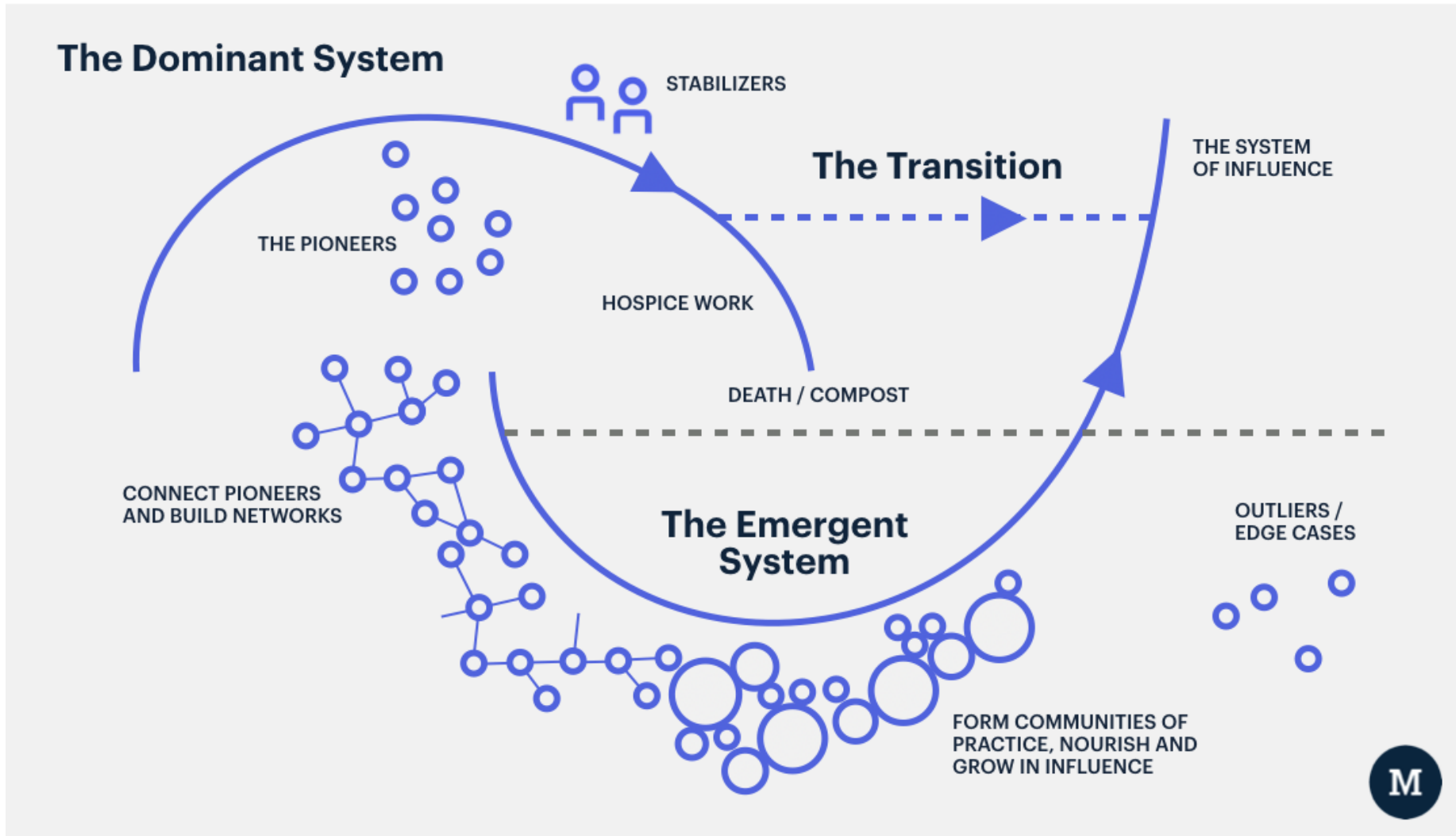
Replication – We recognise we cannot do this alone and look for others to work with

Regeneration - How do we get others to join us to make things better for people and planet

Elkington, J (2020) Green Swans

Managers, Entrepreneurs and Visionaries

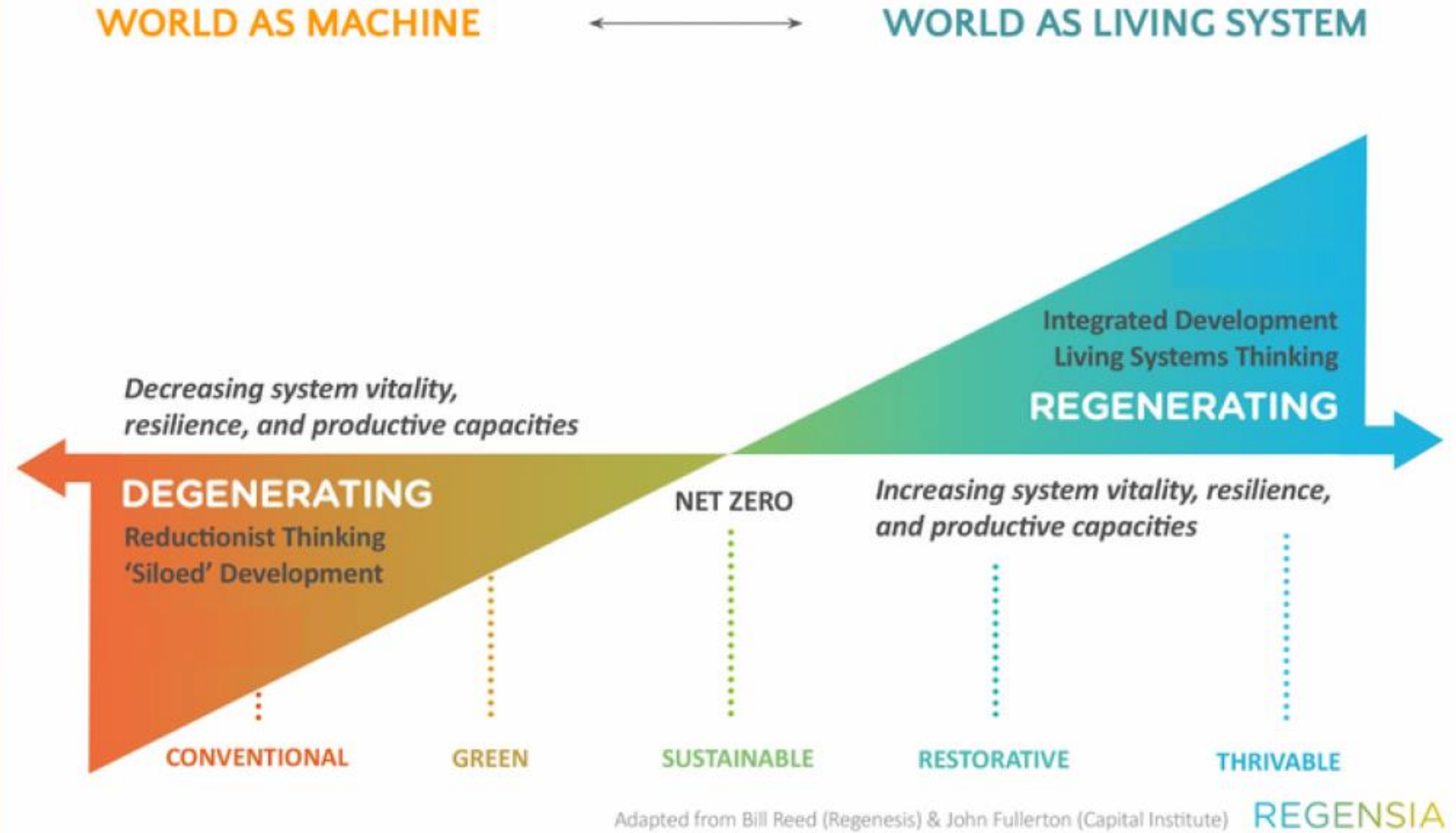




Purpose-Driven Businesses

- Decision-making is for the long term, considers a broader range of issues and has greater diversity of thought
- Invest higher levels of capital, higher innovation and invest more in people
- Staff are more motivated by purpose and so are more satisfied and more productive
- Stronger relationship with consumers, suppliers and employees

The Need to Move Beyond Sustainability



Conclusion

- The world is overshooting environmental planetary boundaries
- The world is underachieving social progress
- Need to make paradigm shift in how we approach sustainability
- Can sustainability become an objective, not simply a side-product?
- Successful businesses will be those that repurpose themselves to achieve social and planetary regeneration