



Adapt to Thrive: What Transformational Change Means for Business

GEO 6 Business brief – proposals for discussion

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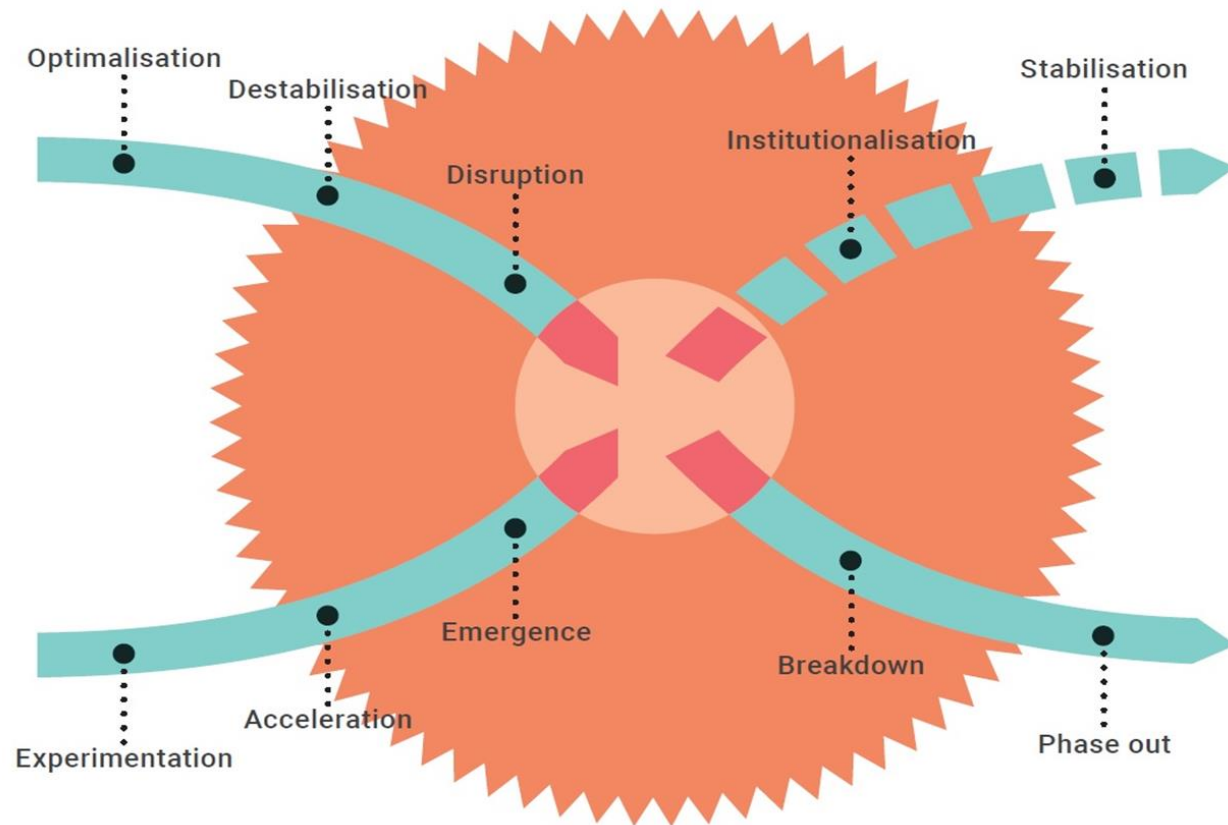
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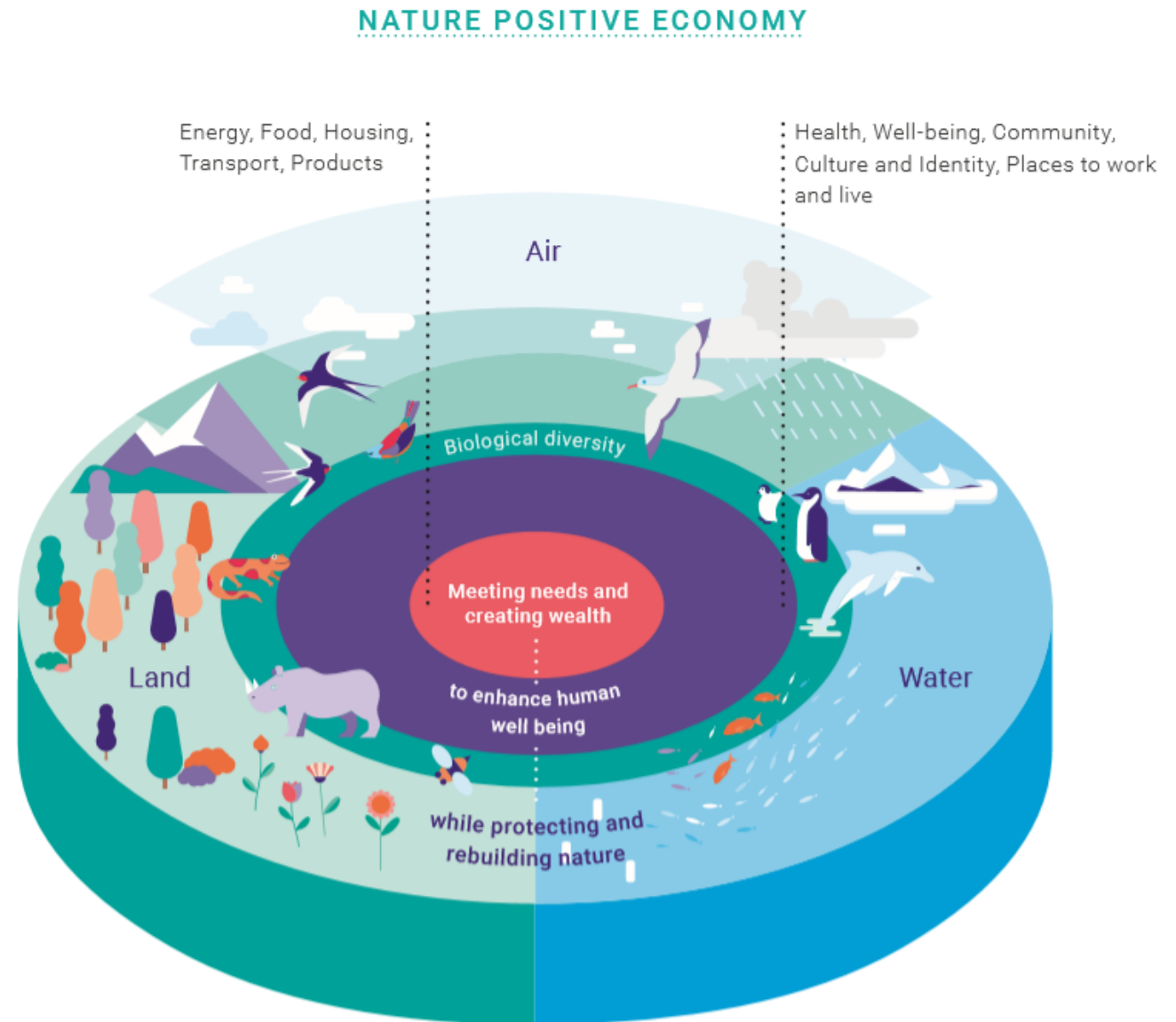
The world is changing, business must transform



- Unprecedented global environmental change
- Gradual destabilization of locked-in, linear economy
- Optimisation and green growth is not enough
- Historical transitions can guide us
- Transformative change relies on the build up of new business models whilst others break down and erode due to their growing, sometimes relatively sudden redundancy

Towards a Nature Positive Economy

- Adopting goals and targets that ensure that nature and therefore people can thrive
- Economic structures, practices and values need to change to reflect a translocal, connected, renewable-based and circular economy
- The Nature Positive Economy is already emerging – visible in renewables, the circular economy, new agricultural systems
- Business can help setting the tone and asking for fundamental change in how it operates within the system



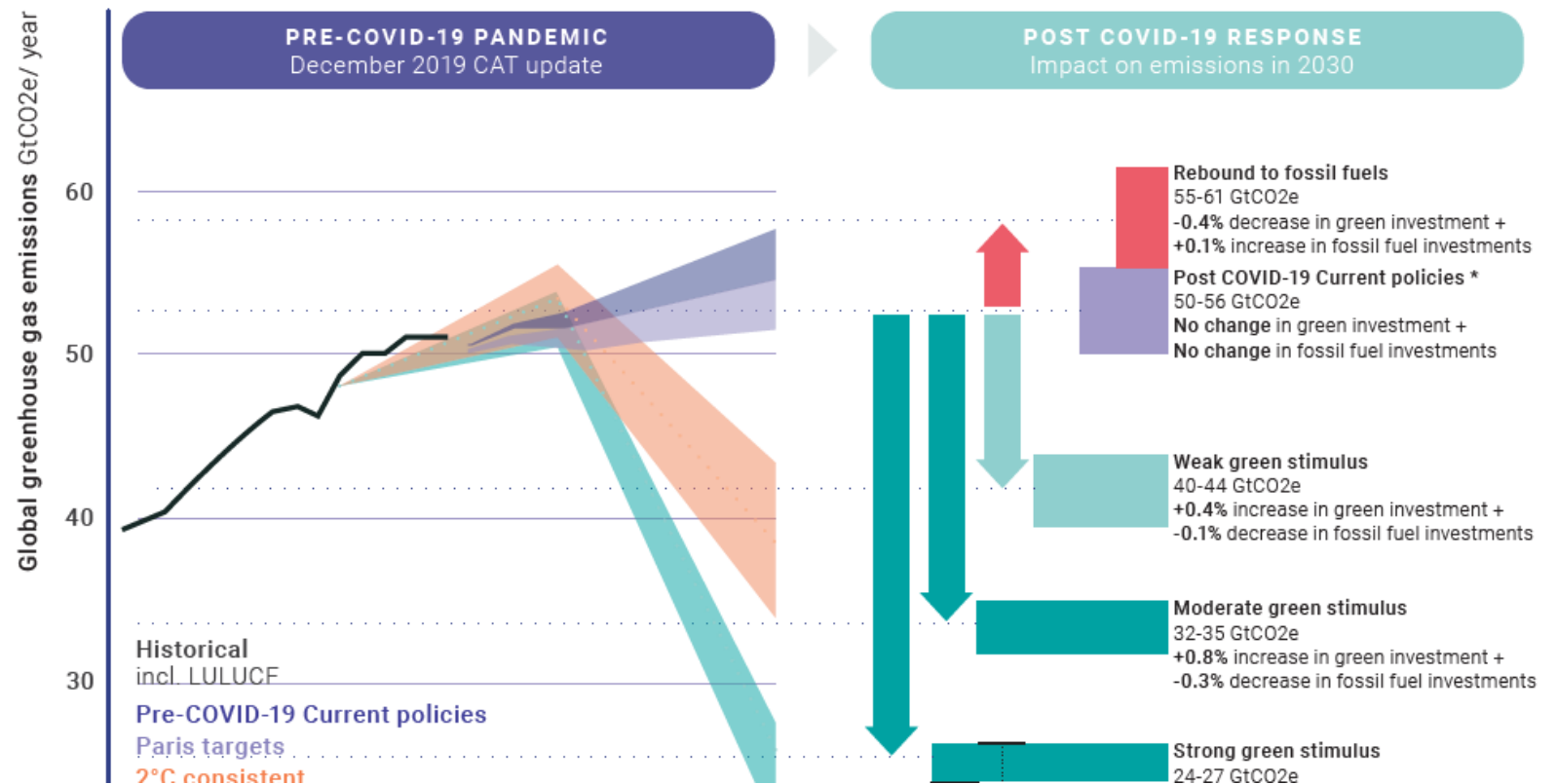
The opportunity for a green recovery

GREEN STIMULUS TO FIGHT THE COVID-19 ECONOMIC CRISIS AND THE CLIMATE CRISIS

How do we seize the moment to build a better future?

- Harness the public mood and appetite for change
- Reshape the context: conditions, incentives, regulation and institutions for the positive economy
- Change what we value: true value/cost of business, natural capital accounting and social value, for the longer term

Strong climate policies plus sustained investment can provide valuable jobs, revitalise economies and get the world on track to meeting the 1.5 °C Paris Agreement goal



How can business thrive?

‘No regrets’ strategies for the next 1-3 years:

- Space for innovation, experimentation, diverse, proactive thinking
- Refreshing social and environmental purpose
- Transparency to demonstrate action
- Context-based strategy and goals as pole stars for investment
- Integration of financial and non-financial thinking and reporting
- Mobilizing consumer behaviour and choice

Whatever kind of market you are in, you must prepare for transformative change and a transition to nature positive business models

