

## Question

**What do you associate with the notion “limits to growth”?**



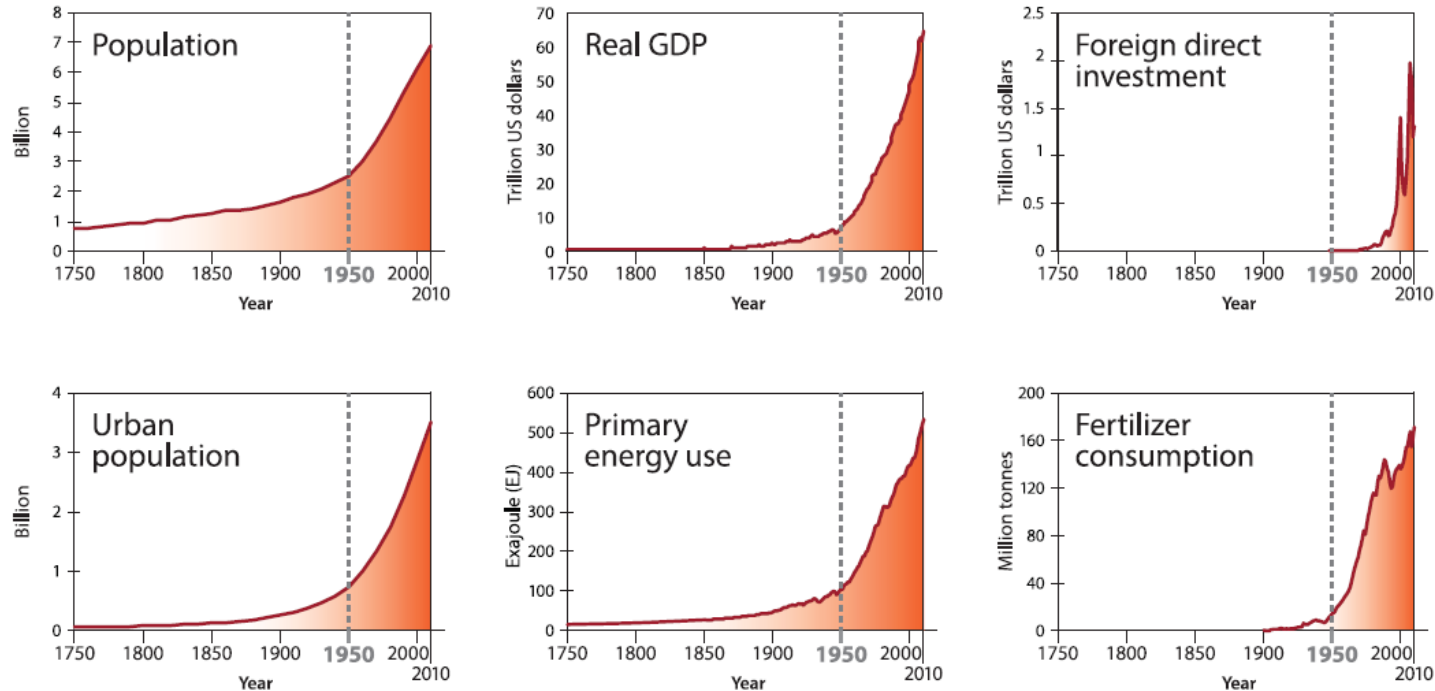
**Trinity College Dublin**  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

**Trinity Business School**

# **2. Foundations of Ethics in Business**

## **2.2 Sustainable Development**

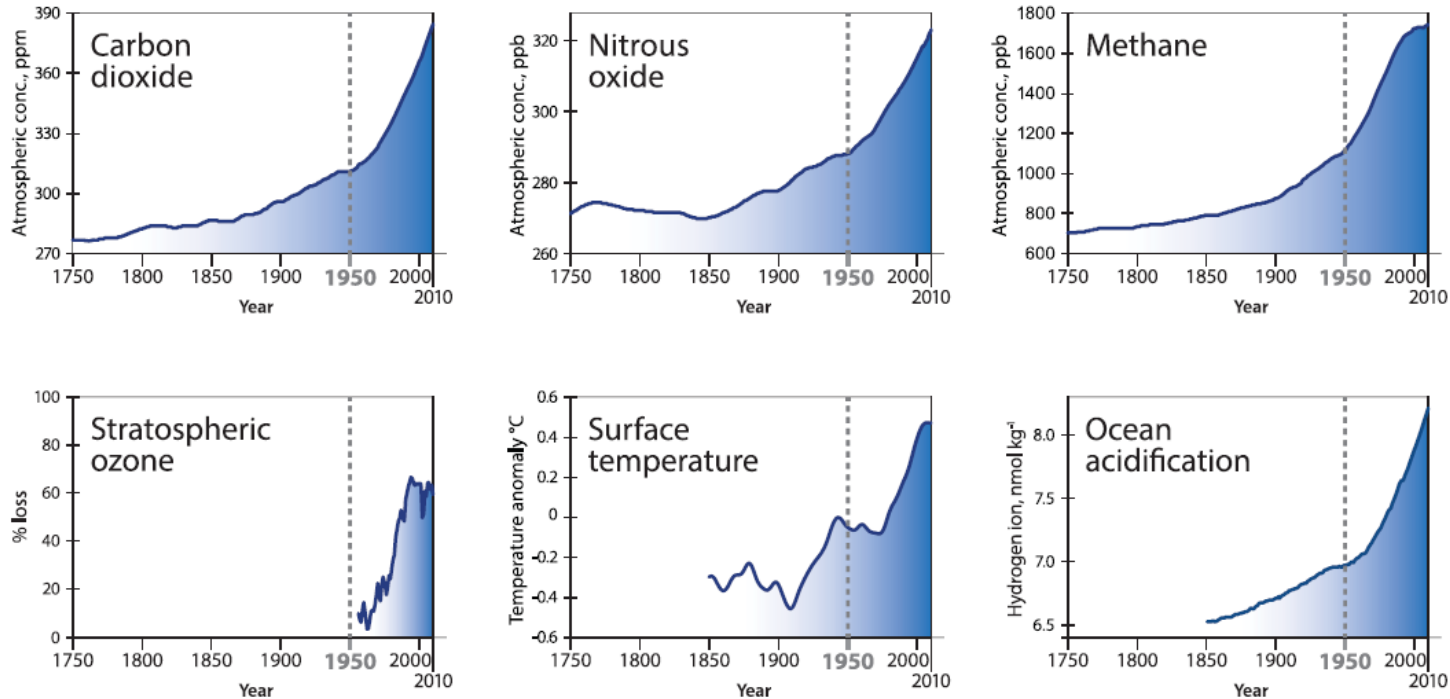
### The great acceleration I



Source: Steffen et al. (2015): The trajectory of the Anthropocene: The Great Acceleration.

## 2.2 Sustainable Development

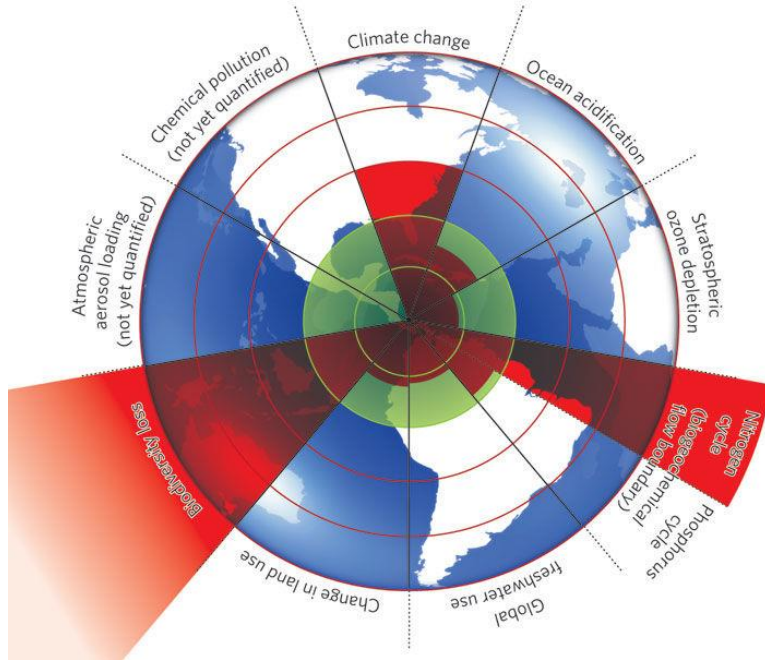
### The great acceleration II



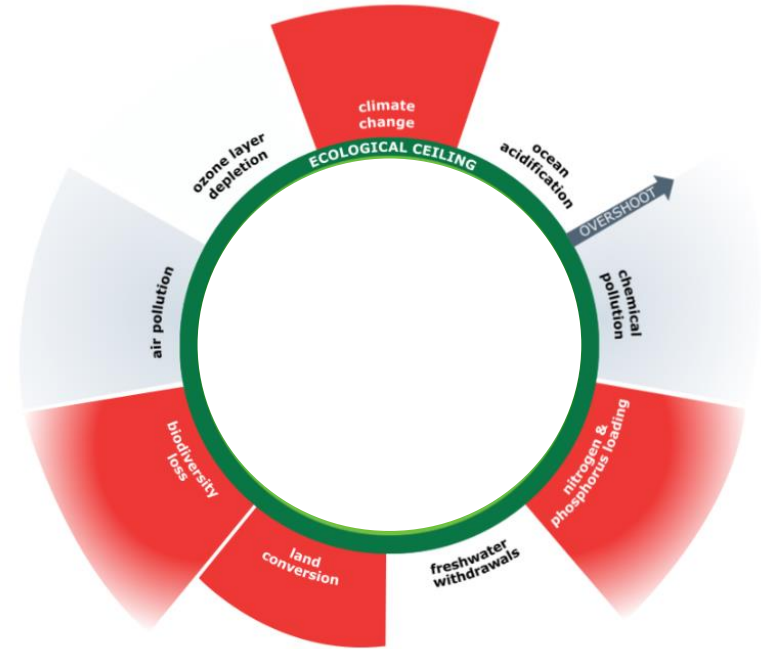
Source: Steffen et al. (2015): The trajectory of the Anthropocene: The Great Acceleration.

## 2.2 Sustainable Development

# The Global Sustainability Challenge: „Doughnut Economics“



Source: Rockström, J. et al. (2009): A safe operating space for humanity.



Source: <https://www.kateraworth.com/doughnut/>

## Earth overshoot I

# 29. July 2021

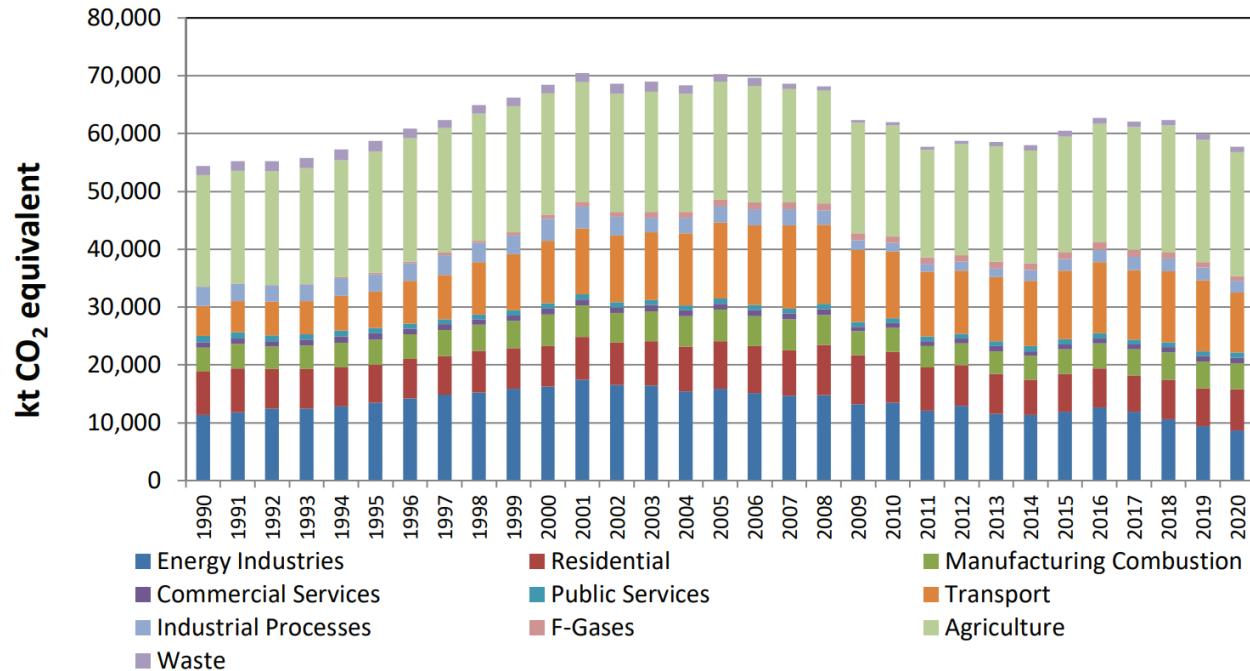
Source: Global Footprint Network (2021).

### Earth overshoot II

All of this is actually not new...



### Irish CO<sub>2</sub> Emissions

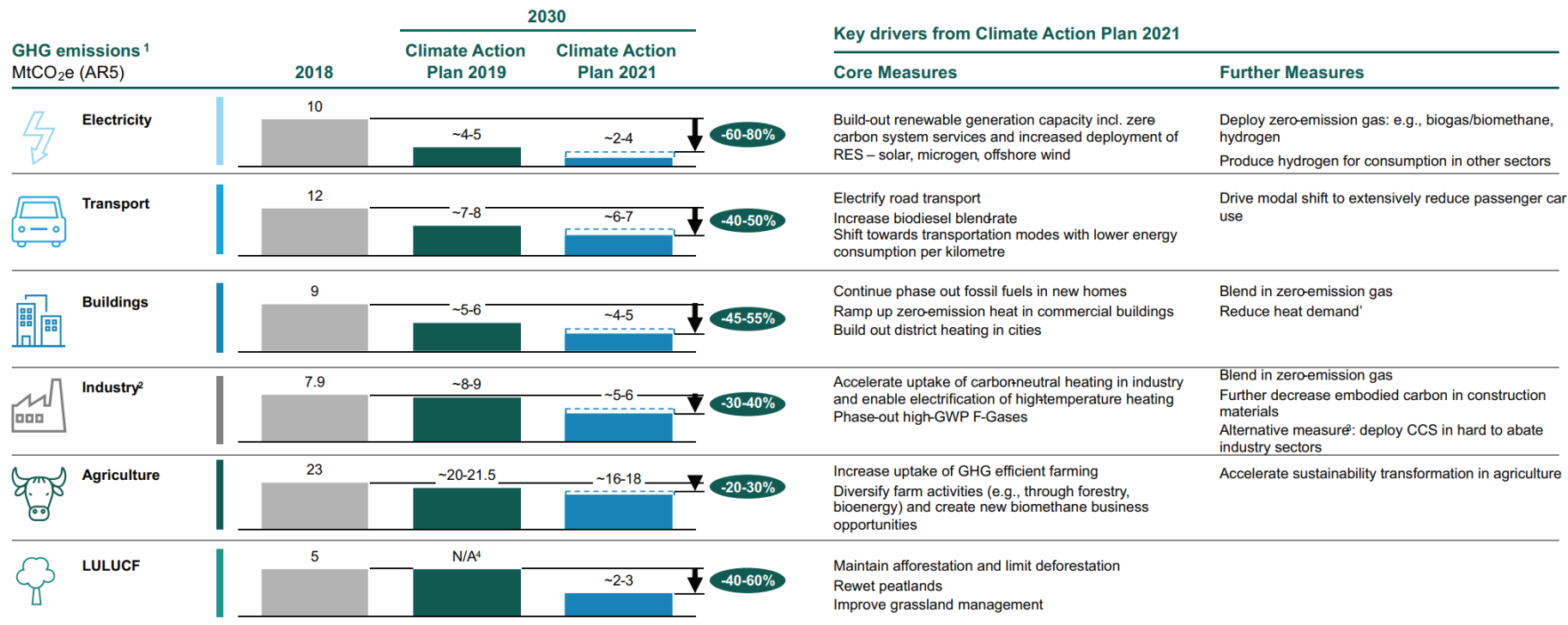


Source: Irish Climate Action Plan 2021, p. 20.



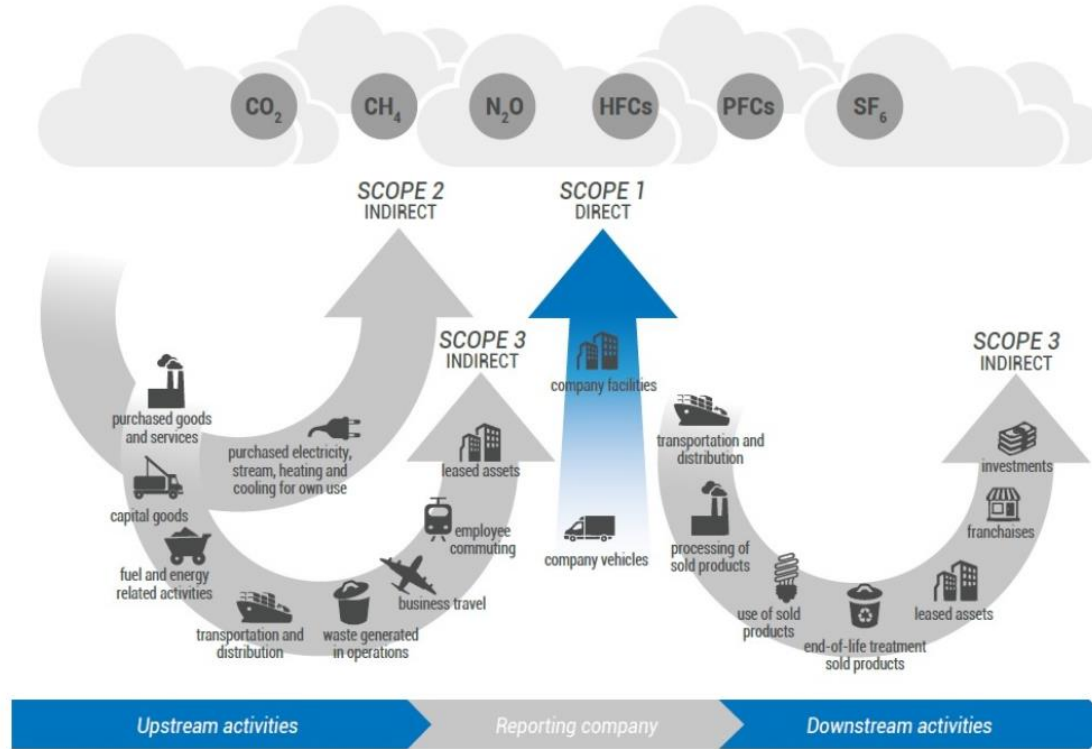
## 2.2 Sustainable Development

# The Irish Climate Action Plan 2021



Source: Irish Climate Action Plan 2021, p. 28.

# The basics of carbon accounting



Source: UNGC.

### Definition

#### Definition by the Brundtland Commission:

*“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. (WCED 1987)*

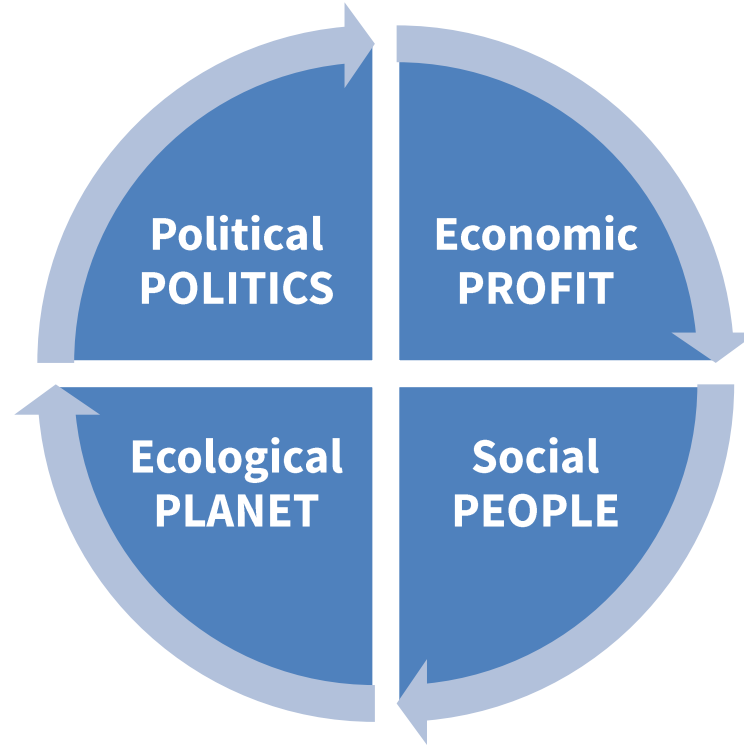
#### Core elements:

**Intra- and intergenerational justice**

**Global orientation**

**Anthropocentric approach**

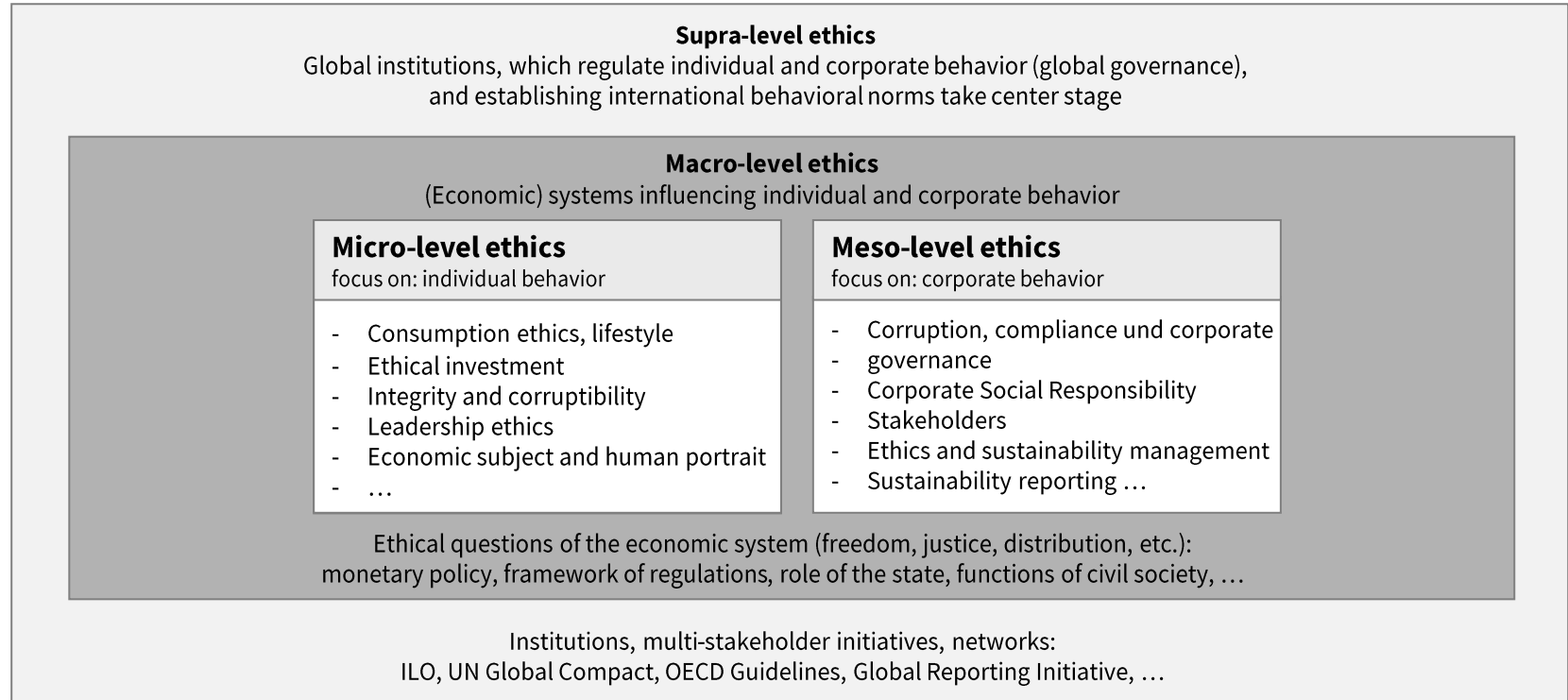
### Sustainability: A multidimensional concept



## 2.2 Sustainable Development



### Importance of thinking on multiple levels



## 2.2 Sustainable Development

### REDUCING ENVIRONMENTAL IMPACT BY

By 2030 our goal is to halve the environmental footprint of the

#### Cleaning & Soap Tablets

Fill your Forever Bottle with water, drop in your cleaning or soap tablet, and start cleaning in minutes, no shaking or stirring required!

**BLUELAND**



Fig 1. Refill Tablets

Our tablets are 30+ times smaller than the average cleaner.



Fig 2. Forever Bottles

Our reusable Tritan and glass Forever Bottles are BPA and antimony free.



Fig 3. How It Works

Fill your Forever Bottle with warm to hot water, drop in a tablet, and start cleaning.



### REDUCING ENVIRONMENTAL IMPACT BY HALF

By 2030 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.

Contributing to the following SDGs:



#### WASTE

Our products: Halve the waste associated with the disposal of our products by 2020.

**-34%<sup>+</sup>**  
our waste impact per consumer use has reduced by around 34% since 2010.

Our manufacturing: By 2020 total waste sent for disposal will be at or below 2008 levels despite significantly higher volumes.

**-96%<sup>+</sup>**  
reduction in total waste per tonne of production since 2008.



Reduce waste from manufacturing:

- Zero non-hazardous waste to landfill
- Reusable, recyclable or compostable plastic packaging
- Reduce packaging

Recycle packaging:

- Increase recycling and recovery rates
- Increase recycled content
- Tackle sachet waste
- Eliminate PVC

Reduce office waste:

- Recycle, reuse, recover
- Reduce paper consumption
- Eliminate paper in processes



# DON'T BUY THIS JACKET



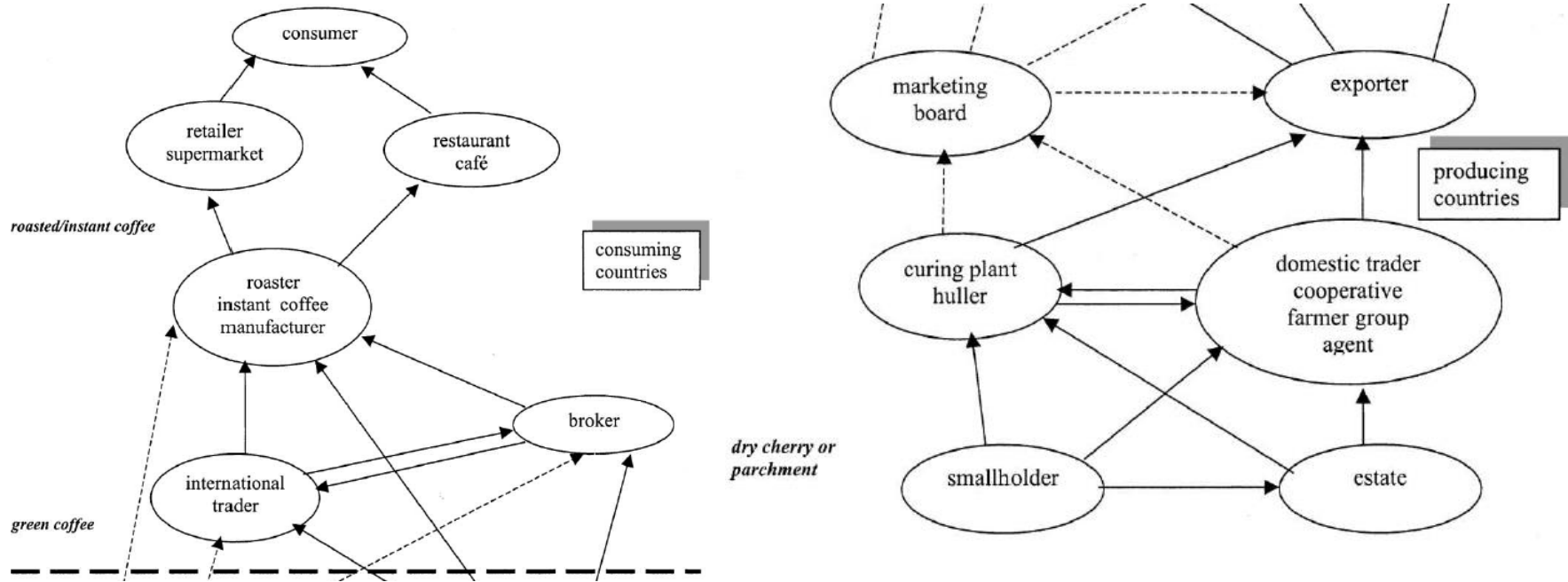


### The case of quijotekaffee - Overview

- Coffee roaster specialized on high quality organic roasts
- Direct relations to coffee farmers (cooperatives)
- Transparency about sourcing, calculation and roasting process
- Guaranteed minimum price for coffee farmers (double amount of fair trade price)
- Democratic internal decision-making (unanimity as decision rule of assembly for core business decisions)
- Absolute limits on sales:
  - Max. payout of average wage of Hamburg for all members
  - Annual cap on tonnes of roasted coffee
  - No pay-out of profits, need to be reinvested in the company

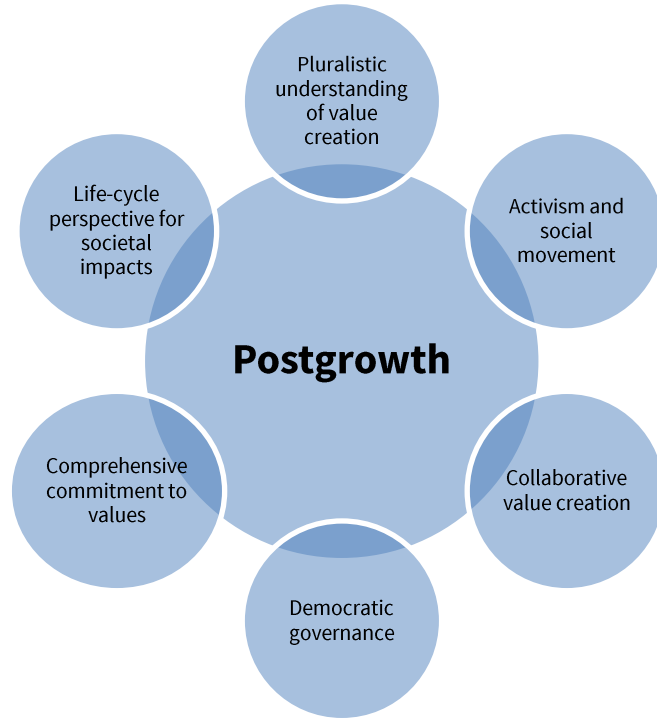


### The conventional coffee value chain



Source: Ponte (2002): The 'Latte Revolution'? Regulation, Markets and Consumption in the Global Coffee Chain, p. 1102.

### Characteristics of the De-/Postgrowth Paradigm



- **Pluralistic understanding of value creation:** value creation beyond priority of financial dimension
- **Activism and social movement:** inspirational attitude, outreach, focus on solving relevant societal problems
- **Collaborative value creation:** openness, transparency and trust
- **Democratic governance:** participative management structure with strong focus on equality and autonomy
- **Comprehensive commitment to values:** Authentic, values-driven approach in both business and private life
- **Life-cycle perspective for societal impacts:** aiming for minimizing negative societal impacts of business activities

Source: Own depiction, based on Khmara & Kronenberg (2018): Degrowth in business: An oxymoron or a viable business model for sustainability?.