



BUILDING BACK BETTER

GREEN RECOVERY
In the Shadow of a Pandemic

BUILDING BACK BETTER

We are still, understandably, overwhelmed with all things Covid, but there are other looming global issues that are not going away.

As Christiana Figueres (former UN Executive Secretary for Climate Change) highlighted in a recent interview, civilisation is currently faced with two major world health issues.

- Covid-19 is an 'acute' condition and has rightly required our immediate attention.
- But there remains the underlying 'chronic' condition of the climate crisis.

Both need to be treated in unison.

And this applies to business too. It is natural to get trapped in the short-term, but as we recover from this pandemic, the question is: can we do so in a 'greener' way that takes into account the future challenges we face?

76%

think environmental issues are as concerning or more concerning than health issues.

70%

of people are more aware now than before Covid-19 that human activity threatens the climate and that environmental degradation can threaten humans.

54%

economic recovery and addressing environmental issues should be prioritised equally.

Source: Boston Consulting Group - BSG Survey on Covid-19 and the Environment 2020

WORKSHOP

This is a thought-provoking, non-preachy session. It is designed to help you put long-term sustainability at the heart of your Covid recovery conversations and planning.

It can take various forms, depending on time allocation, and will be tailored to fit the specific audience.

EXAMPLE CONTENT

WHAT ARE THE MAIN ISSUES?

- Covid Crisis vs Climate Crisis
- Society vs Environment
- Governments vs Business vs Finance

WHY IS IT SO IMPORTANT FOR BUSINESS?

- There is no Planet B
- Building Long-Term Resilience
- Mitigating Risk
- Protecting People, Planet + Profit
- The Rise of Conscious Consumerism

WHAT NEEDS TO BE DONE?

- Understand the Bigger Picture (Sustainable Development Goals / Good Life Goals)
- Recognise our Planetary and Social Boundaries (Doughnut Economics)
- Change Business Models (for Good)
- Adopt a more Circular Business Approach (Circular Economy)
- Turn Words into Action

WHERE DO YOU FIT IT?

- INDIVIDUAL BEHAVIOUR

- Understand your Environmental Footprint
- Analyse your Home Supply Chain
- Reduce, Reuse, Recycle

- CORPORATE BEHAVIOUR

- Reimagine Business Success
- Think Purpose + Performance
- Serve Society and Preserve the Planet
- Understand your Corporate Supply Chain
- Set your Path to Net Zero (Scope 1/2/3)
- Connect with your Conflicted Consumers
- Stamp out Greenwashing
- Pay it Forward

SARAH DUNCAN

THE ETHICAL BUSINESS BOOK

Sarah Duncan is a sustainable business development and ethical marketing consultant, trainer, and author of The Ethical Business Book (a practical, non-preachy guide to business sustainability).

She has been in business for over 30 years – starting with luxury hotels, then moving through private club and spa development in Asia, to setting up her own consultancy, Sleeping Lion, in 2005.

The Ethical Business Book was published in October 2019 and won a commendation in the Change and Sustainability category of the 2020 Business Book Awards. It is a gateway to a complex and fast-moving area, with a second edition containing new and updated content being launched in April 2021. It gets the reader started on all the important elements of ethical and sustainable business practice, but it is deliberately concise.

If you are a business owner or leader, the book is designed to provide you with practical tools to start making a difference. If you work for an organization that needs change, the book will give you ammunition to lobby the decision makers and present a compelling case for adopting a more sustainable approach to the business.

Sarah is an alumni of The Cambridge Institute of Sustainability Leadership, and helps businesses navigate their way through the world of business ethics and sustainability with advice, support and bespoke workshops.

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