



turning point
management solutions

Sustainable Development

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Structure of this Session:

Part 1: Businesses Need To Be Circular

Part 2: The Sustainable Development Goals (SDGs) Set The agenda for Our Sustainability

Part 3: The Dynamics At The Bottom of the Economic Pyramid Defines Our Sustainability Agenda.

Part 4: The Sustainable Value Framework Provides Us The Window Into Future

Part 5: Revisiting The Basics

Averment: Some of the content is sourced from standard globally accepted resources and Neither the Speaker nor Turning Point claims ownership of these theories. They are only attempting to interpret them to our context.

PART 1 – Businesses Need To Be Circular

Entrepreneurship

1. Is the ability to recognize information about opportunities (burden, threats)
2. Exploitation (endurance) of opportunities (threats) or situations that require a
 - recombination of resources to generate profit (sustain loss)
3. taking on risk (imponderable) is a necessity.
4. the entrepreneurial process requires the organization (Management) of
 - people (unsustainable, depreciating) and
 - resources (finite, impactful, negatively impacting)

How Many Companies Survived Fifty Years?

What happened?

- could not counter Burdens/ threats?
- could not endure bad times?
- succumbed to risk
- could not manage people?
- could not manage resources?



In Other Words....

..... What are the **circumstances** under which entrepreneurship becomes Sustainable?

.....Let us Explore over the next 30 minutes

So we need to survive as ongoing businesses

Business Survival means

Generating healthy surplus Year on Year as a Going Concern.

So for our business survival



- We are required to **manage circumstances in a comprehensive manner**

In other words

we have to be ‘sustainable’

What is Sustainability?

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".

It contains two key concepts:


- a. the concept of "needs", in particular the **essential needs of the world's poor**, to which overriding priority should be given; and
- b. the idea of **limitations imposed by the state of technology** and social organization on the environment's ability to meet present and future needs."





Linear Economy is no longer relevant

- 'take, make, dispose' model of production is unviable.



The Circular Economy in the Present is Viable

- Reuse
- Recycle
- Re- Manufacture
- Repair
- Refurbish
- Minimise Resources
- Minimise Wastes – By- Products
- Minimise Emissions

The future of business is circular, and there's no room for waste in it.

To Meet The Challenges of The Circular Economy - Conservation

a. We change our perspectives towards the natural resources that Nature endowed us with

- Land
- Water
- Air

b. We look at all our wastes as 'By Products'

c. We learn to share and collaborate on resources-

- Eco Industrial Parks
- Clean Energy
- Water

d. We inventorise our net impact on the environment

e. We develop a 'cradle to grave' approach on all our products and by products

To Meet The
Challenges
of The
Circular
Economy –
Stewardship

Process Stewardship

Product Stewardship

Supply Chain
Stewardship


Are the MNCs and We looking at the same Circles to build Circularity?

Not really ! – Circularity begins with the point of origins of
Financial Resources
Intellectual Property Ownership

We are viewing different circles!

We see only local circles – Big Organisations see larger circles

But in larger circles - why are wastes debated only in our circles?



Before we
move
further.....

Check Question:

If I Build Circularity in My Industry then will my Business Survive?

- How many organisations were closed because of environmental reasons?
- How many organisations wound up because of other reasons
- How many organisations with valid NOCs from Pollution Control Board wound up for other reasons

Part 2-

The Sustainable Development Goals Set The Agenda For Our Sustainability

The 17 Sustainable Development Goals of the United Nations for Year 2030



Targets for SDGs



There are 169 targets for the 17 goals.



Each target has between 1 and 3 indicators used to measure progress toward reaching the targets.



In total, there are 232 approved indicators that will measure compliance.



SDGs are not
only for
Governments

They also empower

citizens

entrepreneurs

leaders

employees and

activists

SDG 1: No Poverty

- Economic growth must be inclusive to provide sustainable jobs and promote equality
- End poverty in all its forms everywhere."

SDG 2: Zero Hunger

- The food and agriculture sector offers key solutions for development, and is central for hunger and poverty eradication.
- "[End hunger](#), achieve [food security](#) and improved nutrition, and promote [sustainable agriculture](#)".

SDG 3: Good Health & Well Being

- Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development.
- "Ensure healthy lives and promote well-being for all at all ages."

SDG 4: Quality Education

- Obtaining a quality education is the foundation to improving people's lives and sustainable development.

SDG 5: Gender Equality

- Empower Women & Girls
- Call out sexist Behaviour and Language.

SDG 6: Clean Water & Sanitation

- Clean, accessible water for all is an essential part of the world we want to live in.

SDG 7: Affordable & Clean Energy

- Energy is central to nearly every major challenge and opportunity.

SDG 8: Decent Work & Economic Growth

- Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.

SDG 9: Industry, Innovation & Infrastructure

- Investments in infrastructure are crucial to achieving sustainable development.

SDG 10: Reduced Inequalities

- To reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations.

SDG 11: Sustainable Cities & Communities

- There needs to be a future in which cities provide opportunities for all, with access to basic services, energy, housing, transportation and more.

SDG 12: Responsible Production & Consumption

- Conserve resources
- Minimise waste in Operations

SDG 13: Climate Action

- Climate change is a global challenge that affects everyone, everywhere.

SDG 14: Life Below Water

- Careful management of this essential global resource is a key feature of a sustainable future.

SDG 15: Life on Land

- Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

**SDG 16:
Peace, Justice
& Strong
Institutions**

- Access to justice for all, and building effective, accountable institutions at all levels.

**SDG 17:
Partnerships**

- Revitalize the global partnership for sustainable development.

Do the SDGs Address Environmental Concerns- Green Agenda – Inter connectedness

- Through

SDG 6Clean Water & Sanitation

SDG 7..... Affordable & Clean Energy

SDG 9..... Innovation, Infrastructure

SDG 11...Sustainable Cities & Communities

SDG 12.. Responsible Production & Consumption

SDG 13.. Climate Action

SDG 14.. Life Below Water

SDG 15.. Life Above Land

The SDGs provide the Social Agenda of the Organisation

SDG 1: No Poverty

SDG 2: Zero Hunger

SDG 3: Good Health & Well Being

SDG 4: Quality Education

SDG 6: Clean Water & Sanitation

SDG 10: Reduced Inequalities

SDG 11: Sustainable Cities & Communities

SDG 14: Life Below Water

SDG 15: Life on Land

SDG 17: Partnerships





Let us Pause At This Juncture and Introspect

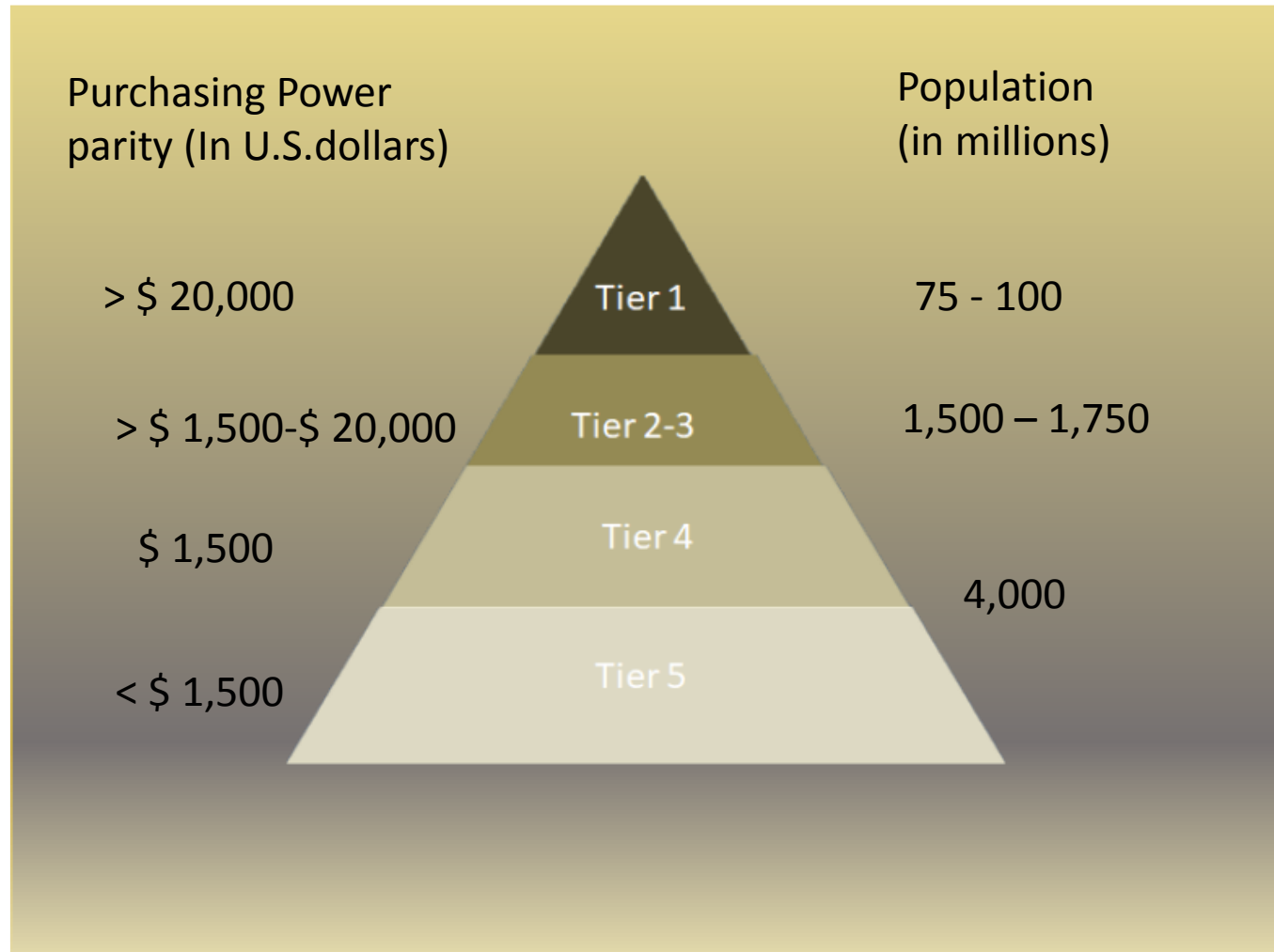
Check Question:

- **Will our 'Businesses Survive' beyond 50 years if we interpret the SDGs in our context?**
- **The answer is perhaps NO**
- **Because – The SDGs are framed to ensure Sustainable Communities, Nations and Earth.**
- **But – The influencers for the sustainability of my Organisation are not on the SDGs agenda.**

Part 3:

The Dynamics At The
Bottom of the Economic
Pyramid Defines Our
Sustainability Agenda.

The Next Inspiration- The Economic Pyramid



The World at the Bottom of the Pyramid



There is money at the Bottom of the Pyramid



Access to the BOP Markets is very difficult



BOP Markets are Brand conscious



BOP Market is well connected



BOP consumers accept advanced technology readily

The World at The Bottom of The Pyramid



Multinational Companies are influencing buying behaviour of the poor



Information is reaching the poor – but only about products that they cannot afford



The BOP represents a 'latent market'



If MNCs approach the BOP with the consumers at their heart, it can lead to significant profits for them



The landscape of the BOP market is thus going to change

The World at The Bottom of The Pyramid(contd.)



Today, Local Village and Town Monopolies controlled by the 'Local Slum Lords' can transform the poor into consumers.



The Outcome of the Engagement

- Poverty Alleviation will become a business development task shared among the large private sector firms and local BOP Entrepreneurs

What is available at the Bottom of the Pyramid Today

- Most product concepts are direct adoption from western markets
- In most cases, the **feature- function set** is inappropriate

Maybe small unit packages, low margin products, high volume and high Return on Capital Employed(ROCE) are being solicited

May require

- Scalable and transportable products



Now.....

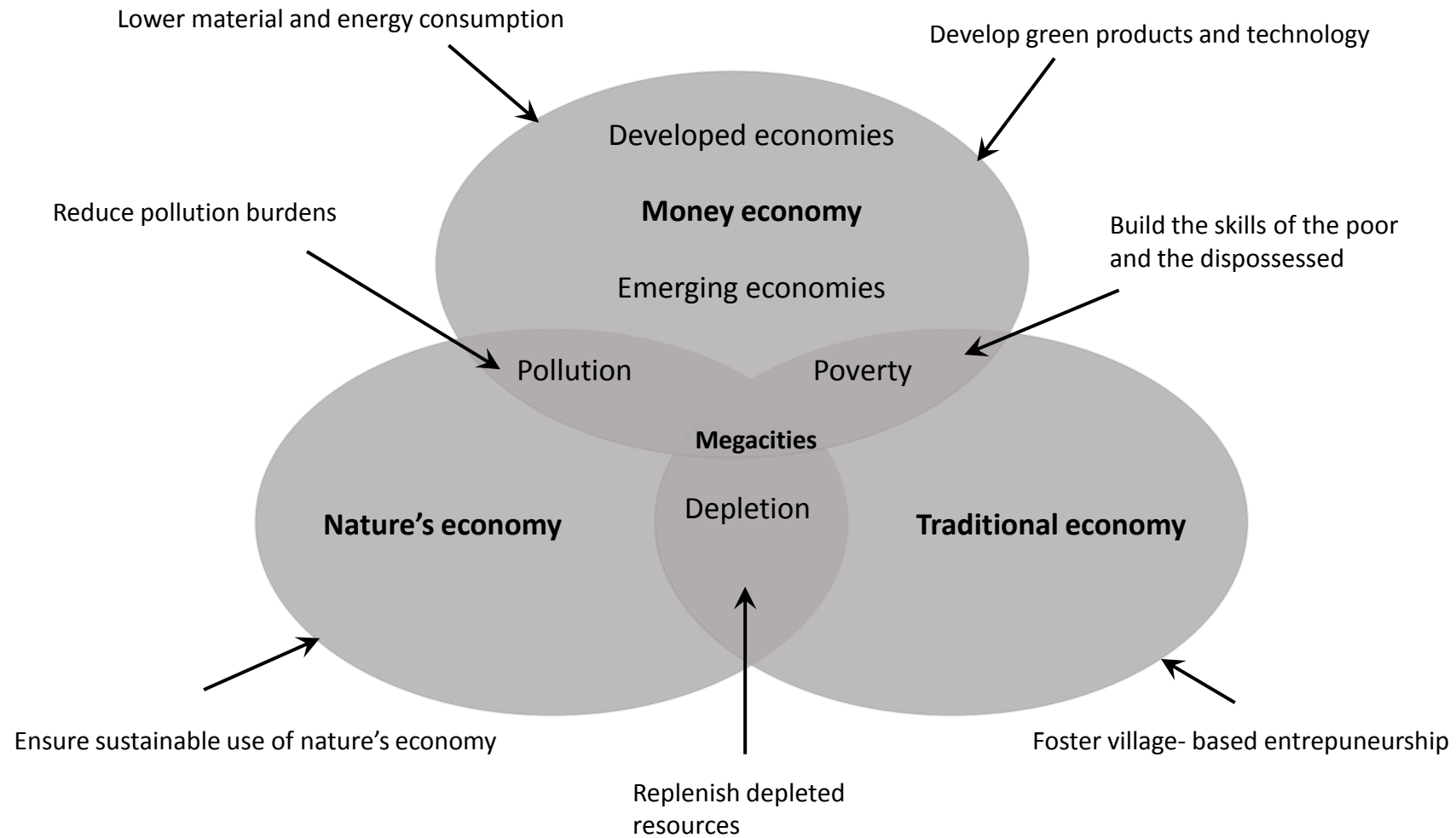
- Check Question:

Are our current Businesses at the Bottom of the Pyramid?

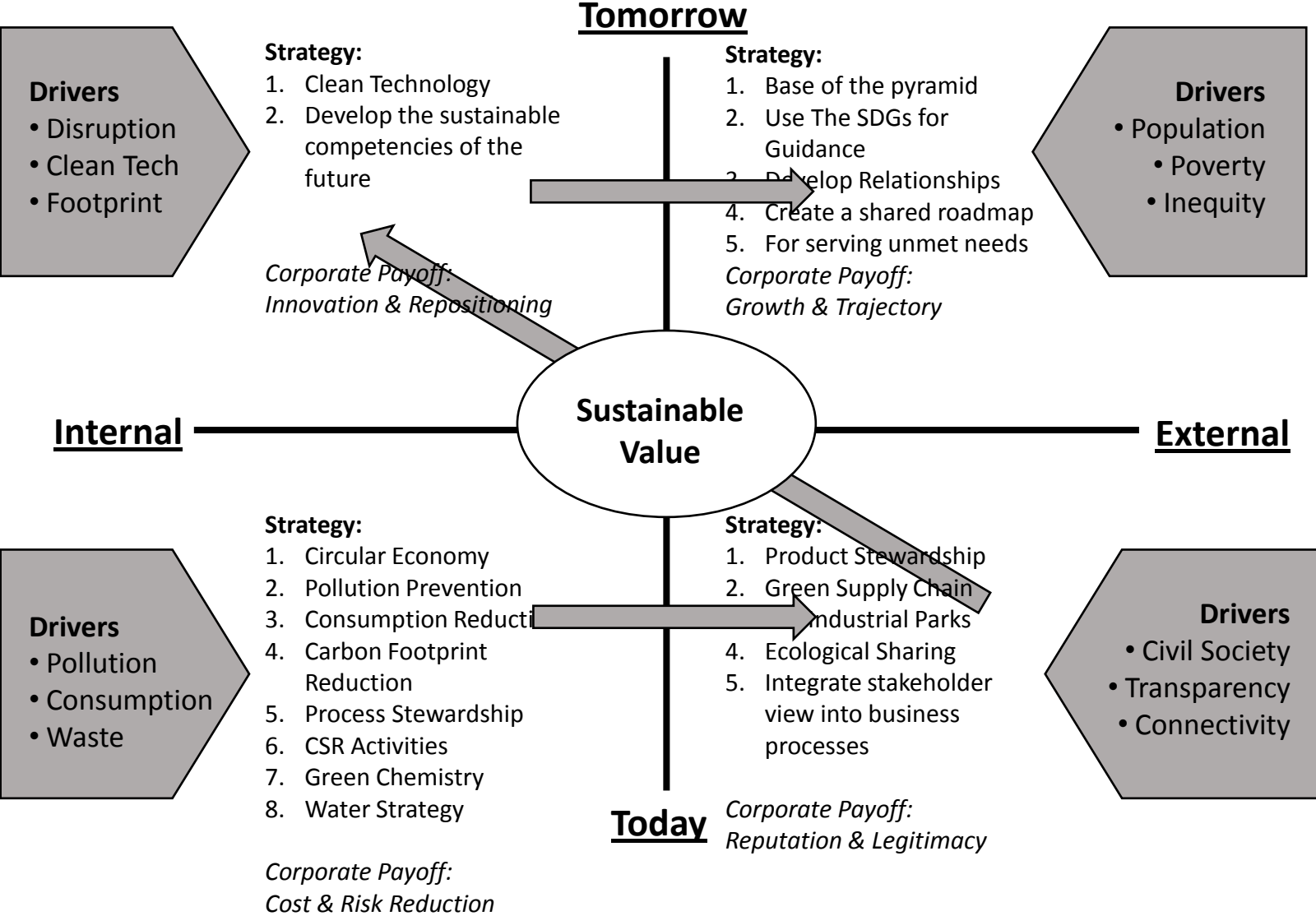
Ans: NO

**Part 4:
The Sustainable Value
Framework Provides
Us The Window Into
Future**

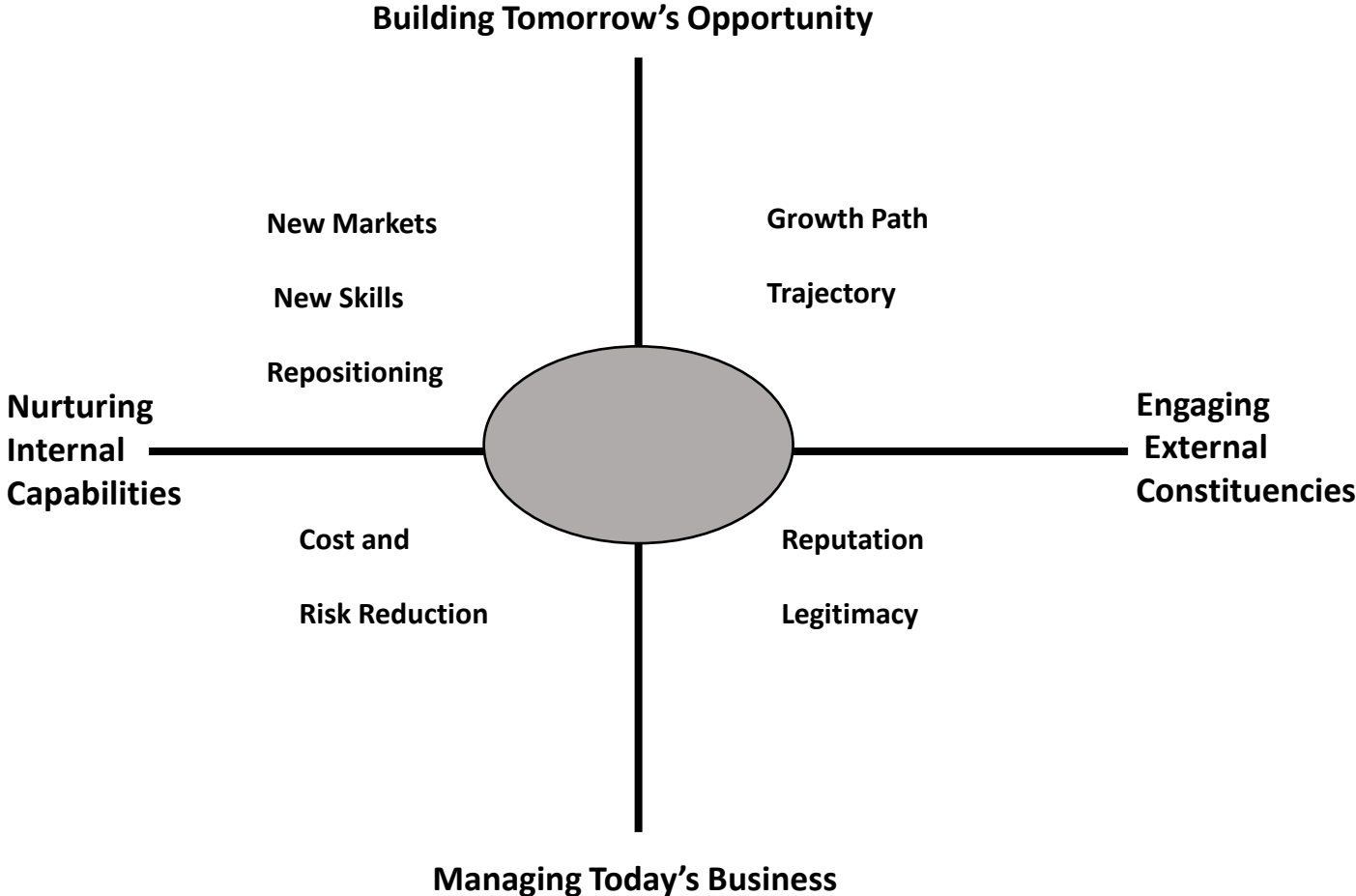
Worlds in Collision: The Business Opportunity



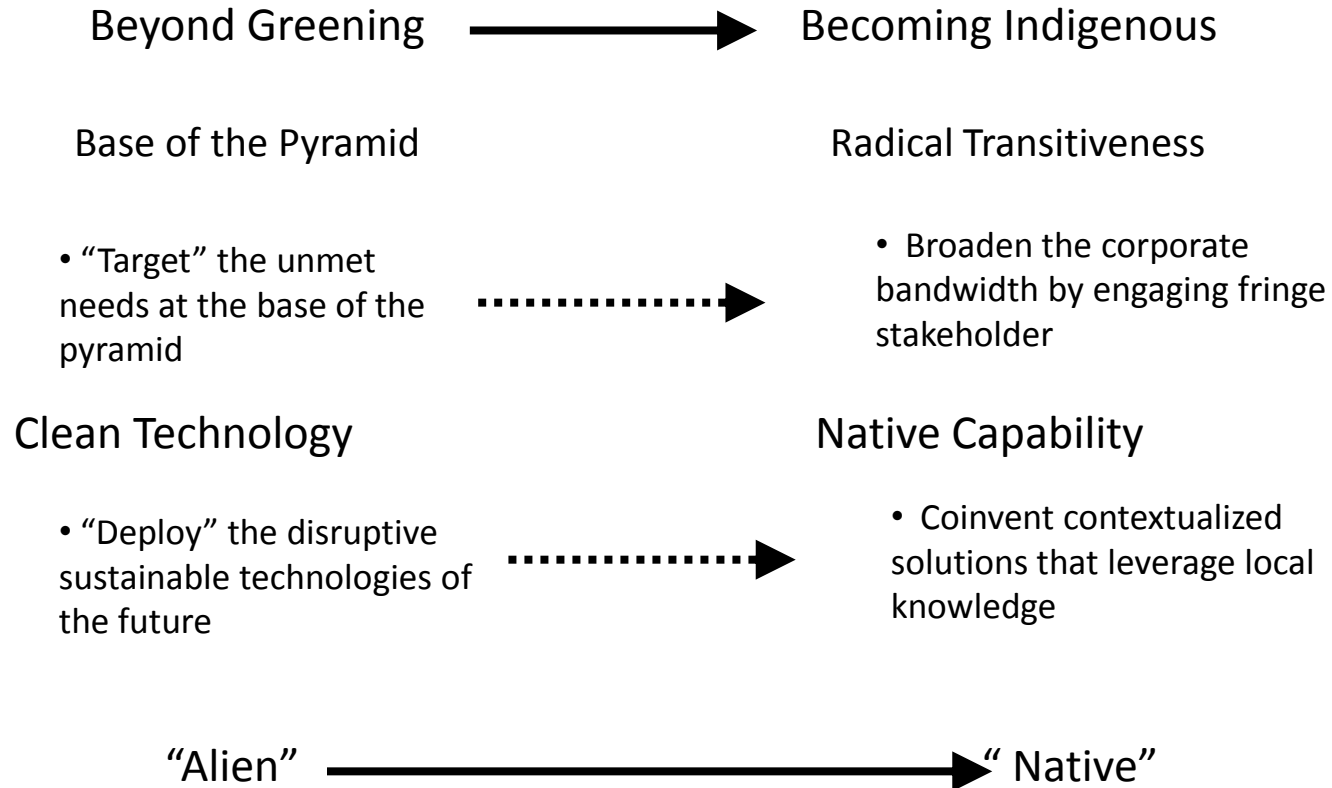
The Sustainable Value Framework



Shareholder Value Model



Indigenous Enterprise: The Next Sustainability Challenge





Now.....

- Check Question:

Will Our Sustainability be ensured through the Sustainability Value Framework?

Answer: YES

Then How Do We Strategise?

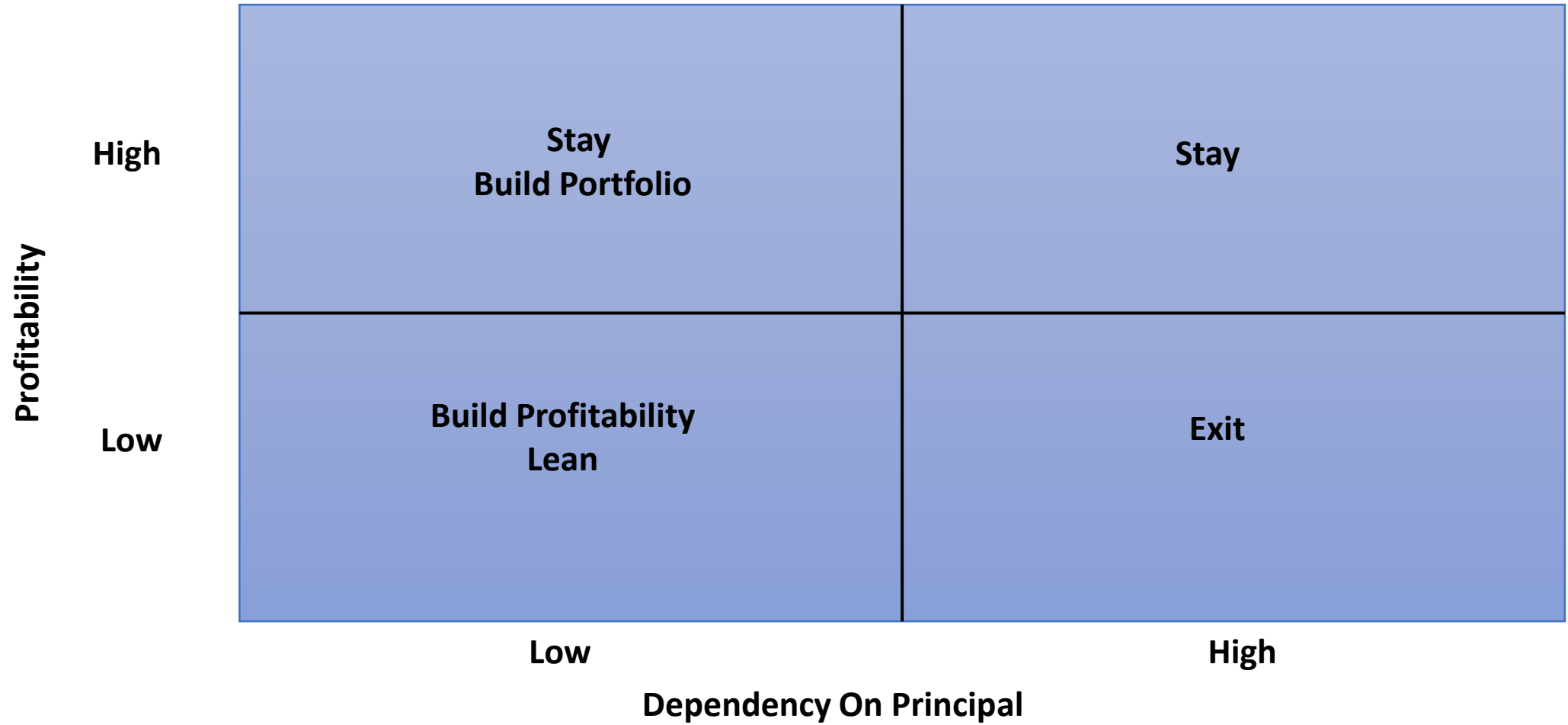
Part 5: Revisiting The Basics

Circularity Matrix

Scope For Circularity	High	Plan Transition	Build Strong Portfolio
	Low	Divest	Plan Transition
		Low	High

Today's Profitability

Dependency Matrix



Identifying Potential Products for My Business At the Bottom of The Pyramid



Visit The SDGs



Shortlist SDGs that are likely to be relevant to your business and your interests

DEFINE YOUR OWN SDGs



DEFINE YOUR OWN ECONOMIC PYRAMID

Develop Partnerships.



Build new products.

CAPITAL STEWARDSHIP

Develop Partnerships(SDG 17)

- Partnerships with Social Enterprises
- Partnerships to organise Key Strengths
- Partnerships for Local Supply Chains
- Partnerships for Enterprise
- **Partnerships for Finance**
- Partnerships for Medium Scale NOT Small Scale
- Partnerships for a Product – Not an ancillary

Compete in The Market Place

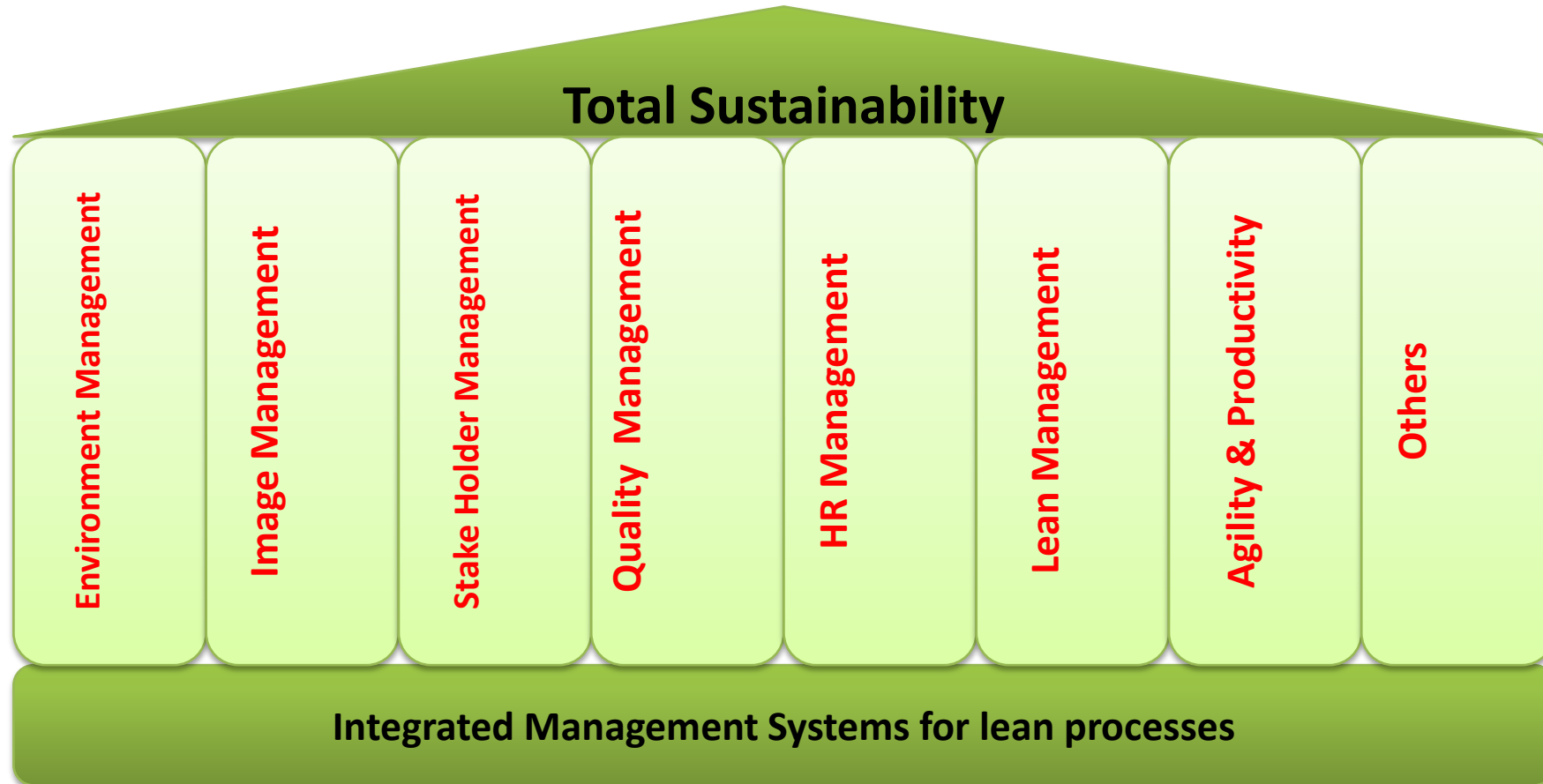


Have a Private Label



You know your terrain better
than others

Turning Point Builds Customised House of Total Sustainability



Turning Point – offers expertise on

- Integrated Supply Chain Management
- Driven by Lean Philosophy and Tools
- With Embedment of Sustainability.



Thank You
