

# OASIS Book Reviews

Session 27

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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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# The Necessary Revolution

*How Individuals and Organizations Are Working Together to Create a Sustainable World*

By Peter Senge, Bryan Smith, Nina Kruschwitz, Joe Laur, Sara Schley  
source – [blinkist.com](https://www.blinkist.com) (image from [blinkist.com](https://www.blinkist.com))



## In this brief overview

- Constant growth is no longer a good option
- How ethanol cars got to Sweden
- Consumers are more powerful than we think

We must move  
towards  
sustainability

**Grow?**

Unlimited growth comes with a price

Sustainability is the revolution we need!

**Impact**

**We all are in this together – I, we, them: all**

You and I are crucial for this to work

**CSR**

**Companies can be socially responsible**

Governments can help with Laws & Policies

**We must  
empower our  
mindset**

**Despair**

Challenge overwhelming, must push on  
We are powerful and can bring change

**Ethanol**

One Car dealer in Sweden did this alone  
**Took 15 years but he did it!**

**Coca Cola**

**1 liter of soda needs 200 liters of water!**  
Partnered with WWF to save water



**Make the changes  
happen with  
+ve Focus**

## How?

Anything is possible with Time & Effort

Easy to protest and disrupt but is -ve

## Positivity

Be pro-sustainability Not Anti-this/that

Don't complain/protest – do good things

## Scale

We need international changes...

You and I – small teams can do big things

# Corporations & their Powers

## Power!

We work for corporations and buy products  
Limited Liability allows them to damage

## Measure

ROI is a measure of \$\$ on investment

Need to know their environmental impact

## CSR

Mostly used for short term brownie points

But there are some which take this seriously

**We can be part  
of this revolution**

# We cannot sit on a fence!

Leave it

We could avoid by living off grid

Can be more effective if we create change

How?

We buy stuff every single day!

Choose wisely and make your \$ talk!

Resolve

Companies are changing their products

Good choices are good for you too!

# Summary...

- \* Massive changes are needed immediately
- \* Companies and Governments must act now
- \* We all can make a difference
- \* CSR is good – but must be for real changes
- \* You can choose where and how to spend \$
- \* Small teams can bring huge changes

# Upcoming Reviews:

## *Coming up in the next sessions:*

- **Farmageddon** – *The True Cost Of Cheap Meat* by Philip Lambry - July 17<sup>th</sup> 2-3 PM EST
- **Eco-Business** – *A Big Brand Takeover Of Sustainability* – By Peter Dauvergne – July 24<sup>th</sup> 2-3 PM EST
- **Green Illusions** – *The Dirty Secrets Of Clean Energy And The Future Of Environmentalism* By Ozzie Zehner – July 31<sup>st</sup> 2-3 PM EST

**Recommendations? Suggestions? Questions?**

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