



ACTIVATING SUSTAINABILITY IN NB

Stimulating Bright Ideas:
Exploring the skills needed for entrepreneurship rooted
in sustainability

SEA Conference

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Conscious Brands

Purpose:

Activating Sustainability

Mission:

To help 1,000 brands transition into or further thrive in the new economy by 2020.



Guiding Principles

“How you do *anything* is how you do *everything*” and,

“If you want to go fast go *alone* – if you want to go further go *together*”

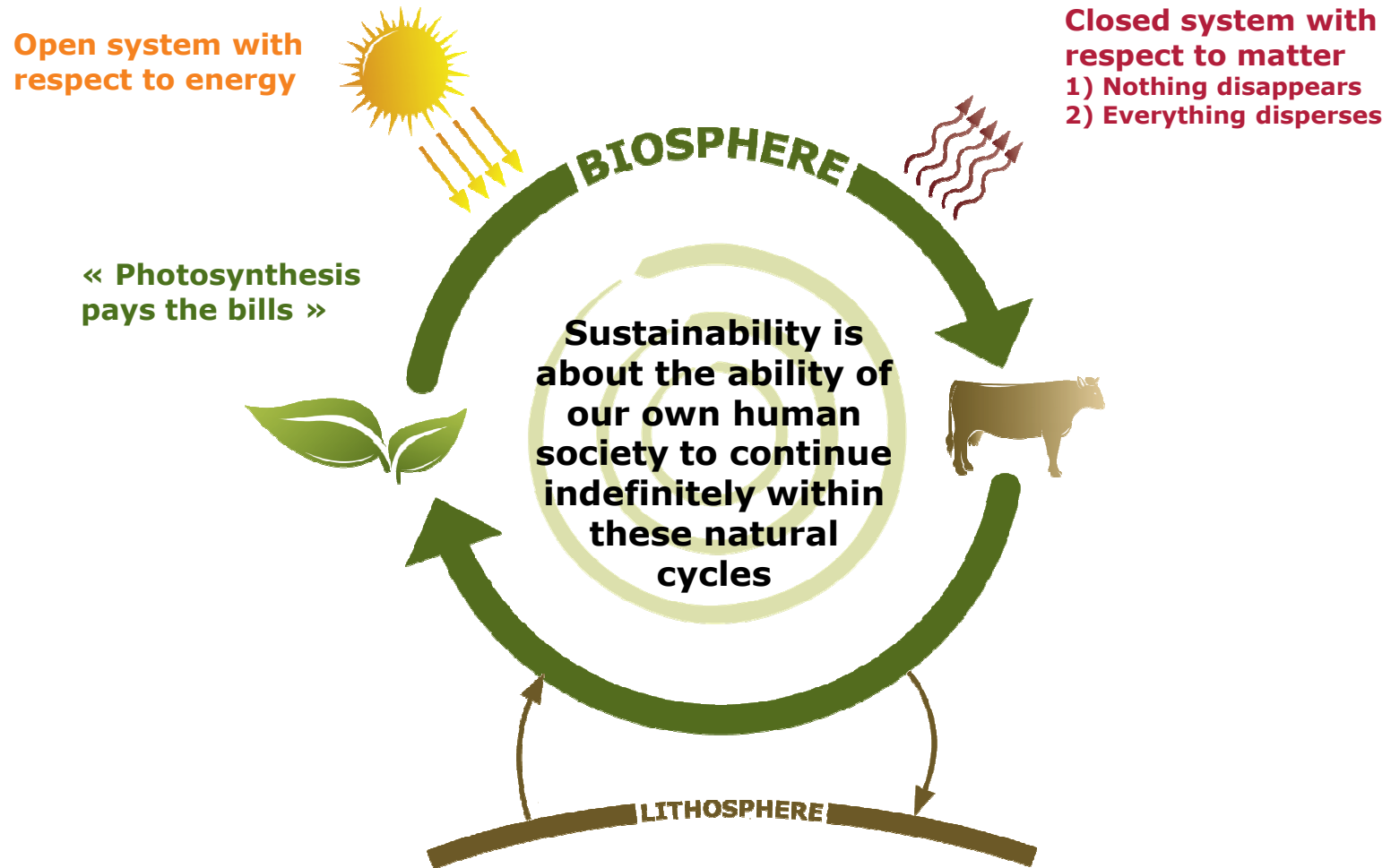


Sustainability?

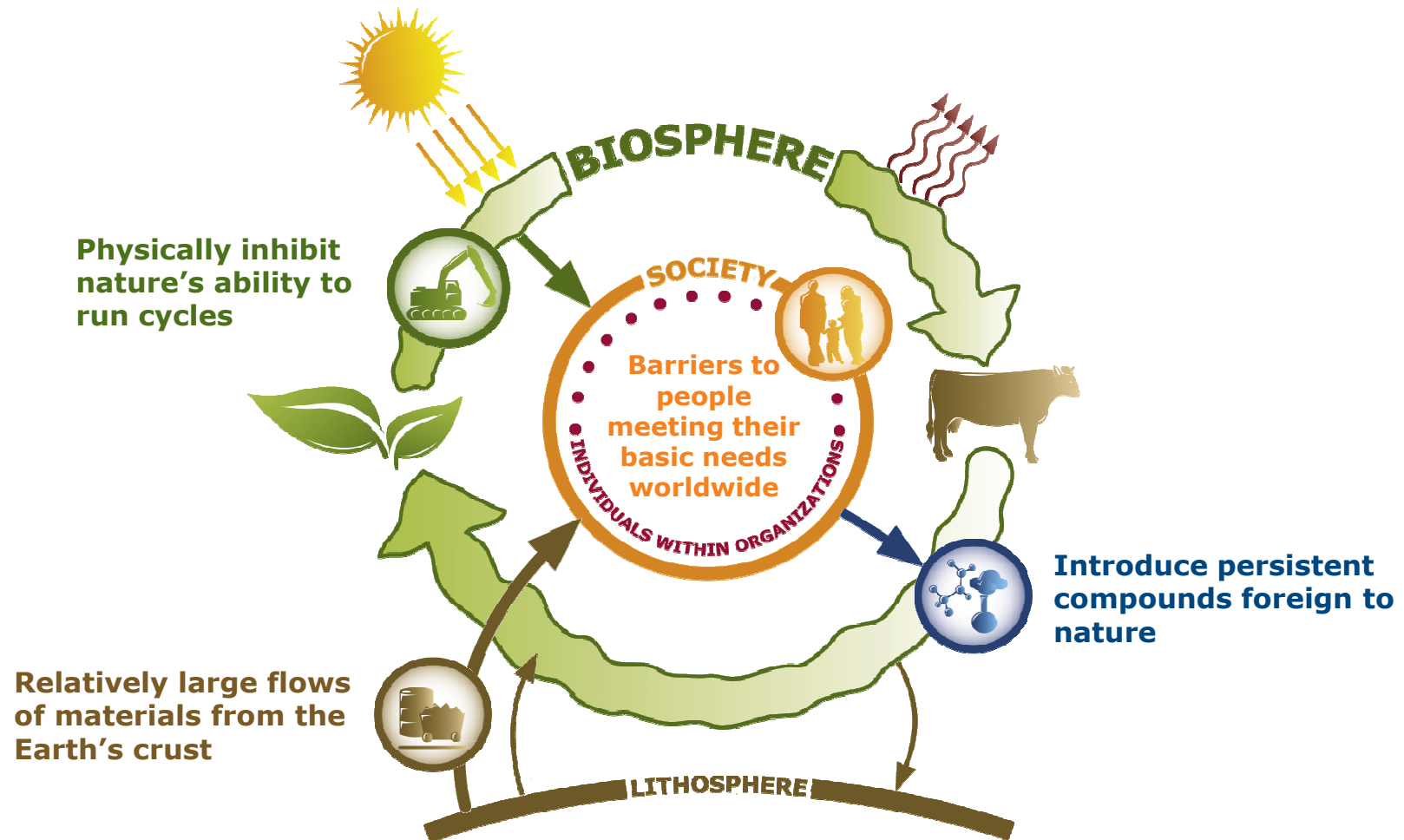
“Sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs”

– Brundtland Report (1987)

Cycles of nature




How we influence cycles





Entrepreneurship ?



Entrepreneurship = Process of developing business model from the ground up

Entrepreneur = The person that actually makes things happen is able to sift through the chaos and make it work.

Entrepreneurial = being the risk taker, driver, ambitious, goal oriented, wanting to create change

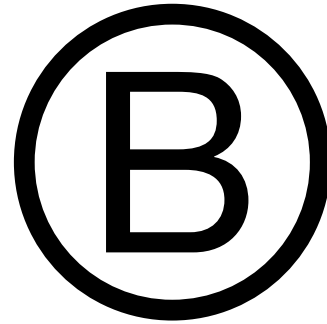
The New Economy

“What is good for the company? To What is our company good for?”

“It is more than just doing the wrong things righter, it is about transformational change.”

Göran Carstedt, Former VP Ikea & VP Volvo

Certified



Corporation™

20th Century

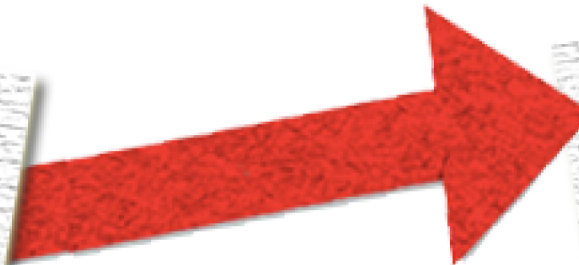
Shareholder Corporation

Maximizes
Shareholder
Value

21st Century

Stakeholder Corporation

Creates Social
AND
Shareholder Value



The New Economy

**CONSCIOUS
CAPITALISM®**



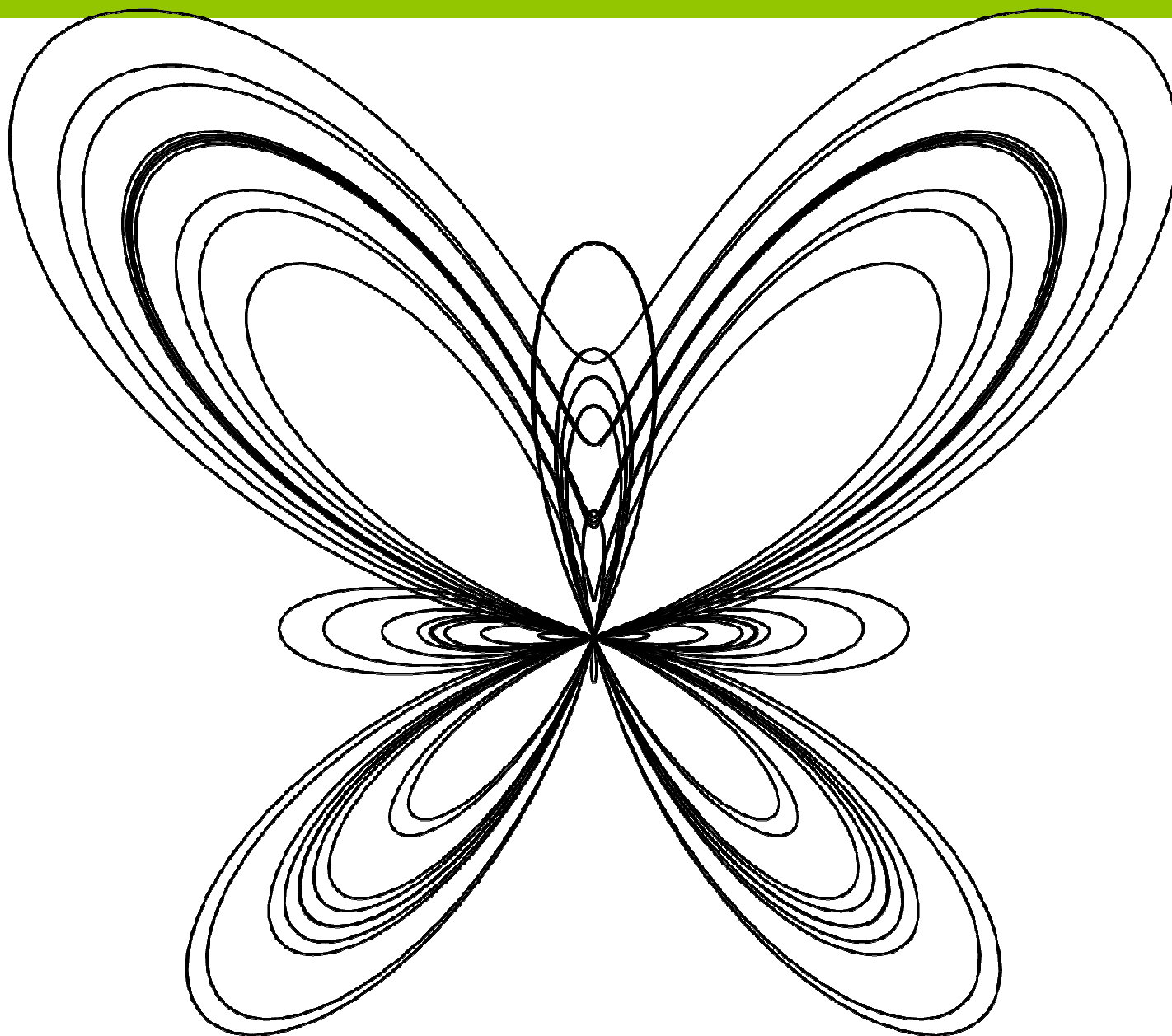
The New Economy

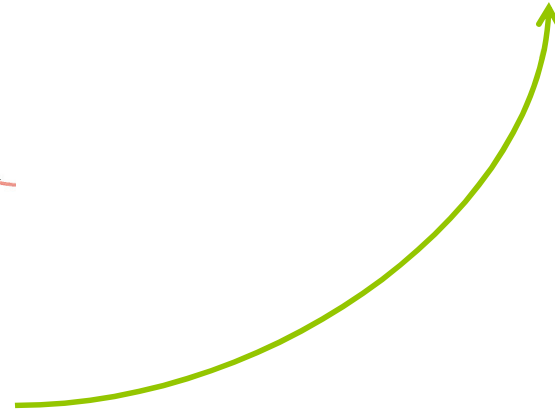
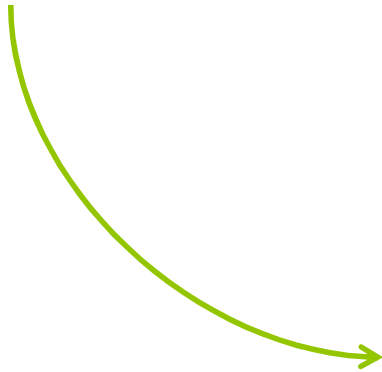


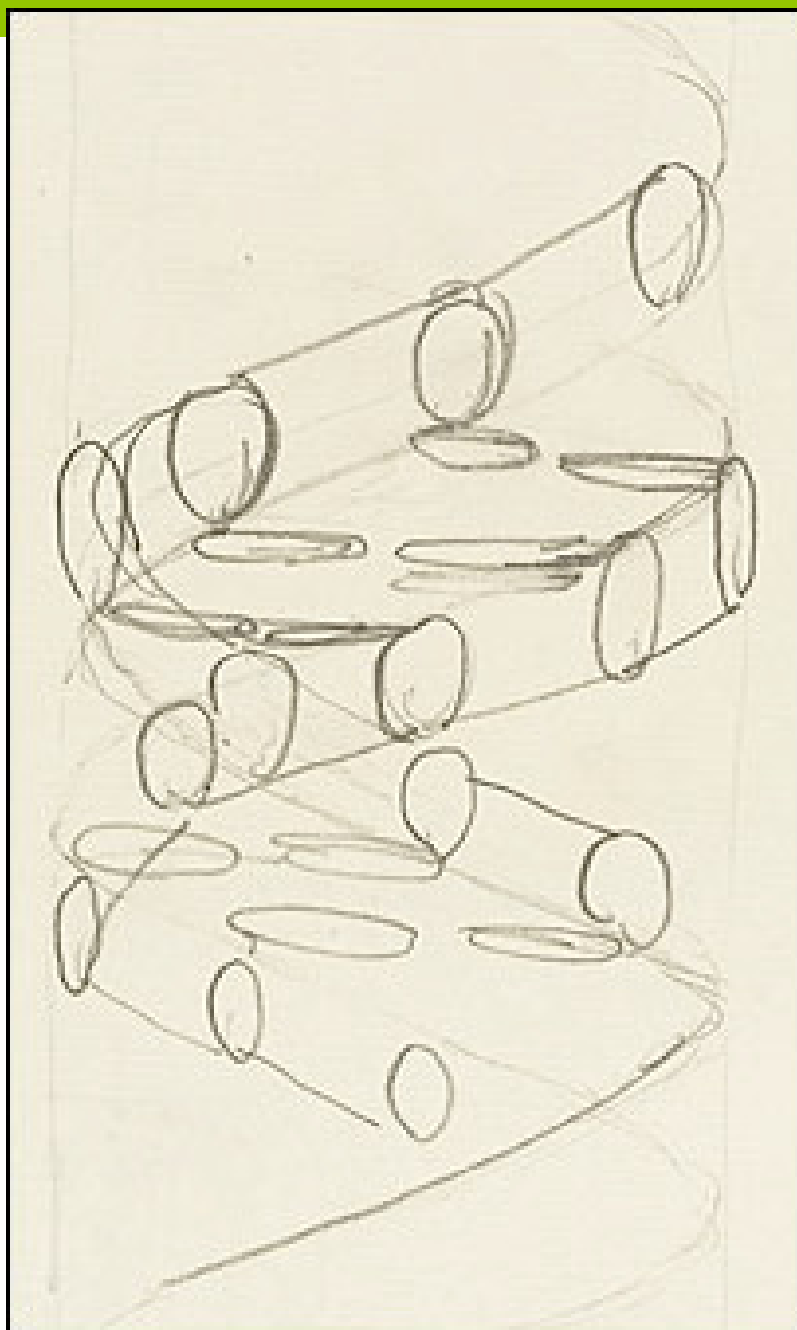
My car is a
CarShare
car.

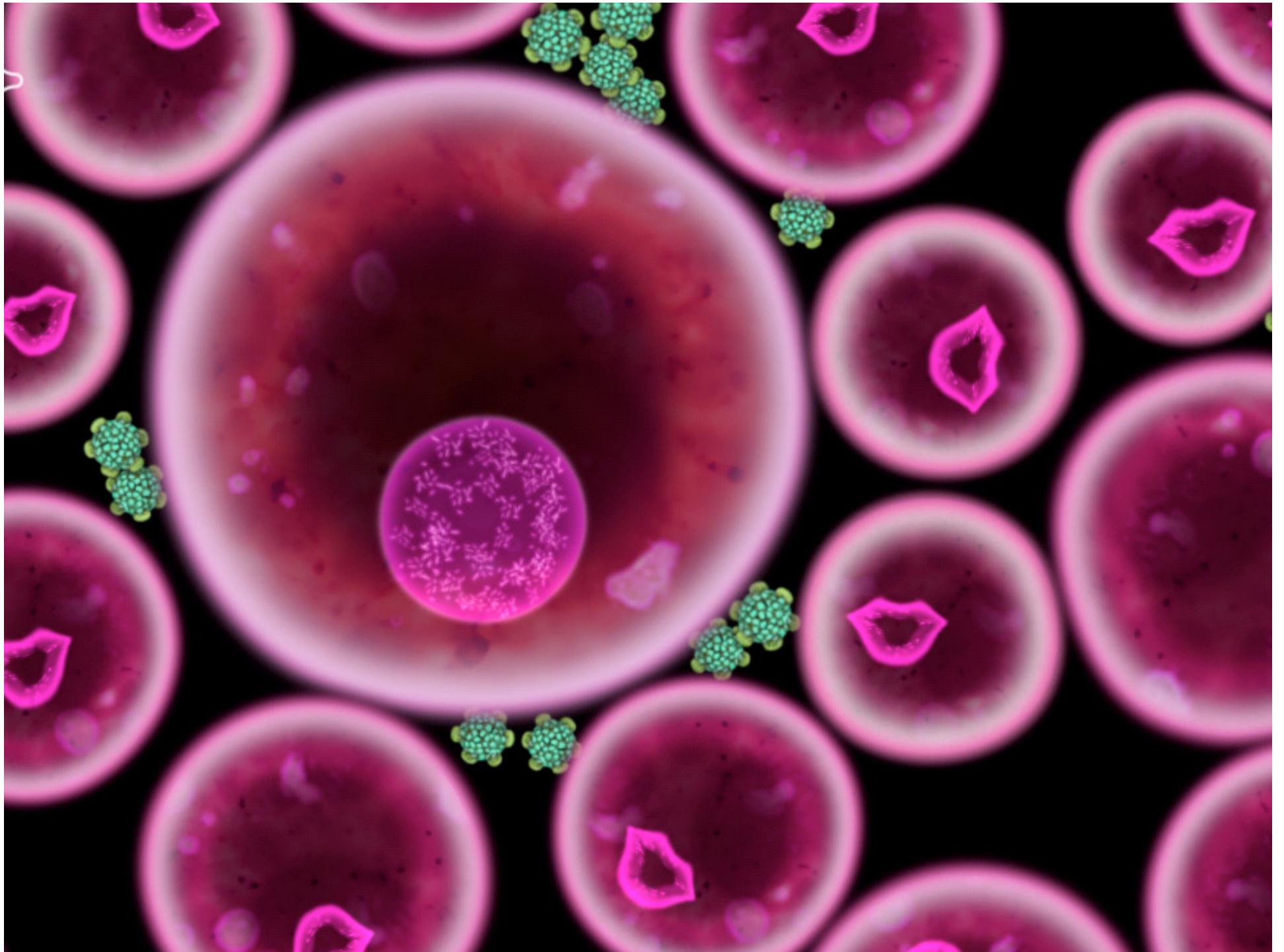




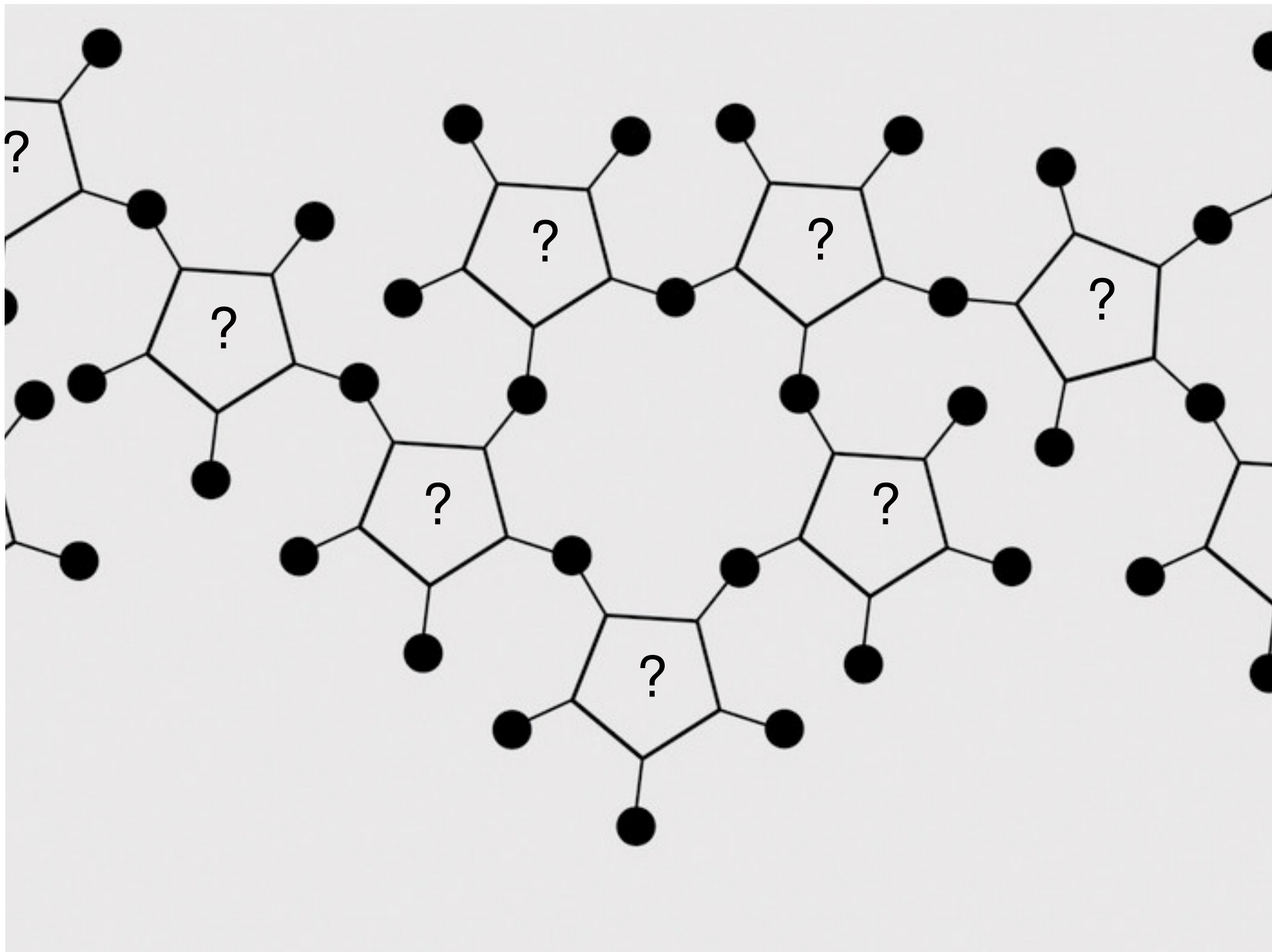














Activating Sustainability in NB





*Real Food.
Connections*



COMMUNITY
FORESTS
INTERNATIONAL



ongozaho

EnerGreen




WICKED IDEAS
CHANGE THE CONVERSATION.



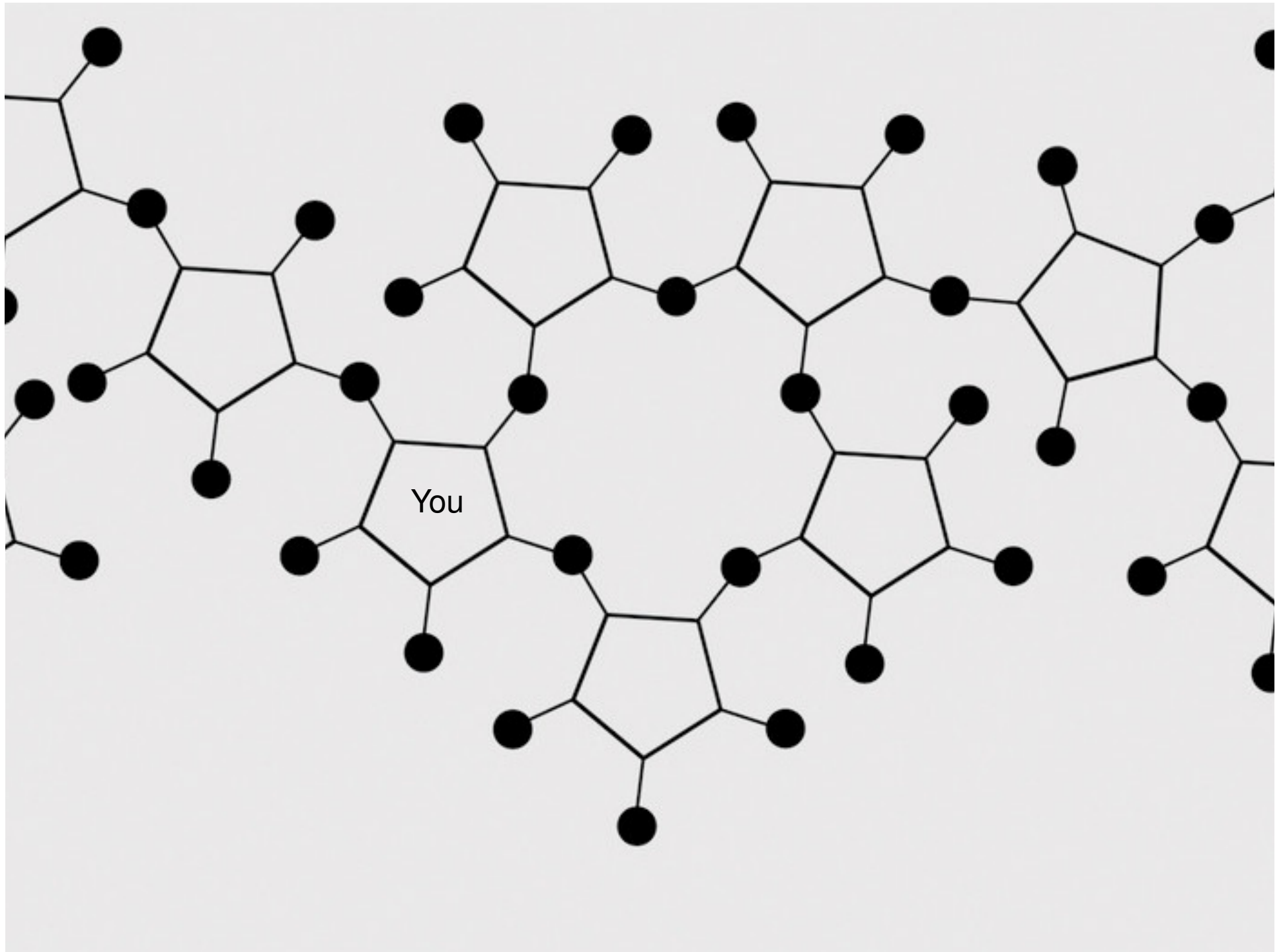
GROUPE
ASTER
GROUP

LaBikery



“The question of reaching sustainability is not about if we will have enough energy, food, or other resources... The question is: Will there be enough leaders in time?”

*Karl-Henrik Robèrt
Founder, The Natural Step*



Discussion

Quelles expériences avez-vous vécu qui ont déclenché votre intérêt pour l'entrepreneuriat enraciné dans la viabilité?

What experiences have you lived that have triggered your interest in entrepreneurship rooted in sustainability?

Discussion

Quelles sont les possibilités pour l'entrepreneuriat enraciné dans la viabilité au N.-B.?

What are the possibilities for entrepreneurship rooted in sustainability in NB?

Youth Entrepreneurship Challenge



Q & A



THANK YOU
