

VIRTUAL

MASTERCLASS PROGRAMME

ASSOCIATIONS SHOWCASING **SOCIAL RESPONSIBILITY**

SOCIAL INNOVATION: HOW CAN YOU MAKE A DIFFERENCE?

24th Feb 2021 | 3:30pm - 4:30pm (GMT)



Gwyn Jones

Director, Association of Sustainability Practitioners



JOIN US AND START
A SOCIAL JUSTICE FIRE

SOCIAL ENTREPRENEURSHIP & INNOVATION

- HOW WE CAN EACH MAKE A
DIFFERENCE



Gwyn Jones
Association of Sustainability Practitioners
Sustainabilitypractitioners.org



“Business as a force for good”

[Sustainabilitypractitioners.org](https://sustainabilitypractitioners.org)

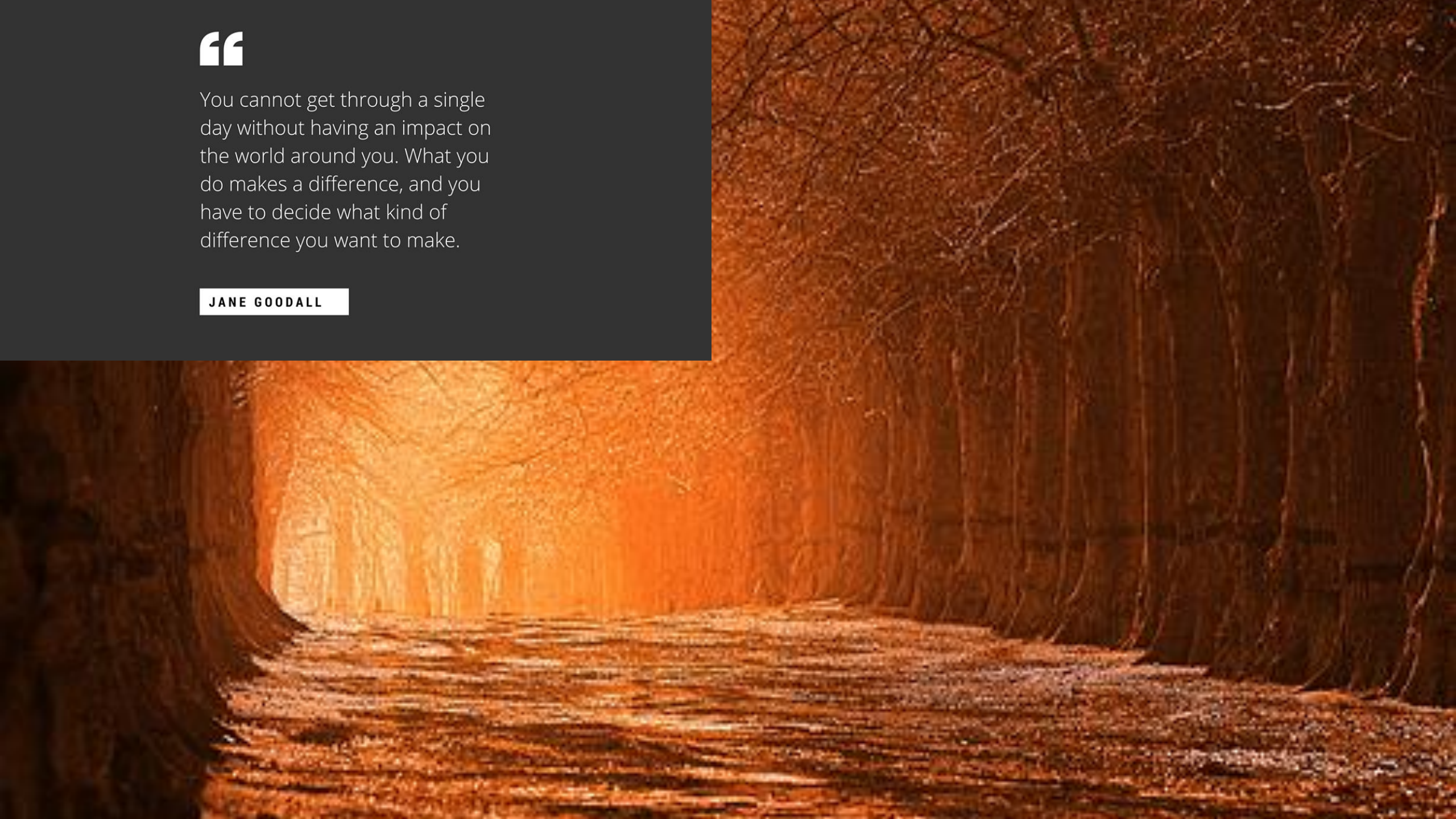
ASP'S PURPOSE....

ASP has always been about **connecting, challenging and supporting** individuals and we will continue to do that. Now, additionally, we are developing relationships at the organisational level as well. Standing together to learn how to move from unsustainable to sustainable practices in all aspects of life – connected, supportive, having positive impacts on the global challenges.

“

You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.

JANE GOODALL



TODAY'S TALK



- The challenge we face
- How we can create the future we want
- NEW THINKING
- How YOU can make a difference

WHAT ARE WE AIMING TO SUSTAIN?

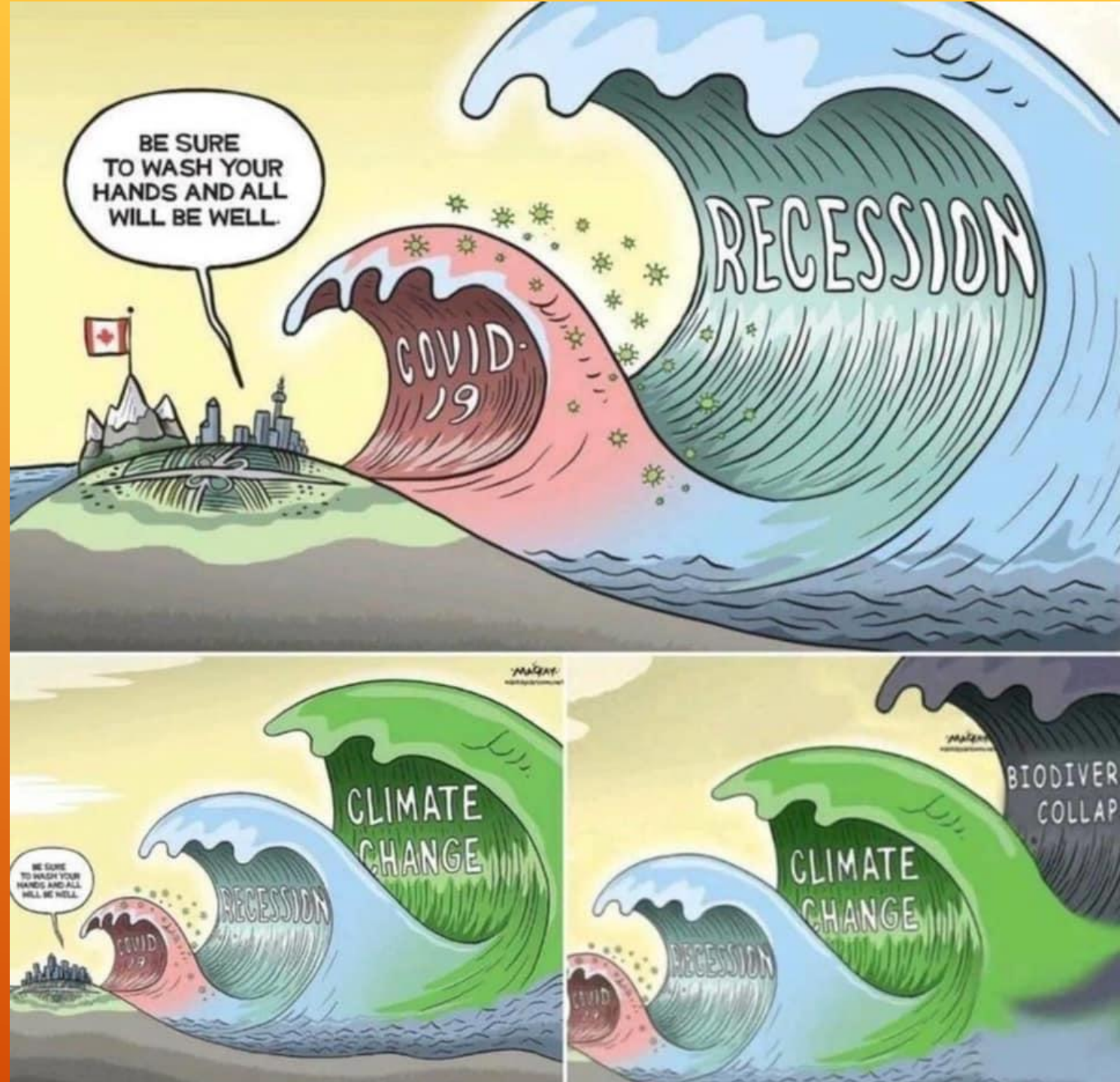
?

Quality of life

The looming BIG challenge:
How 10 billion people can live in harmony and peace,
equitably by 2050

WHAT ARE THE BIG ISSUES?

- ▶ Climate change
- ▶ Bio-diversity loss
- ▶ Inequality & Poverty
- ▶ Human Wellbeing
- ▶ Resource depletion
- ▶ Economic systems fit for the future
- ▶ Growth in per capita consumption



WHAT IS “SUSTAINABILITY”?

- ▶ “...sustainable development is about five key principles:
 - ▶ quality of life
 - ▶ fairness and equity
 - ▶ participation and partnership
 - ▶ care for our environment
 - ▶ respect for ecological constraints
- ▶ recognising there are 'environmental limits'”

*From Making London Work
by Forum for the Future's Sustainable Wealth London project*

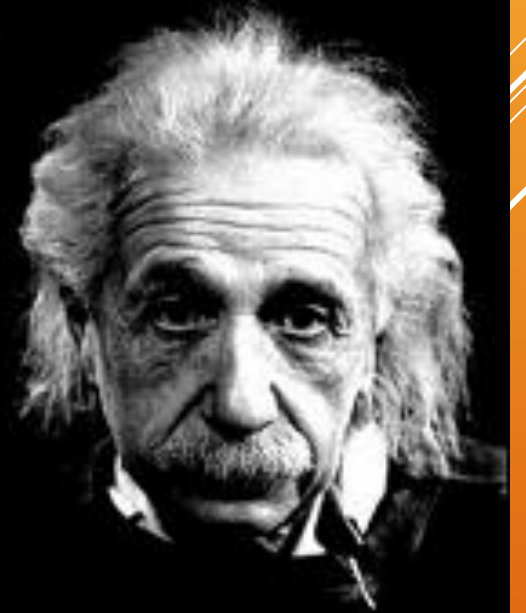
WHAT IS “SUSTAINABILITY”?

- ▶ Enough for everyone forever...

We need new ways of

THINKING

“WE CANNOT
SOLVE OUR
PROBLEMS
WITH THE SAME
THINKING WE
USED WHEN WE
CREATED THEM”



NEW THINKING: ECONOMIC EVOLUTION 4 SYSTEMS

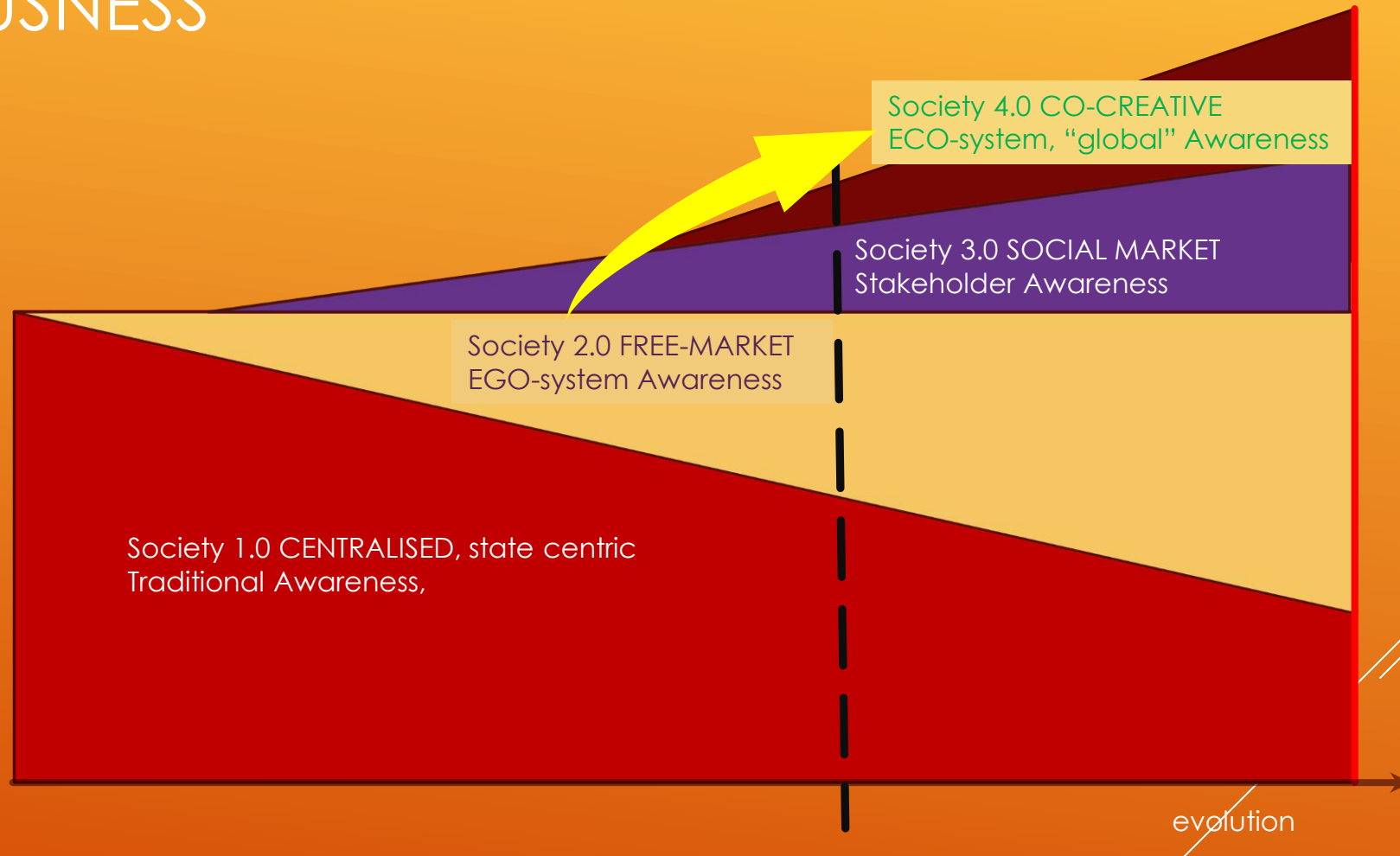
Society 4.0 CO-CREATIVE, Generative
ECO-system (global) Awareness
Organised around EMERGING WORLD

Society 3.0 SOCIAL MARKET
Stakeholder Awareness
Organised around INTEREST GROUPS

Society 2.0 FREE-MARKET
EGO-system Awareness
Output and efficiency centric
Organised around COMPETITION

Society 1.0 CENTRALISED, state-centric
Traditional Awareness
Organised around HIERARCHY AND CONTROL

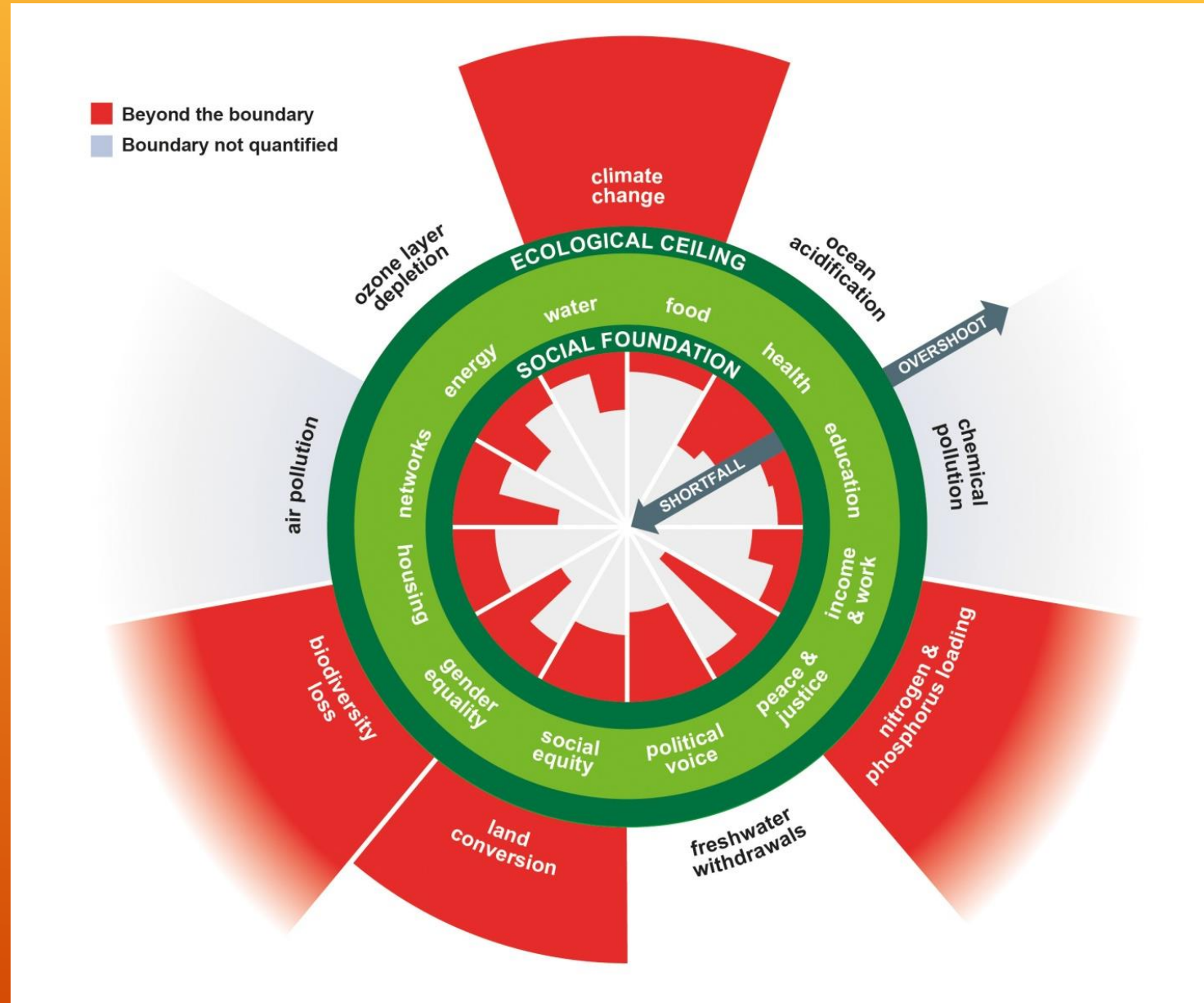
NEW THINKING: EVOLUTION OF CAPITALISM AS AN EVOLUTION OF CONSCIOUSNESS



NEW THINKING: DOUGHNUT ECONOMICS

***Doughnut Economics** is a wake-up call to transform our capitalist worldview obsessed with growth into a more balanced, sustainable perspective that allows both humans and our planet to thrive.*

Kate Raworth, Senior Researcher at Oxfam



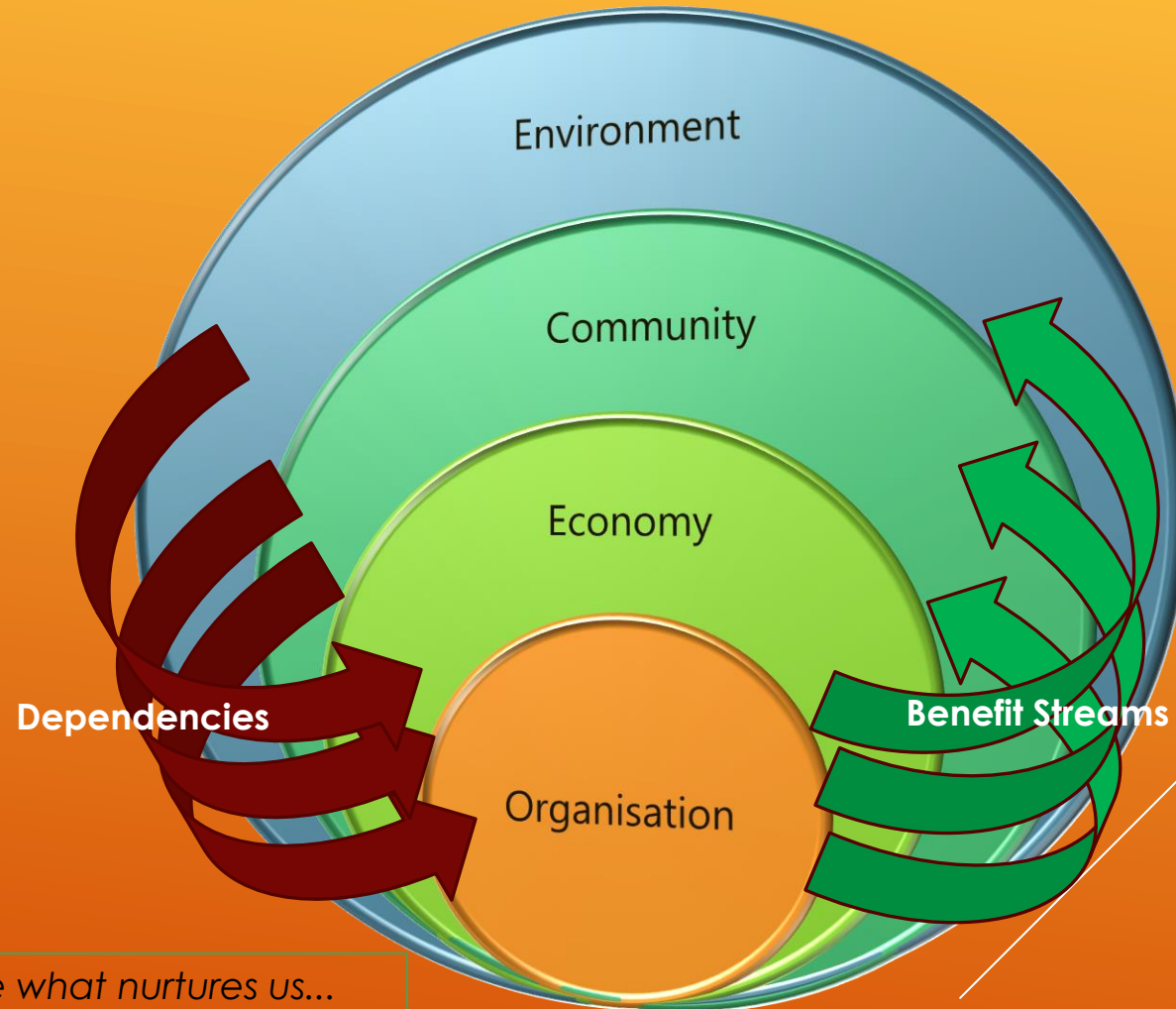
NEW THINKING: HOW DOES SUSTAINABILITY COME ABOUT?



Sustainability is the OUTCOME of conscious thinking

NEW THINKING: 6 STAKEHOLDER MODEL

1. Environment
2. Community
3. Investors
4. Business Partners & Suppliers
5. Staff
6. Clients



"When forgetting to nurture what nurtures us... everything begins to decay"

A NEW BUSINESS MODEL: SOCIAL ENTERPRISE

“A Social Enterprise is a business that trades to tackle social problems, improve communities, people’s life chances, or the environment...”

...Social Enterprises are businesses set up primarily to benefit people and the planet”

Social Enterprise Explained: SE UK

<http://socialenterprise.org.uk/>

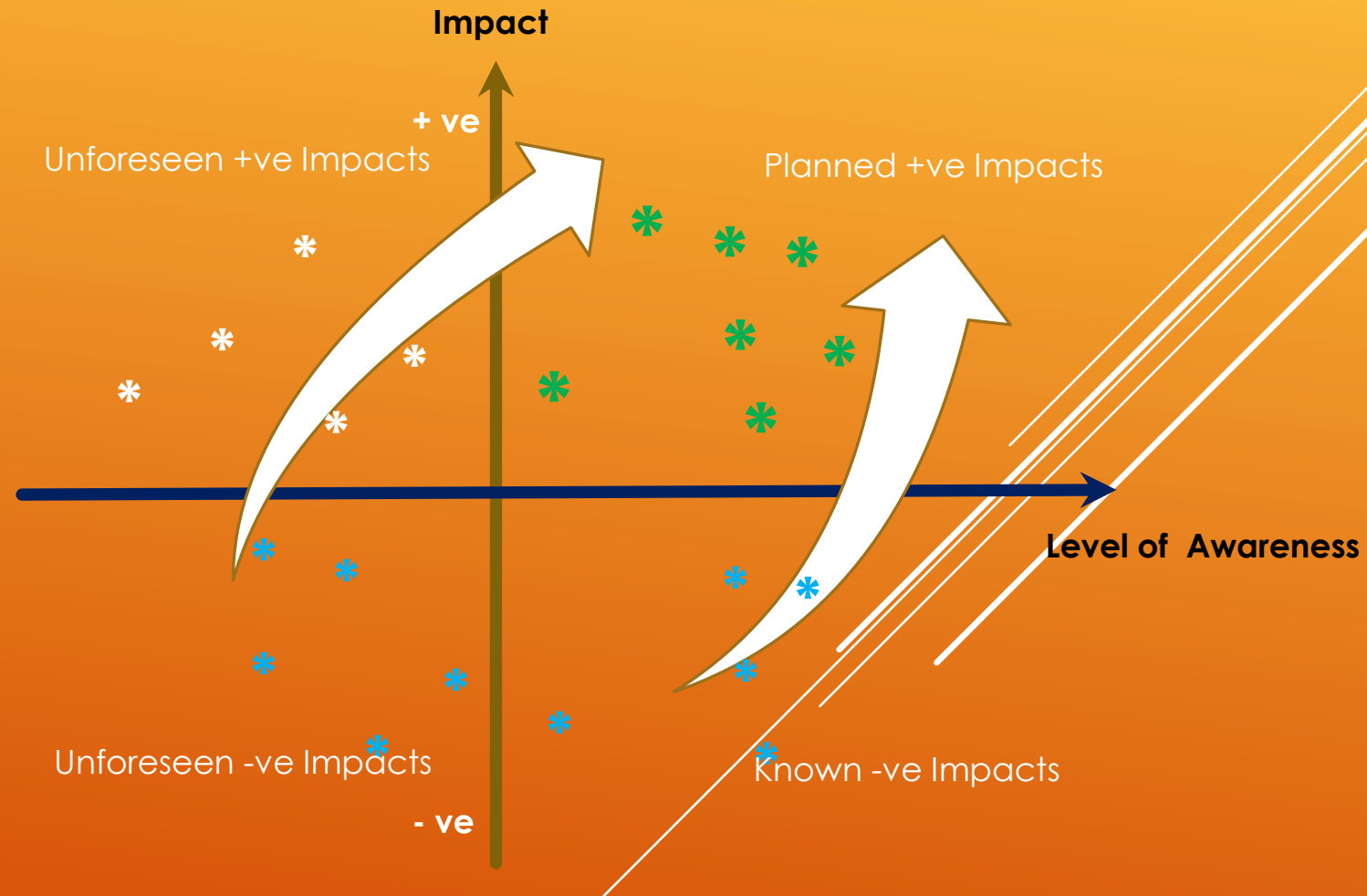
A NEW WAY OF BEING: SOCIAL ENTERPRISE

Social enterprise is a way of being that transcends an organisation's legal form. It's a values-based, purpose-led way of working.

Success is defined and measured in terms of the benefits and value created for all the stakeholders.

It pervades every aspect of the enterprise and is a fundamental design principle for all activities, products, services, processes and decisions.

CONSC!IOUS BUSINESS: Managing Outcomes



NEW THINKING: BENEFIT CORPUS – “B CORPUS”



3,243	Companies
230	In UK
150	Industries
71	Countries
1	Unifying Goal

Jay Coen Gilbert
Founder, B Lab

- ▶ Certified B Corporations are a new kind of business that balances purpose and profit
- ▶ They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment
- ▶ This is a community of leaders, driving a global movement of people using business as a force for good

<https://www.forbes.com/sites/michelegiddens/2018/08/03/rise-of-b-corps-highlights-the-emergence-of-a-new-way-of-doing-business/#3b0794322ed2>

Certified



Corporation

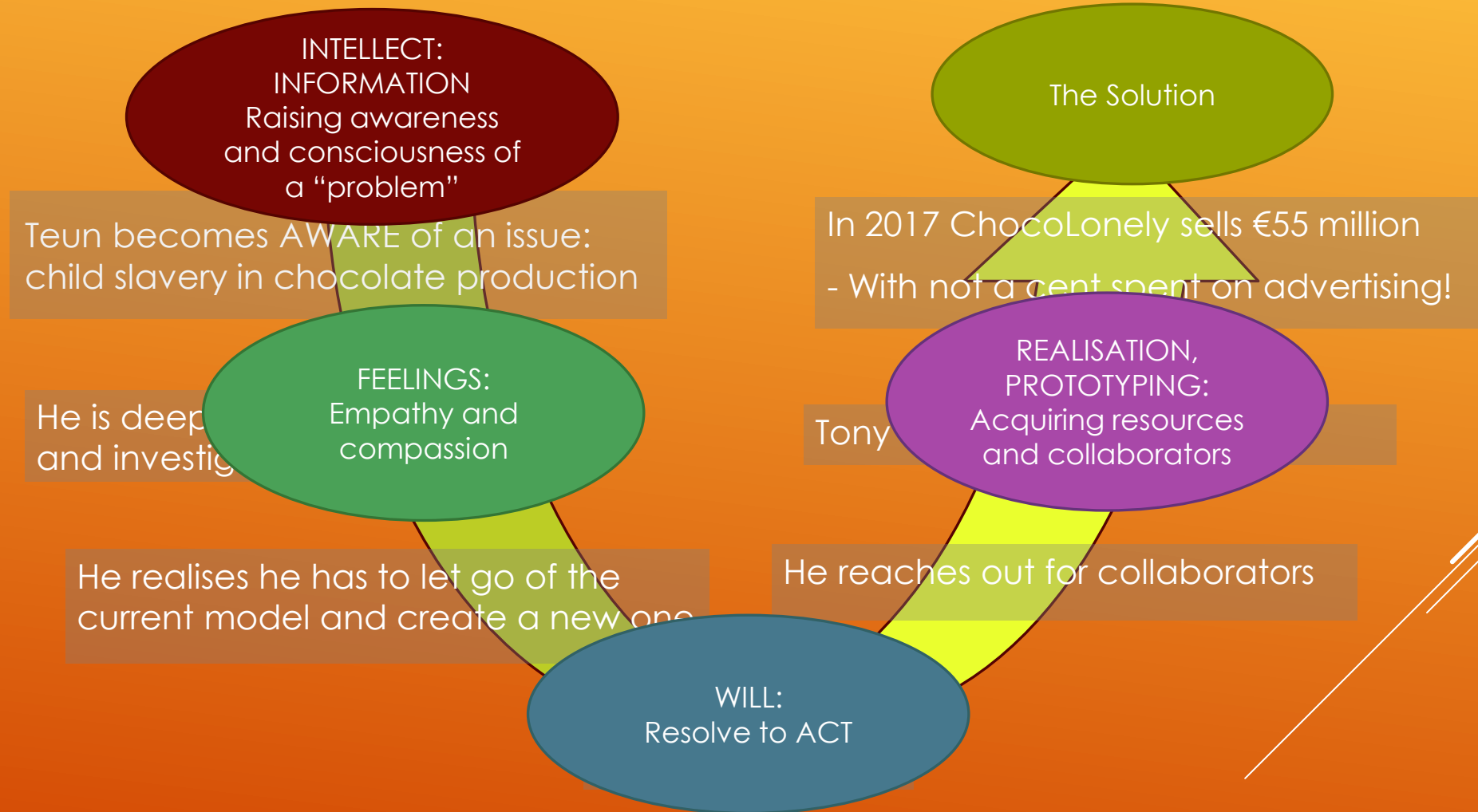


PURPOSE-LED ENTERPRISE: TONY'S CHOCOLONELY



SO WHAT'S HAPPENING HERE?

➤ PURPOSE-LED, VALUES-BASED



SOCIAL INNOVATION

Theory U

Downloading
past patterns

Performing by
operating from the whole

suspending

embodying

Seeing
with fresh eyes

Prototyping the new by
linking head, heart, hand

redirecting

enacting

Sensing
from the field

Crystallizing
vision and intention

letting go

letting come

Open
Mind

Open
Heart

Open
Will

Presencing
connecting to Source

Who is my Self?
What is my Work?

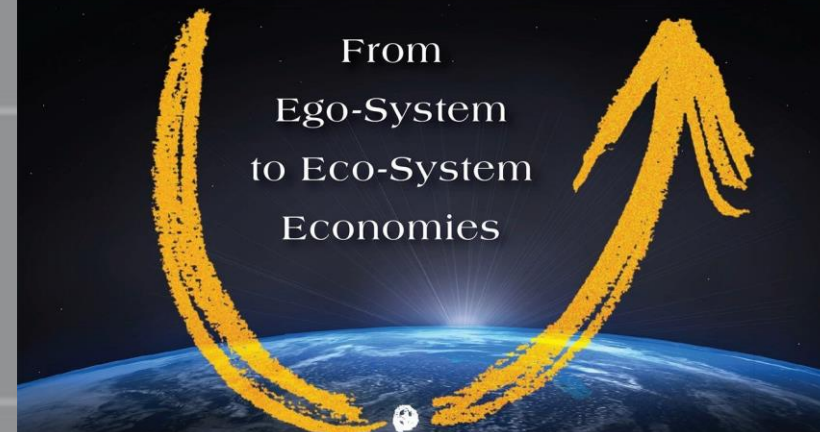


BY THE BESTSELLING AUTHOR OF THEORY U

Otto Scharmer and Katrin Kaufer

LEADING FROM THE EMERGING FUTURE

From
Ego-System
to Eco-System
Economies



APPLYING THEORY U TO
TRANSFORMING BUSINESS, SOCIETY, AND SELF

RIVERSIMPLE: SUSTAINABLE BY DESIGN



www.riversimple.com

GUIDING PRINCIPLES

Hugo's Passions...

- ▶ Cars!
- ▶ Being less unsustainable is not the same as being sustainable
- ▶ Creating benefit for all stakeholders, without preference

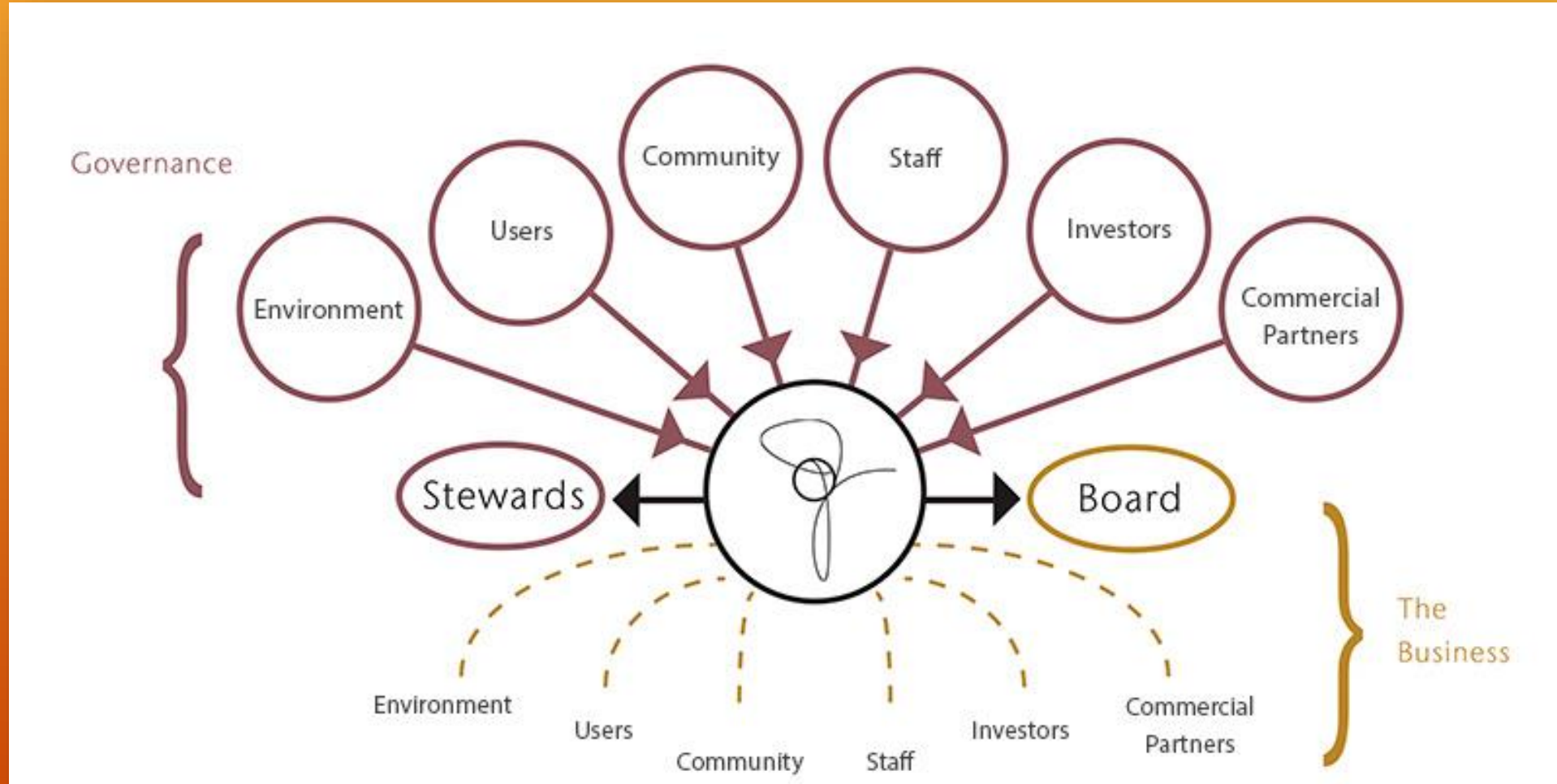




"Hugo Spowers is the Henry Ford of his day" - Richard Sutton - Automotive Journalist

GOVERNANCE MODEL


Purpose: *“to systematically reduce the environmental impact of personal transport”*



This is what the future looks like...




“WHAT” CAN YOU DO?

- ▶ Get a clear understanding of what PURPOSE and VALUES you want to have
 - ▶ What OUTCOMES do you need to achieve your PURPOSE
 - ▶ What OUTCOMES undermine your PURPOSE?
 - ▶ What activities/projects/initiatives will create these OUTCOMES?
 - ▶ Review all your activities – eliminate those that don't contribute to your PURPOSE
 - ▶ Create a Business Strategy and Plan that result in a valuable and valued business that contributes to a sustainable future, for everyone, for ever
- 

“HOW”

- ▶ Open your MIND
 - ▶ Be clear about your and your organisation’s PURPOSE
 - ▶ Let go of conventions and status quo that impede
 - ▶ Open your HEART
 - ▶ Choose the VALUES that inspire you and represent what you STAND FOR - *“Do the right thing.”*
 - ▶ Increase your awareness – “presencing” – activate your WILL
 - ▶ Harness your passion and commitmentthe community, the local environment and your other stakeholders
 - ▶ Choose the sustainable outcomes
 - ▶ Become aware of ALL the outcomes that result from your actions
 - ▶ Eliminate the -ve; focus on the +ve
 - ▶ Become more valued and valuable
 - ▶ Determine how your business is dependant upon, and can contribute to
- 

TAKE AWAYS

- ▶ Sustainability - *enough for everyone forever*,
 - ▶ is the outcome of conscious thinking
 - ▶ and arises when we nurture what nurtures us
 - ▶ We need to employ new th!nk!ng to create the new normal in which we will live in harmony and peace, equitably
 - ▶ We need to engage our heads and our hearts and our wills
- 



AND NOW...

We are at a huge decision point

If we choose the same path that got us here, we will end up back... here

We cannot go “*back to normal*”, we need go forward, to create a NEW normal

...a new path that no one has walked before

We must choose to create a future that serves everyone, forever



Thank You