

Transitioning  to Green™

Transitioning to Green: A World of Possibilities

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Some of the workshop content draws from and builds upon *The Sustainable Enterprise Fieldbook: When It All Comes Together*, edited by Jeana Wirtenberg, William Russell and David Lipsky with the Enterprise Sustainability Action Team, Greenleaf Publishing and AMACOM, 2008,
www.thesustainableenterprisefieldbook.net

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Our Purpose for Today

- ***Explore context and definitions for sustainability***
- ***Learn about the new Green Economy***
- ***Explore what you can do in your career and as an individual to contribute to the transition to a more sustainable/green economy***
- ***Distinguish three scenarios for the future which you can help shape***

What is Sustainability?

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

Our Common Future, UN Brundtland Report, 1987

“A company’s ability to achieve its business goals and increase long-term shareholder value by integrating economic, environmental and social opportunities into its business strategies.”

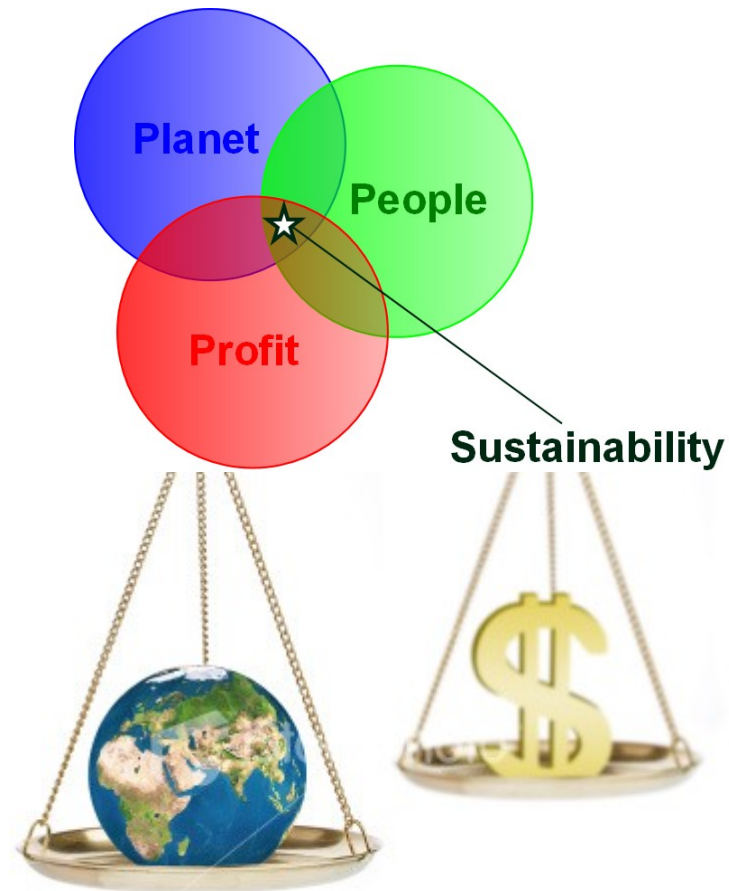
**“Symposium on Sustainability – Profiles in Leadership,”
NYC, Oct. 2001**

What is Sustainability?

Key aspects:

Triple Bottom Line

- Social
- Environmental
- Economic



State of Green Business 2009

“Despite a growing chorus of corporate commitments and actions, we’re less optimistic that these activities...are addressing planetary problems at sufficient scale and speed.”

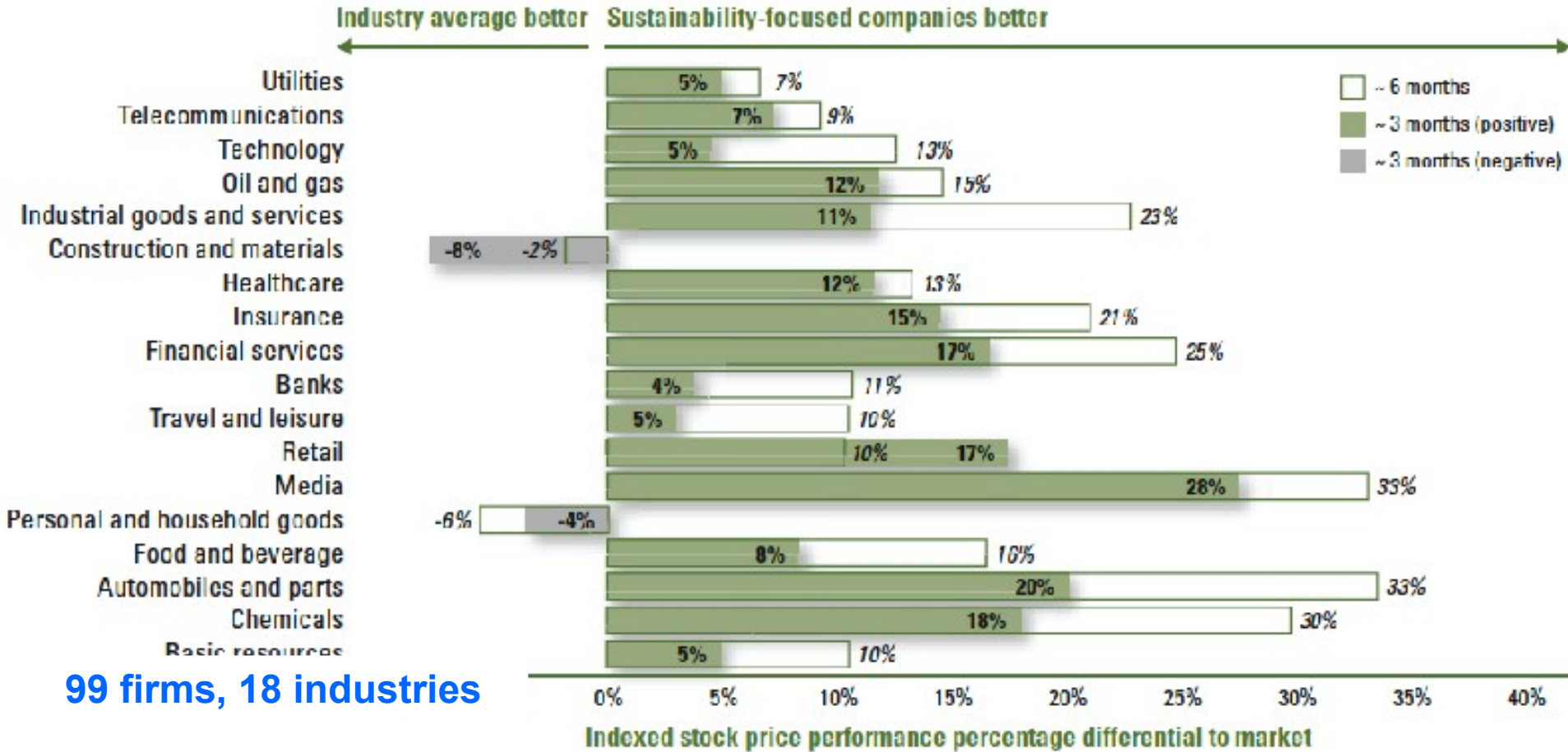
-- Greener World Media

***Why focus on
Sustainability
Now??***

Sustainable Enterprises Outperform in Crises

Sept to Nov: **10%** differential
 July-Nov: **15%** differential

FIGURE: Sustainability-focused companies outperform peers



99 firms, 18 industries

Notes: Indexed stock prices at -3 months - September 8, 2008 and -6 months - May 19, 2008 to current date, November 24, 2008. Percentage performance differential calculated by taking the percentage point difference of averaged sustainability companies' indexed performance to the market indexed performance over the market indexed performance. Sustainability companies include DJSI World 60 2006/2009 + DJSI 2008 Supersector Leaders + Goldman Sachs SUSTAIN focus list for mature industries.

Executives Urge “Green” Recovery



“Green solutions and sustainable strategies are **smart business**—for everyone. The greener we get, the more we can reduce costs and boost efficiency. **The more we reduce costs, the more productive a business can become and the better we can weather the maladies of the global business market.**”

(Ursula Burns, President Xerox, BusinessWeek, Jan 09)



“Those organizations that have **built sustainability into their structure properly** will come out of this better than those who saw it as a public relations measure.”

(Richard Spencer, Institute of Chartered Accountants in England and Wales (ICAEW), Feb 09)

Green Careers

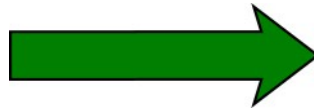
Address the Human Side of Sustainability

From

Hopeless

Helpless

Immobilized



To

Inspired

Engaged

In Action

Context...

***Global sustainability
issues impacting all
organizations and
people in the world...***

Context

Global sustainability issues impacting all organizations and people in the world

- **Environmental Sustainability**
- **Social Justice**
- **Economic/Financial Sustainability**



Global sustainability issues impacting all organizations and people in the world

Environmental Sustainability

- **Global warming and climate change**
 - **Rising sea levels**
- **“The Death of Birth”**
- **Fresh water shortages**
- **Ecological Footprint**



Social Justice and Crises

- **Poverty widespread, 3 billion under \$2 per day: 9.1 billion by 2050,**
biggest increase in developing countries
- **Almost 1 bil people chronically undernourished**
- **Wealth of 3 rich = 600 mil poor**
- **No schooling for 1 in 5 children**
- **Most population growth in poorest regions**
- **80 countries poorer than 20 years ago**
- **U.S. incarceration rate highest in developed world**



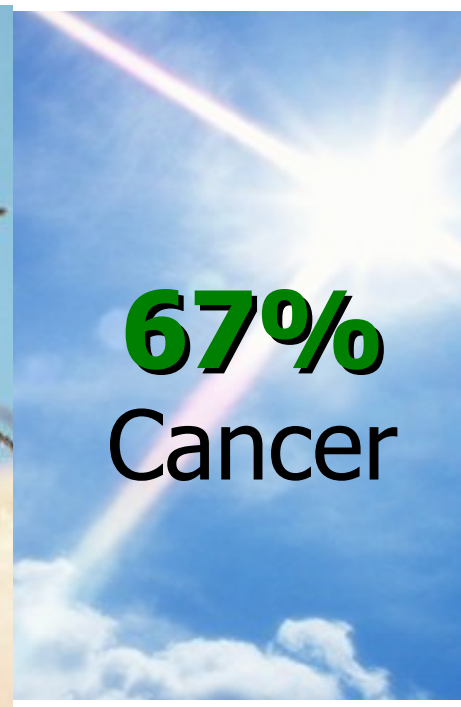
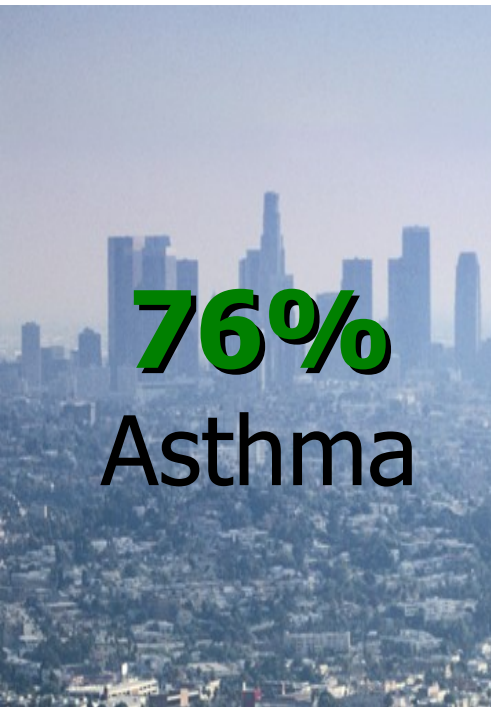
This is Serious Business

- ***“Sustainability has moved from the fringes of the business world to the top of the agenda for shareholders, employees, regulators, and customers...Any miscalculation of issues related to sustainability can have serious repercussions on how the world judges a company and values its shares.”***

Sunny Misser, PricewaterhouseCoopers global leader of Sustainable Business Solutions

People make the connection between the environment and human health

85% believe changes in environment
impact their health



Boomers have greatest concern about health and environment

People care about the environment and
the social responsibility of the brands
they choose

76% say they are concerned about
environmental changes

58% say a product's environmental impact
influences their purchase decision



Source: Earthborn online survey with 500 consumers.

...including employees

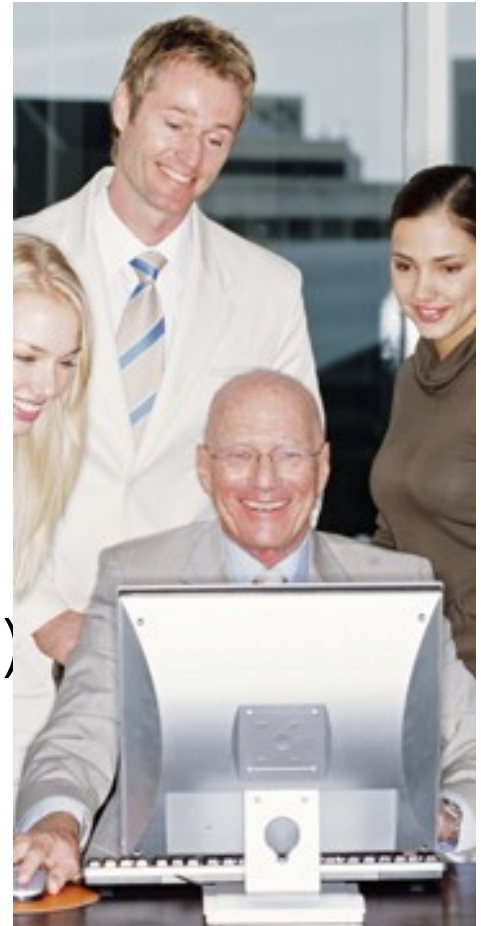
In a national survey:

93% believe companies have responsibility to help the environment

72% believe employers should support social issues (vs 52% in 2004)

96% would like to work at a “successful company that also aspires to be good.”

92% “more inclined to trust a good employer” and “would feel better about themselves” by working for a socially responsible corporation.



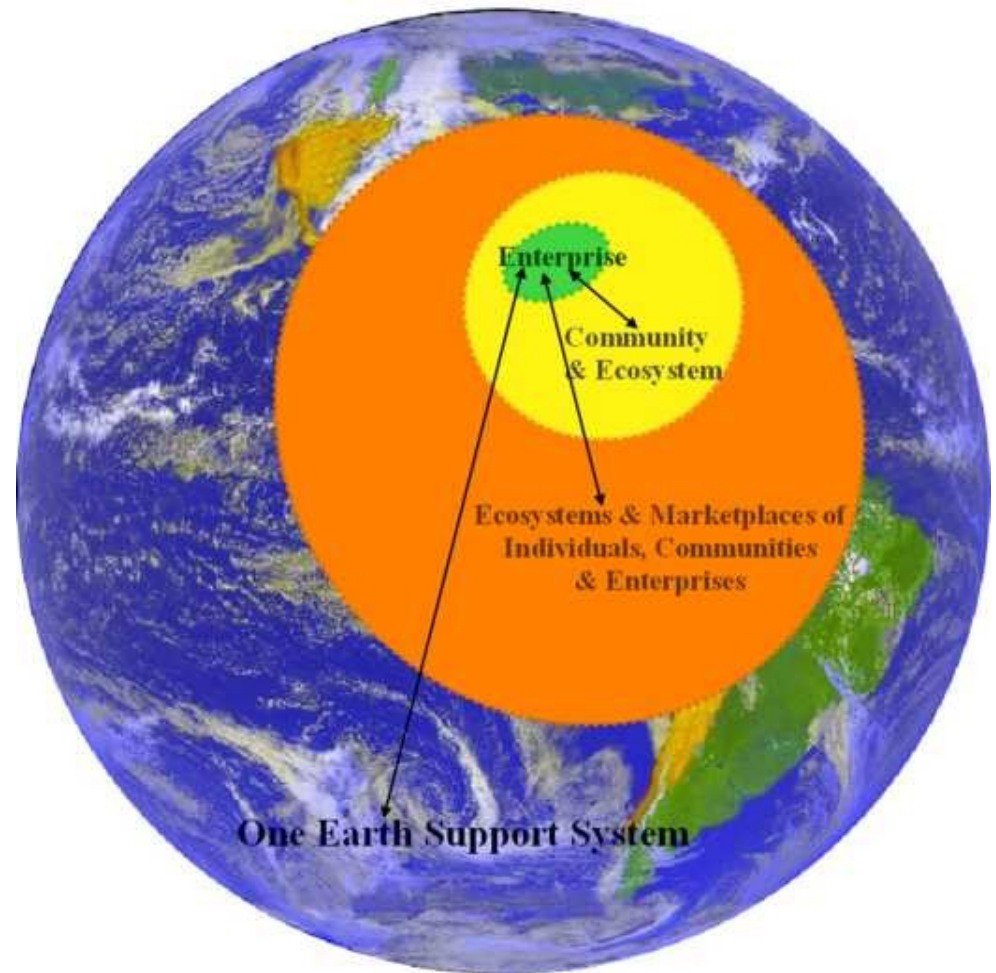
Diverse Sustainability Strategies



Economic Sustainability

“The major challenge—and opportunity—of our time is to create a form of commerce that uplifts the entire human community of 6.5 billion and does so in a way that respects both natural and cultural diversity. Indeed, that is the only realistic and viable pathway to a sustainable world, And business can—and must—lead the way.”

Stuart L. Hart (2007)



What is the Green Economy?

- “...economic activity by companies and customers in the form of products, services, and business models that promote economic growth, reduced environmental impacts, and improved social well being”

State of Green Business by Joel Makower
GreenBiz.Com February 2009

- “...enormous economic, social and environmental benefits [are] likely to arise from combating climate change and re-investing in natural infrastructure—benefits, ranging from new green jobs in clean tech and clean energy businesses up to ones in sustainable agriculture and conservation-based enterprises,”

Achim Steiner, UN Under-Secretary General
and UNEP Executive Director, in October 2008

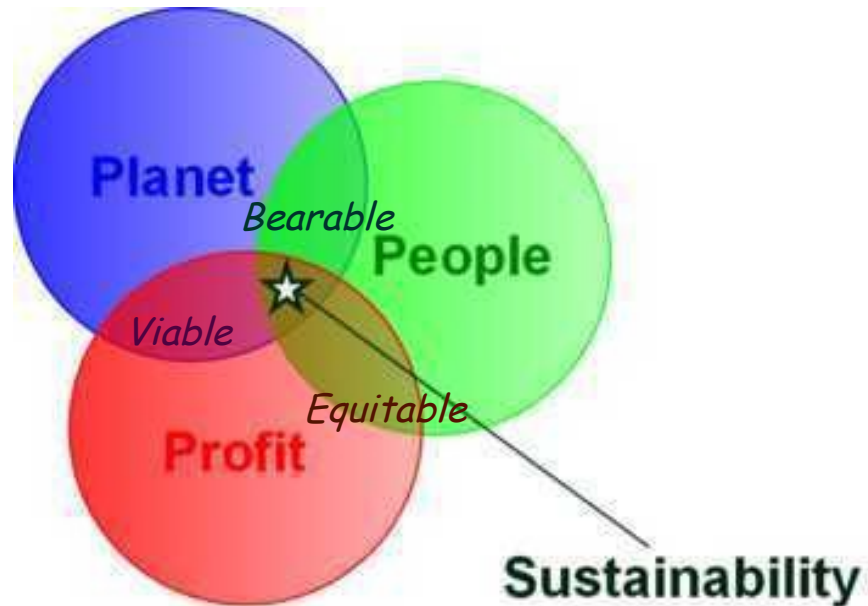
- “Sustainability can emerge only when modern humans adopt a new story that will change their behavior such that **flourishing** rather than unsustainability shows up in action.”

John Ehrenfeld, *Sustainability by Design*, 2008

How can you position yourself to take advantage of the next wave of green practices?

Regarding:

- Environment
- People
- Profit



Making the Shift to the Green Economy

- The Green Economy holds a wealth of untapped opportunities waiting to be discovered and seized.
- How can you navigate this seismic shift to position and market yourself for sustainable success?

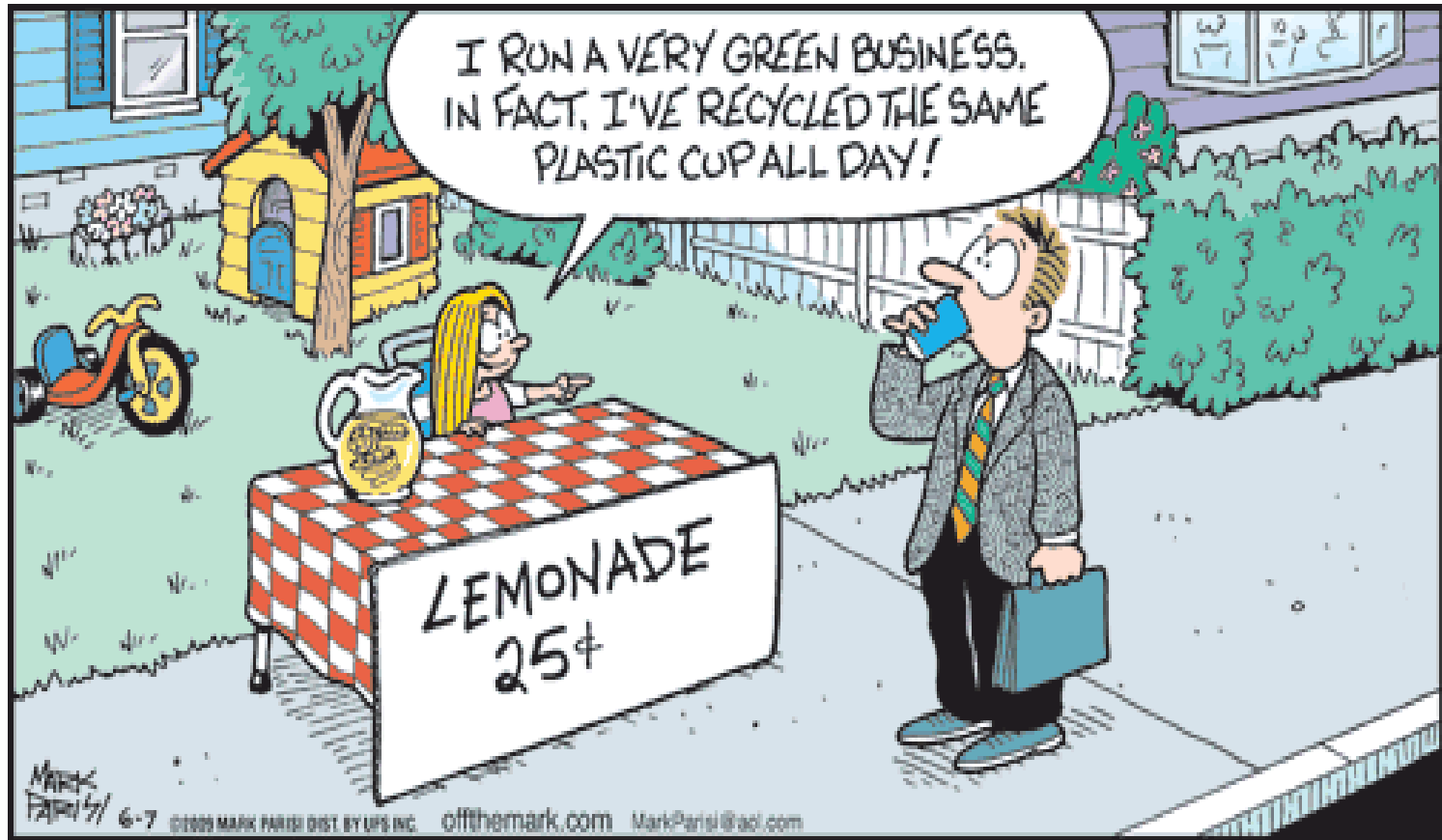


Green Elements of the American Recovery and Reinvestment Act of 2009

- \$32.80 billion in clean energy
- \$26.86 billion in energy efficiency
- \$18.95 billion in green transportation



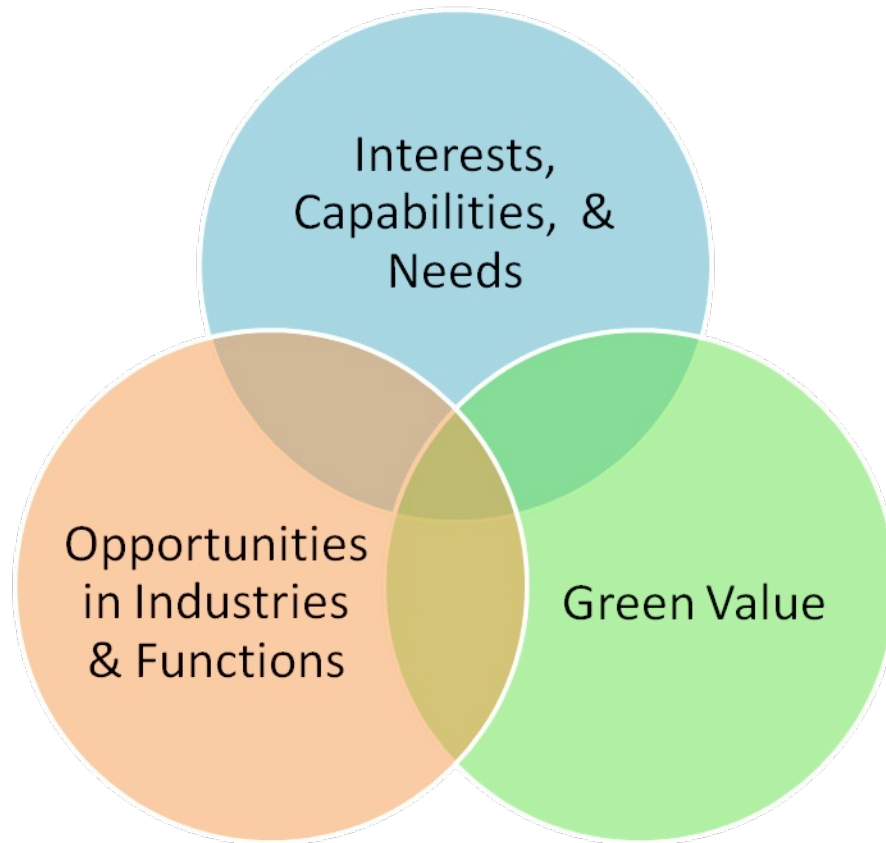
Caution: Watch out for quick fix, “greenwashed” and or misportrayed market claims.



Emerging Careers and Career Paths in Green Economy

- **Microfinance in US and Developing Countries, especially for women owned businesses**
- **Carbon Trading, Reporting and transparency**
- **Socially Responsible Investing, Clean-tech investing and patents**
- **Corporate Social Responsibility, Corporate Citizenship**
- **Chief Sustainability Officers, Chief Responsibility Officers**
- **Environmental. Health & Safety (EH&S)**
- **Green Buildings (LEED)**
- **Greening Supply Chains**
- **Green Marketing - Sustainability Communications, Branding, and PR**
- **Human Resources, Organization Development & Change**
- **Greening every industry at all stages of life cycle:**
 - **Extraction**
 - **Production**
 - **Distribution**
 - **Consumption**
 - **Disposal**

Finding Your Green Career “Sweet Spot”





Interests
Capabilities
Needs

- What are your interests, capabilities and life needs for your green career search?



Interests
Capabilities
Needs

- **Map to Green Career Paths**

- Caring for the Earth (e.g, environmental science, ecology, hydrology)
- Managing Natural Resources (i.e., organic agriculture, air, fish and wildlife, land, waste, water)
- Alternative and Sustainable Energy (e.g., Renewable energy, Energy efficiency, Smart Grid)
- Shaping the Green Economy (e.g., law, planning, politics and policy, regulation, compliance, enforcement)
- Rebuilding the infrastructure (e.g., architecture, building, energy efficiency, designer, landscaping)
- Emerging Industries (e.g., Green Chemistry, ecotourism)
- Inspiring and Motivating more Sustainable Actions
- Providing Green Services (e.g, electronic media, broadcasting, green hospitality, restaurateurs, real estate)
- Creating and marketing green products
- Environmental and sustainability training and education



Opportunities in Industries & Functions

Industry and functional shifts I need to consider:

- Traditional Industries Green Opportunities?
- New Opportunities (Green Ventures)?
- Entrepreneurial Opportunities (Green franchises)?
- Businesses shifting to green products & services?

What other opportunities do you see?

Transitioning



to Green™

Facilitating the transition to a green economy

- for individuals, by introducing them to the opportunities and helping them choose and be successful
- for existing businesses, by helping them green themselves and their processes
- for green businesses, by helping them grow and replicate

Transitioning  *to Green™*

Training and Development

- Transitioning to Green Forum
 - October 4 and December 8th at FDU
 - Charting the Transition to Green™
 - Green Career Self Assessment
 - Green Career Guide
 - SME Network

Charting the Transition to Green™



Member Services

- Knowledge Exchange and Community Social Network
 - Industry/function specific research
- Employment Services, e.g., Job banks
- Monthly live webinars and teleconferences
- Monthly newsletters
- Access to Subject Matter Experts
- Networking events
- Discounts on all products and services

Transitioning  *to Green™*

Coaching Services

Accelerate Green Career Success

- One-on-one coaching
- Group coaching
- Project team coaching
- Transitioning to Green career coach training and certification

Transitioning  *to Green™*

Affiliates and Associates

- Institute for Sustainable Enterprise, FDU
- Green Career Central (Carol McClelland, author forthcoming “Green Careers for Dummies”)
- NJ Higher Education Partnership for Sustainability
- Sufficiency Network and Enlignment (Miriam Hawley)
- County College of Morris (CCM)
- US Green Building Council – NJ Chapter
- Jim Cassio, author, “Green Careers: Choosing Work for a Sustainable Future”
- Many Others under discussion

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Three Scenarios for the Future of Sustainability

- **Scenario One: Things fall apart**

Organizations give up on trying to be sustainable. Businesses just want to survive in an increasingly anarchic world, plagued by global war for natural resources, especially oil and water.

- **Scenario Two: Muddling toward sustainability**

At best a mixed bag and, at worst, an utter mess. Countries try to make global agreements on everything: fisheries, global warming gases, water conservation, pandemics, global poverty. While these have symbolic value, they have no real teeth and are ultimately ineffective.

- **Scenario Three: A Global Sustainability Culture**

A global sustainability culture has taken root. A cultural “tipping point” has been reached. Factors shaping it were alarming scientific findings, changes in climate patterns, geopolitical conflicts, global media networks, innovations in the marketplace, success of “green” business. The confluence of these factors creates a “preservation mindset” or “global sustainability culture.”

Changing the Conversation ...Shifting the consciousness

From



To

Consumption



Sufficiency

Primacy of individual
rights



“We’re all in this together”

“We own it”



We help it flourish forever

Next Steps

- Transitioning to Green Forum
 - February 23 at FDU
- Transitioning to Green membership site
www.transitioningtogreen.com
- Green Career Workshop (date tba)
- Building a cadre of Transitioning to Green Career Coaches



**So please reflect on what's
next for you and your
career... .**

Careers & Self-Reflections

(15 minutes)

- Where do you fit in?
- What possibilities do you see for yourself?

--Remember to think in terms of your passions, your values, and your competencies.

Thank You!

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Sustainable Enterprise NING Network

www.SustainableEnterprise.NING.Com

The Sustainable Enterprise Fieldbook and “Living Fieldbook”

www.theSustainableEnterpriseFieldbook.net