Adapt to Thrive: What Transformational Change Means for Business

GEO 6 Business brief – proposals for discussion

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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

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
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*