



Environment Institute of  
Australia and New Zealand Inc.

# Symposium

*With support from...*





# The Natural Step

ACCELERATING PROGRESS. TOGETHER

**PLANET**

Environmental  
Protection

**SOCIETY**

Corporate Social  
Responsibility

**BUSINESS**

Generate  
continuous earnings

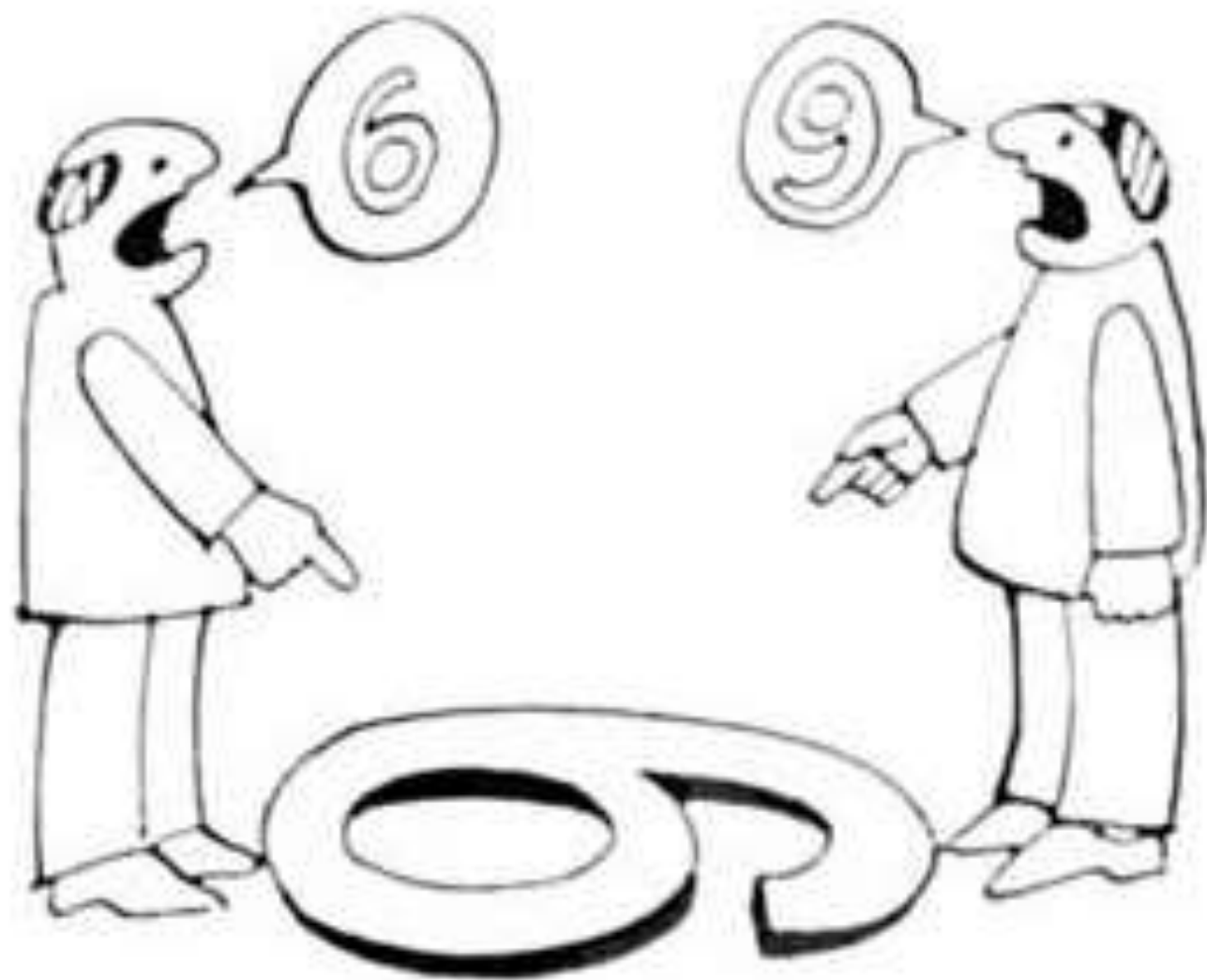
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MADDEN  
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BOARD  
ROOM



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'That's it agreed then - the company's new motto is going to be "We didn't do anything illegal".'







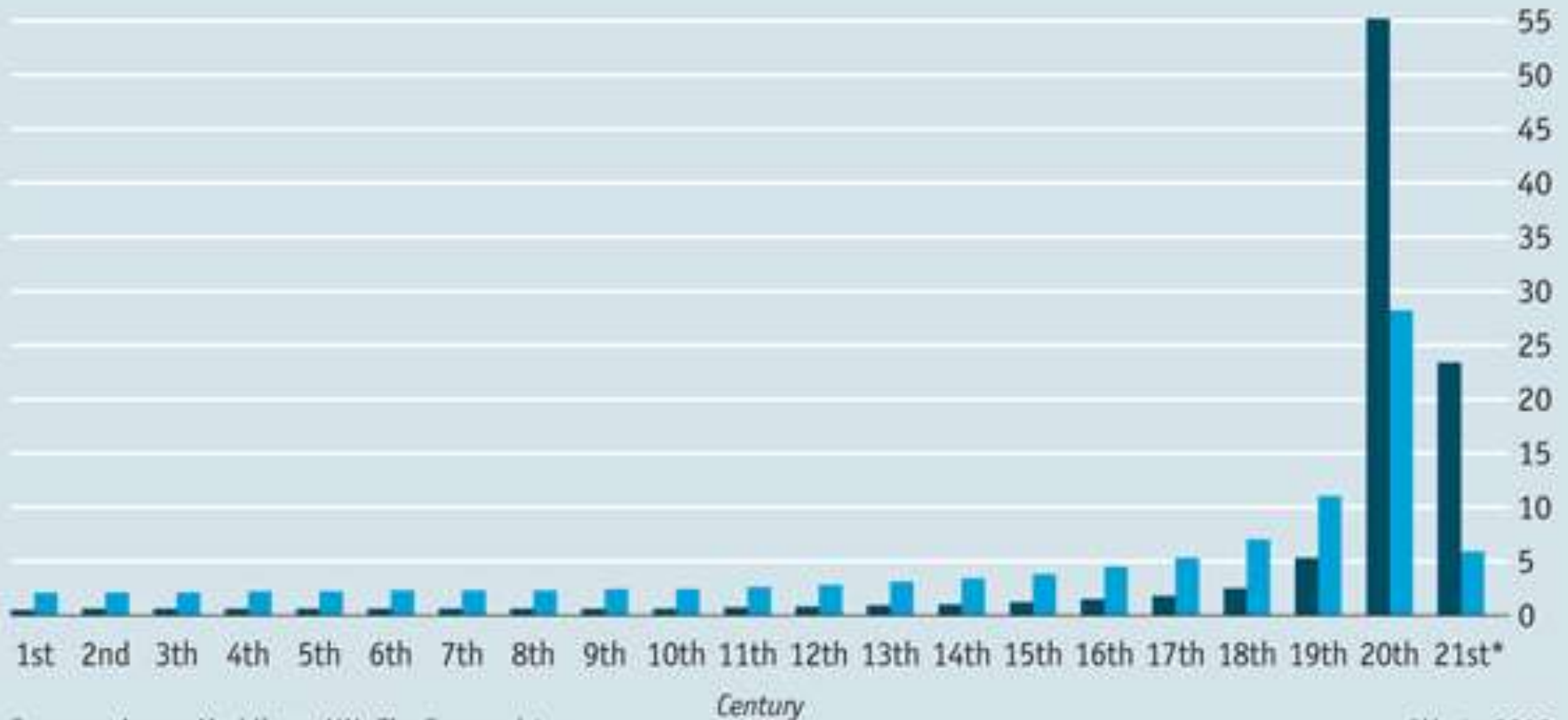
# Over 23% of all the goods and services ever made were produced between 2001 and 2010

## When history was made

Percentage of total:

■ economic output (1990 \$)

■ years lived

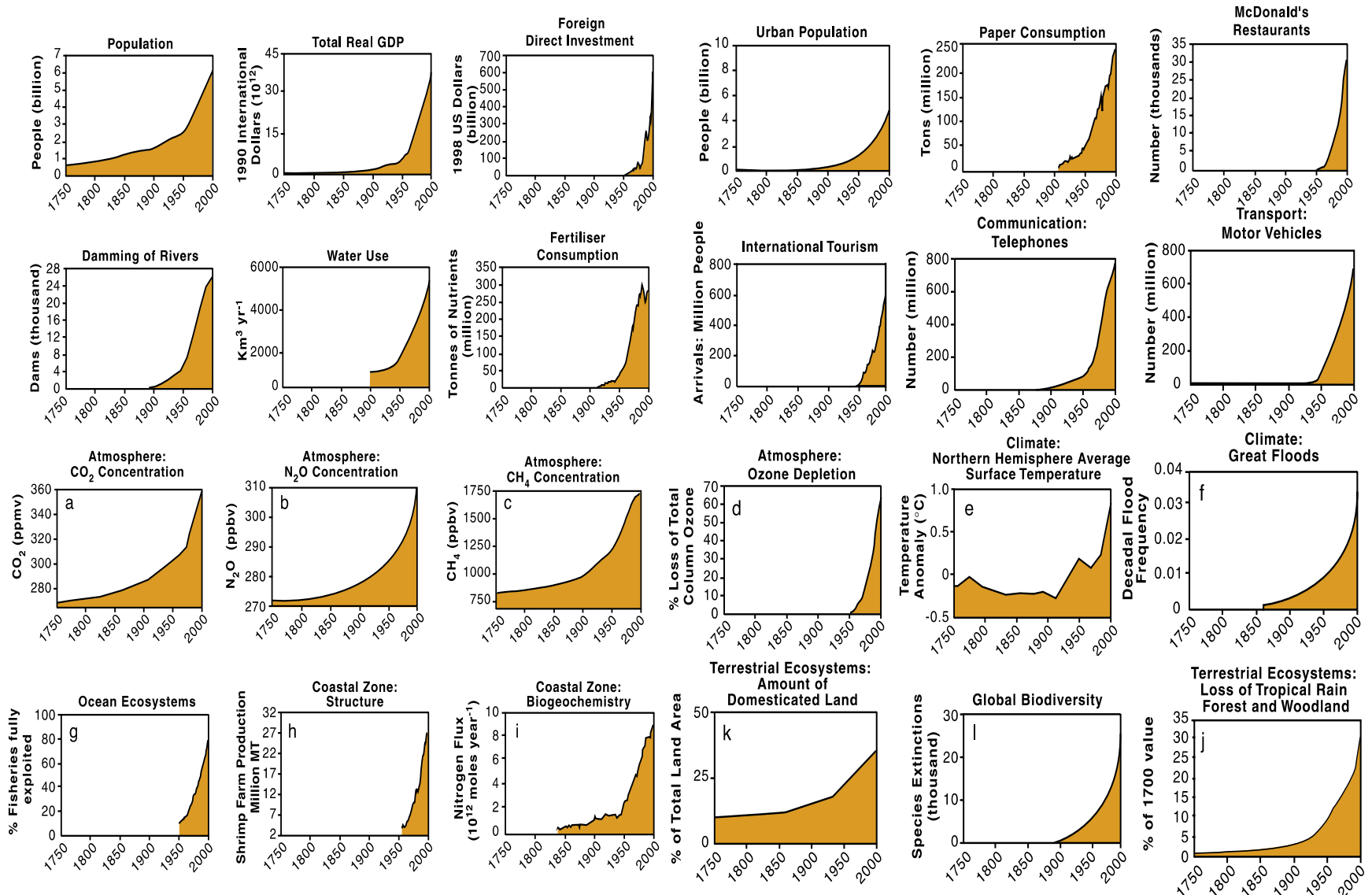


Sources: Angus Maddison; UN; *The Economist*

\*Up to 2010

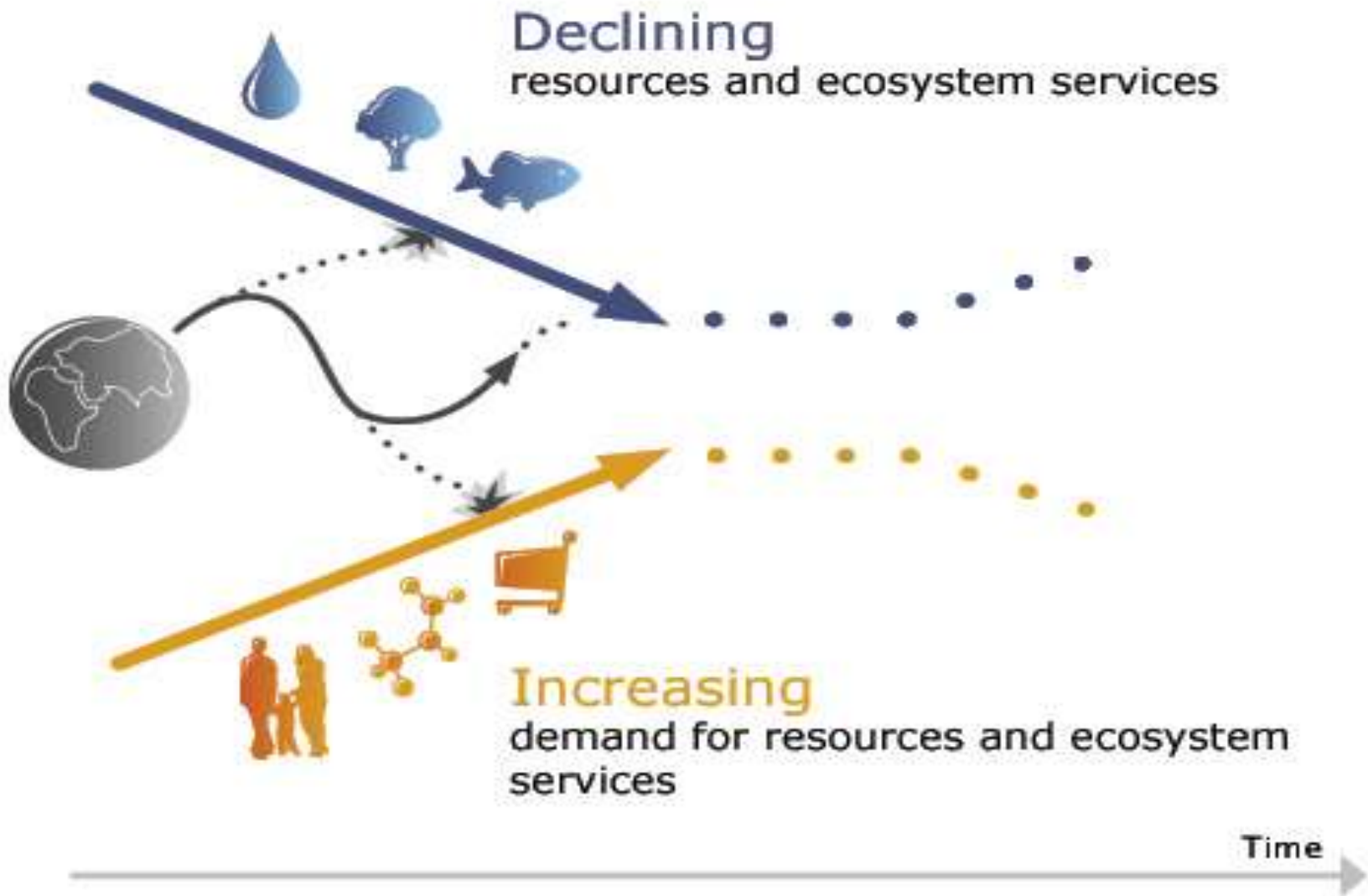


# Almost everything is changing exponentially...



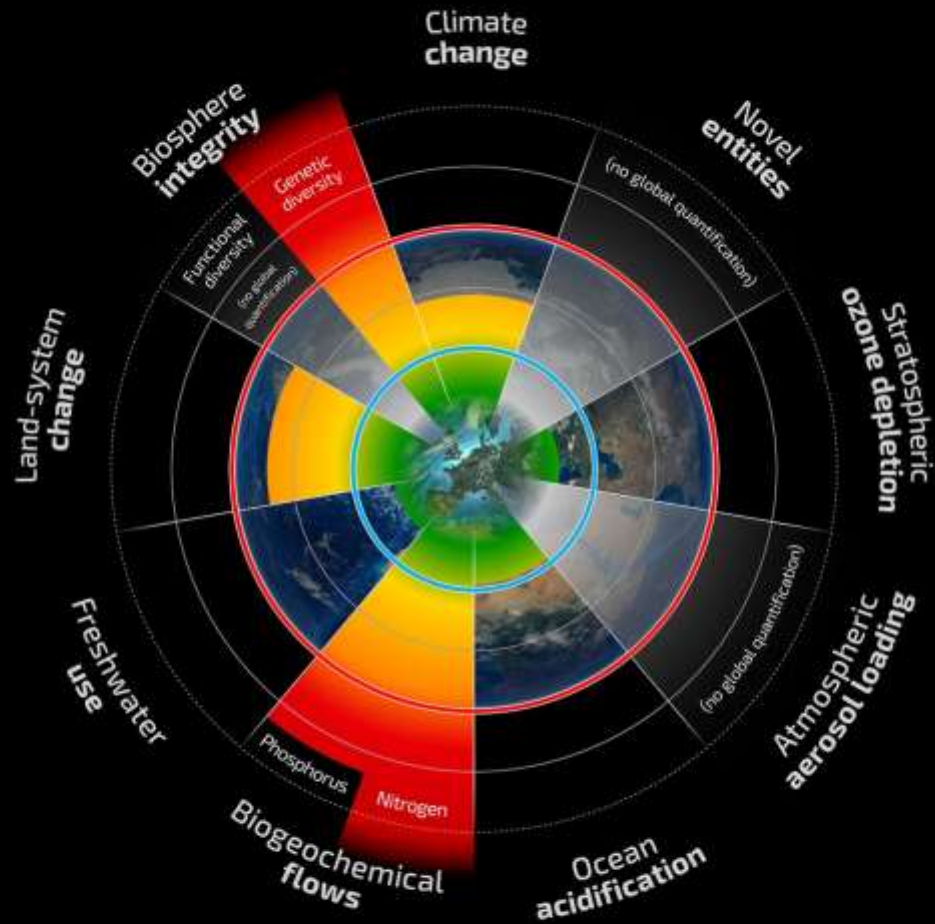
Sources (Steffen, et al. 2004): US Bureau of the Census (2000); Nordhaus (1997) University of Chicago Press; World Bank (2002); World Commission on Dams (2000); Shiklomanov (1990) Global water resources; International Fertilizer Industry Association (2002); UN Centre for Human Settlements (2001); The state of the world's cities, (2001); Pulp and Paper International (1993); MacDonaldis (2002); UNEP (2000); Canning (2001), 1950–95 World Bank; World Tourism Organization (2001).



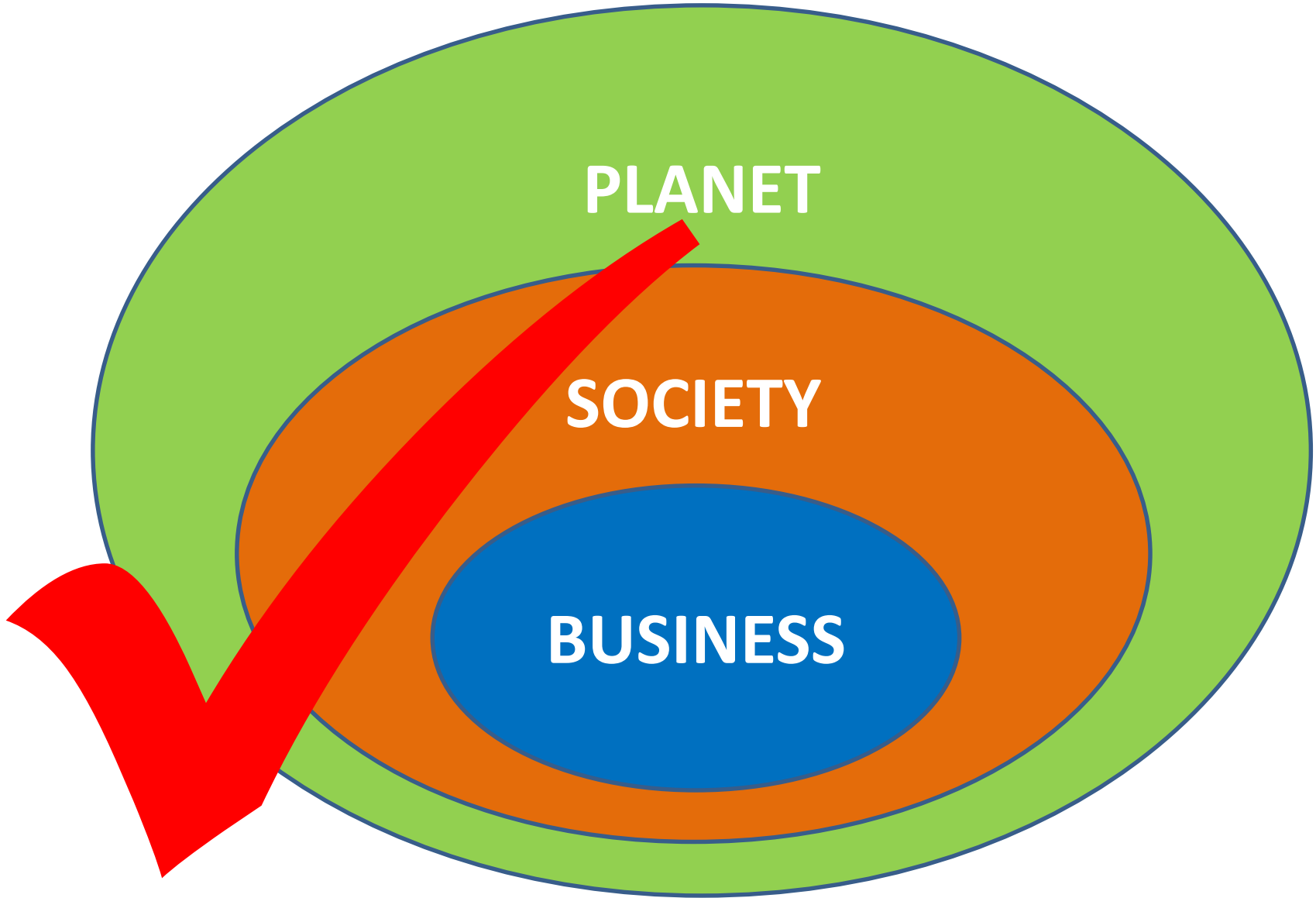


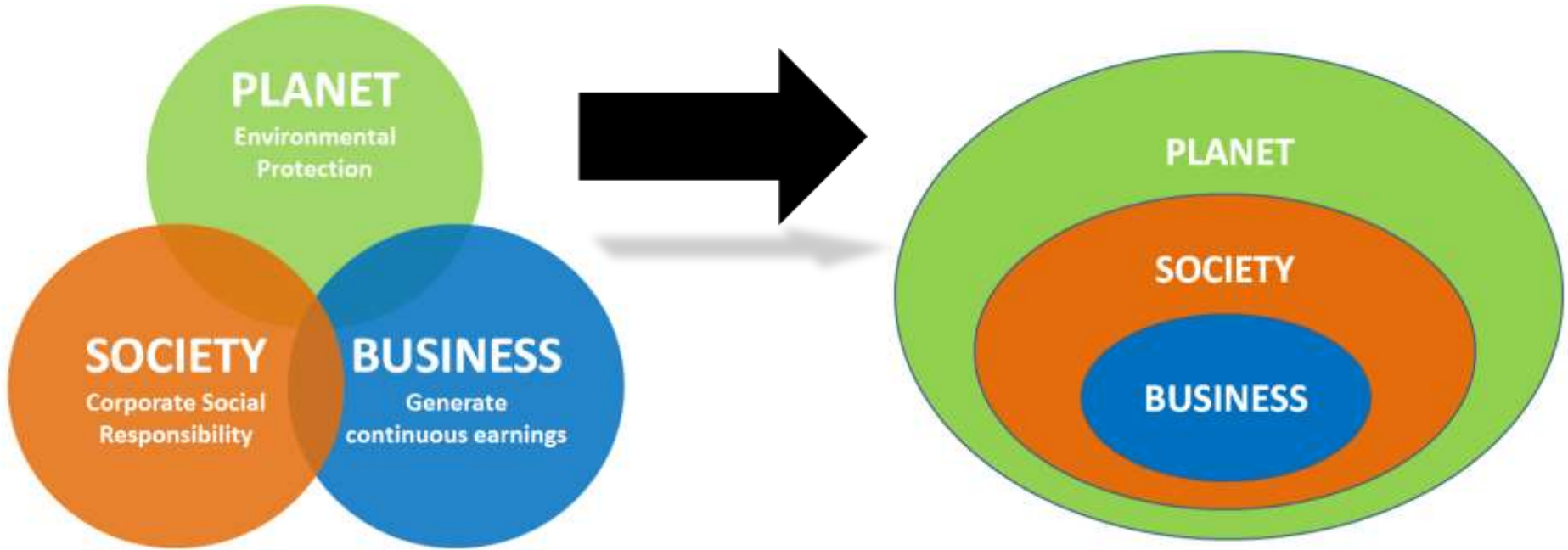
# Planetary Boundaries

A safe operating space for humanity

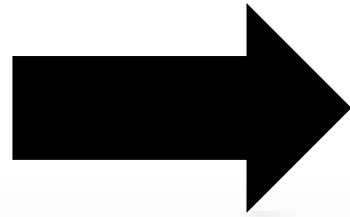


- Beyond zone of uncertainty (high risk)
- In zone of uncertainty (increasing risk)
- Below boundary (safe)
- Boundary not yet quantified

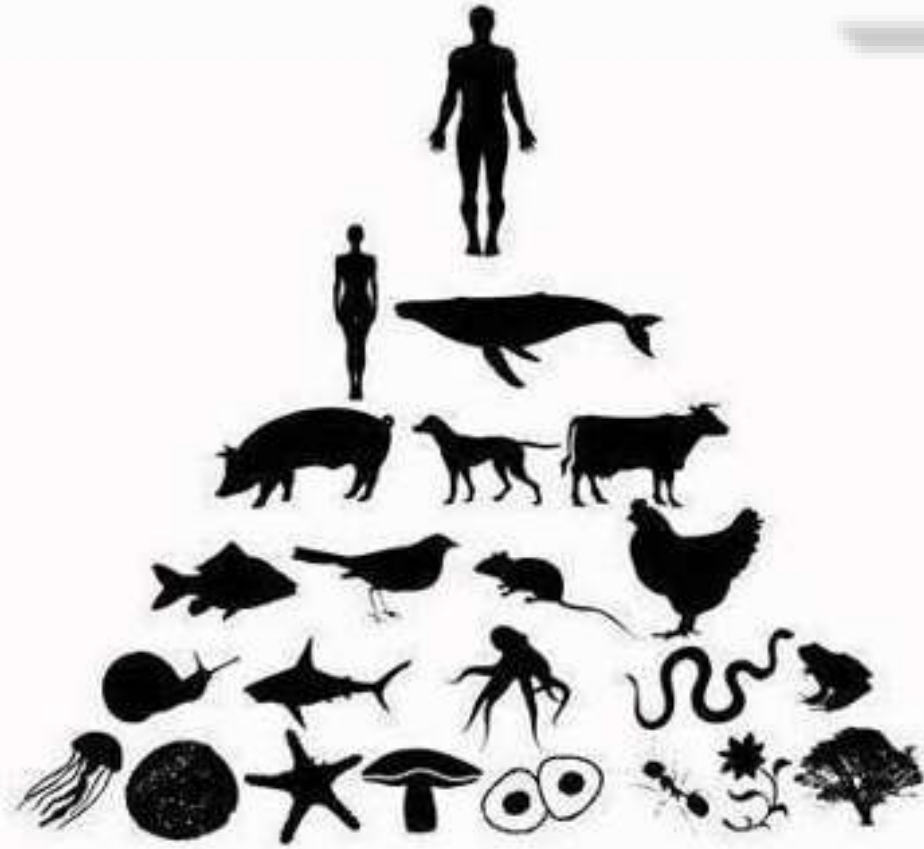




# EGO

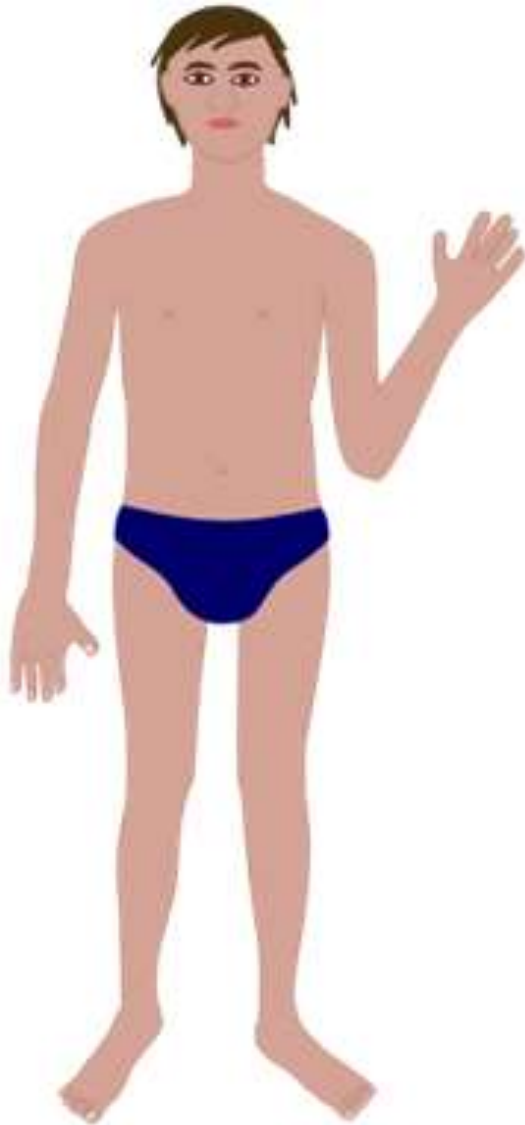


# ECO









| Group                       | 1        | 2        | 3        | 4         | 5         | 6         | 7         | 8         | 9         | 10        | 11        | 12        | 13        | 14        | 15         | 16         | 17         | 18         |          |
|-----------------------------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|----------|
| Period 1                    | 1<br>H   |          |          |           |           |           |           |           |           |           |           |           |           |           |            |            |            | 2<br>He    |          |
| 2                           | 3<br>Li  | 4<br>Be  |          |           |           |           |           |           |           |           |           |           |           | 5<br>B    | 6<br>C     | 7<br>N     | 8<br>O     | 9<br>F     | 10<br>Ne |
| 3                           | 11<br>Na | 12<br>Mg |          |           |           |           |           |           |           |           |           |           |           | 13<br>Al  | 14<br>Si   | 15<br>P    | 16<br>S    | 17<br>Cl   | 18<br>Ar |
| 4                           | 19<br>K  | 20<br>Ca | 21<br>Sc | 22<br>Ti  | 23<br>V   | 24<br>Cr  | 25<br>Mn  | 26<br>Fe  | 27<br>Co  | 28<br>Ni  | 29<br>Cu  | 30<br>Zn  | 31<br>Ga  | 32<br>Ge  | 33<br>As   | 34<br>Se   | 35<br>Br   | 36<br>Kr   |          |
| 5                           | 37<br>Rb | 38<br>Sr | 39<br>Y  | 40<br>Zr  | 41<br>Nb  | 42<br>Mo  | 43<br>Tc  | 44<br>Ru  | 45<br>Rh  | 46<br>Pd  | 47<br>Ag  | 48<br>Cd  | 49<br>In  | 50<br>Sn  | 51<br>Sb   | 52<br>Te   | 53<br>I    | 54<br>Xe   |          |
| 6                           | 55<br>Cs | 56<br>Ba | *<br>La  | 72<br>Hf  | 73<br>Ta  | 74<br>W   | 75<br>Re  | 76<br>Os  | 77<br>Ir  | 78<br>Pt  | 79<br>Au  | 80<br>Hg  | 81<br>Tl  | 82<br>Pb  | 83<br>Bi   | 84<br>Po   | 85<br>At   | 86<br>Rn   |          |
| 7                           | 87<br>Fr | 88<br>Ra | **<br>Ac | 104<br>Rf | 105<br>Db | 106<br>Sg | 107<br>Bh | 108<br>Hs | 109<br>Mt | 110<br>Ds | 111<br>Rg | 112<br>Cn | 113<br>Nh | 114<br>Fl | 115<br>Uup | 116<br>Uuq | 117<br>Uuh | 118<br>Uuo |          |
| * Lanthanides (Lanthanoids) |          |          | 57<br>La | 58<br>Ce  | 59<br>Pr  | 60<br>Nd  | 61<br>Pm  | 62<br>Sm  | 63<br>Eu  | 64<br>Gd  | 65<br>Tb  | 66<br>Dy  | 67<br>Ho  | 68<br>Er  | 69<br>Tm   | 70<br>Yb   | 71<br>Lu   |            |          |
| ** Actinides (Actinoids)    |          |          | 89<br>Ac | 90<br>Th  | 91<br>Pa  | 92<br>U   | 93<br>Np  | 94<br>Pu  | 95<br>Am  | 96<br>Cm  | 97<br>Bk  | 98<br>Cf  | 99<br>Es  | 100<br>Fm | 101<br>Md  | 102<br>No  | 103<br>Lr  |            |          |

This common arrangement of the periodic table separates the lanthanides (lanthanoids) and actinides (actinoids) (the f-block) from other elements. The wide periodic table incorporates the f-block. The extended periodic table adds the 8th and 9th periods, incorporating the f-block and adding the theoretical g-block.

| Element categories in the periodic table |                       |                   |           |                        |            |  |                 |           |             |
|--|-----------------------|-------------------|-----------|------------------------|------------|--|-----------------|-----------|-------------|
| Metals                                   |                       |                   |           |                        |            |  |                 | Nonmetals |             |
| Alkali metals                            | Alkaline earth metals | Transition metals |           | Post-transition metals | Metalloids |  | Other nonmetals | Halogens  | Noble gases |
|  |                       | Lanthanides       | Actinides |                        |            |  |                 |           |             |







## **Paul Polman**

CEO, Unilever

**“I don't think our fiduciary duty is to put shareholders first. I say the opposite. What we firmly believe is that if we focus our company on improving the lives of the world's citizens and come up with genuine sustainable solutions, we are more in sync with consumers and society and ultimately this will result in good shareholder returns.”**



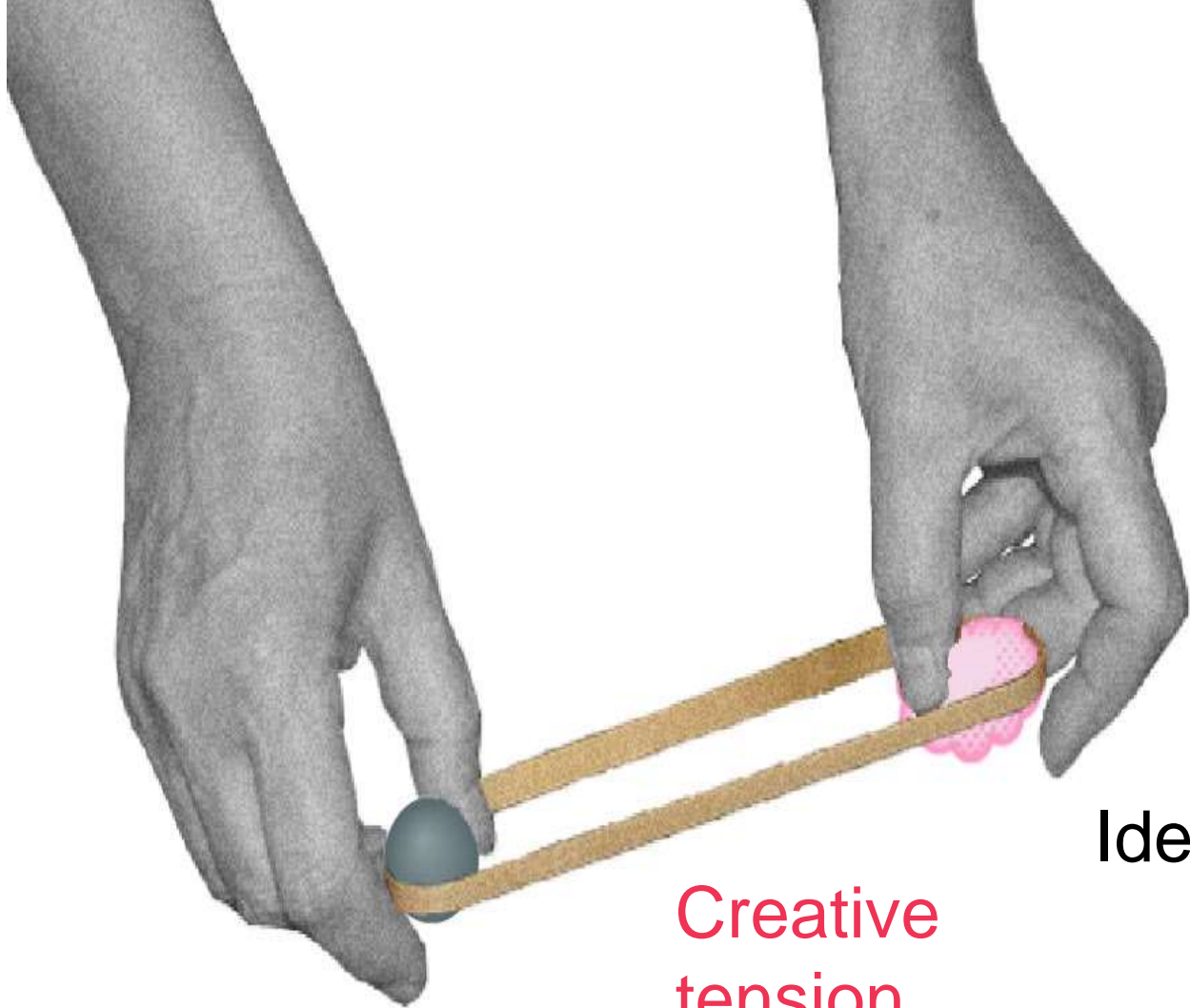
**Nike Considered started as a product initiative that challenged designers to "*Consider your impact. Consider your choices. Consider design, consider innovation, consider solutions.*" When we integrate this elevated consciousness into the design process, we maximize the value of our products and minimize the impact of their production. We reduce waste and CO2 emissions across the whole supply chain.**

# RAY ANDERSON

He challenged us to pursue a bold new vision:  
“To be the first company that, by its deeds,  
shows the entire industrial world what  
sustainability is in all its dimensions: people,  
process, product, place and profits - and in  
doing so, become restorative through the  
power of influence.”

**NEXT**





Current  
performance

Creative  
tension

Ideal future

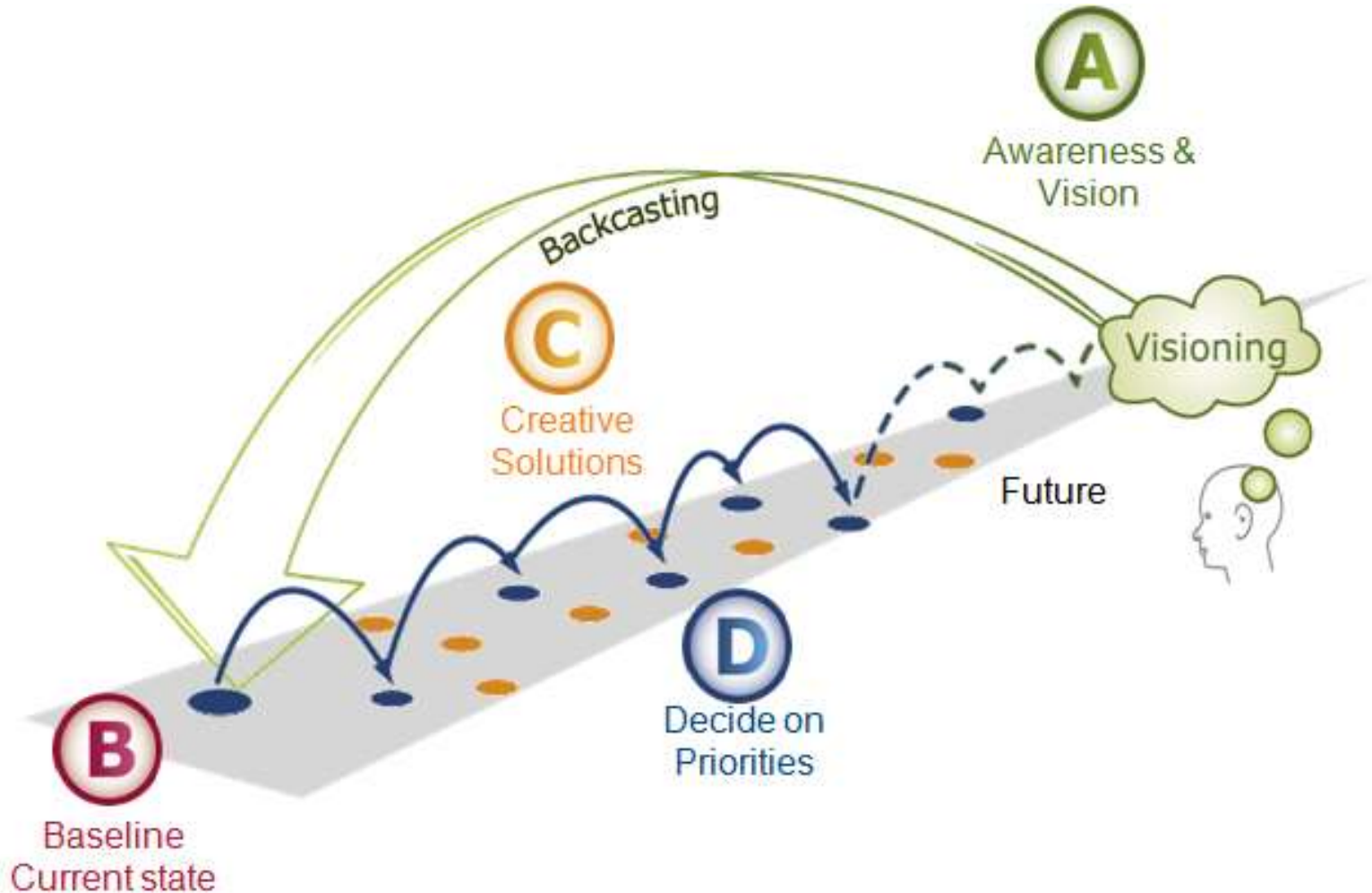






# BACKCASTING

MOVING FROM VISION TO ACTION





TNS has helped Nike to become a global leader in innovation towards sustainability and evolve towards their “North Star” vision. They used the ABCD method to define their sustainability path.



## The Nike Material Index Development Process

### C Strategies & Ideas

Strategies and ideas developed to move toward North Star Innovation Goals and the Four System Conditions.

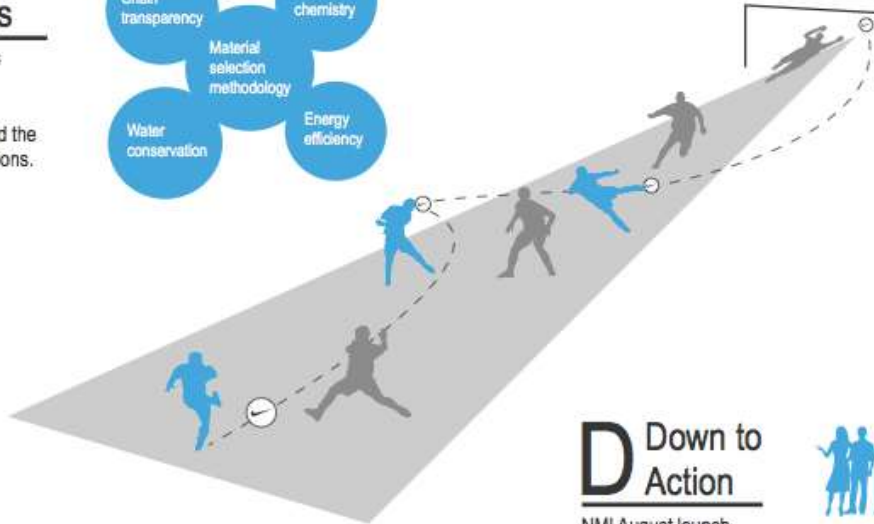


### A North Star Goals

The Four System Conditions as guidance - analysis to identify long term product goals = North Star Innovation Goals

### B Current Reality

Key impact areas, identified through exploring the gap to the vision



### D Down to Action

NMI August launch, including quantitative & qualitative indicators based on Nike's priorities & strategy



Nike Design Team



Current Key Impacts



# KIWI EXPERIENCE

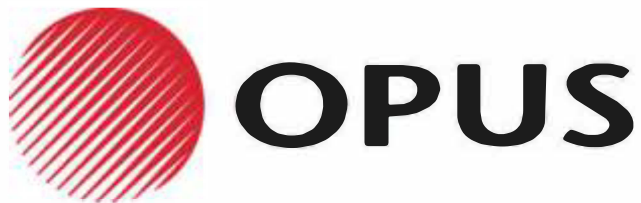






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THANK YOU

**Simon Harvey**

The Natural Step New Zealand

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