

OASIS Book Reviews

Session 26

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Today's Presenter

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Disclaimer

Please note that the points in this presentation are based on the book and are summarized for you. Please use your own judgment if you want to use the information provided.

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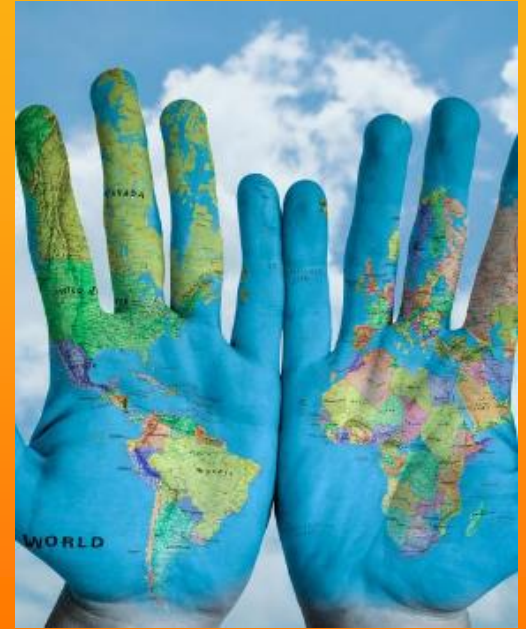


A Better World, Inc.

How Companies Profit By Solving Global Problems...Where Governments cannot

by Alice Korngold

source – [blinkist.com](https://www.blinkist.com) (image from [blinkist.com](https://www.blinkist.com))



In this brief overview

- NGOs & Governments cannot fix it all
- Companies can help much better
- They can make more money helping the planet

Who can help solve The World's Problems?

Don't look for NGOs or Governments to fix all

NGOs

Lack resources, \$ & an experienced Staff
Motivated, not qualified – fail at scale!

Govts

Conflicts of interest; Non Cooperative

Short term wins, politics, public needs first

Companies

Have influence, \$\$\$, lobbying

Env. Friendly products improves image

**Healthy country
More busine\$\$**

Good Economy, health care = Growth + \$\$

Interest

Will benefit if Local economy is Strong

17% >70 yrs. vs 71% > 70 yrs in the West

Incentive

Healthy employees, customers are good

Helping local communities is better

Markets

Healthy population will consume more

Creating jobs helps people & profits

**Make more \$ when
helping the
environment**

It's all about the bottom line, anyway

Profits +

Help environment + make more profits

Save 20-30% reducing energy + resources

Renewable

Transitions to renewable saves in long run

Customers prefer sustainable products

Loyalty

Socially responsible Companies do better

33%+ usage, 39%+ preferred, 27%+ loyal

Natural disasters, Poverty & hunger

These are a problem for all

Climate

Everyone will be affected, not just some
Will impact profits and ability to do business

Poverty

Increases conflict, bad security & economy
Leads to violence, war, crises

Profits

Business is impacted by all the above
More benefit in preventing those issues

Sustainability Committees

These help Companies

Associated

With Governing boards of company

Make sure of positive impact in the world

Help

Develop, implement & monitor Strategy

Impacts all policy, actions & diversity, Etc.

Stakeholders

Customers, employees, investors

SAC allows healthy dialog & prevents risk

Collaborate more

Work with NGOs and other Companies

NGOs

Help NGOs reach common goals

Can do better together

Others

Share expertise and help impact for better

Get together NGOs and Businesses & share

Result

When collaboration occurs at this level

The positive effects are many fold

Summary...

- * Big Business is not all bad for nature
- * They have more resources and Know How
- * NGOs & Governments have limited effectiveness
- * Climate change, poverty are danger to all
- * Companies fighting these is good for \$urvival
- * Collaborate more and everyone wins

Upcoming Reviews:

Coming up in the next sessions:

- **The Necessary Revolution** - *(How individuals and organizations are working together to create a sustainable world)* – By Peter Senge – July 10th 2-3 PM EST
- **Farmageddon** – *The True Cost Of Cheap Meat* by Philip Lambry - July 17th 2-3 PM EST
- **Eco-Business** – *A Big Brand Takeover Of Sustainability* – By Peter Dauvergne – July 24th 2-3 PM EST
- **Green Illusions** – *The Dirty Secrets Of Clean Energy And The Future Of Environmentalism* By Ozzie Zehner – July 31st 2-3 PM EST

Recommendations? Suggestions? Questions?

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