



for a living planet®



CII-ITC Centre of Excellence
for Sustainable Development

Sustainability as a driver for innovation and profit

Strategies to translate weak signals into market signals

Dennis Pamlin

Global Policy Advisor, WWF

14 August 2007, Strategies and Leadership for Creating Sustainable Organisations, Agra





Context: Six big trends

Perspective: From challenges to opportunities

Objective & Workplan



TIME

**BE WORRIED.
BE VERY WORRIED.**

Climate change isn't some vague future problem—it's already damaging the planet at an alarming pace. Here's how it affects you, your kids and their kids as well.

EARTH AT THE TIPPING POINT
HOW IT THREATENS YOUR HEALTH
HOW CHINA & INDIA CAN HELP
SAVE THE WORLD—OR DESTROY IT
THE CLIMATE CRISIS

FOREIGN AFFAIRS

SEPTEMBER/OCTOBER 2005

China

"Peacefully Rising" to Great-Power Status
ZHENG BIJIAN
Hunting Globally for Resources
ZWEIG & JIANHAI

Wednesday, November 23, 2005

Hindustan Times

Partners, not rivals

India, China adopt 10-step strategy to improve ties

News Desk, November 22

NEW DELHI: India and China have agreed to a 10-step strategy to improve ties, including the establishment of a joint working group to coordinate bilateral relations. The two nations will also organize an annual summit between their foreign ministers, which will lead to a joint declaration on the sidelines of the summit. The declaration will be signed by the foreign ministers of both countries. The summit will be held in New Delhi in 2006. The joint declaration will be signed by the foreign ministers of both countries. The summit will be held in New Delhi in 2006. The joint declaration will be signed by the foreign ministers of both countries. The summit will be held in New Delhi in 2006.



GETTING TOGETHER

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IN COOPERATION

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ON ISSUES

The summit will be held in New Delhi in 2006. The joint declaration will be signed by the foreign ministers of both countries. The summit will be held in New Delhi in 2006.

Maoists sign accord to return peace to Maoist-affected areas

To join interim parliament.

ANURAG K. SINGH, November 22

THE MAOISTS in Maoist-affected areas have agreed to a 10-step strategy to improve ties, including the establishment of a joint working group to coordinate bilateral relations. The two nations will also organize an annual summit between their foreign ministers, which will lead to a joint declaration on the sidelines of the summit. The declaration will be signed by the foreign ministers of both countries. The summit will be held in New Delhi in 2006. The joint declaration will be signed by the foreign ministers of both countries. The summit will be held in New Delhi in 2006.



SPECIAL DOUBLE ISSUE

BusinessWeek

NOVEMBER 22/29, 2005

CHINA & INDIA

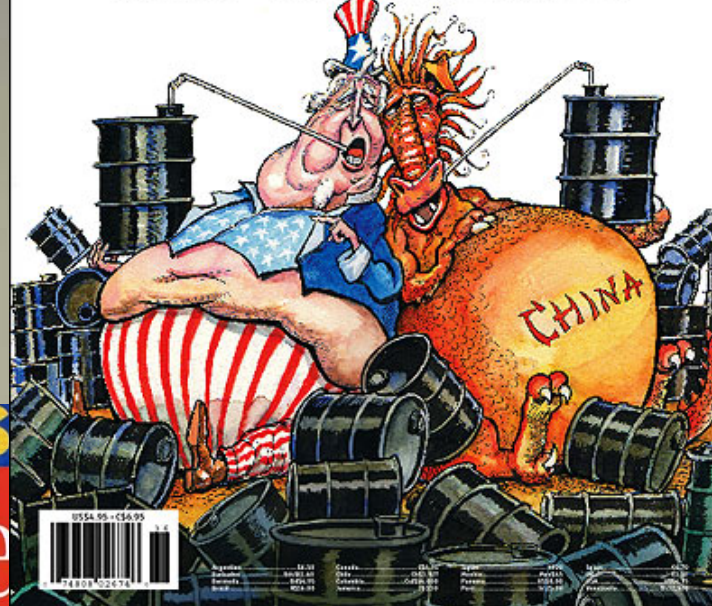
What you need to know **now** Page 49



AUGUST 27TH-SEPTEMBER 2ND 2005

PAGES 60-62

The oilholics



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| Argentina | \$4.99 | Canada | \$5.99 | France | \$5.99 | Germany | \$5.99 | Italy | \$5.99 | Japan | \$5.99 | Spain | \$5.99 | UK | \$5.99 | USA | \$4.99 |
|-----------|--------|--------|--------|--------|--------|---------|--------|-------|--------|-------|--------|-------|--------|----|--------|-----|--------|

BusinessWeek

TOO MUCH CORPORATE POWER?

Even though Big Business helped create UNPRECEDENTED PROSPERITY for most Americans, think corporations have EXCESSIVE INFLUENCE over their lives. Now, it's become a hot POLITICAL ISSUE. What's going on?

ESPECIAL 2ª GUERRA
As lições do conflito para o mundo das corporações



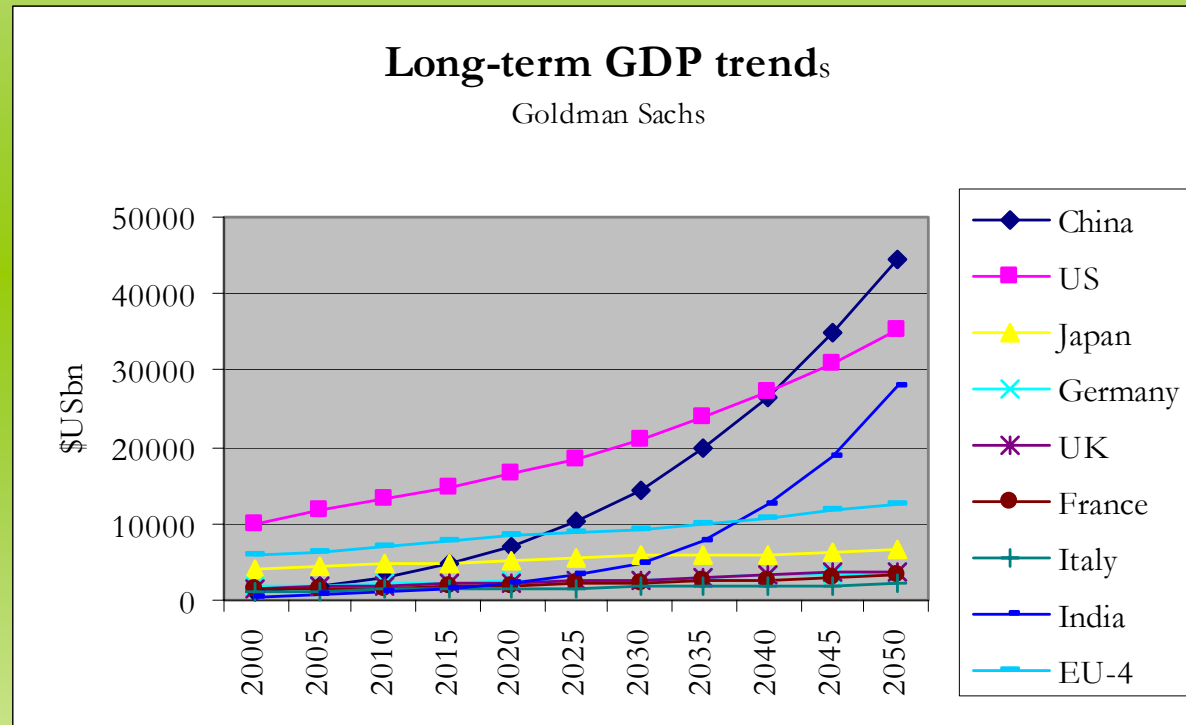


The context

Six big trends

- Innovation in a context

- Use of natural resources
- Unequal income distribution
- Population growth
- Demographic changes
- Urbanisation
- **Geopolitical change**



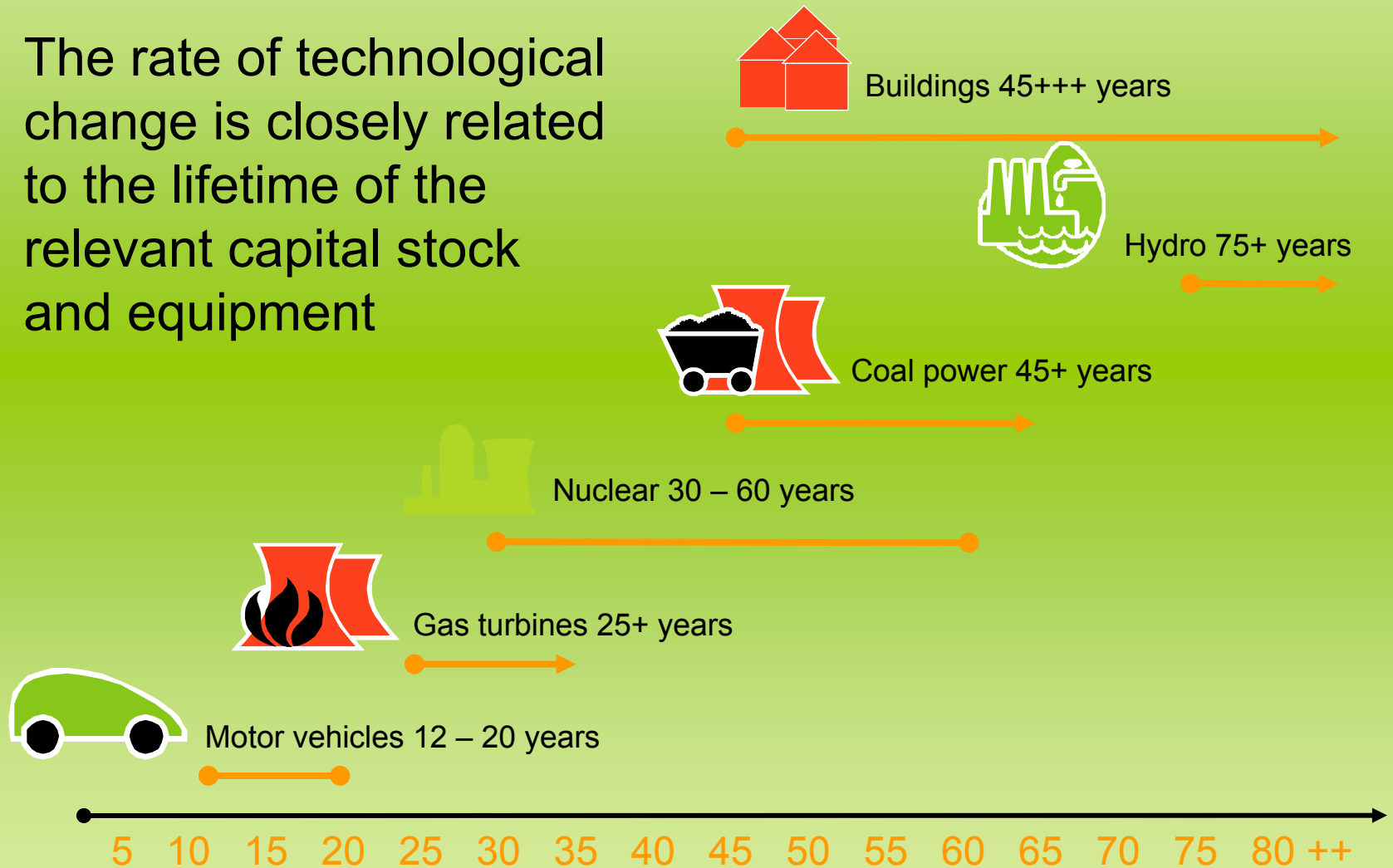
Dreaming With BRICs: The Path to 2050 (Goldman Sachs)





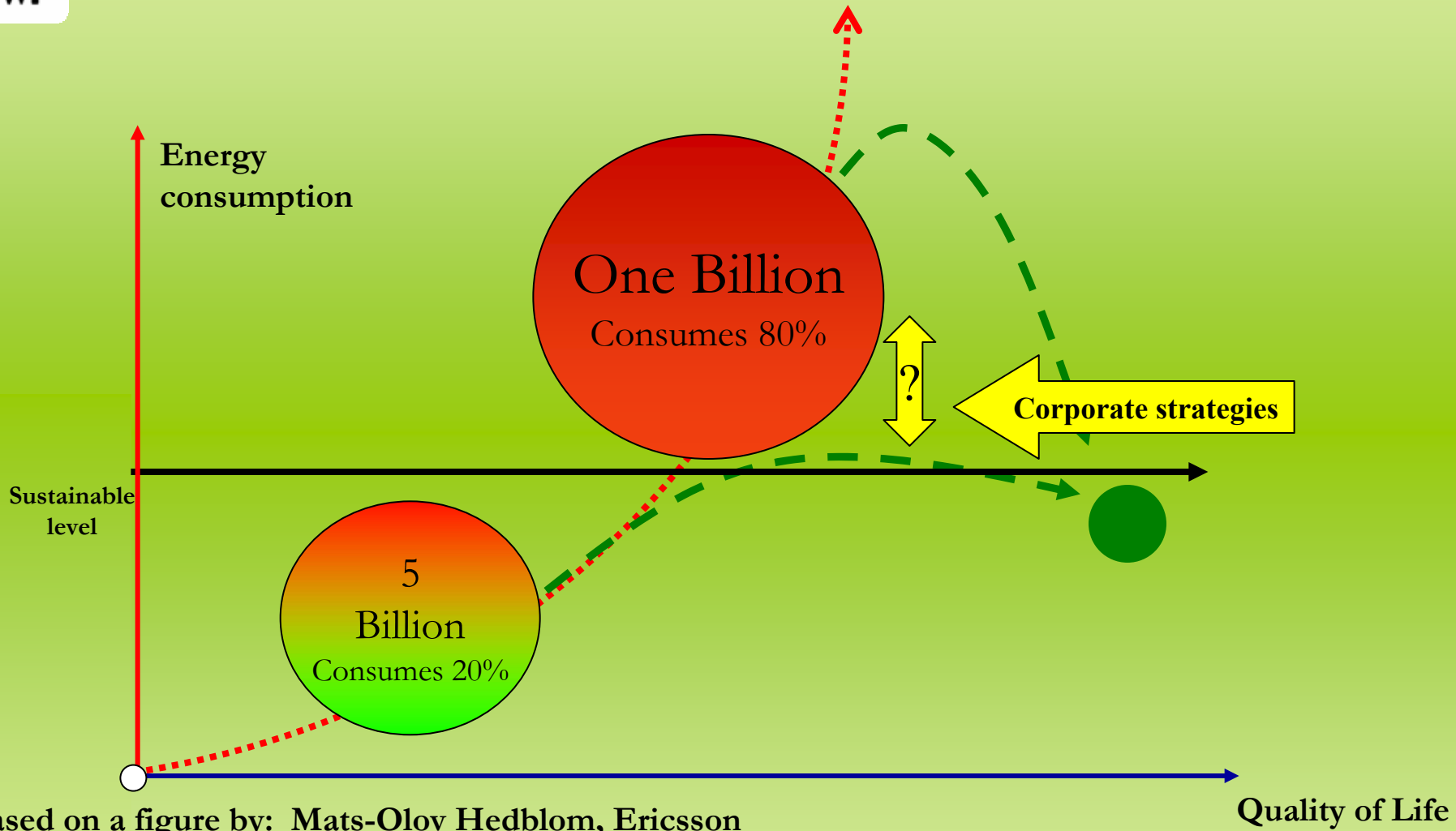
The context

The rate of technological change is closely related to the lifetime of the relevant capital stock and equipment





The context



Based on a figure by: Mats-Olov Hedblom, Ericsson

Quality of Life





Turning challenges into opportunities





From challenges to opportunities

Tomorrow

Innovation & new technologies

New markets & product portfolio

Trade/investment legislation/Ministry of ind./ Solution companies

Innovation

Path to growth

Internal

External

Costs & risk reduction

Reputation & credibility

Eco-efficiency

Transparency

Old environmental legislation/ Ministry of env./Polluting companies

Resource productivity

Stakeholder dialog

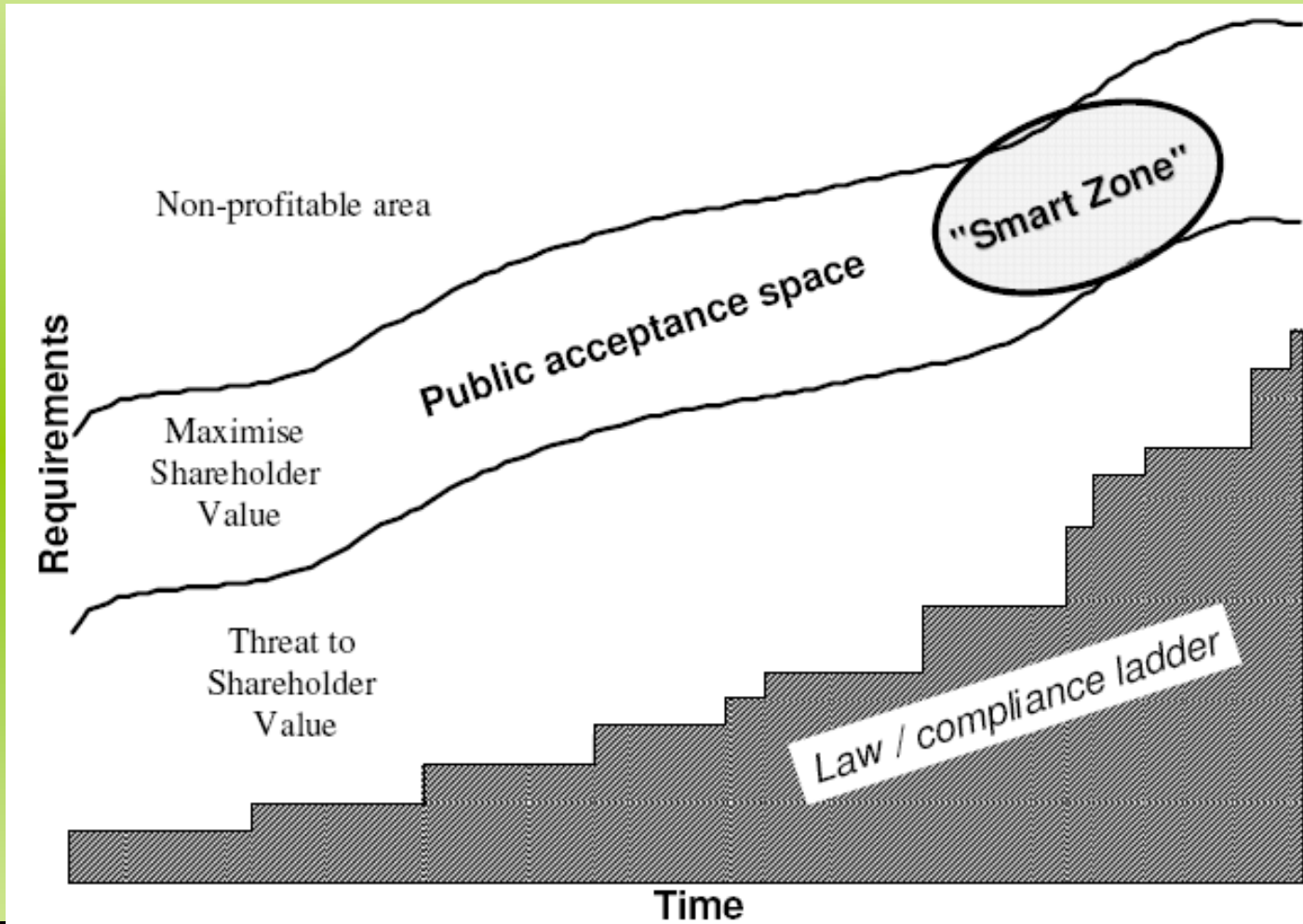
Source: Stuart Hart, SAM

Today



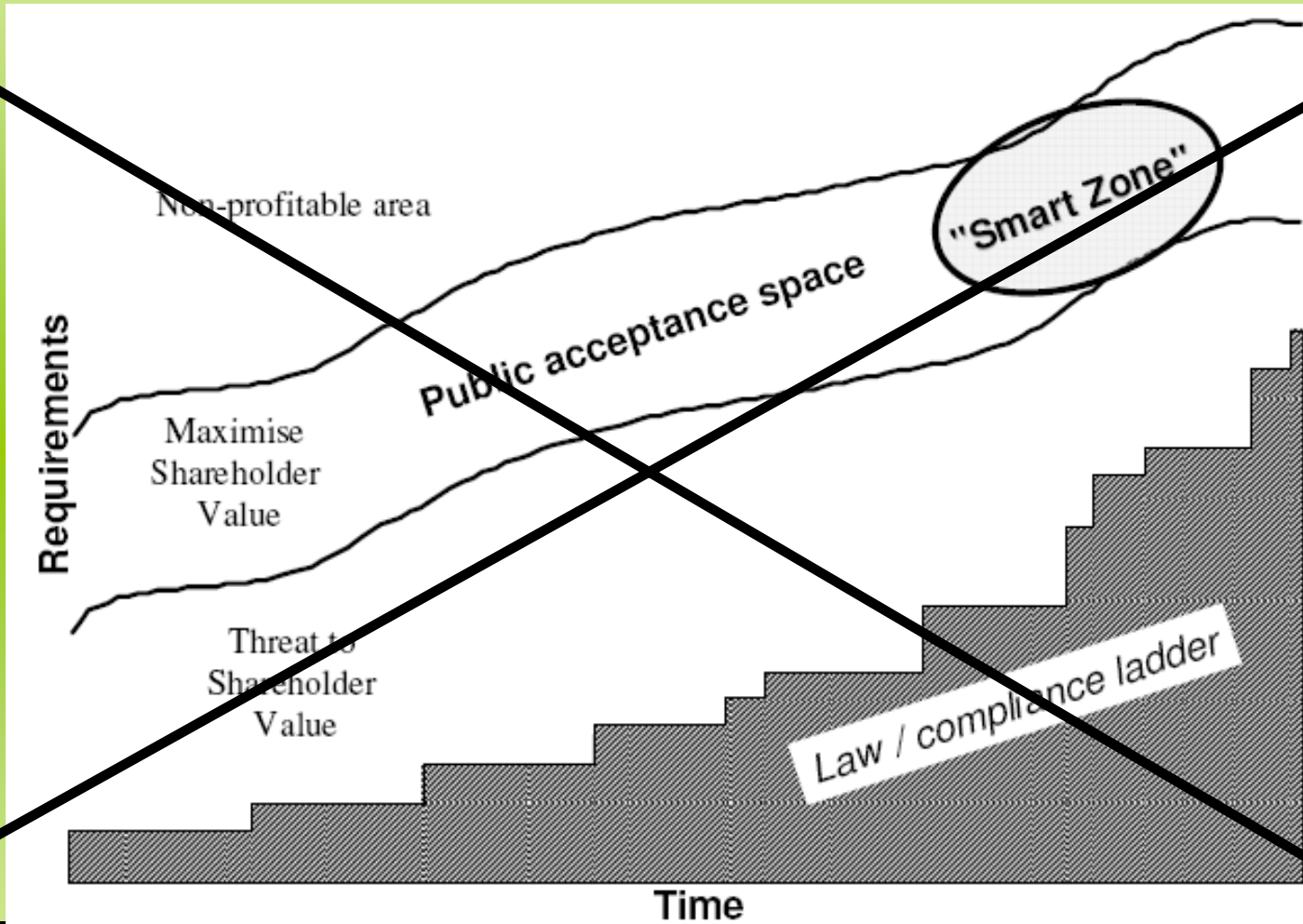


From challenges to opportunities



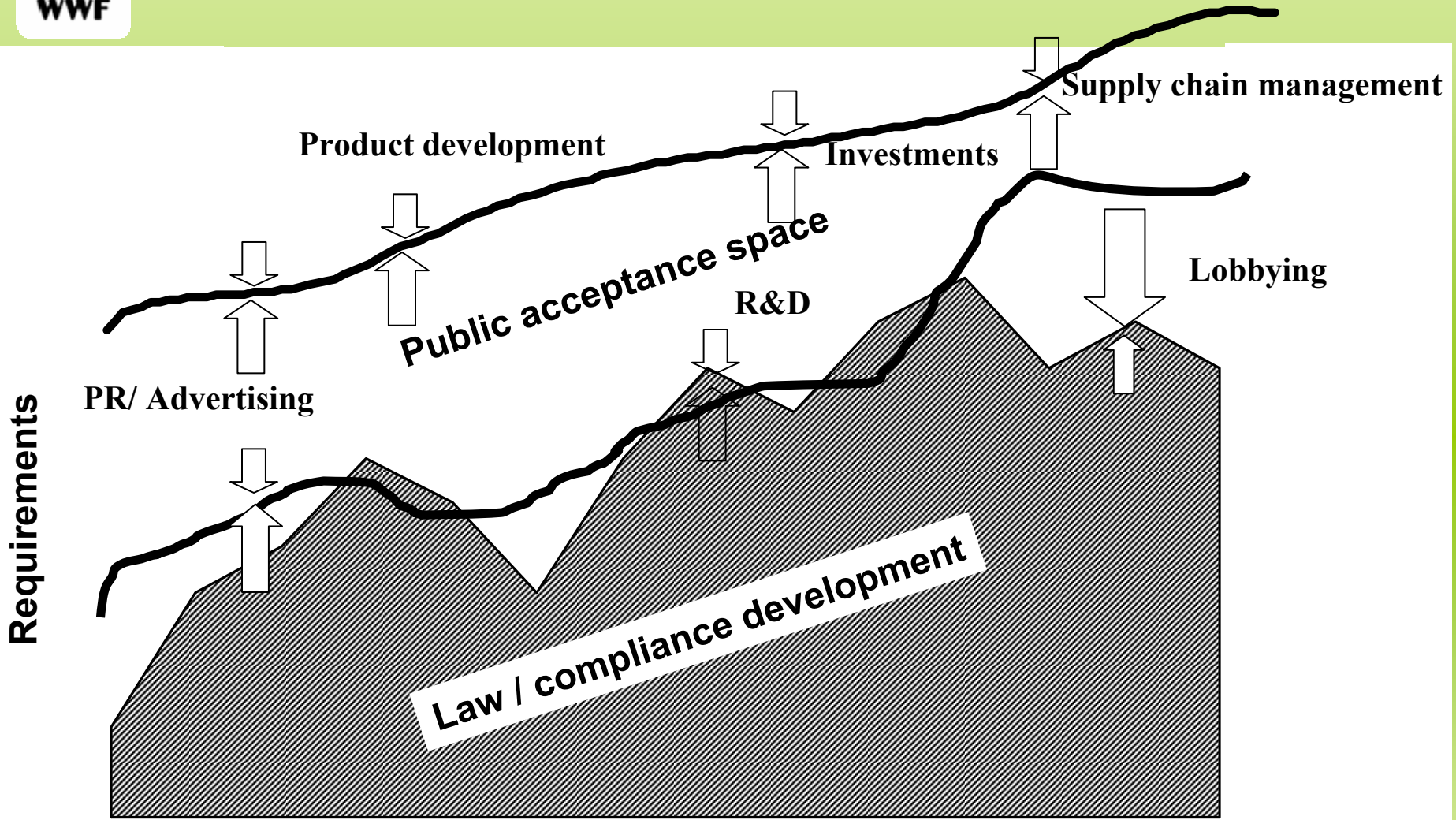


From challenges to opportunities





From challenges to opportunities





WWF & IKEA



- 100% renewable energy
- 25% more efficient
- Public transportation
- Goods transportation
- Sustainable suppliers
- Sustainable sales in stores





WWF & HP



1. Establishing a Sustainability Innovation Zone

2. Mapping the ICT services that can contribute to a billion tonnes of CO₂-reductions

Subproject 2.1

Moving the sector from risk management to an agenda for profit and innovation

Subproject 2.2

Scoping study for carbon offsets through videoconferencing





WWF & ETNO

“This initiative is driven by the urge to find solutions, recognising the need for new targets and incentive structures.”

Margot Wallström

The opportunity of ICT services to reduce CO₂ emission

- A new and more efficient meeting culture: Travel replacement
- Sustainable consumption: De-materialisation
- Sustainable community/City planning: Combined measures

An E-strategy for CO₂ reductions in Europe and beyond

- First steps for 2010
- Second step for 2010: ICT-Climate change target for 2020
- Creating a robust strategy



**SAVING THE CLIMATE
@ THE SPEED OF LIGHT**

First roadmap for reduced CO₂ emissions in the EU and beyond





INDIAN COMPANIES IN THE 21ST CENTURY

MOHAMMED SAQIB, THE RAJIV GANDHI FOUNDATION
RAJESH SEHGAL AND DENNIS PAMLIN, WWF

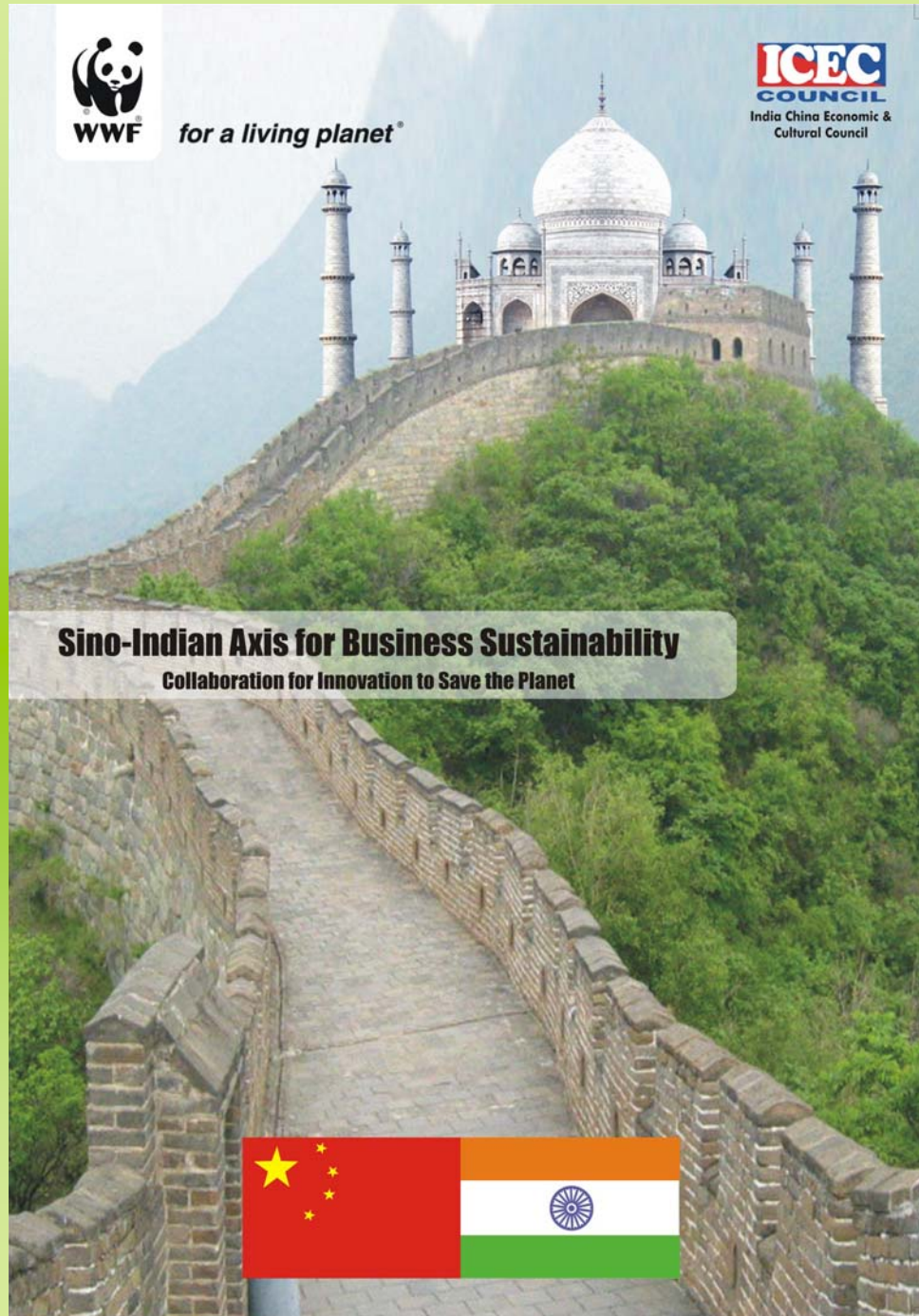




WWF

for a living planet

ICEC
COUNCIL
India China Economic &
Cultural Council



Sino-Indian Axis for Business Sustainability
Collaboration for Innovation to Save the Planet





Objective & Work plan





Objective

Explore innovations that can move society beyond incremental improvements in sustainability.

The outcomes of the initiative should be practical tools that can be used both to develop new goods and services and to highlight the barriers for companies to move towards sustainability.





Work plan

1. Identify strategic companies that are interested in exploring new means of providing sustainable welfare, with a focus on urban populations.

=> You

2. Develop a roadmap that explores means by which leading corporate actors can encourage sustainable innovation by using sustainability trends as drivers for core business decisions.

=> How to bring it into the company





Work plan

3. Describe ways in which these sustainability trends can translate into goods and services necessary to address global sustainability challenges.

=> How to develop new products and services and SELL them

4. Identify the barriers that exist to the development of such goods and services and suggest ways to remove them or get around them.

=> Ensure that there is a future (go political, direct or indirect)





Are YOU interested?



Focus and Fun