BEYOND SUSTAINABILITY: FROM LIMITS... TO GROWTH

UNITED NATIONS OPEN WORKING GROUP ON SUSTAINABLE DEVELOPMENT GOALS
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THEN   NOW   NEXT
THEN
Glance at the sun. See the moon and the stars.
Gaze at the beauty of earth's greenings.
Now, think.
What delight God gives to humankind with all these things. . . .

All nature is at the disposal of humankind.

We are to work with it.

For without we cannot survive.

HILDEGARD von BINGEN (1098 – 1179)
Nature, in the common sense, refers to essences unchanged by man; space, the air, the river, the leaf.

RALPH WALDO EMERSON (1836)
1972: LIMITS TO GROWTH
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1992: EARTH SUMMIT
"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Source: Our Common Future, UN World Commission on Environment and Development, Chapter 2
NEED WANT LOVE
THE FRACTAL DESIGN TOOL FOR TRIPLE TOP LINE GROWTH
NOW
TODAY: ECO-EFFICIENCY
BEING LESS BAD
ECO-EFFICIENT GOAL: BEING LESS BAD (REDUCE, AVOID, MINIMIZE)

“Less Bad” Trajectory
WITH BUSINESS GROWTH, EFFICIENT IS NOT SUFFICIENT

WORLDWIDE CO₂ EMISSIONS vs SALES (1990–2012)

2012 Goal vs. 2010: -4%  2012 Actual vs. 2010: -6%

Source: large corporation 2012 CSR Report
ECO-EFFICIENCY + ECO-EFFECTIVENESS = INNOVATION

OPTIMIZED POSITIVES

LEADERSHIP

MINIMIZED NEGATIVES

Shareholder Value

Time

Present

Future

- Flight Path
- Eco-efficient Design
- Eco-effective Design
DESIGN IS THE FIRST SIGNAL OF HUMAN INTENTION
The question is not growth / no growth...

WHAT DO WE WANT TO GROW?
GROWTH IS GOOD
IF YOU GROW THE RIGHT THING
GROWTH IS GOOD
IF YOU GROW THE RIGHT THING
GROWTH IS GOOD
IF YOU GROW THE RIGHT THING
“More Good” Trajectory

“Less Bad” Trajectory
HOW DO WE ACHIEVE MORE GOOD?
INVENTORY

ASSESS

OPTIMIZE

nutrient recovery
renewable energy
water cleansing

waste reduction
energy efficiency
water conservation

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MATERIALS AS NUTRIENTS
MATERIAL REUTILIZATION
RENEWABLE ENERGY
WATER STEWARDSHIP
SOCIAL FAIRNESS
INVENTORY + ASSESS + OPTIMIZE

**GREEN:** No hazard identified for the given endpoint.

**YELLOW:** Borderline hazard identified for the given endpoint.

**GREY:** No data available to determine hazard level for this endpoint.

**RED:** Considered hazardous for this specific endpoint.
TECHNICAL NUTRIENT CARPET

Carpet Tile Production

Facing Fiber

Newly Polymerized Nylon 6

Chemical Recycling

Recovery & Separation

Mechanical Recycling

Polyolefin Material

Sale & Use

Backings

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The commerce of taking:

HOW MUCH CAN I GET FOR HOW LITTLE I GIVE?
The commerce of giving:

HOW MUCH CAN WE GIVE FOR ALL THAT WE GET?
IN NATURE, GROWTH IS GOOD
FROM LIMITS... TO GROWTH