

# OASIS Book Reviews

Session 29

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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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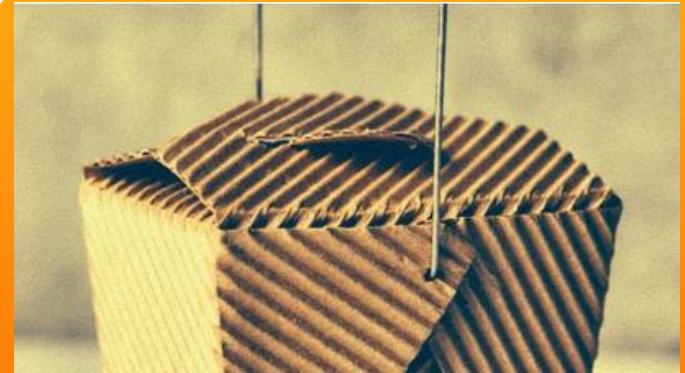
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# Eco-Business

*A Big Brand Takeover of Sustainability*  
by Peter Dauvergne & Jane Lister

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



## In this brief overview

- Can a business and a non profit work well
- they can now track your fruit – farm to table
- Some companies have more clout than the UN

Eco what?  
It's all about profit!

# Eco friendly & Sustainable – How real is this?

## Profits

Eco-business is big, and is the right thing

Cuts costs, boosts efficiency, make more \$

## How

**Make & Sell More! More Consumption!**

Sustainability smart, But not 4 Long Term

## Effect

Coca Cola: Sugar Cane fields Fertility down

**Has More power over producers than UN**

# Join the Bandwagon

# ECO bandwagon = Optimize & Save Costs

## Process

Sustainability & control outsourced work  
“Sustainable” = better quality all through

## Pricing

Coca Cola controls water supply, low \$  
**Investing into stabilizing supply chain**

## People

**Educated consumers, Like Sustainability**  
**More Opportunity, More Sales**



# New Markets & More Profits

# Huge Opportunities have opened up

## Growth

Will grow to 6 TRILLION \$ in next 40 years

How? Decrease operating \$, Profit\$ higher

## Green

Green & Energy Star are trusted now

Reduced energy needs ~ 9% higher costs

## Electronic

ICT sector likes cutting energy costs

Smart Grid market 2 Trillion in next 20yrs

# Track Every Step of the process

# Eco businesses Document & control it all

**No  
Waste**

Lower Costs, Better Quality & Mitigate Risks  
Know what happens to every part of cycle

**LCA**

Life Cycle Assessment efficiency at all steps  
IKEA improved it by 37%, saved 350k Euro/yr.

**Code**

Create a Code of Conduct for suppliers  
HP's servers use 89% less E, costs 77% less

# Eco-Labelling & Sustainability reports

# Prove that the company is not Green washing

## Brand

Reputation and Loyalty helped by Credibility

GE earns \$17 Billion from it's Eco products

## Green Image

**Certified by U.S Energy Star/EU Standards**

Transparent, Publish Sustainability reports

## All aboard

**2003-20% report Carbon emissions – 75% now**

**Disney lets you track T-shirts through process**

**Dole let's you track Bananas from Peru**



# Governments, NGOs & Big Eco Businesses

# Marriage made in heaven? Or a bad idea?

## Actually

Eco-business have a Positive impact

Improve waste, energy & resource systems

## Progress

**Greenpeace & Coca Cola collaborated**

\$ to research to eliminate HFC from fridges

## Caveats

What if Big Businesses Collude to fix prices?

EC – Fined Unilever & P&G for price fixing

What if NGOs & Govts Look the other way?



# Summary...

- \* Bottom line for companies is \$\$ profits
- \* But ECO outlook improves their profits
- \* Their commitment will have a far reach
- \* Consumers will recognize and reward
- \* More sales means more usage of resources
- \* Going Green may not be NET Eco friendly
- \* **NGO & Government partnership needs caution**

# Upcoming Reviews:

## *Coming up in the next sessions:*

- **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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