

How to Be Change Agents for a Sustainable Way of Life

Keynote Address by
Alan AtKisson
CEO, AtKisson Group and
Founder, ISIS Academy

First, a Few Challenges

Dealing with Child Poverty



Dealing with Child Poverty



"Our friends get to go on vacation to other countries, pretty often ..." "Yeah, that's the biggest difference ..." *Q: And how does that feel?* "Not so fun." "Yeah, it's hard."

- SVT, "Rapport", 8 May 2011

Sustainable Tourism

Sustaining Chinese Tourism





"... we need ... to work out what it is that's going to attract [Chinese tourists], what they want to do and see when they get here, what they want to eat, and then make sure we build a product around that."

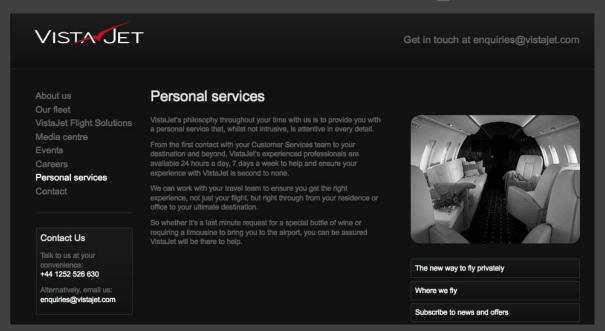
- Frances-Anne Keeler, Tourism Australia, The Age, 19 May 2011

The Needs of Entrepreneurs





The Needs of Entrepreneurs



"The entrepreneur today is a very active leader. He probably has homes in several places, London, Moscow, Hongkong ...

[So] on the jet, it is the most luxurious environment you can imagine ..."

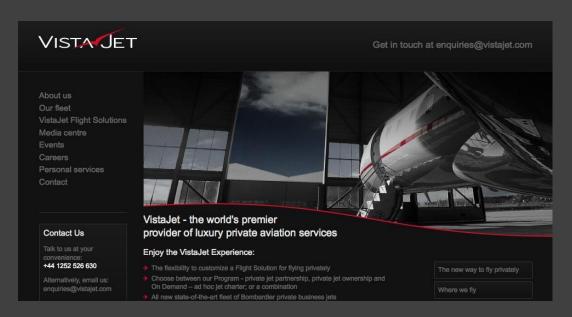
- BBC World News, 23 May 2011

Sustainable Business Models





Sustainable Business Models



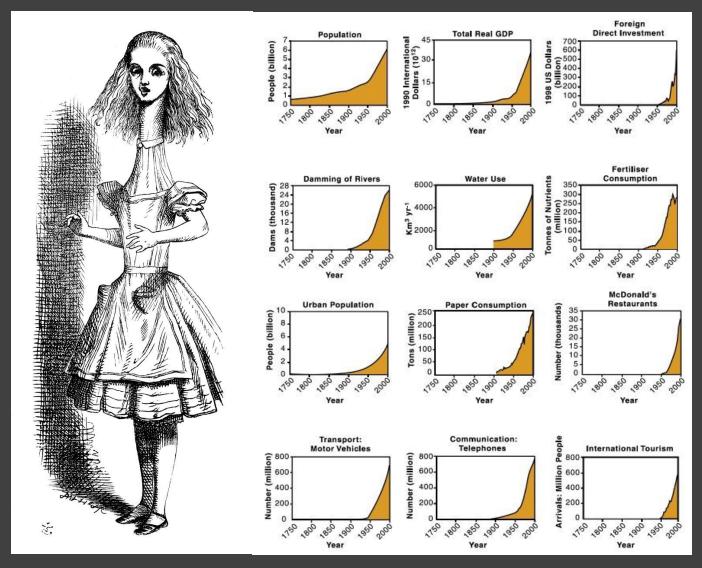
"The underlying trend is that commodities are getting more and more scarce, over a very long period of time. And our business plan is designed for a very long period of time."

- Thomas Flor, CEO, VistaJet, BBC, 23 May 2011



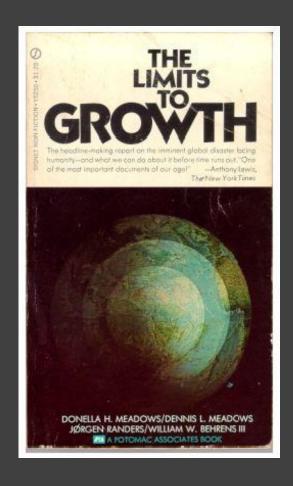
What is going on here?

The strange phenomenon of exponential growth





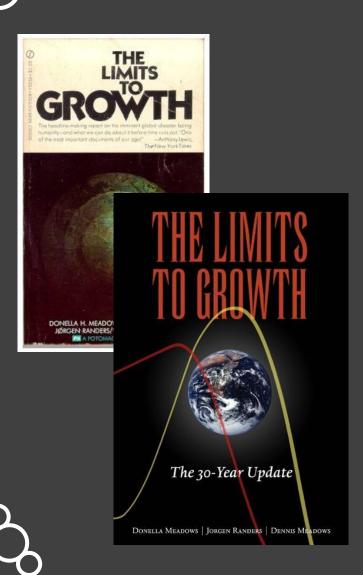












"In 1972, the Club of Rome published Limits to Growth, questioning the sustainability of economic and population growth. ... the Club of Rome was wrong."

- Advertisement in the Wall Street Journal



Why so many people been in denial about the limits to growth for so long:





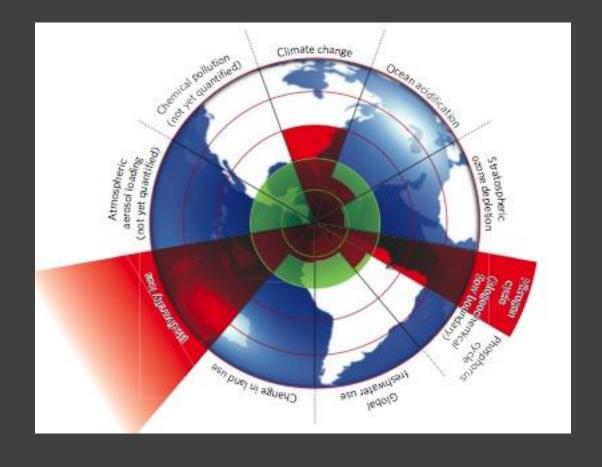
The Myth of Substitutability







The Planetary Boundaries









To Descend

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demand as yet unmatched by rising supply.

Growth?

2008

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Web snapshot taken 24 March 2008

wheat, copper and other commodities --

month -- are signs of a lasting shift in

some of which have set record highs this

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The Future of Business and the Environment

The Wall Street Journal thanks the CEOs, policymakers, entrepreneurs and thought leaders who joined us in Santa Barbara for ECO:nomics, the Journal's fourth annual conference on the business of the environment. Please click here to download the Journal's Special Report on ECO:nomics 2011, published immediately following the conference.

At this time of rapid change, intense regulatory uncertainty and continuing recession, bursts of innovation at the intersection of business and the environment are creating the potential for new opportunities across industries.

This interactive conference brings together the world's top CEOs, entrepreneurs, policymakers and industry experts to assess the risks and opportunities emerging across sectors and countries at this time of rapid change.

■ FEATURED PARTICIPANTS



William Clay Ford, Jr. Executive Chairman Ford Motor Company



Louis R. Chênevert Chairman and CEO United Technologies

Web snapshot taken March 2011





The rise of "happiness economics"







Book Titles - The Happiness Hypothesis, Exploring Happiness, The Happiness Equation, Happiness: A Revolution in Economics, The Economics of Happiness, The Spirit Level, The Hidden Wealth of Nations, Prosperity without Growth





"How often do you experience compassion?"







Bhutan's "Gross National Happiness" Index

SI no.	Dzongkhag	Weighted GNH Index
1	Wangdue Phodrang	0.818
2	Thimphu	0.814
3	Наа	0.813
4	Tsirang	0.811
5	Zhemgang	0.809
6	Samdrup Jongkhar	0.808
7	Tashi Yangste	0.806
8	Samtse	0.804
9	Pemagatshel	0.804
10	Dagana	0.801
11	Gasa	0.795
12	Tashigang	0.790



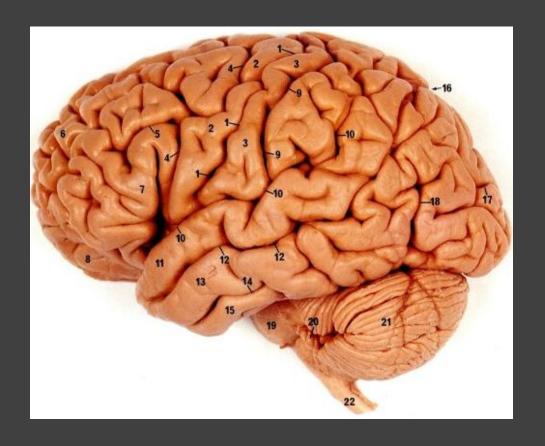
25 Nov 2010

"Happiness is ... not woolly"



The UK is one of several countries now measuring happiness as a matter of national policy.

A Happy Brain



Q

Happiness is Essential to Sustainability The Sustainability Compass



N = Nature =

Environmental impact, resource use, waste, ecosystems and habitat, water, energy, climate change

E = *Economy* =

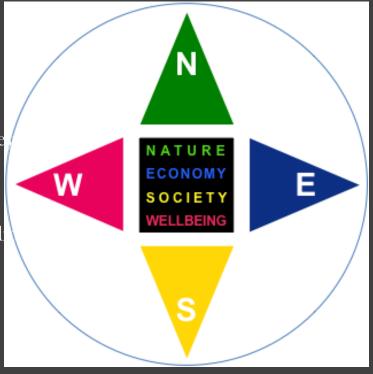
Production, consumption, employment and work, mone investment, debt, business, innovation

> *S* = *Society* =

Government and governance, equity, transparency, publ security, culture, institutions, levels of trust

W = Wellbeing =

Health, education, self-expression, happiness, relationships, family, creativity, quality of life





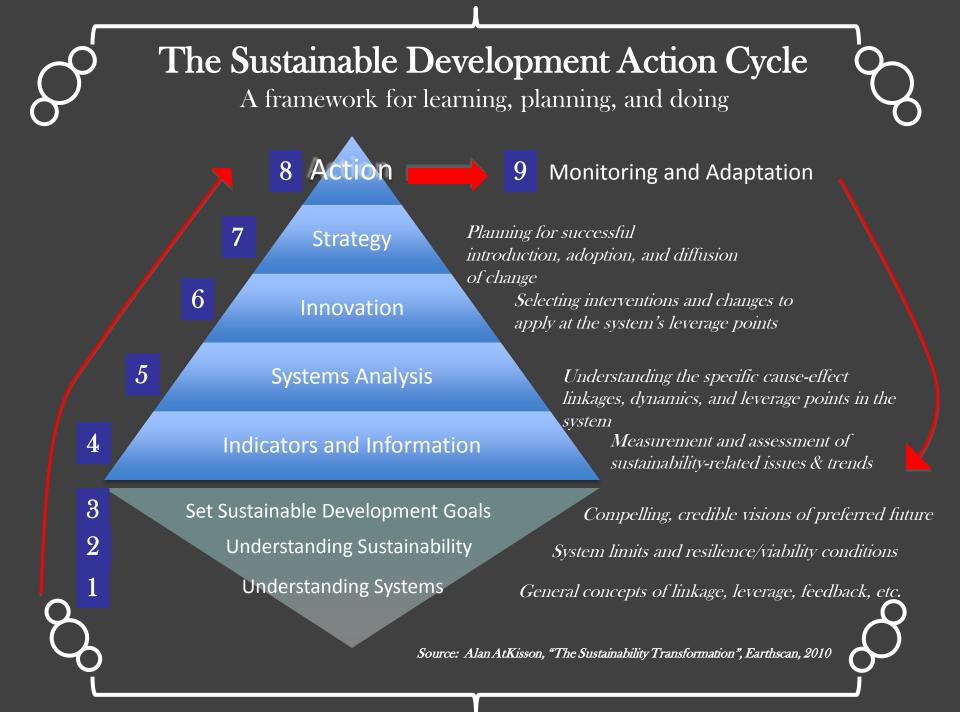
Source: AtKisson, The Sustainability Transformation, 2008/2010

Conclusion

As agents of change for sustainable lifestyles, we should all become happiness experts.



A 5-Minute Intensive Training in Sustainability Change Agentry to Spread Happiness







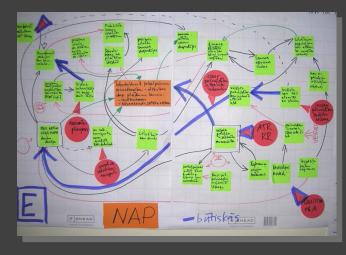








+ Systems





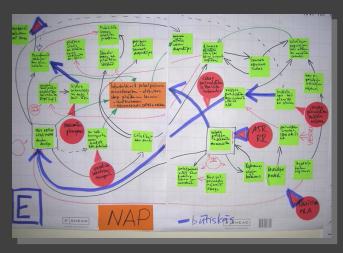








+ Systems



+ Innovations

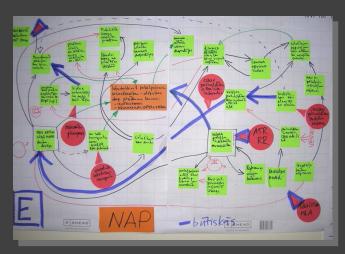








+ Systems

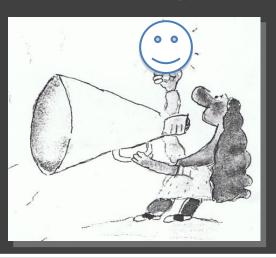


+ Innovations





+ Strategy





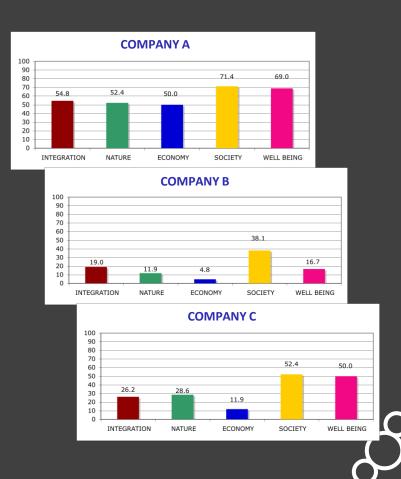
Indicators + Systems + Innovation + Strategy

= Sustainable Development









ISIS-Based Training & Planning



ISIS-Based Training & Planning







Inspired Change Agent

Happier Manager



Entrepreneur with New Ideas

Engaged Stakeholder

Enlightened Student

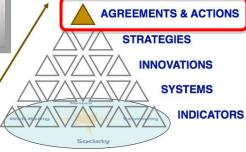
Committed Team





A Bit Less Confused





My Goal

Develop more, and more effective, change agents for sustainability

My Goal



But Does This Stuff Work?

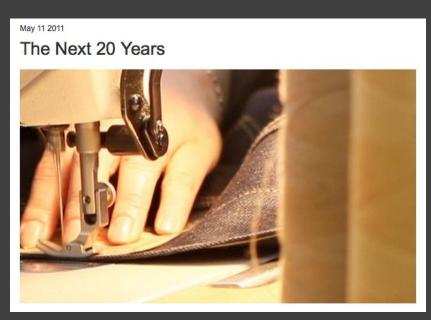
Levi Strauss & Co. Raises the Bar on Corporate Sustainability

"Our intention is to build new requirements with our key suppliers that align with a number of the United Nations Millennium Development Goals, including:

Eradicating extreme poverty and hunger
Improving maternal and child health
Combating HIV/AIDs, and other diseases
Promoting gender equality and empowering
women

Ensuring environmental sustainability"

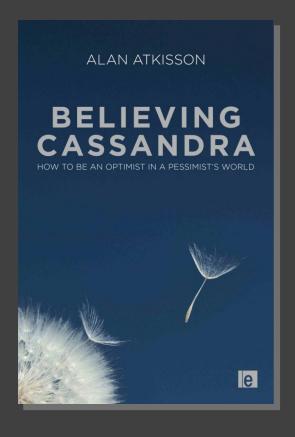
- John Anderson, CEO Speech to CERES, 11 May 2011

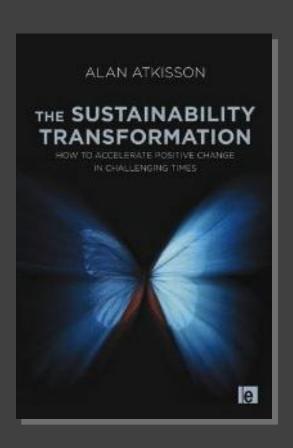


http://www.levistrauss.com/blogs/next-20vears



Two books ...







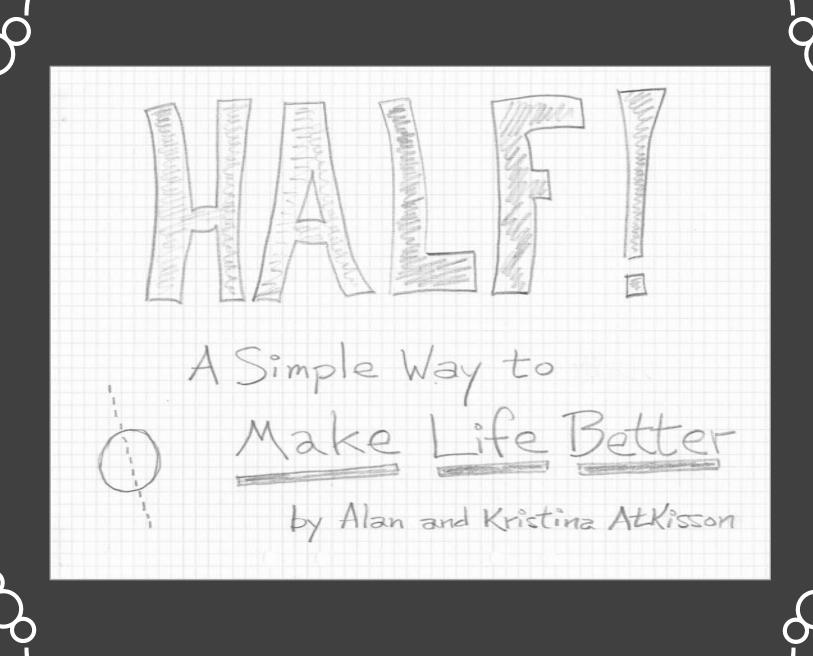


A New Word for Sustainable Consumption

A Gift from the Swedish Language

"Lagom"

"Lagom" for the Rich World is ...

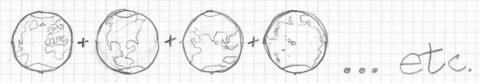


Here is the one planet we have ...



Human beings have used up about half of it. Fire MATURE

The rich people (that is, us) are using stuff 2,3, or 4 times faster than the planet can provide.

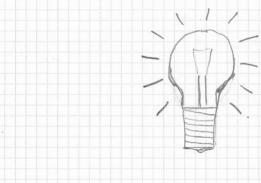


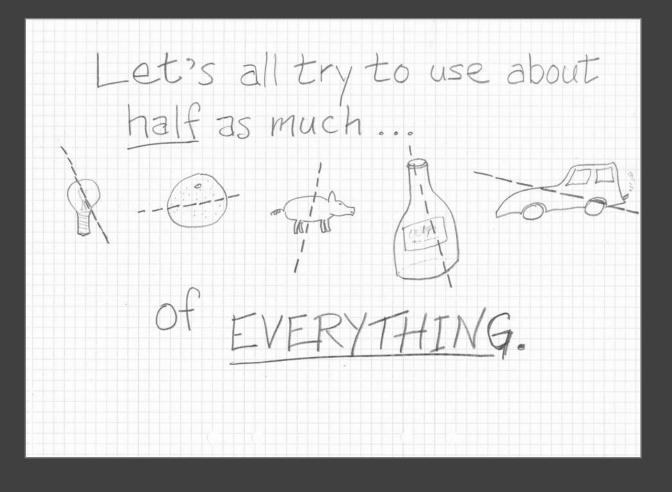
There aren't enough

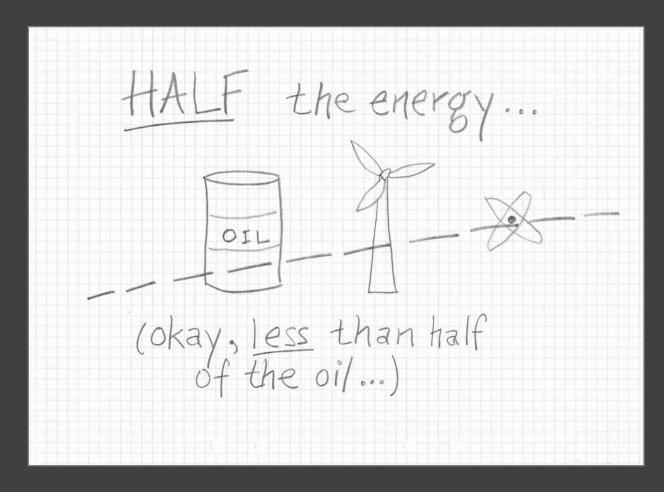
Planets for all of us. (Rich folks,

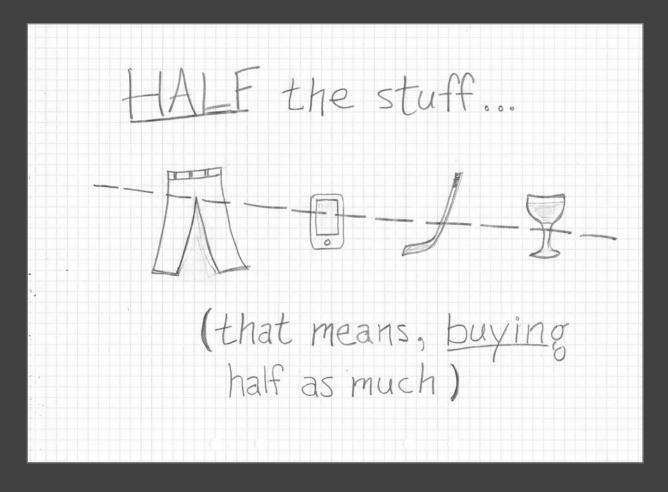


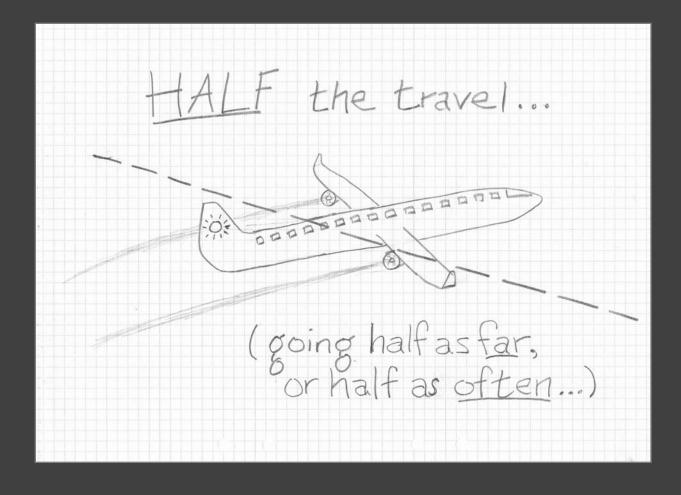
So here is a Simple Solution.











... and generally doing anything we can think of to cut our consumption (let's keep it simple)

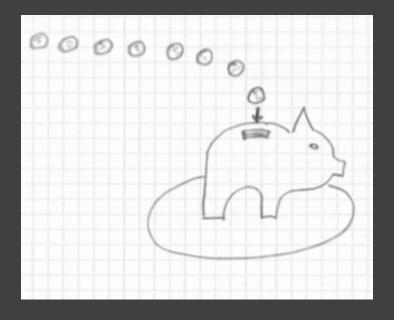


• Time





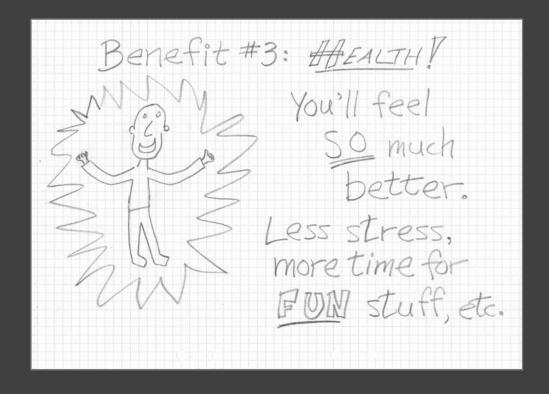
- Time
- Money





B

- Time
- Money
- Health



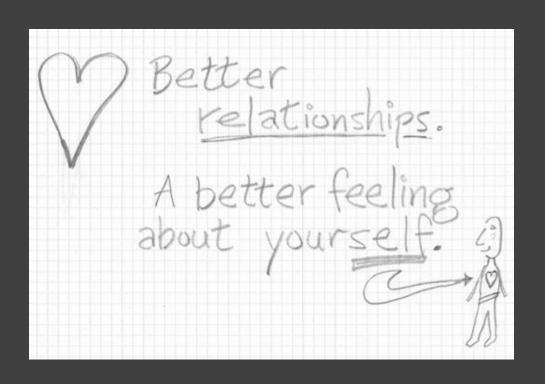






B

- Time
- Money
- Health
- Happiness





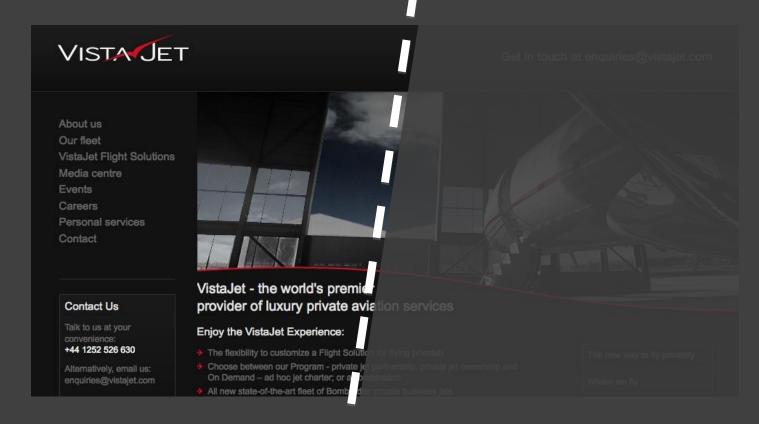
9

- Time
- Money
- Health
- Happiness
- Happy Planet















"Lagom" for the Least Developed is ... a Lot More





Envisioning a global campaign to accelerate investment in renewable energy in developing countries ... and everywhere else

The Energy Poverty Gap

"It is the alarming fact that today billions of people lack access to the most basic energy services, electricity and clean cooking facilities, and, worse, this situation is set to change very little over the next 20 years, actually deteriorating in some respects. This is shameful and unacceptable."

Source: World Energy Outlook 2010, p. 238

The Basic Idea:

Everyone can push.



Espere Senegal: Linking Micro-credit, Micro-offsets, and direct North-South Investment





Présentation du programme

Climat Coopératif

Coopération Nord-Sud

- Création et développement d'éco-activités en Afrique de l'ouest
- Parrainage de salariés

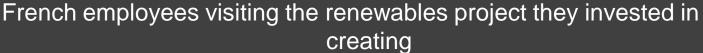


http://www.climat-cooperatif.org/



Espere Senegal: Linking Micro-credit, Micro-offsets, and direct North-South Investment







The Converging World gathers small scale investments and offset payments in Bristol









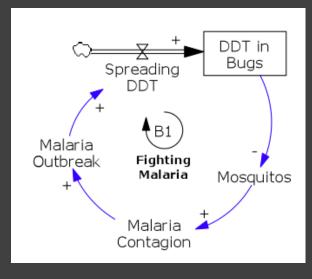
... to build wind turbines in Tamil Nadu that fund more wind turbines in Tamil Nadu ... as well as community development projects



A Little Story about What Happens When You Practice Change Agentry Without Systems Thinking



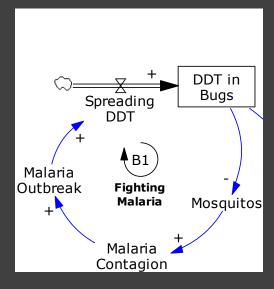






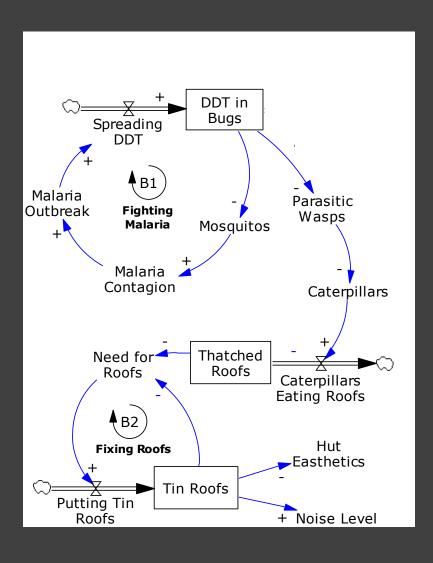
Borneo, 1952

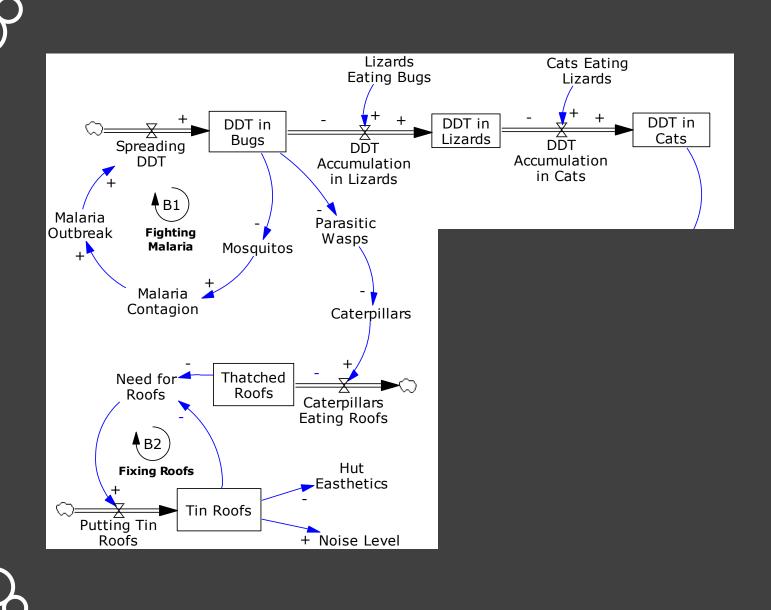


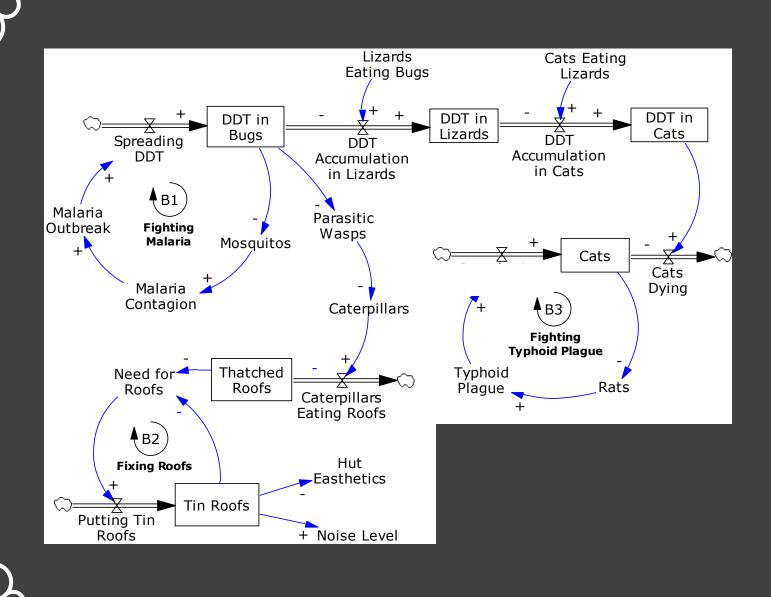


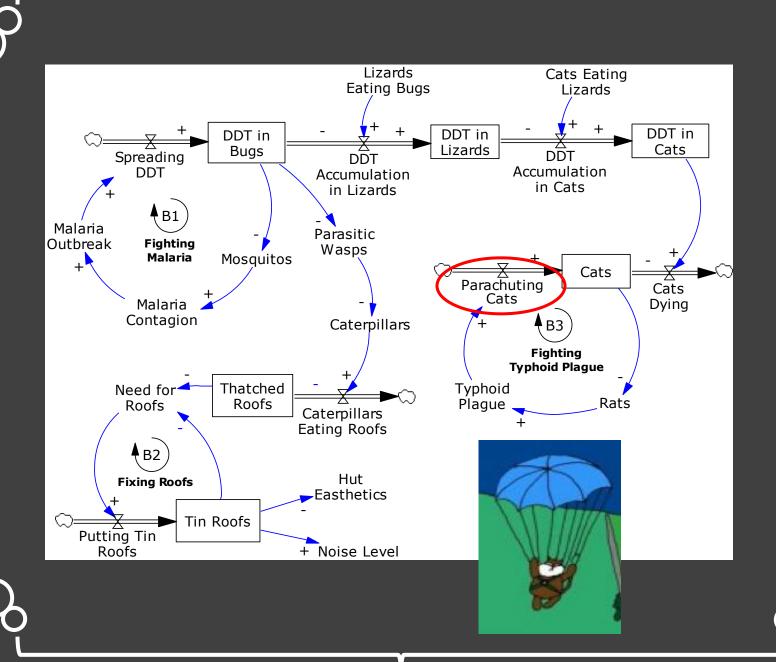








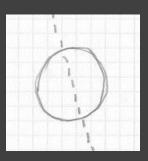






Thank You!

www.ChooseHalf.net



www.AtKisson.com



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