

Activity 3 - The Sustainability Executive

In our attempt to find a future for Sustainability Management practices I want you to hear from Ray Anderson described once as the 'greenest' CEO. Anderson's talk gives not just optimism but also demonstrates someone who decided to play the Business game a different way and won the game even though he had a high fossil-fuel carbon based business.

Listen to Anderson's talk right though and see if you can **identify examples of actions his company took** that meets each 'principle' of sustainability from Activity 2. **Post your reaction** to the video, **examples** identified and related sustainability business principles/rules identified as a **list** into the forum.

Answer:

Personally, I did enjoy the talk and learn from it too much. The unique thing about this talk is that it comes from the industrial experience and this exactly what we need to know.

For example, in the beginning of talk Mr Anderson starts with the Environmental Impact equation from an academic and scientific perspective. However, in the end of the talk, he adds a very vital element in the equation which is happiness.

He illustrates the importance of having this culture that encourage people to be happy with less things and by that we can have what called the serviceable economic. Once we reach to that point regarding to the exist technology, the environmental impact will be minimized due to the balance between the consumption and production cycle.

For me, it is was eye opening to know the link between happiness and sustainability. I did enjoy the talk.