

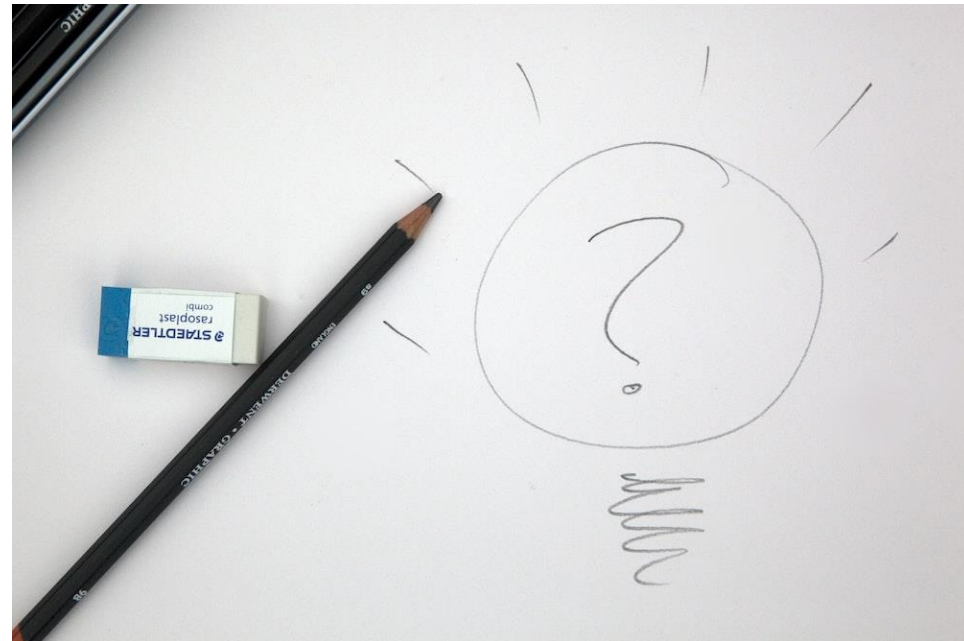
# 12 Ps of Business Education for Sustainable Development (ESD)

Group Flip Chart

What does sustainability mean to you?

1. People
2. Problems
3. Purpose

\*Everyone is different



What do you dislike or want to change?

Personal Experience

Self reflection

# 12 Ps of Business Education for Sustainable Development (ESD)

4. People

5. Planet

6. Profit

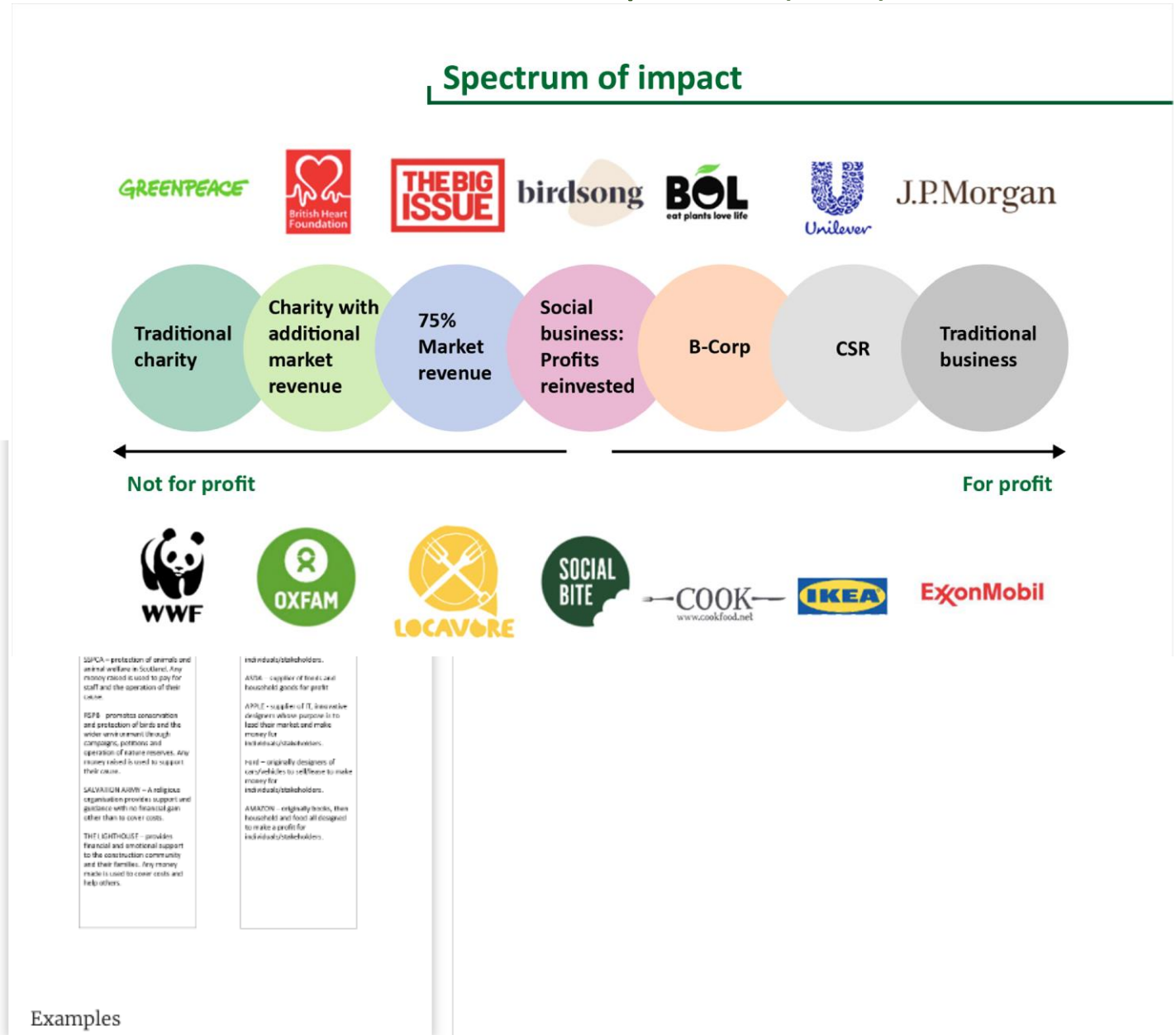
## Triple Bottom Line

- First proposed by John Elkington in 1994
- Aims to balance economic, social and environmental interests to reach sustainable development
- Also known as People, Planet and Profit

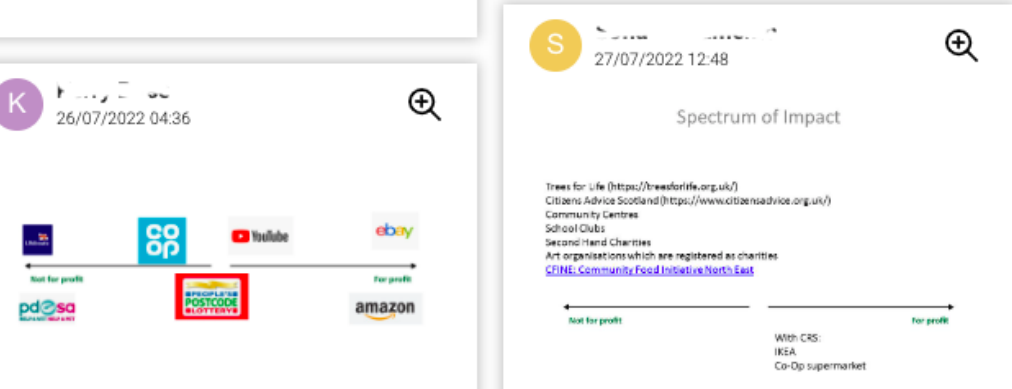


# 12 Ps of Business Education for Sustainable Development (ESD)

## 7. Positive



| Not for profit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Not for profit                                                                                                                                                                                 | Not for profit                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Red Cross</li> <li>British Heart Foundation</li> <li>Greenpeace</li> <li>World Wildlife Fund</li> <li>Save the Children</li> <li>Comic Relief</li> <li>Macmillan Cancer Support</li> <li>Age UK</li> <li>Trócaire</li> <li>British Red Cross</li> <li>British Heart Foundation</li> <li>Greenpeace</li> <li>World Wildlife Fund</li> <li>Save the Children</li> <li>Comic Relief</li> <li>Macmillan Cancer Support</li> <li>Age UK</li> <li>Trócaire</li> </ul> | <ul style="list-style-type: none"> <li>Mount Allison</li> <li>ECOSIA</li> <li>GRACE</li> <li>POSTCODE LOTTERY</li> <li>TRIPADVISOR</li> <li>AMAZON</li> <li>DELL</li> <li>Microsoft</li> </ul> | <ul style="list-style-type: none"> <li>British Heart Foundation</li> <li>Greenpeace</li> <li>World Wildlife Fund</li> <li>Save the Children</li> <li>Comic Relief</li> <li>Macmillan Cancer Support</li> <li>Age UK</li> <li>Trócaire</li> </ul> |

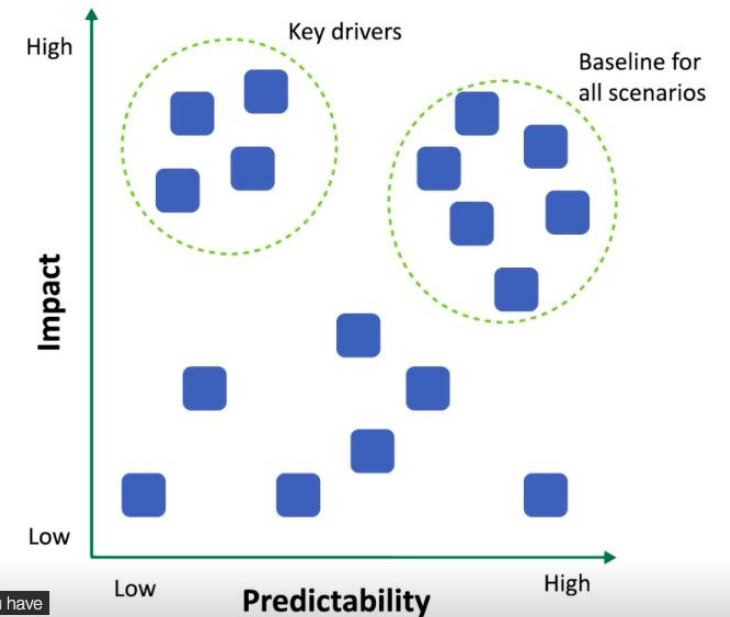
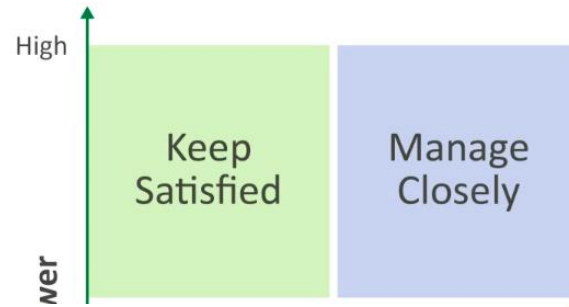


# 12 Ps of Business Education for Sustainable Development (ESD)

## 8. Practical

### Shareholder Prioritisation

### Impact vs Predictability



#### Strategy preparation phase

#### Strategy development phase

#### Strategy implementation phase

R

Modules 1: Defining and reviewing existing social and environmental impact of the company, so you can reassess the value of its impact.

Module 2: Consider how the company model aligns its values with social and environmental impacts  
 Module 3: Consider leadership necessary to reframe and identify where there are opportunities through developing

R

4. impact start ups identifying the need – related to theory of change as a tool introduced in module 10.  
 8. impact and measurement – looking at scope 1, 2 and 3 levels of emissions  
 9 plan to integrate environment, social and governance (ESG) measures into financial reporting.  
 Create your road map to net zero – consider offshoring and offsetting.  
 5 circular economy consider

R

8. Impact and Measurement - eg implementation requires leadership and change management skills to ensure that measurements are being embedded in the reporting for the organisation.  
 8 - reviewing the reporting cycles  
 7 – stakeholders and partnership working  
 9 – reporting against operational plans agreed  
 10 reporting against outcomes set in theory of

# 12 Ps of Business Education for Sustainable Development (ESD)

When you have completed the readings, please take the time to reflect on your original thought of what business 'needs' are and contribute to the discussion below.

## 9. Purposeful



What would you now say are business 'needs' (Discussion)

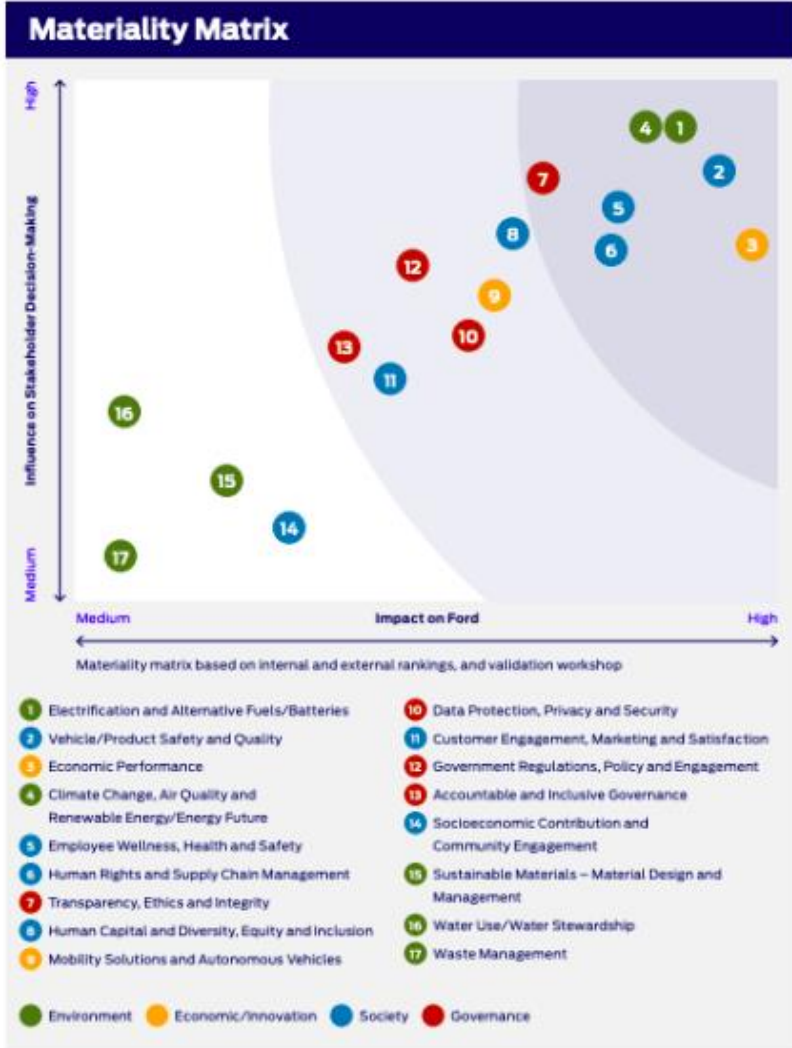
Participate in the discussion by answering the following question; you will not be able to see your peers' responses until you have participated in the discussion.

What would you now say business 'needs' are?

Three placeholder icons for user profiles, each in a light grey box.

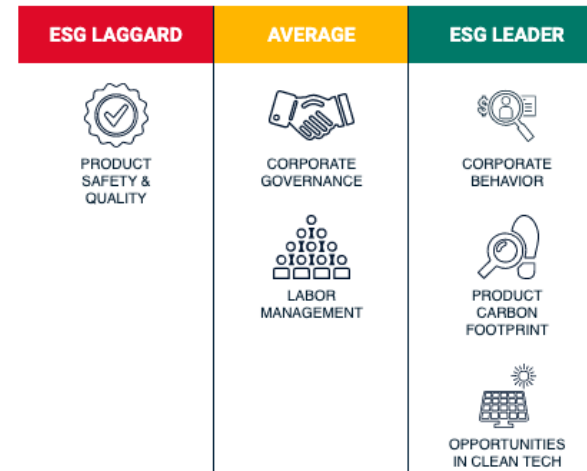
# 12 Ps of Business Education for Sustainable Development (ESD)

## 10. Precise



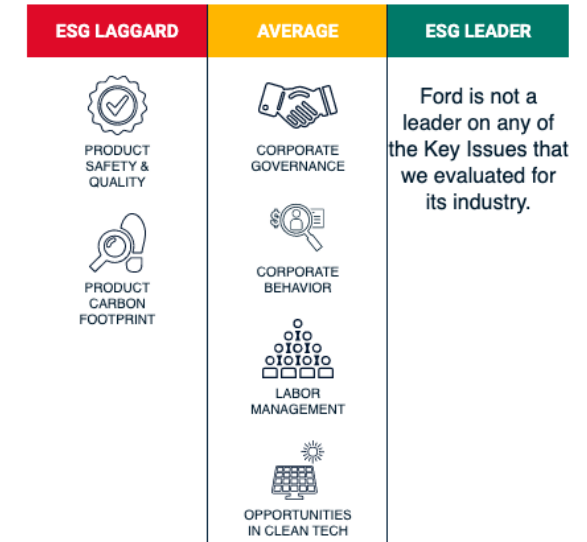
### Key Issues distribution in relation to industry peers

We focus on the key issues material to the **automobiles industry**. Here is how **Tesla** compares to industry peers. For more details, visit the [ESG investing page](#).



### Key Issues distribution in relation to industry peers

We focus on the key issues material to the **automobiles industry**. Here is how **Ford** compares to industry peers. For more details, visit the [ESG investing page](#).





# 12 Ps of Business Education for Sustainable Development (ESD)

## 11. Personal

Own consumption

Own organization

Own behaviors

Own job role

**TABLE 7.2**

**U.S. Consumer Segmentation According to Sustainability Concerns**

| Consumer Segmentation                        | Lifestyle of Health and Sustainability (19% = 43 million)                                              | Naturalites (15% = 34 million)                                                                               | Drifters (25% = 57 million)                                                              | Conventionals (24% = 53 million)                                                                 | Unconcerneds (17% = 39 million)                                                       |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| DEMOGRAPHICS: (AT LEAST 50% OF EACH SEGMENT) | Married, educated, middle-age, female across the U.S.                                                  | Least college educated, lowest income, Southern U.S., African American                                       | Younger, middle-class, concentrated in coastal cities, larger families                   | Males in mid-to-late forties, highest incomes, some retired, good credit                         | Young males, Southern U.S., below-average income, low education levels                |
| MOTIVATION:                                  | Less sensitive to price for green products, skeptical of paid media, deeply committed to global causes | See the connection between environmental protection and personal health, seek to avoid exposure to chemicals | Half wish they did more to advance sustainability, get satisfaction from joining a cause | Driven by practical reasons, green for the sake of reduced costs, ingenuity and heartland values | Least concerned consumer, least likely to boycott a brand, no sense of responsibility |
| BEHAVIOR:                                    | Early adopters, loyal to brand, influential in community, green for planet's sake                      | Seek safer product alternatives, attitudinal-behavioral disconnect exists because of income                  | Driven by trends, no integration of values into lifestyle or purchases                   | Recycling, reusing, repurposing, reducing waste and cutting costs                                | Less than a quarter recycle, unlikely to promote sustainability                       |

Source: Adapted from Natural Marketing Institute (NMI), 2009 LOHAS Consumer Trends Database® (All Rights Reserved).

Sanders, N. R., & Wood, J. D. (2019). *Foundations of sustainable business: Theory, function, and strategy*. John Wiley & Sons.

# 12 Ps of Business Education for Sustainable Development (ESD)

## 12. Persuasion

### ESG, Net Zero, and measurement



- CSR and financial reports were used to communicate with stakeholders
- There is an increasing movement towards **Integrated Reporting**
- Integration of ESG elements in financial reporting is now becoming mandated

### ESG, Net Zero, and measurement



- The Glasgow Financial Alliance for Net ZERO (GFANZ) and the Global Ethical Finance Initiative
- These initiatives help drive low-carbon investment through Net Zero pledges
- ESG portfolios are also currently outperforming the market

Regulation

Tools

Finance

Competition



# 12 Ps of Business Education for Sustainable Development (ESD)

A 13<sup>th</sup> P...Paradox.?

The bakers dozen? Or is it it baked in?

Ethical Dilemmas

Wicked Problems

Complex Social and Global Contexts



Join us

Si

FUTURE OF THE ENVIRONMENT

## **The hidden cost of the electric car boom – child labour**

Sep 24, 2018