

Sustainable Enterprise

BMSE4003

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Objectives:

- Introductions
- What is sustainability and how relevant is it to organisations becoming sustainable

Introduction to Module

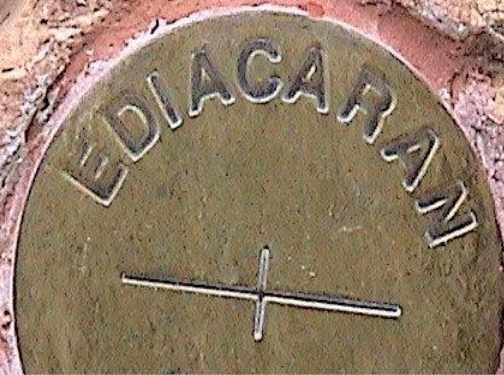
Why is it important?

What is sustainability

What is
sustainable
enterprise and
why do we
need it?

Man

- <https://youtu.be/WfGMYdaICU>



FOSSILS FROM THE ANTHROPOCENE



SUV PARTS
(BRAKE PAD-BRACHIOPOD)



FACTORY FARM CHICKEN
(DISGUSTUS INGESTUM)



SMALL ARMS
(PROLIFERATION ABSURDUM)



TV REMOTE
(DISTRACTUM COLLOSSUS)



CLIMATE-CHANGE DENIER
(CRANIUM IMPENETRUS)



CONFERENCE
(PRESSURUS GLOBALUM)



The Earth is full..

Natural disasters

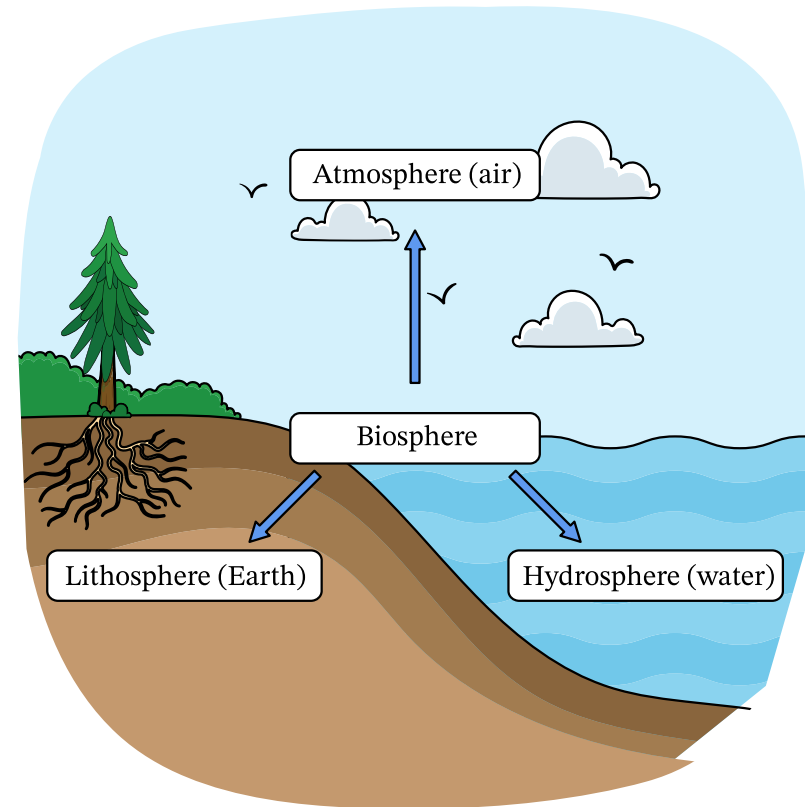
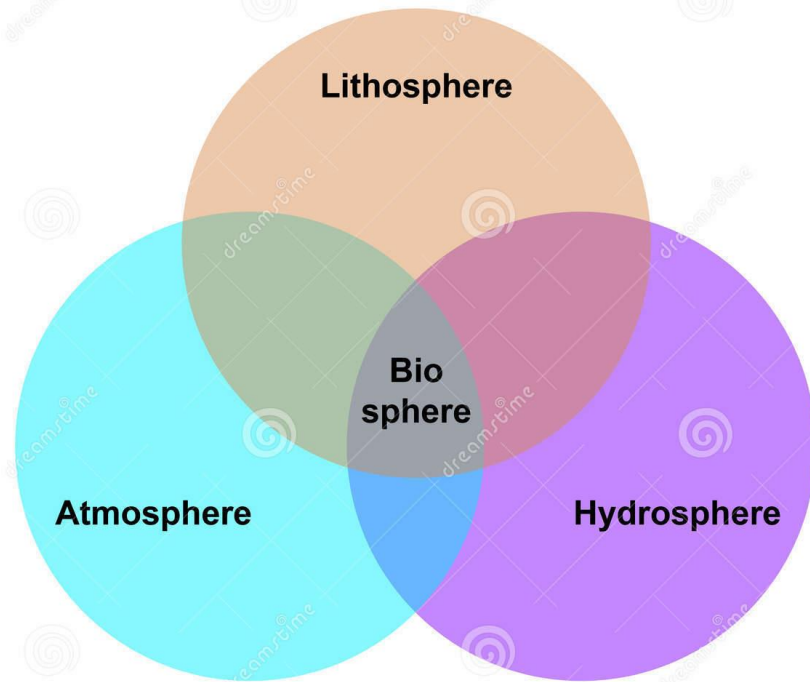
World's Water Crisis | FULL EPISODE | Netflix

- <https://youtu.be/C65iqOSCZOY>

What impact did lockdowns have on carbon emissions? - BBC

- <https://youtu.be/GBQzlhdroFI>

Link between different spheres



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| Dreamstime.com

Key principles of Sustainability

4 things we should stop doing to be sustainable:

1. extra large amounts of materials from Lithosphere that take millions of years they are in biosphere.
2. we create compounds that takes very long time to breakdown or we also create substance like CO₂ that already exists in the Biosphere in such large quantities that they accumulate and nature cannot cope.
3. We physically inhibit the nature's ability to run natural cycles e.g. by chopping trees at a faster rate than they can grow or systematically destroying ecosystem to create buildings, roads etc that nature cannot run cycles anymore.

These are three ecological root causes..

4. fourth one is most important in social. We create in our societies barreirs to people meeting their basic needs worldwide.

Sustainable enterprise

- There are different types of enterprises that might be characterised as sustainable:
 - Private sector
 - Public sector,
 - Civil society
 - For profit or not for profit
 - In transition start ups
- Identifiable through desire to be part of an emerging, dynamic innovative new economy, based on principles of social responsibility and ecological sustainability.

- Corporate Social responsibly (CSR) = no not = sustainable enterprise

Sustainable enterprise is where:

- “stakeholders and investors see value creation opportunities and cost reduction opportunities in the strategic use of sustainability concepts, practices and innovation.

FT.com – Financial Times

Sustainable enterprise will have:

- A clear understanding of its role in the creation of economic, environmental and social value
- More value is generated if it is drive by a compelling sustainability vision accompanied by the monitoring of performance relative to that vision.
- ‘how much closer to sustainable success are we?’
- Is a much better question than:
- ‘how much less unsustainable are we?’

Sustainable enterprise will NOT contribute to

- ..buildup of substances extracted from the earth (e.g. heavy metals, fossils fuels, their life-cycle polluting byproducts)
- ..buildup of chemicals produced by society (e.g.
- ..degradation of nature and its natural processes (e.g. over harvesting, species extinction, peak soil, water security)
- ..conditions that undermine people's capacity to meet their basic needs and well being. (e.g. unsafe working conditions, chasm between the wealthy and the poor)

- Can an enterprise be truly 100% sustainable?



Circular
Economy:

Sustainable enterprise

- Sustainable opportunity

Social-ecological problem

- Social sustainability concept in supply chain

Drivers and resistors

- Consumer behaviour
- Natural disaster
- Global connectivity/global village
- Government policies
- Pressure from stakeholders
- Environmental issues such as
 - Resource depletion
 - Climate change and pollution
 - That effect the human life

The five principles of sustainability: (design & sustainability)

- Cyclic (use recycled material..
 - Solar (all energy should be renewable)
 - Safe (none toxic)
 - Efficient (super efficient using least amount of energy)
 - Social – (good for people)
-
- Sustainable does not mean just using recyclable material but it should still fulfil the above 5 principles
 - Design has a role to play...

Triple bottom line - TBL

- If business achieves all those principles then we can produce sustainable Tripple bottom line - we can be as creative as innovative as we like.

How do we recognise a true sustainable enterprise