



Corporate Sustainability in the 21st Century: increasing the resilience of social-ecological systems

Rafael Sardá, November 2019

FOREIGN INTRAOPMEJT

1955
1960
1965
1970
1975
1980
1985
1990
1995

Why

DOMINANT SOCIAL PARADIGM

Up to the mid 20th century, a worldview of "limitless resources", poor ecosystem understanding and forward planning

NEW ENVIRONMENTAL PARADIGM

Change in prevailing worldview and a recognition of the need for sustainable resource use and integrated thinking (Gaia)

60's

DOMINANT "SUSTAINABILITY" PARADIGM

Globalisation of environmental issues and mainstreaming of environmental values within all sector and policies

80's

"SOCIAL-ECOLOGICAL" PARADIGM

A worldview recognising the mutual inter-associations between human society and ecological processes that may be necessary for the survival of both

00's

Brundtland Report (86)

Millennium Ecosystem Assessment Report (05)

No problems

Local problems

Global problems

Global problems and dependences

50's

Social issue in Management. Minimize harm to society and the company. "Business must be responsible"

CSR

Corporate Philanthropy. Business must fulfill community obligations. "Giving Back"

00's

Shared Value. Meeting social needs and business expectatives

CSV

80's

Organization and the Natural Environment.
Corporate Sustainability 1.0. Refined Shareholder Value Management

CS 1.0

Corporate Sustainability 2.0. Manage their financial, social and environmental risks, obligations and opportunities. Managing the Tripple Bottom Line

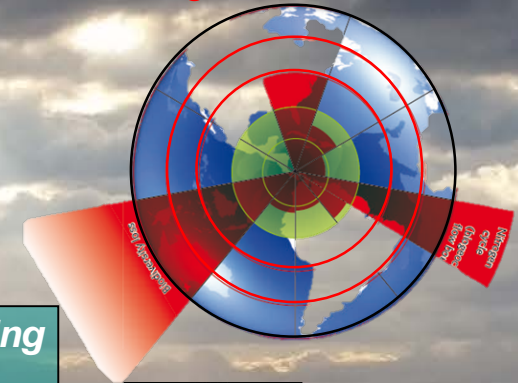
CS 2.0



Welcome to the Anthropocene

We live in a planet with limited resources and planetary boundaries

Planetary Boundaries



Global Connectivity

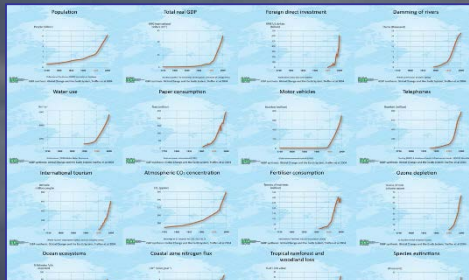


Megatrends

WORLD ECONOMIC FORUM

We live in a planet where everything is connected and integrated

Great Acceleration



We live in a planet in a constant and accelerated global change



Profitable Growth

We live in a planet required to maintain an economic growth of 3% per year

77,6 TRILION DOLLARS OF GLOBAL GDP ^{2.9%}
<https://data.worldbank.org/> (2000-2018)

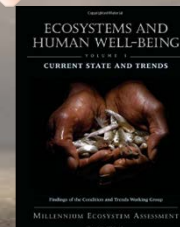
We live in a planet with global population expanding 1% per year

7,6 BILION PEOPLE IN THE PLANET ^{1,2%}
<https://www.census.gov/popclock/> (2000-2018)

Population Growth

We live in a planet with a state shift in the Earth's Biosphere

Non Resilient Social-Ecological Systems



Source: Sardá & Pogutz (2019)

Growing Population



P

Increasing
urbanization



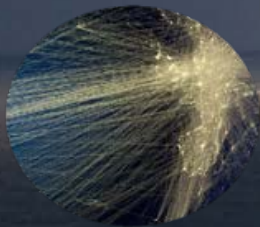
Aging

Shifting
Economic Power



A

Diversifying Governance



Raising
Global connectivity



Living
in an Smart era



Accelerating
Tecnological transitions

Disrupting Innovation



Aggravating the
Environmental crisis



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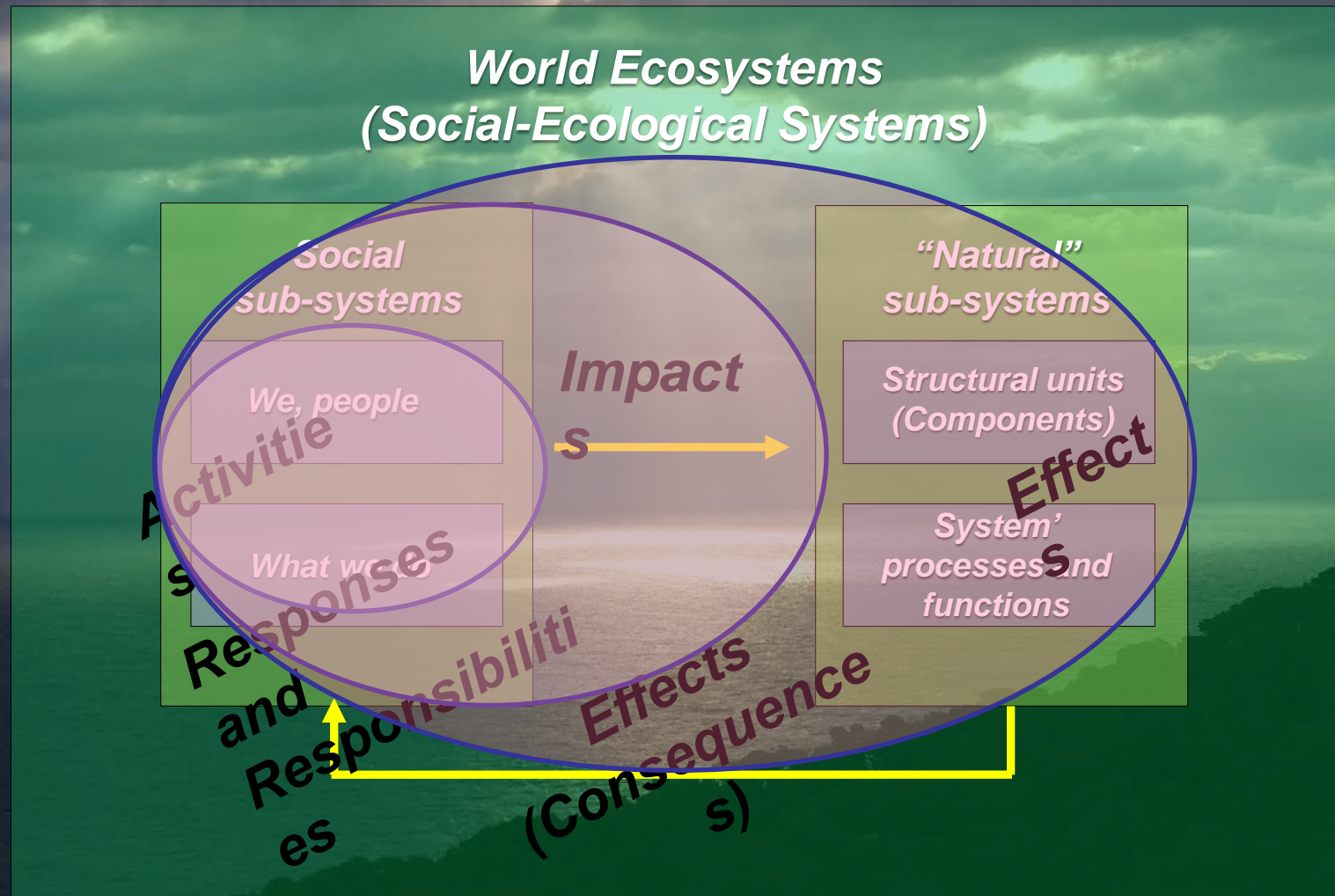
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What

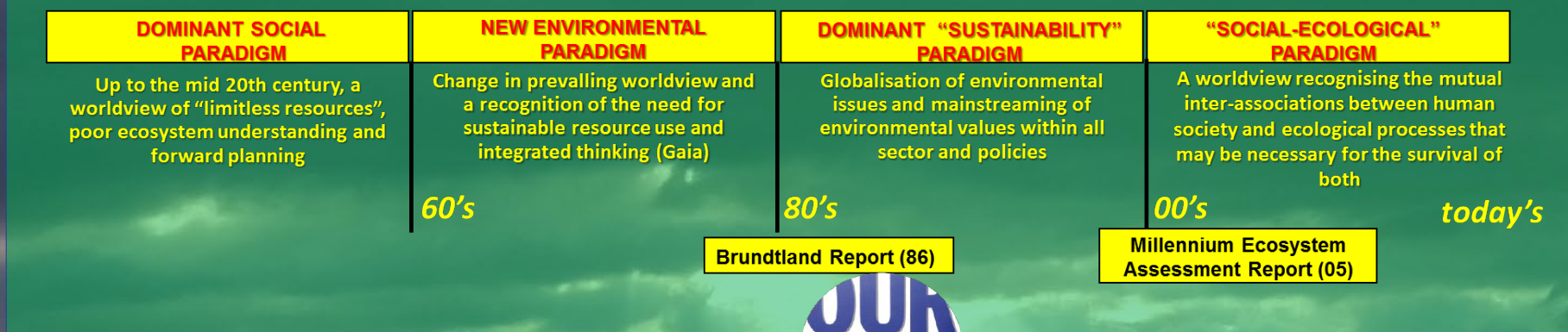
Social-Ecological Systems

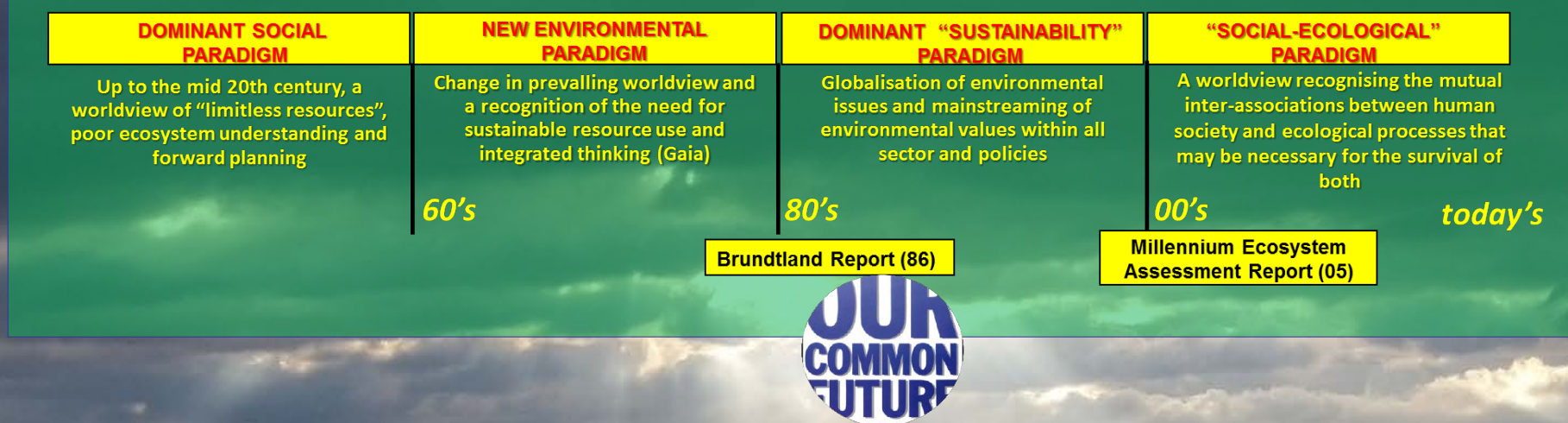


World Ecosystems (Social-Ecological Systems)



Hanson et al., 2012





Business In Nature

Corporate Sustainability 3.0 *"creating a significant positive impact in societies as well as increasing the resilience of social-ecological systems"*

Sustainable Development *"enhancing social well-being (SDGs 1st to 6th) and economic prosperity (SDGs 7th to 12th) while maintaining the integrity of natural systems and its potential for the provision of ecological goods and services (SDGs 13th to 16th)".*

Source: Sardá & Pogutz (2019)

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How

Business In Nature: conditions

Developing Collaborative Schemes

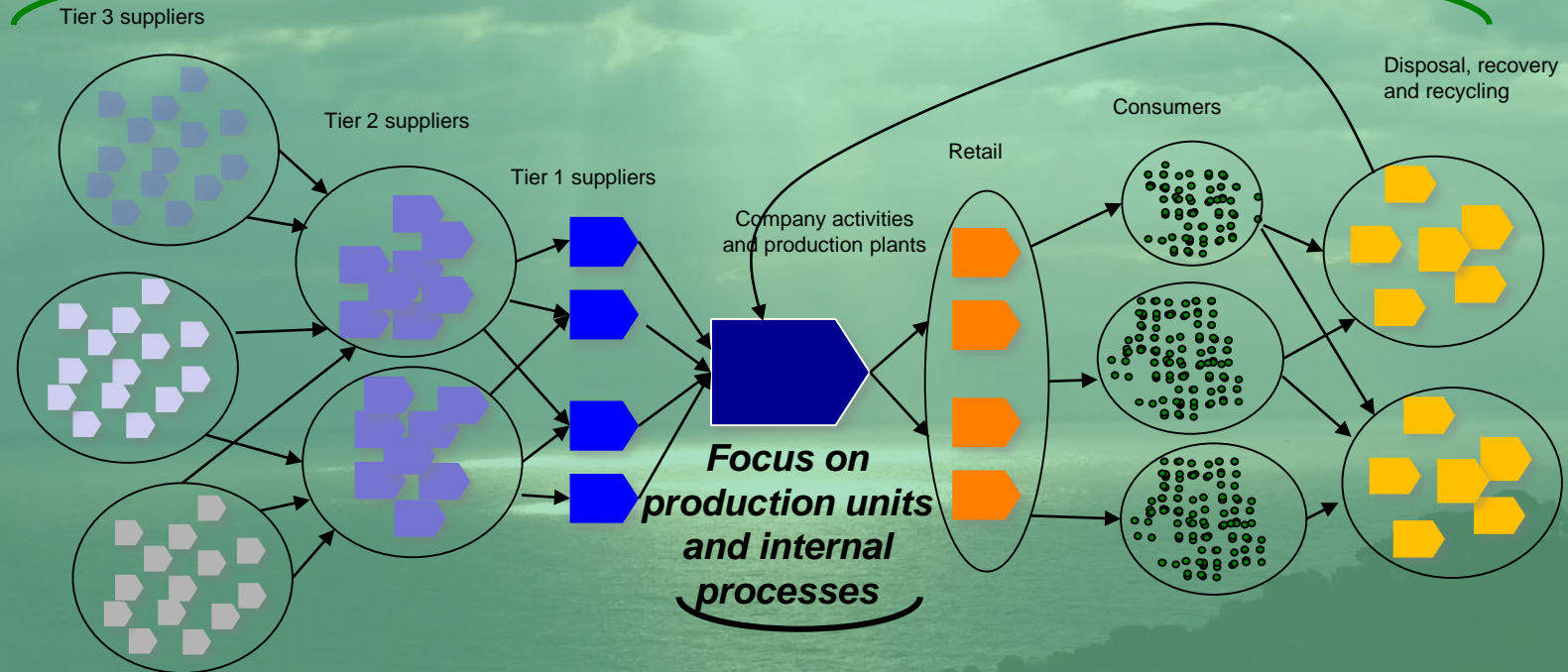
Moving from a Focus on Environmental Impacts to a Focus on Environmental Effects

Extending the Boundaries of Intervention in the Value Chain

Developing Innovative Business Models, Products and Services in balance with Ecological Cycles

Business In Nature: rethinking the value chain

Focus on sustainable business models



Upstream: focus on sustainable supply chains

Downstream: focus on sustainable products and services

A person is seen from behind, holding a smartphone to take a photo of a sunset over the ocean. The sky is filled with dramatic, dark clouds, and the sun is low on the horizon, creating a bright glow. The person is standing on a rocky shore. The text is overlaid on the image in three green boxes.

We have entered the human-influenced Anthropocene age, and we are witnessing accelerating changes in earth system processes.

Businesses' current initiatives under a triple bottom line are not enough to combat the intensifying social-ecological challenges that face us, We need to do more and we need to do it soon.

Corporate sustainability needs a rethink.

Thanks