

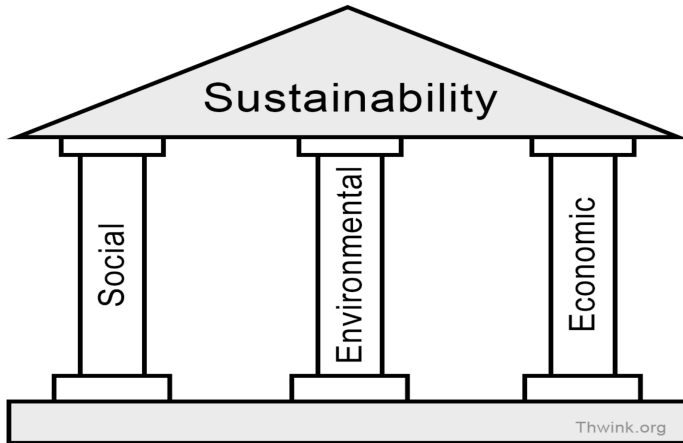
# Lecture 2: Sustainable Leadership Principles (with Examples)

Understanding and Applying Sustainable Development in the Real World

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# 1: Recap from last week



- New jobs
- New research
- Waste understanding
- Food behavior
- Reduced landfill
- Close loop on fertilizer
- Less transport
- Reduced fees
- Free fertilizer
- Generation of research and student

## 2: Overview for this week

- Refresh knowledge of SDGs and the three pillars of sustainability
- Understand the triple bottom line concept
- Explore key sustainability principles
- Real-world examples of sustainable leadership principles

### 3: Sustainable Development Goals (SDGs)



Figure 1: 17 SDG Goals

“United Nations Sustainable Development Goals, adopted in 2015”

## 4: Three Pillars of Sustainability

- Title: “The Three Pillars of Sustainability”
- Venn Diagram: Venn diagram with three overlapping circles
  - Environmental Sustainability
  - Social Sustainability
  - Economic Sustainability



Figure 2: Venn Diagram of Sustainability

## 5: From Pillars to Triple Bottom Line

- Title: “Evolving Concepts: Pillars to Triple Bottom Line”
- Three Pillars → Triple Bottom Line
  - Social → People
  - Environmental → Planet
  - Economic → Profit

## 6: The Triple Bottom Line

- Brief explanation of each component:
  - People: An organization's commitment to positively impacting society
  - Planet: An organization's effect on the environment
  - Profit: The financial return an organization generates for shareholders
- **Interconnectedness and balance**

## 7: Patagonia's Triple Bottom Line Approach, a Case Study





## 8: Patagonia's Triple Bottom Line Approach

### ① People (Social)

- Fair Labor Practices: Ensures fair wages and safe working conditions
- Activism: Supports environmental causes and encourages civic engagement

### ② Planet (Environmental)

- Sustainable Materials: Uses recycled and organic materials
- Repair and Reuse: “Worn Wear” program to extend product life

### ③ Profit (Economic)

- Sustainable Business Model: Premium pricing for quality, durable products
- Long-term Growth: Brand loyalty through commitment to values

**Prioritizing people and planet can lead to long-term profitability and brand strength.**

## 7: Unilever Overview

- Multinational consumer goods company
- Launched the Sustainable Living Plan in 2010
- Goal: Double the business while halving environmental footprint

## 8: Unilever's Triple Bottom Line Approach

### ① People (Social)

- Enhancing Livelihoods: Reached 2.34 million smallholder farmers through initiatives
- Improving Health and Well-being: Helped 1.3 billion people improve health and hygiene

### ② Planet (Environmental)

- Sustainable Sourcing: 62% of agricultural raw materials sustainably sourced
- Waste Reduction: Achieved zero non-hazardous waste to landfill across global factory network

### ③ Profit (Economic)

- Sustainable Living Brands: Grew 69% faster than the rest of the business
- Cost Savings: €1 billion saved through eco-efficiency measures in factories since 2008

## 9: Unilever's Impact

- Key Achievements:
  - Reduced CO2 emissions by 52% per tonne of production since 2008
  - 56% of agricultural raw materials sustainably sourced
  - 1.85 million women enabled to access initiatives aiming to promote their safety
- Challenges:
  - Plastic packaging remains an issue
  - Balancing growth with absolute reduction in environmental impact

## 10: Key Takeaways

- Successful implementation of triple bottom line requires long-term commitment
- Integration of sustainability into core business strategy is crucial
- Transparency and measurable goals are important for accountability
- Challenges remain, particularly in achieving absolute reductions while growing business

# Section 1

## Going further into Principles

# 11: Key Sustainability Principles

- Precautionary Principle
- Intergenerational Equity
- **Systems Thinking**: Interconnected Everything
- Circular Economy: *Cradle-to-Cradle*
- Stakeholder Engagement