

The Bottom-up Sustainability Shift

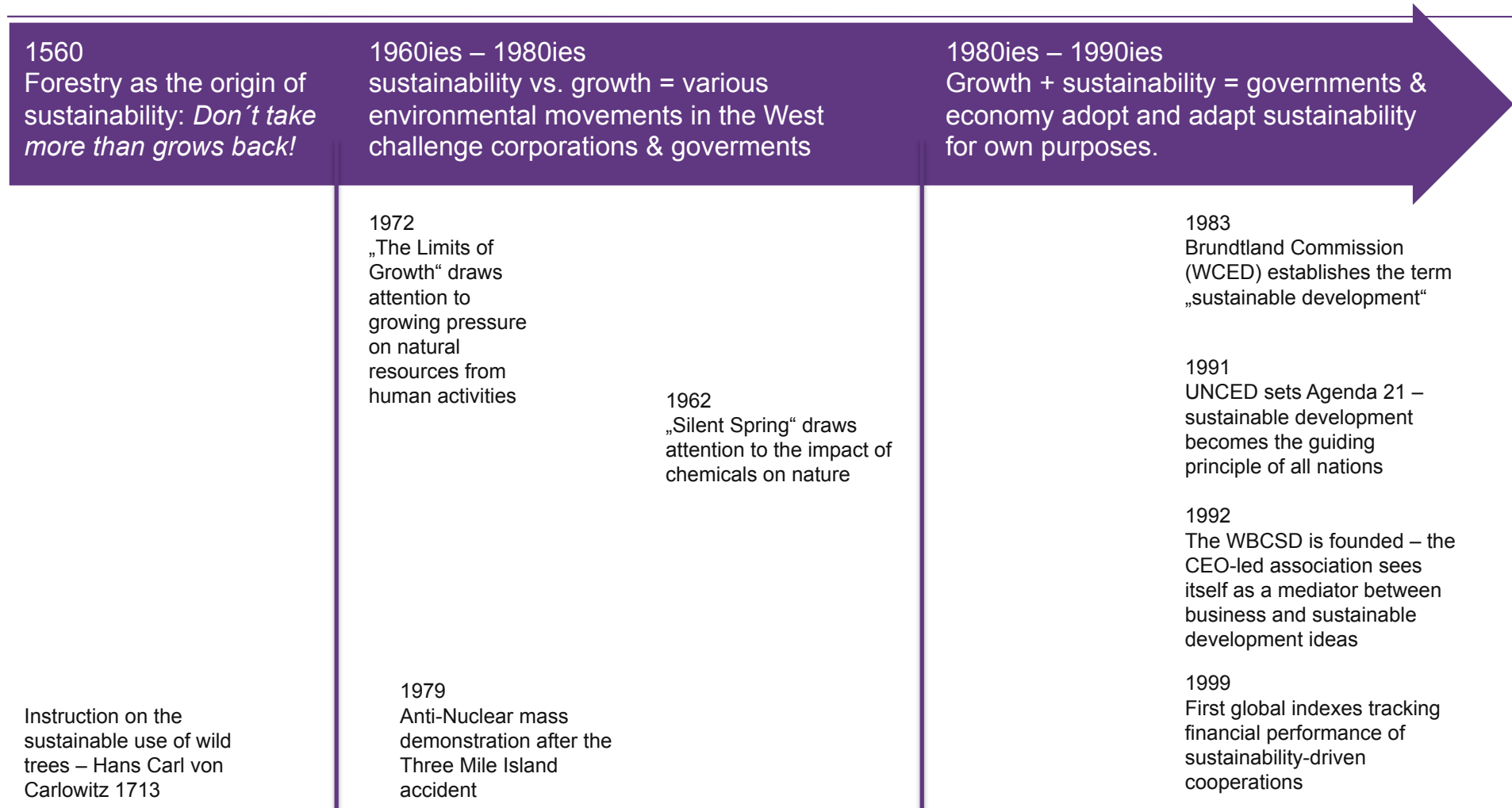
**Transcultural Roundtable
WFS Conference | July 2011**

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Introduction

How sustainability has evolved from being an alternative concept to the Western growth paradigm to become the new mantra of the global business community.

A Short & Incomplete History of Sustainability I



A Short & Incomplete History of Sustainability II

2000 – 2011

Growth THROUGH sustainability = The Green Economy is the most widely accepted corporate mission statement of our times. Sustainability becomes a mean of adding value to a corporation.

A growing number of sustainability & CSR ratings help investors decide over the creditworthiness of corporations

Almost daily new green management books and blogs are published.

93 % of CEOs worldwide say that sustainability will be critical to the future success of their companies. Furthermore, CEOs believe that, within a decade, a tipping point could be reached that fully meshes sustainability with core business.

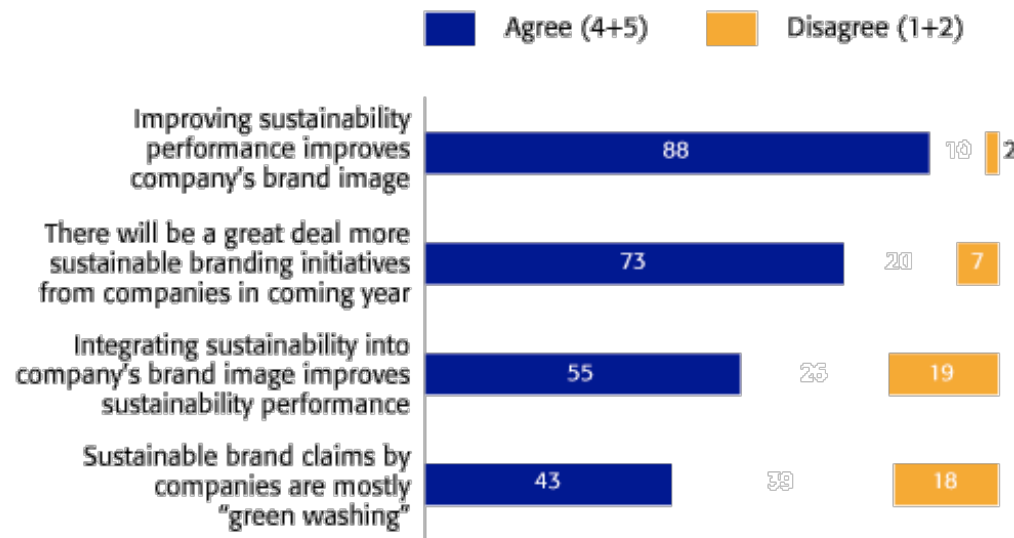
2010 UN Global Compact-Accenture CEO Study „A New Era of Sustainability“

The Green Consumer

A new affluent consumer group is driving a greening of the economy: This takes place mainly in the West, but also in other strongly industrialized countries, like Japan and Korea.

GREENING OF ECONOMY IS MAINLY DRIVEN BY CONSUMERS

To what extent do you agree or disagree with each of the following statements?

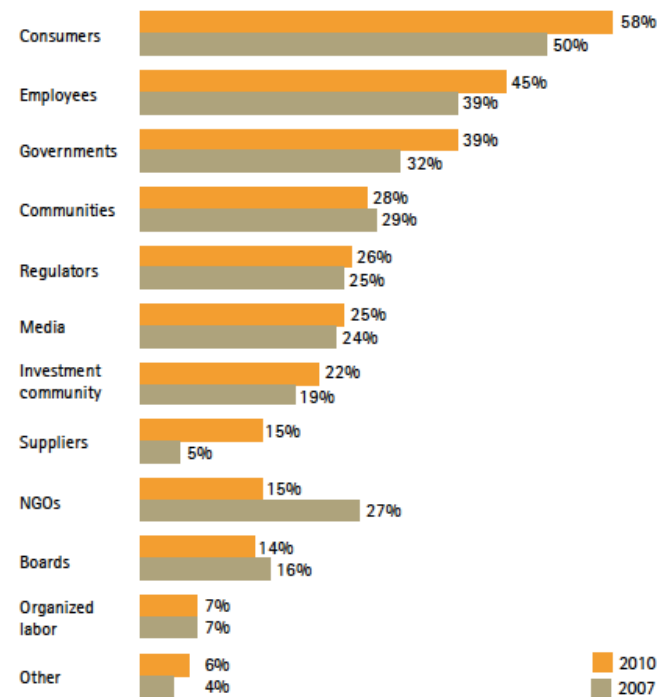


The white space in this chart represents "Neither agree nor disagree" and "DK/NA."

Figure 1-6: Consumers are increasingly driving businesses' approach to sustainability

Over the next five years, which stakeholder groups do you believe will have the greatest impact on the way you manage societal expectations?

Respondents identifying each factor in their top three choices



Source: United Nations Global Compact CEO Survey 2010 (based on 766 completed responses). 2007 data from McKinsey UN Global Compact survey.

THE NEW GREEN CONSUMER

LOHAS

- Acronym for „Lifestyles of Health and Sustainability“ (Paul H. Ray coined the term in his book „Cultural Creatives“)
- A consumer group, which **aims at fostering sustainability & health** with a targeted selection of **consumed products** and is generally composed of a relatively upscale and well-educated population segment.

SCUP

Acronym for „Socially Conscious Upwardly-Mobile Person“

1. A person who desires all the best life can offer and strives for those goals in a **socially conscious manner**.
2. One who is dedicated to the **pursuit of peace, happiness and cash** (not necessarily in that order).
3. **Someone ‘green’** -- i.e. one who understands the love of money does not preclude the love of nature...and vice-versa.

LOHAS EXAMPLES FROM INDUSTRIALIZED COUNTRIES IN THE US, EUROPE & ASIA

**GERMANY -
Cosmetics**

**USA – Organic
Foodstore**

**HONG KONG –
Food Home
Delivery**

**JAPAN – Wellness
Health Clinic**

**UK –
Organic
Drink**

**VIETNAM – Eco
Tourism**

**THAILAND –
Organic Herbs**

Back to Less

Grassroot movements voluntarily embracing sufficiency: A mostly Western phenomenon.

CONTEXT: INDUSTRIALIZED VS. EMERGING COUNTRIES

Industrialized Countries: Highest per capita consumption of resources + highest standard of living BUT also highest environmental awareness.

Emerging Countries: Strong growth (economically, resources + population), environmental awareness still low, BUT very vulnerable to the impact of climate change and environmental degradation.

COMPACTORS, FREECYCLERS & FREEGANS

The Compact Rules

1st principle:

Don't buy new products of any kind.

2nd principle:

Borrow or buy used.

(Exception: Food)

Freeganism follows the compact rules but also includes "an anti-consumeristic ethic about eating".

Welcome! The Freecycle Network™ is made up of 4,934 groups with 8,338,153 members around the world. It's a grassroots and entirely nonprofit movement of people who are giving (and getting) stuff for free in their own towns.

Dumpster Diving: Choosing to salvage discarded, unspoiled food from supermarket dumpsters.

Gurilla Gardening, Free-Sharing-Places & Squatting are also a part of freegan lifestyle.

MINIMALISTS – A LIFE WITH LESS (AND A BLOG)

three new leaves

Changing your life by simplifying it — by removing all the excess fluff and focusing on what really matters.



Minimalist MOM

gar • baj

n. 1. where waste meets want. 2. where freecycle meets feng shui. 3. or how I got rid of 1,000 things I can live (better) without. 4. a blog by lena wetherbee

GREENIMALIST

Simple green living.



Name: Aaron **Bio:** I founded Greenimalist to help people save money, attain freedom, and live greener through minimalism.

New Escapologist

Or: Goodbye to all that!



People, Not Stuff.

Generation Y Minimalism.

about

The Great Recession provided a wake-up call to me. I don't want to live my life working furiously, solely to buy things I don't need, in an attempt to be happy.



Nina Yau,
author of The
Radical
Minimalist

ETHICAL EATING

Ethical eating trend in Western countries:
Increase of **vegetarianism**, the consumption of **organic food**, **fairtrade products** and the a growing number of **direct farmer-to-consumer marketing**.

- 3.2 percent of U.S. adults follow a vegetarian-based diet:
 - 59% female; 41 % male
 - 42.0% 18 to 34 years old, 40.7% are 35 to 54, 17.4 % are over 55.
 - **Main reason health (53 %) & environmental concern (47%)**
- Number of global vegetarians (except India + Israel): estimates differ between 1-4 % of global pop.
 - Europe 2-4% (UK 6%)
 - Eastern-Europe 0,3 – 0,9 %
 - Exception: India: 40% / Israel 8,5%

PETA Campaign: Stars Worldwide speak out for vegetarianism

SMALL TOWN SUSTAINABILITY

The **movement of cittaslow** was born in 1999 in Tuscany. Today there are over 100 towns in 10 countries part of the network. The common goal is to promote dialog between local producers and consumers, the promotion of sustainable development, and the improvement of the urban life. Newest member: Samjicheon in South Korea

The **Fairtrade Town Movement** started in 2000 in Garstang, UK – a town with 4,000 inhabitants. Today there are 500 Fairtrade towns in over 19 countries. The commitment is to serve fairtrade coffee + tea in public offices + canteens, ensure a wide range of fairtrade products in local shops and in local restaurants + cafés.

Venlo (NL) and its 90,000 inhabitants adopted McDonough and Braungart's concept of Cradle to Cradle (waste = food) as a vision for their city. This joins the industry with the politicians, the general public and the creative people in a giant common project.

THE DIGITAL NATIVE GENERATION STATUS SYMBOLS

„Having a car is so 20th century.“

Kimiyuki Suda (34), Tokyo

7 %

of all newly bought cars were purchased by consumers between 18 and 29 in 2009 in Germany. 10 years ago the number was twice as high. In Japan new-car sales have dropped from 7.8 mio to 5.8 mio units in 2007.

Krafftahrt-Bundesamt 2010 /
Newsweek 2008

80 %

of the questioned 20-29 year olds hold the opinion that a car is not necessary in cities because of the good public transport in Germany.

Spiegel Online 2009

90 %

of the 14-29 year olds can imagine a life without a car. 10% can imagine a life without the internet and a mobile phone in Germany. While spendings on cars per household fell by 14% between 2000 and 2005, the spending on Net and mobile-phone subscription rose by 39% in Japan.

Bitkom 2010 / Newsweek 2008

Greening in Asia

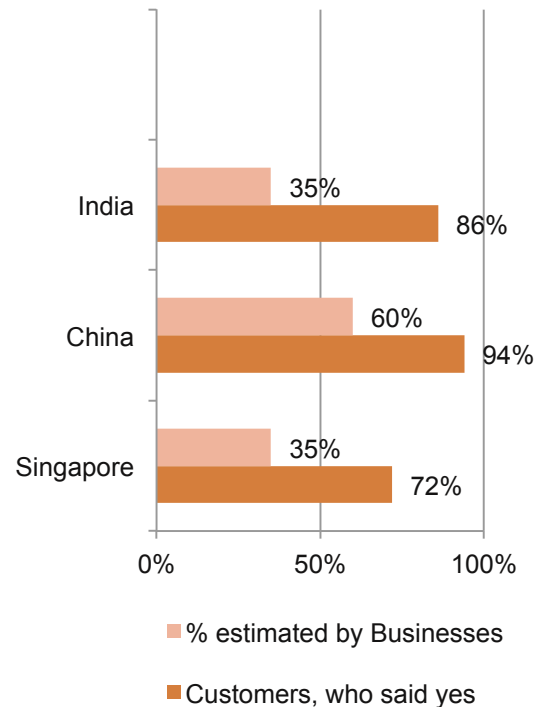
Sustainability & ecology in Asia is still largely driven by international NGOs and also top-down government regulations.

However, the Asian demand for sustainable products is underestimated and Asian green grassroot movements certainly do exist!

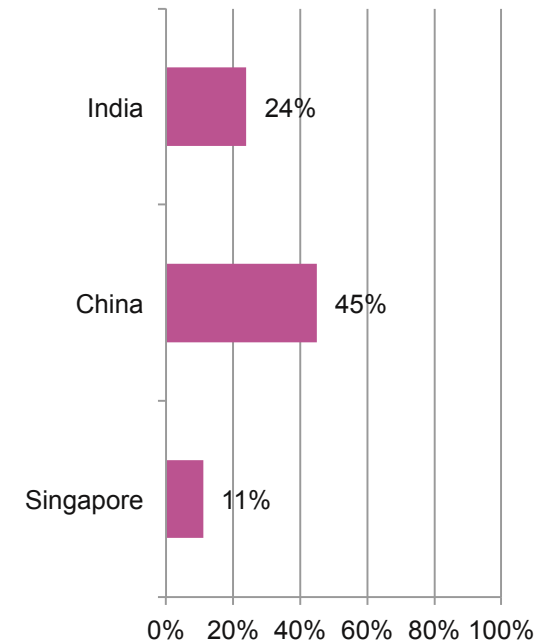
ASIAN LOHAS POTENTIAL UNDER-ESTIMATED BY ASIAN BUSINESSES

- Japan, the Asian pioneer in green consumption, already has 17m “LOHAS”. As affluence in Asia's emerging countries increases this trend could make the way to other.
- Businesses in Singapore, China and India are significantly underestimating customers' demand for green products and services.

Are you willing to pay extra for a premium product certified as green?



How much are you willing to pay extra for a premium product certified as green?



Source: TÜV SÜD Asia Pacific 2011

SELF-ORGANISED COMMUNITY DEVELOPMENT: FAIRTRADE FOOD DELIVERY & CAR-SHARING

The project „Helping Hands“ started off as a cooking school in the poorest area of Bangkok: Klong Toey. Today „Helping Hands“ also offer a fresh food fair trade delivery service, they rent out mini vans and offer massages as well as jewelry classes. All projects are managed by residents of Klong Toey and are based on their skills and talents.

BUDDHISM-DRIVEN SUSTAINABILITY MOVEMENT

Banana Family Park is a private community center in the heart of Bangkok offering: Vegetarian meals, a dharma library, meditation and music classes as well as organic Thai cosmetics & fashion.

The **Thai ecology monks** (phra nak anuraksa) teach ecologically sound practices among Thai farmers and criticize rapid economic development nationwide (which they see as one of the primary causes of the country's environmental crisis). One of their „inventions“ is the ordination of trees. The ceremony was used symbolically to remind people that nature should be treated as equal with humans, deserving of respect and vital for human as well as all life.

The **Monk and Environment Programme** is run by Mlup Baitong, **Cambodia**. The programme runs a network of trained monks in 14 monasteries, who work alongside their village communities to restore and protect forest lands.

Conclusion

Summary & Conclusion

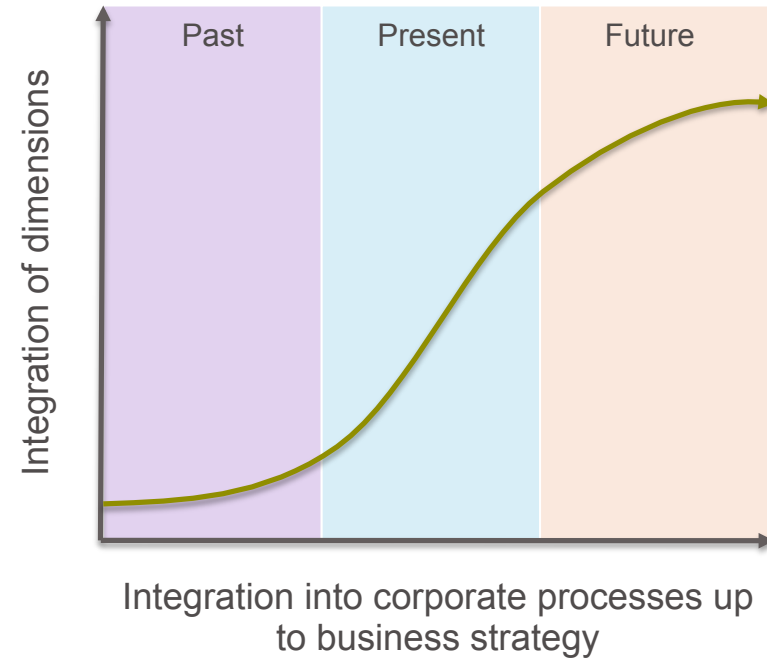
Summary and Conclusions

- History of Sustainability:
 - From Anti-Growth to Sustainable Growth
- Bottom-up Movements in all highly developed countries (West + Japan + Korea)
 - averting once again the paradigm of growth questioned
- In emerging countries „Turning away from growth“ is not an option
 - What we will see more in the Future: An Asian (maybe beyond) Green Consumer Movement

Outlook

- Sustainability has an increasing influence and importance in all planning and
 - Also being pushed bottom-up
 - Integrative / Participative elements gain in relevance
- Crucial role foresight can play in pushing sustainability:
 - Normative and participative aspect of foresight, increasing role of foresight in planning and strategy
- Sustainability and strategy / long-term policy making sein) are being integrated and need to be more so!

Common features of foresight and sustainable development & Integration of Sustainability



Thank you for your time & attention!

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