

# Natural Health Products NZ Summit 2019

*Circular economy –  
the opportunities it  
brings.*

***Rachel Brown***

***Founder & CEO –***

***Sustainable Business Network***





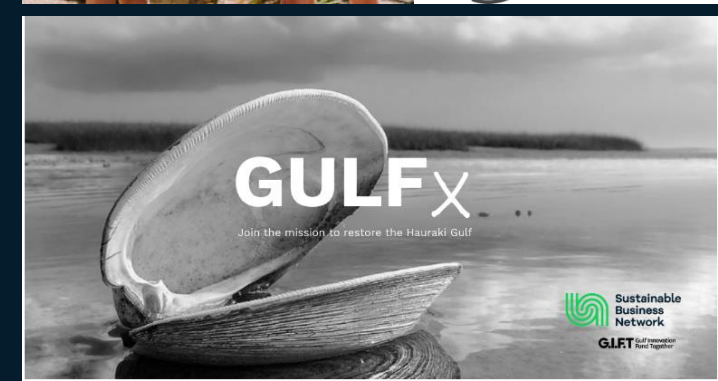
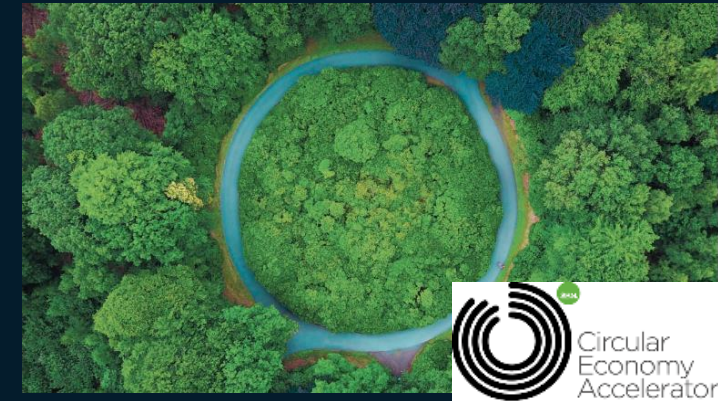
# Connect



# Inspire



# Act





# WHY WE DO WHAT WE DO?

**ECOLOGICAL  
LIMITS  
EXCEEDED**

**RESTORE  
ECOLOGICAL  
SYSTEMS**

**GROWING  
SOCIAL &  
INTER-GENERATIONAL  
TENSION/  
INEQUALITY**

**CREATE POSITIVE  
COMMUNITY  
BY BUSINESS**



**RUN A  
CIRCULAR,  
LOW  
CARBON  
ECONOMY**

**ECONOMIES NEED  
REDESIGNING TO MEET  
OUR NEEDS/  
SURVIVAL**



# Part 1.

## WHY?







**What's not working ?**



# The big trends for 9 Billion



**Inequality & growing to social tensions**

**Emerging & disruptive technologies**

**Transparency**

**Cyber crime**

**Consumer pressure on business**

**Investor & supplier pressure**



**Pollution (water, air & land)**

**Climate change & decarbonisation + renewable energy**

**Biodiversity loss & restoration focus**

**Resource scarcity leading to massive efficiency**

**Changing skills & future jobs**

# Institutional Trust at all time low for Government, media, business, NGOs

A black and white photograph of a large crowd of people at a protest. Many individuals are holding large Union Jack flags. Several signs are visible, including one that says 'BREXIT NOW!' and another that says 'We want our country back Vote to Leave'. The scene is set outdoors with trees and buildings in the background.

## Trust in Crisis

The 17<sup>th</sup> Edelman Trust Barometer Annual  
Global Study for 2017



**Without trust there is no faith  
that leaders will do the right thing ...**



# **The System Is Broken**

The 17<sup>th</sup> Edelman Trust Barometer Annual  
Global Study for 2017



# The Good News!

## Business build trust & lead



Give to  
**'Charity'**

Corporate  
Social  
Responsibility  
**"CSR"**

Market  
responses,  
**Efficient**

**Purpose  
Business**  
"Social  
Enterprise"

**Shaping the  
Future**  
"system re-  
thinkers"



# Part 2.

## HOW?

***‘Prosperity that is  
restorative and  
regenerative by design’***

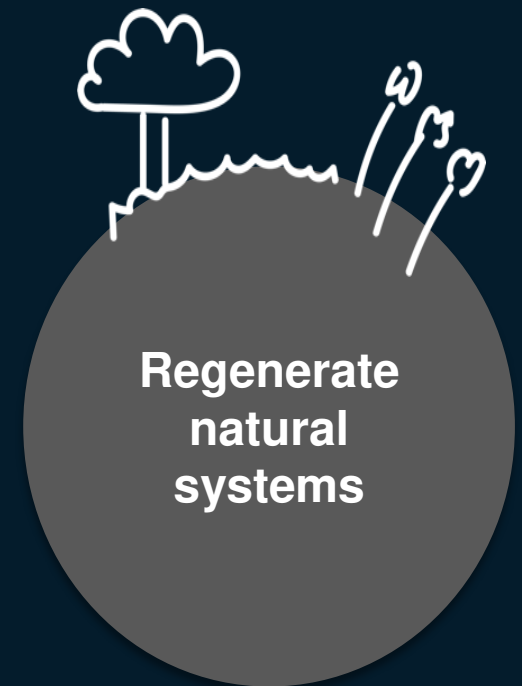




# A low Carbon Circular Economy



Three principles:

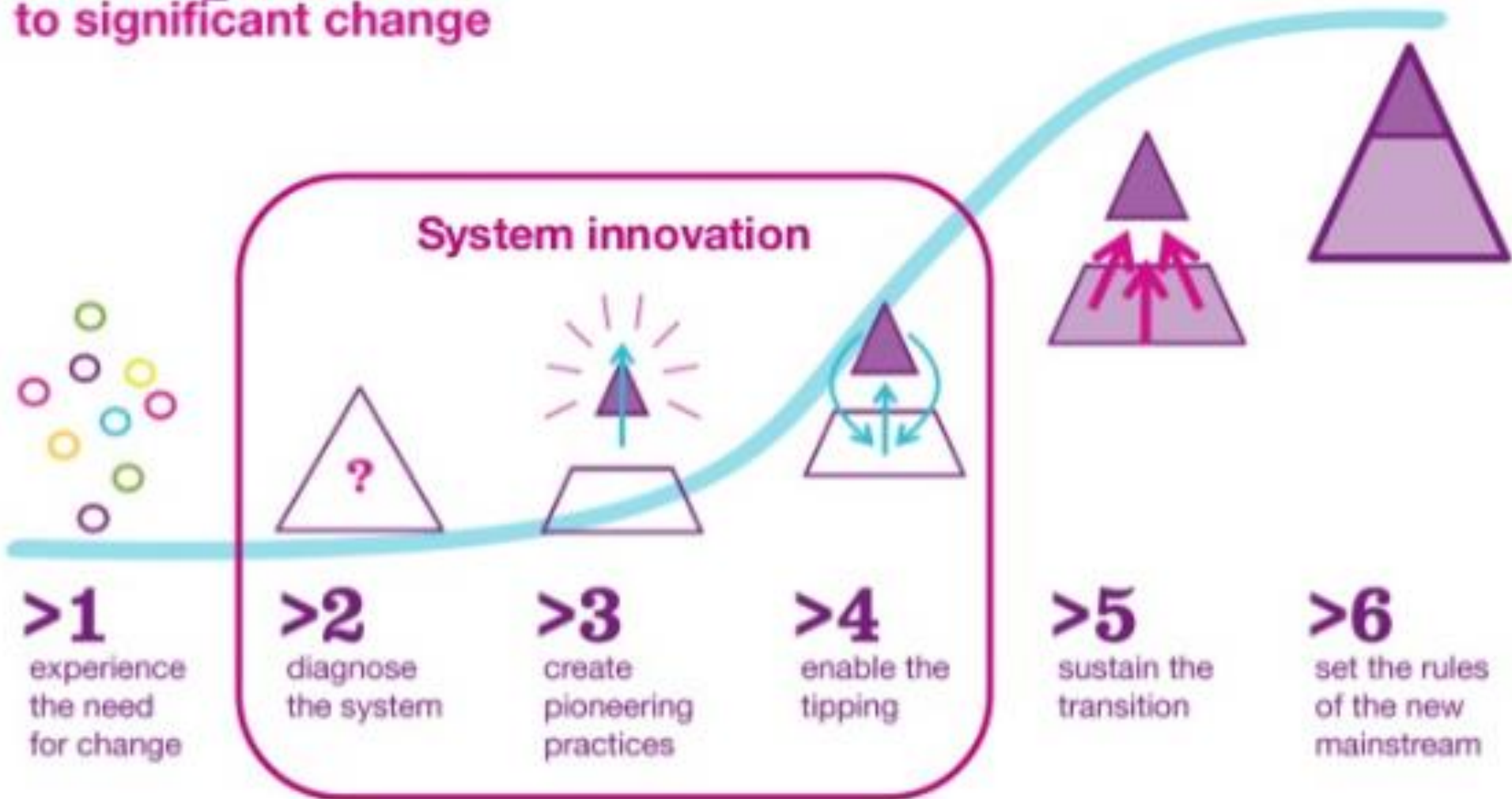




# Theory of change

## 6 steps

to significant change





# Business Recognises:

**intergenerational** thinking.

Requires **collaboration**.

Drives future **performance** & advantage.

Brings new **opportunities**.

**New business models** will lead the sector.

**Shaping the  
Future –  
System Change**



# 01

More than 5 trillion pieces of plastic are already floating in our oceans.

PHOTOGRAPH BY NOEL GUEVARA,  
NATIONAL GEOGRAPHIC YOUR SHOT



*‘Plastics trash will exceed fish by 2050’*

*Andrew Morlet*

*(CEO of the Ellen MacArthur Foundation)*

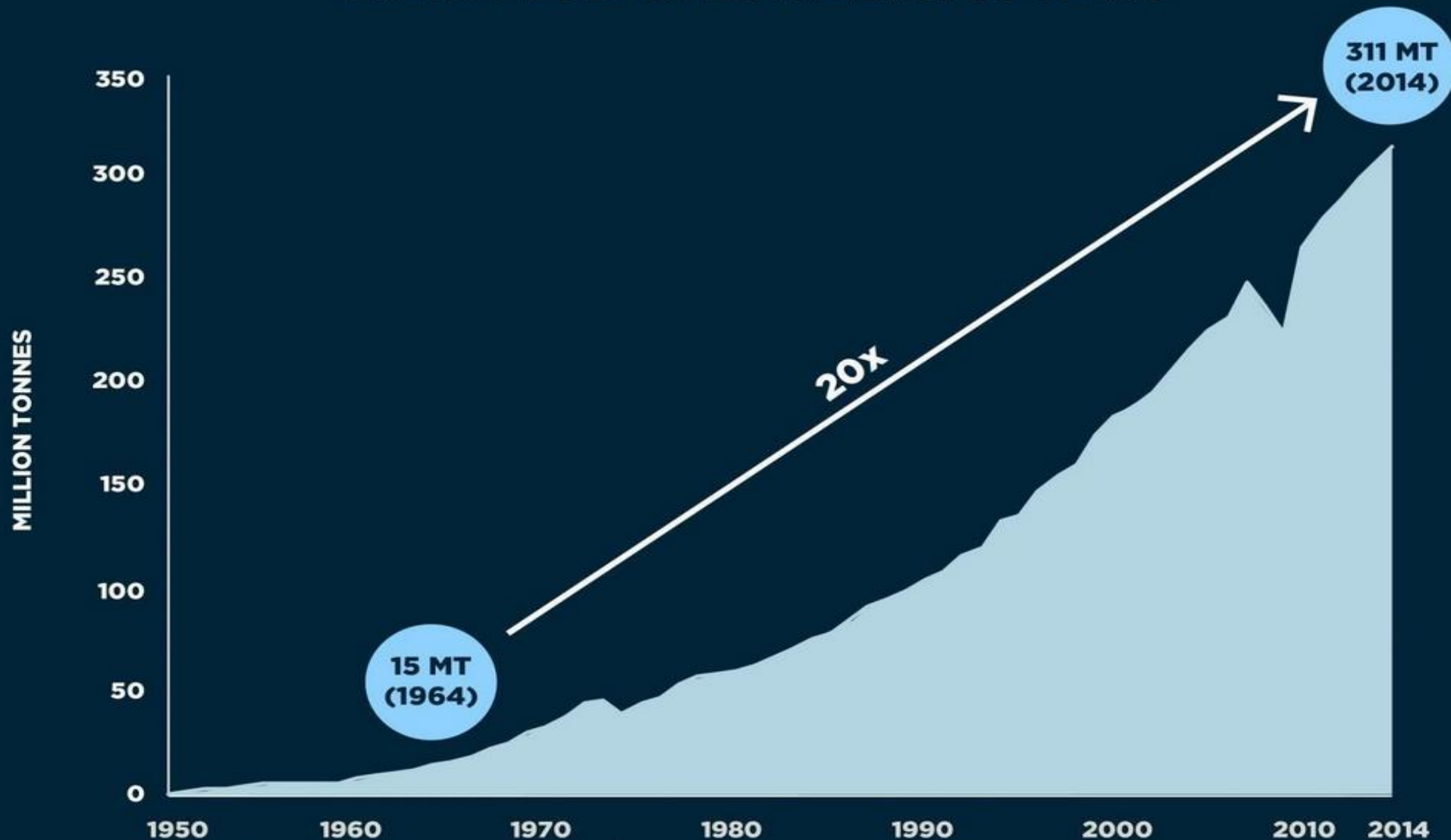




# 20X as much plastic in 50 years

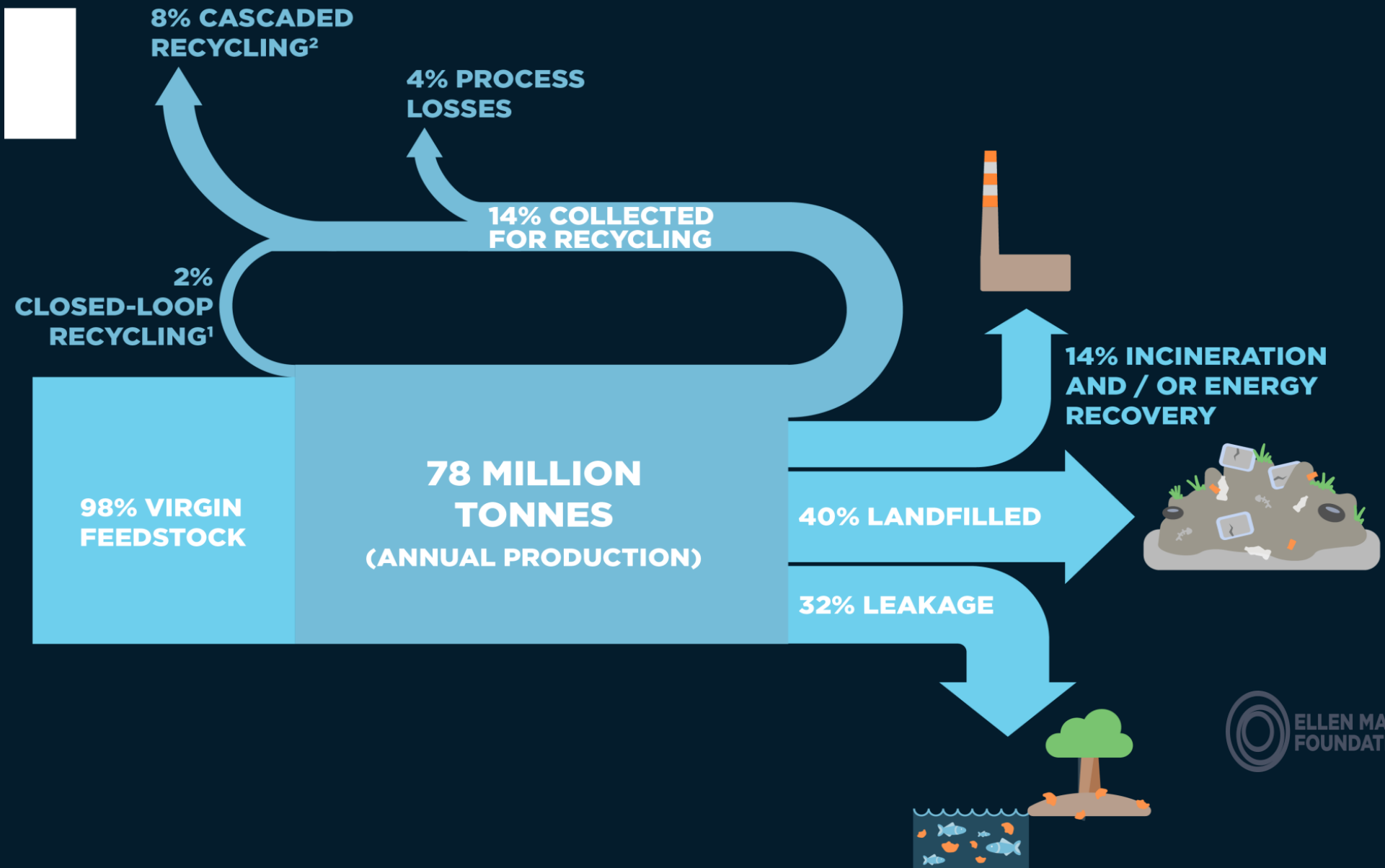


## PLASTICS PRODUCTION INCREASED TWENTY-FOLD OVER THE LAST 50 YEARS

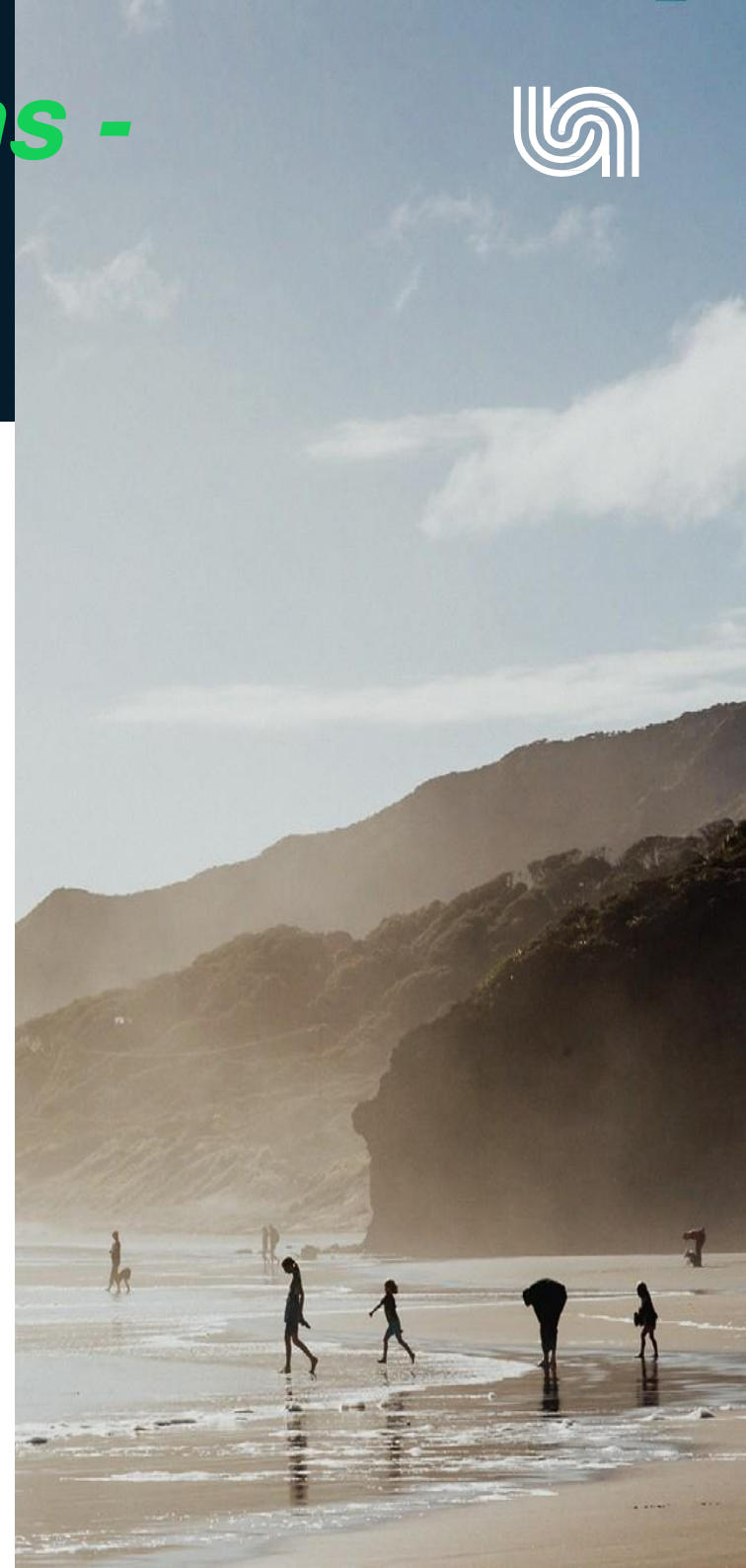




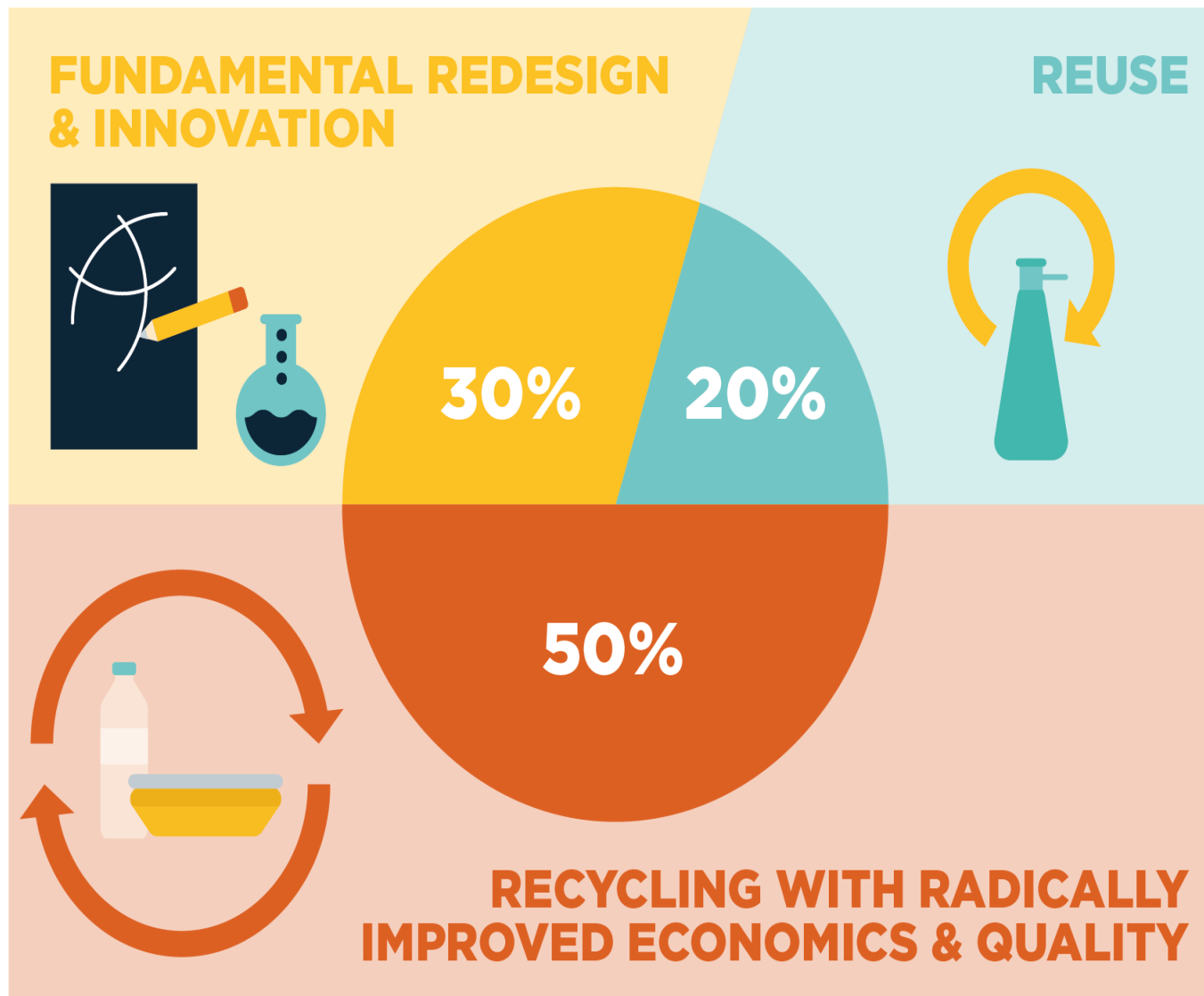
## 2. Diagnose the system - Plastics



# 3. Creating Circular Solutions - Innovation Platform



# 4. Platform enabling the tipping point





# 5. Sustain the Transition



***\*Requires different skills and networks***

**Commercialisation** of new solutions

**Communications** to mainstream (channels)

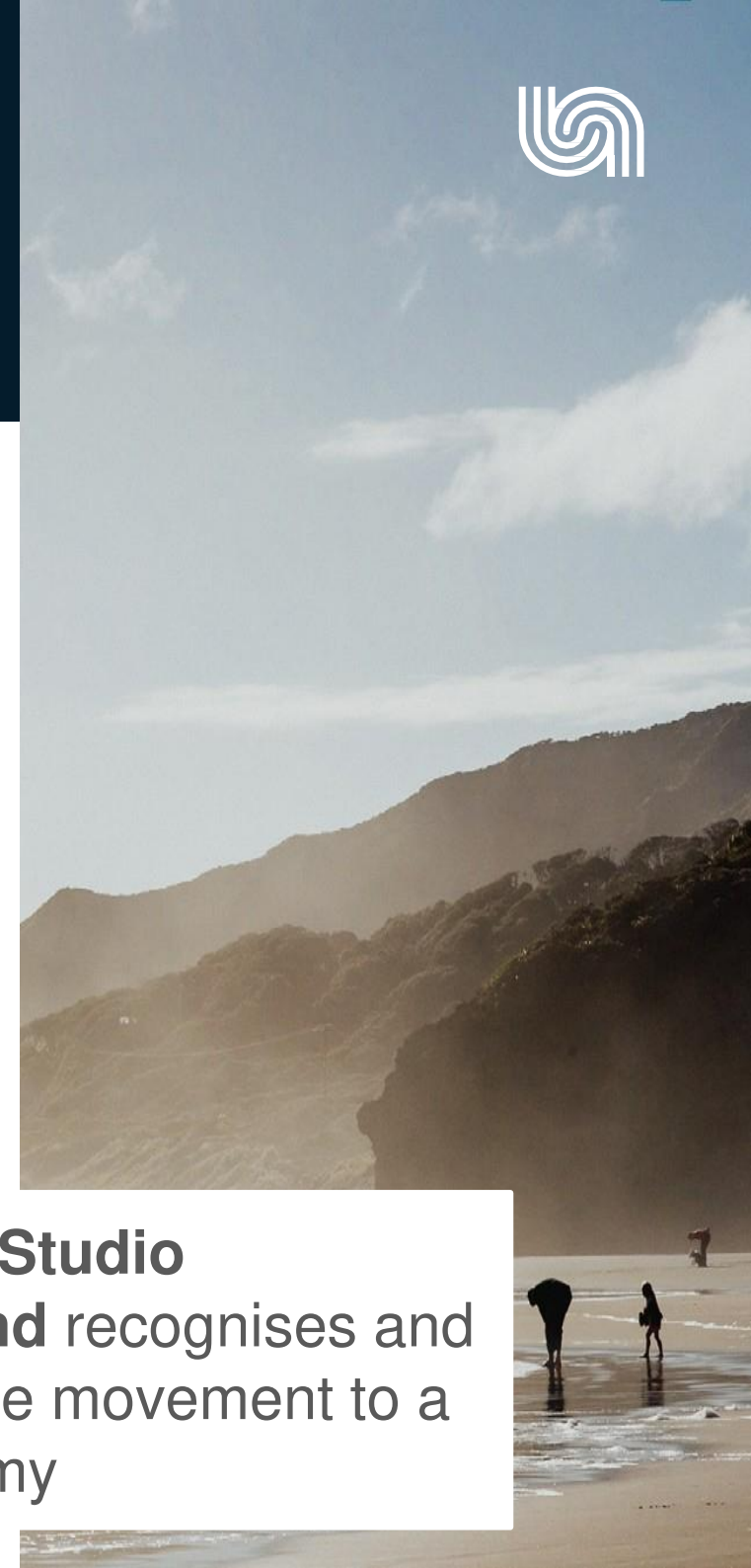
Aligned **networks** for support

Prepare for **resistance** (incumbents / lobby groups)

**Profile & celebrate** solutions



**Wishbone Design Studio**  
**Circular Awards, New Zealand** recognises and profiles businesses leading the movement to a circular economy



# 6. New rules to mainstream:

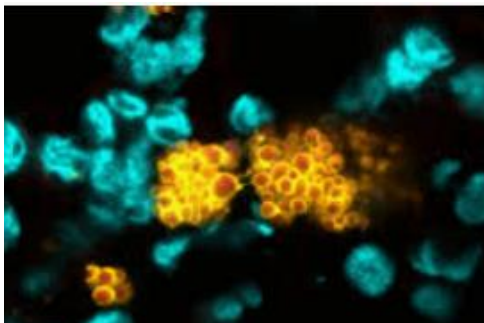
*Social Norms or Government rules + regulations*



**Increase Waste Levy & Data**



**Invest in on-shore recycling Facilities & labelling**



**R&D Funding for new materials**



# Part 3.

## WHO?





# Thoughts on impactful networks



Sustainability is a **long game**: *It's planetary in scale – it requires multiple diverse approaches.'*

**Build a diverse network**

**Collaborate** and prepare to adjust

**Reflect & learn**

Strengthen **capacity & capability**

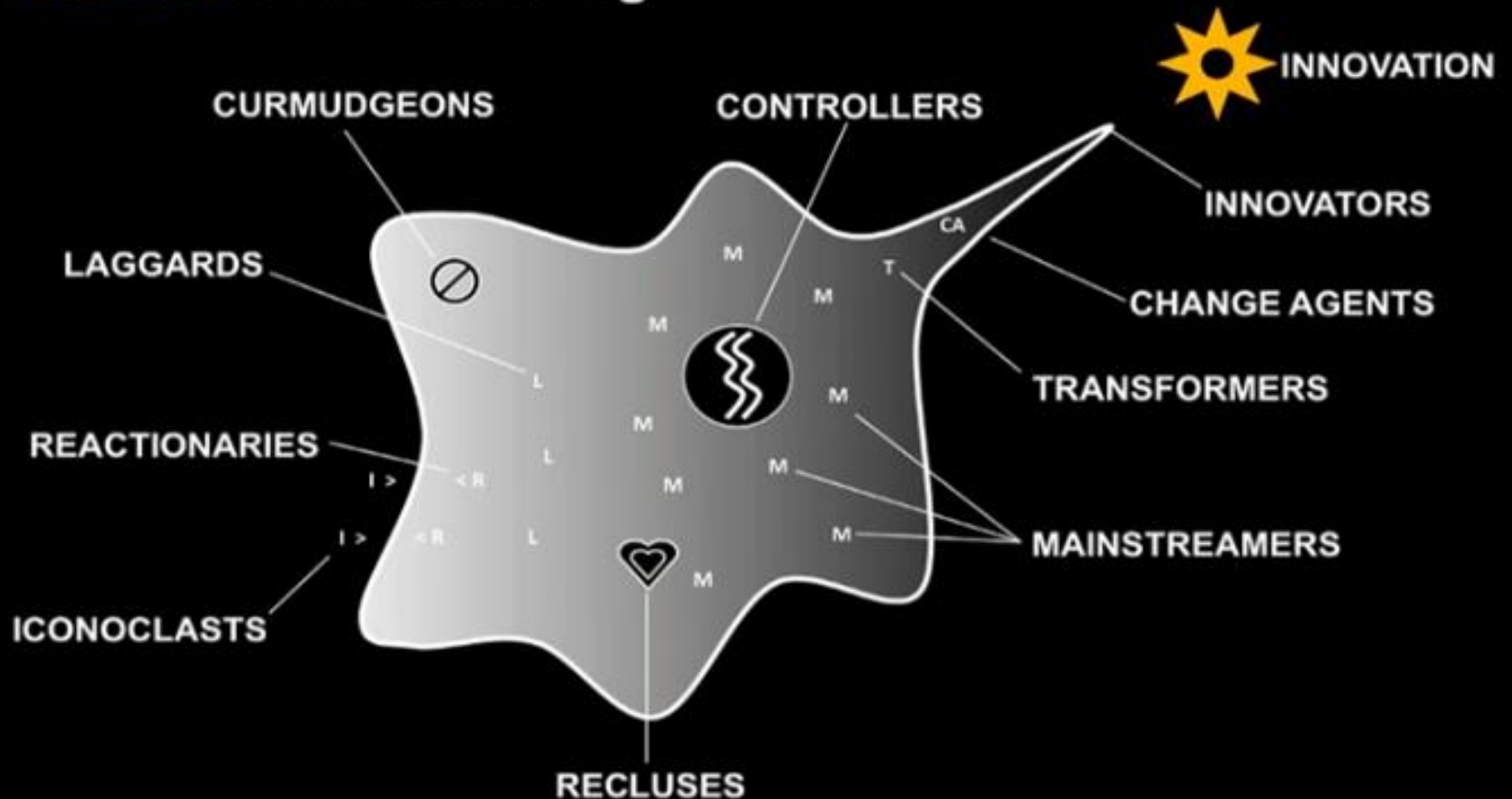
**Be in awe** (not in competition)

# Understanding organisations & culture change





## The **Amoeba** of cultural change



Alan Atkisson

<https://www.youtube.com/watch?v=ZR1Dn1HdSpA>





# Amoeba Strategy in a nutshell

**A** = Adapt the Innovation

**M** = Mobilize the Change Agents

**O** = Organize the Transformers

**E** = Make it Easy for the Mainstreamers

**B** = Build momentum

**A** = Avoid Reactionaries and Controllers ... until you are ready



# Micro (Capability & Capacity) building!

Strategy peps - innovate

Change agents - leadership

Communications - stories

Operations – practical guides.

Support your CEO

**If stuck ask us for help!**





# Part 4.

Got it?





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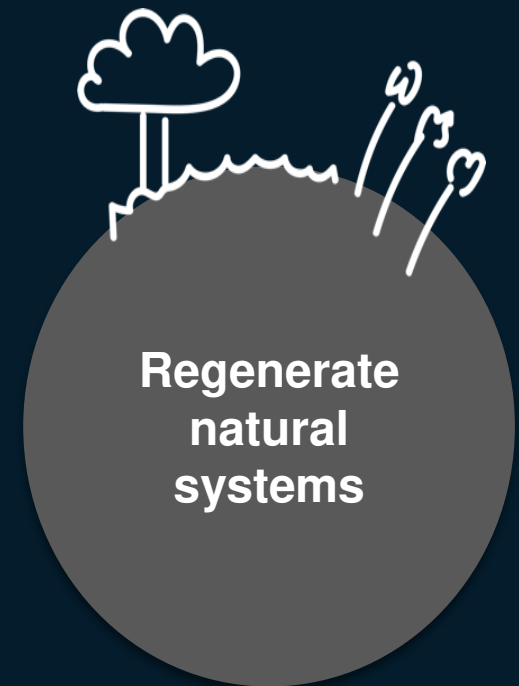
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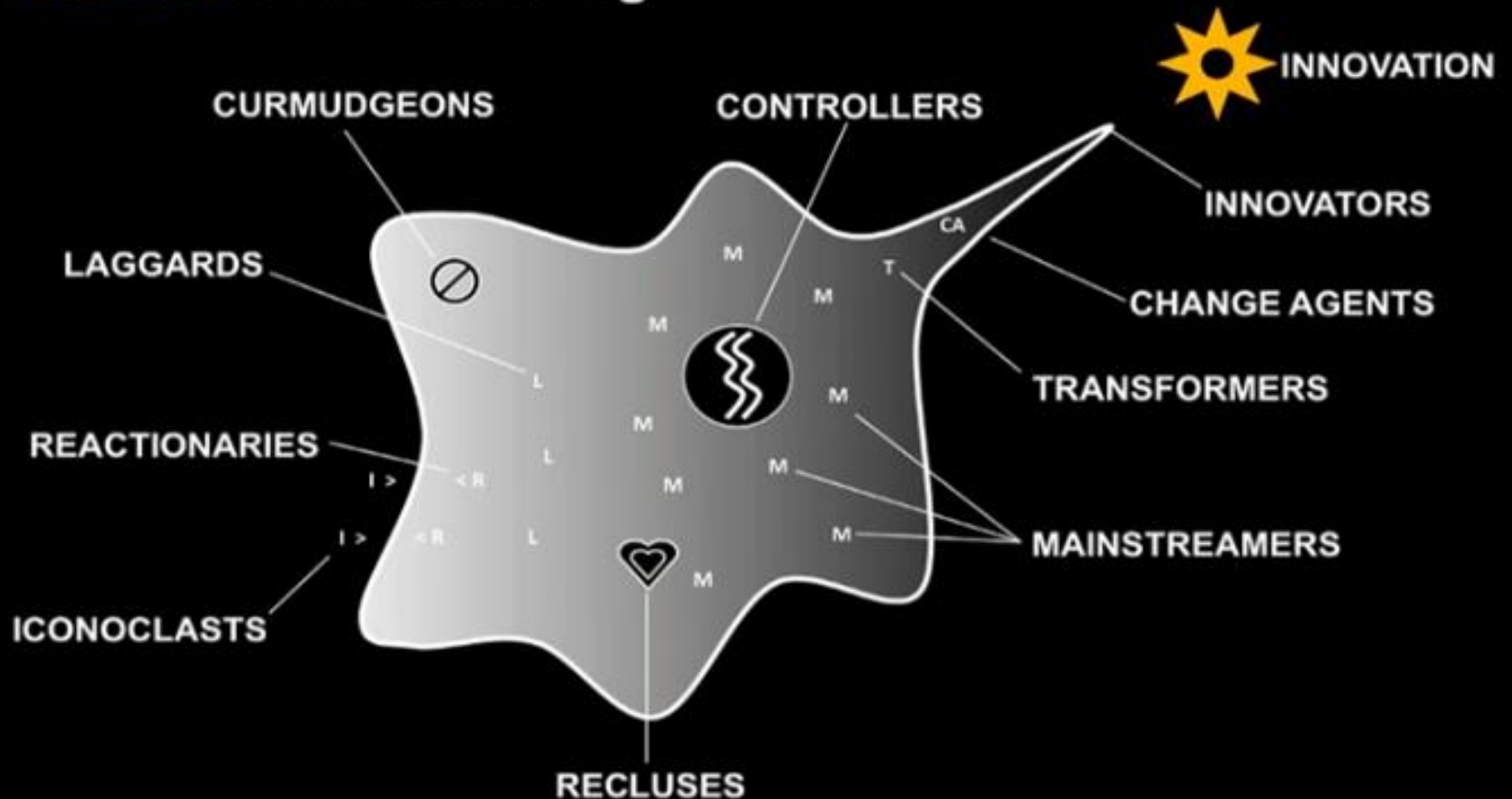


Three principles:





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# Thanks

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