

# 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**

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

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

**CREATE POSITIVE  
COMMUNITY  
BY BUSINESS**

**RESTORE  
ECOLOGICAL  
SYSTEMS**

**RUN A  
CIRCULAR,  
LOW  
CARBON  
ECONOMY**



A close-up photograph of a fern frond, showing its delicate, serrated leaves. Sunlight filters through the leaves, creating a beautiful bokeh effect with numerous small, glowing circles of light against a dark background.

# 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



# 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  
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# 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



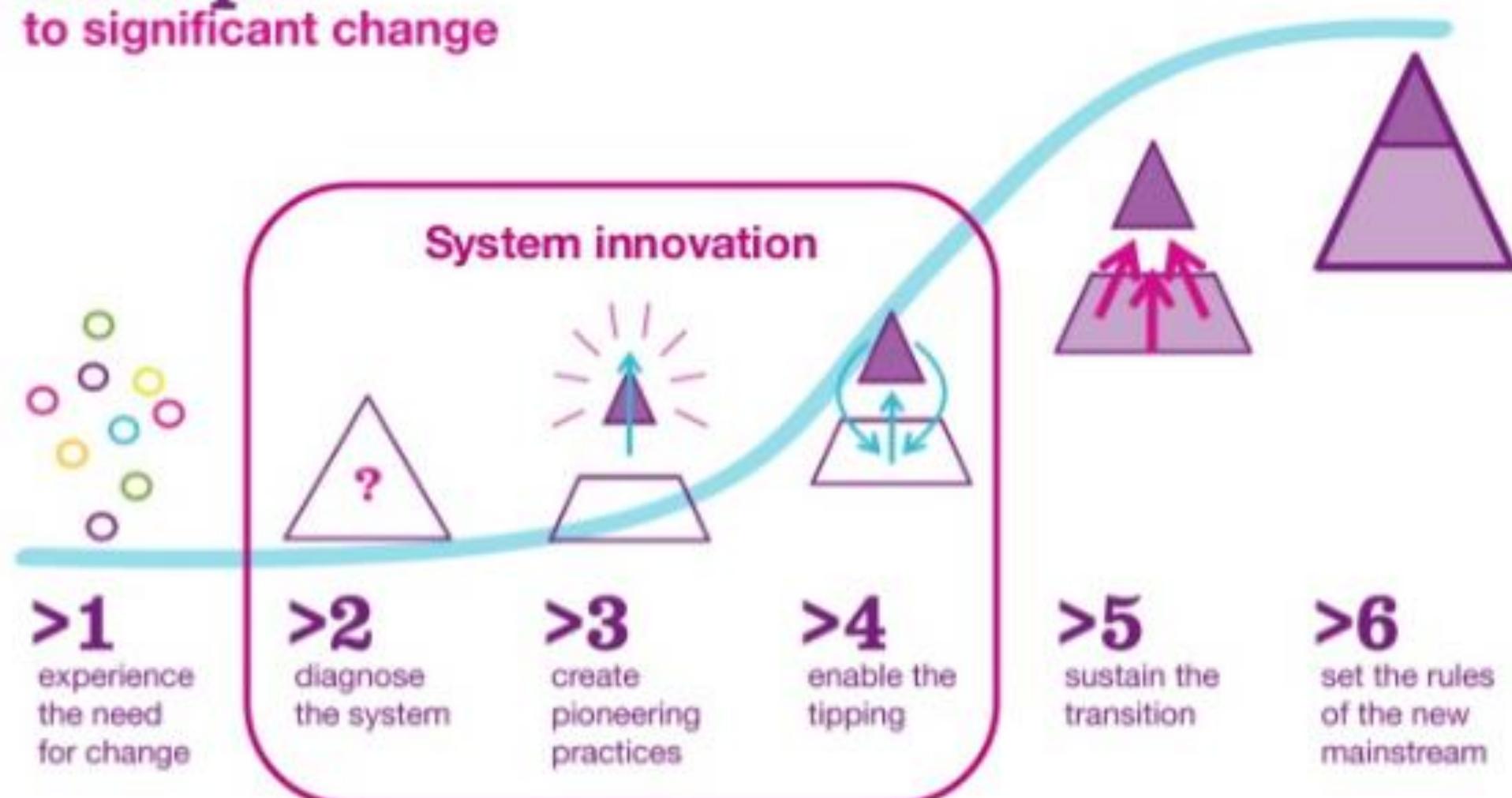
Three principles:





# 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*

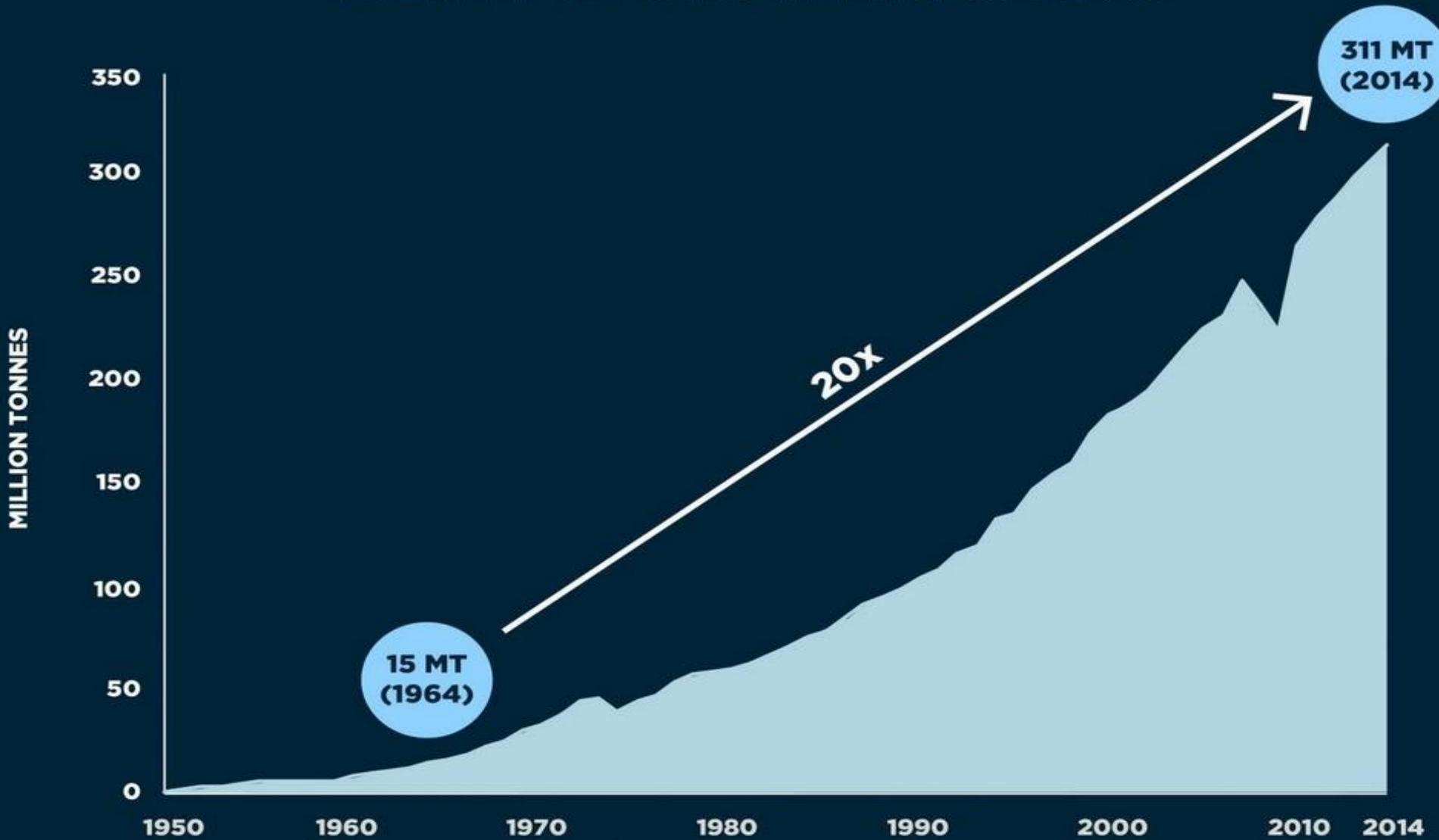
*(CEO of the Ellen MacArthur Foundation)*



# 20X as much plastic in 50 years

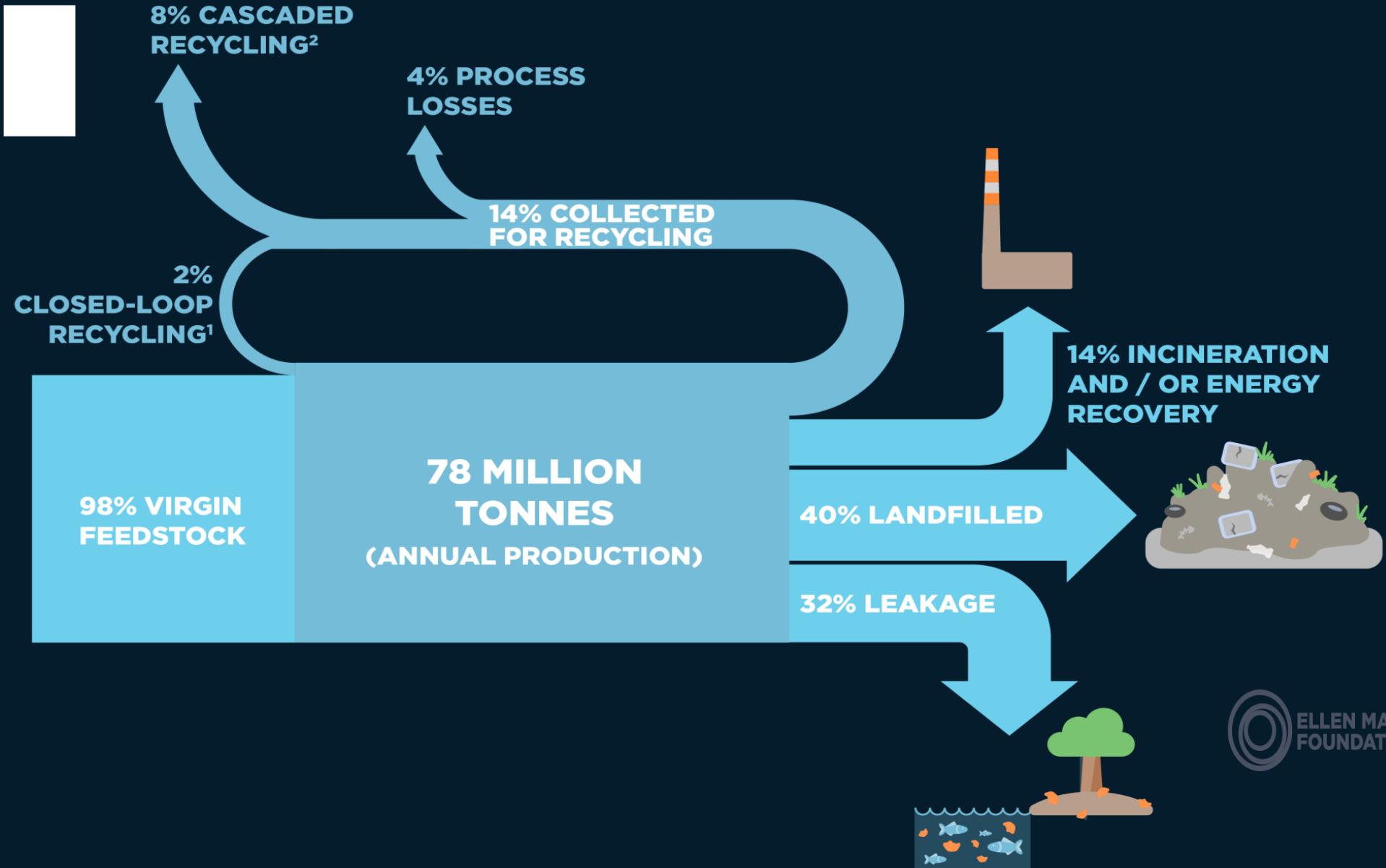


PLASTICS PRODUCTION INCREASED  
TWENTY-FOLD OVER THE LAST 50 YEARS

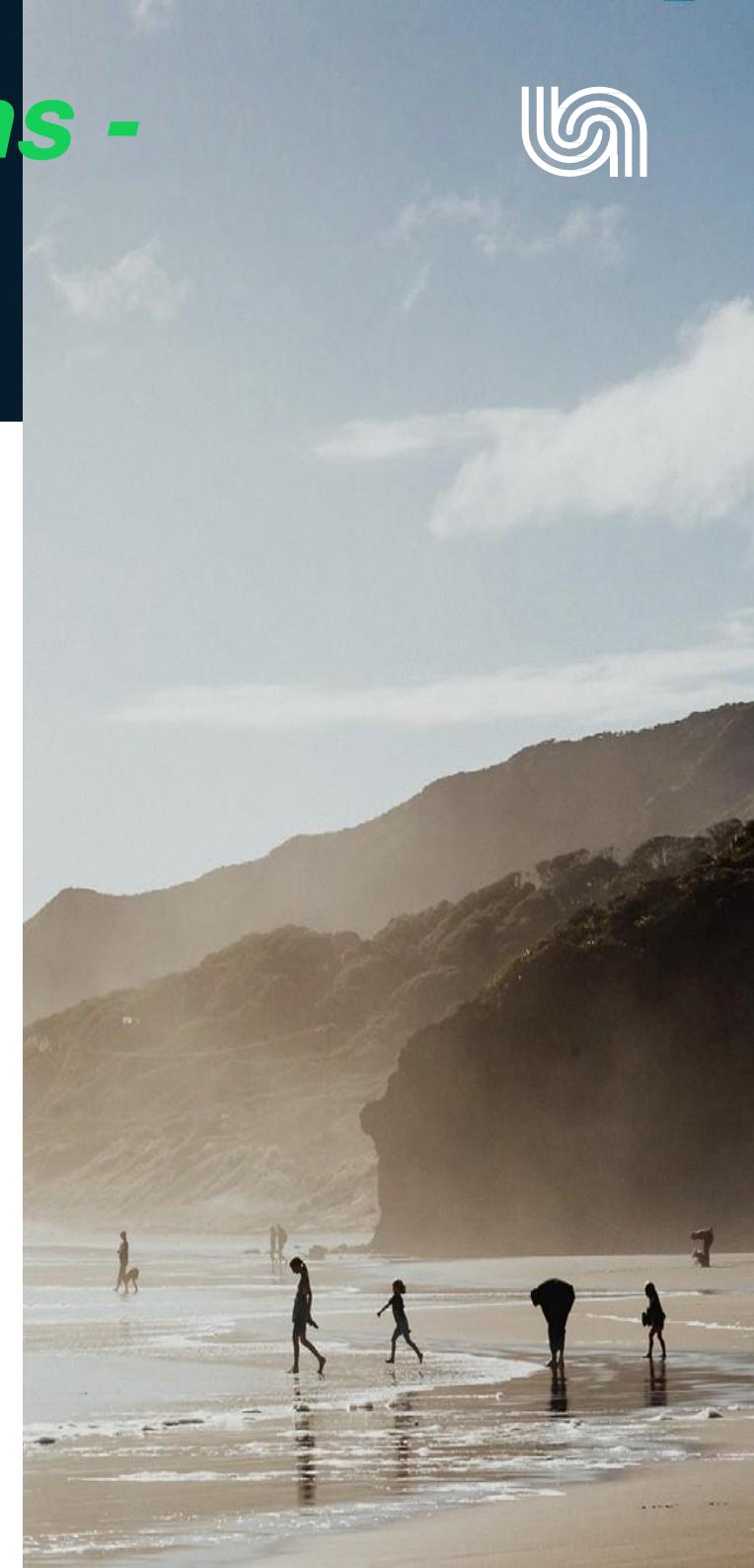


Source: Ellen MacArthur Foundation, The New Plastics Economy, Rethinking the future of plastics, 2016

## 2. Diagnose the system - Plastics

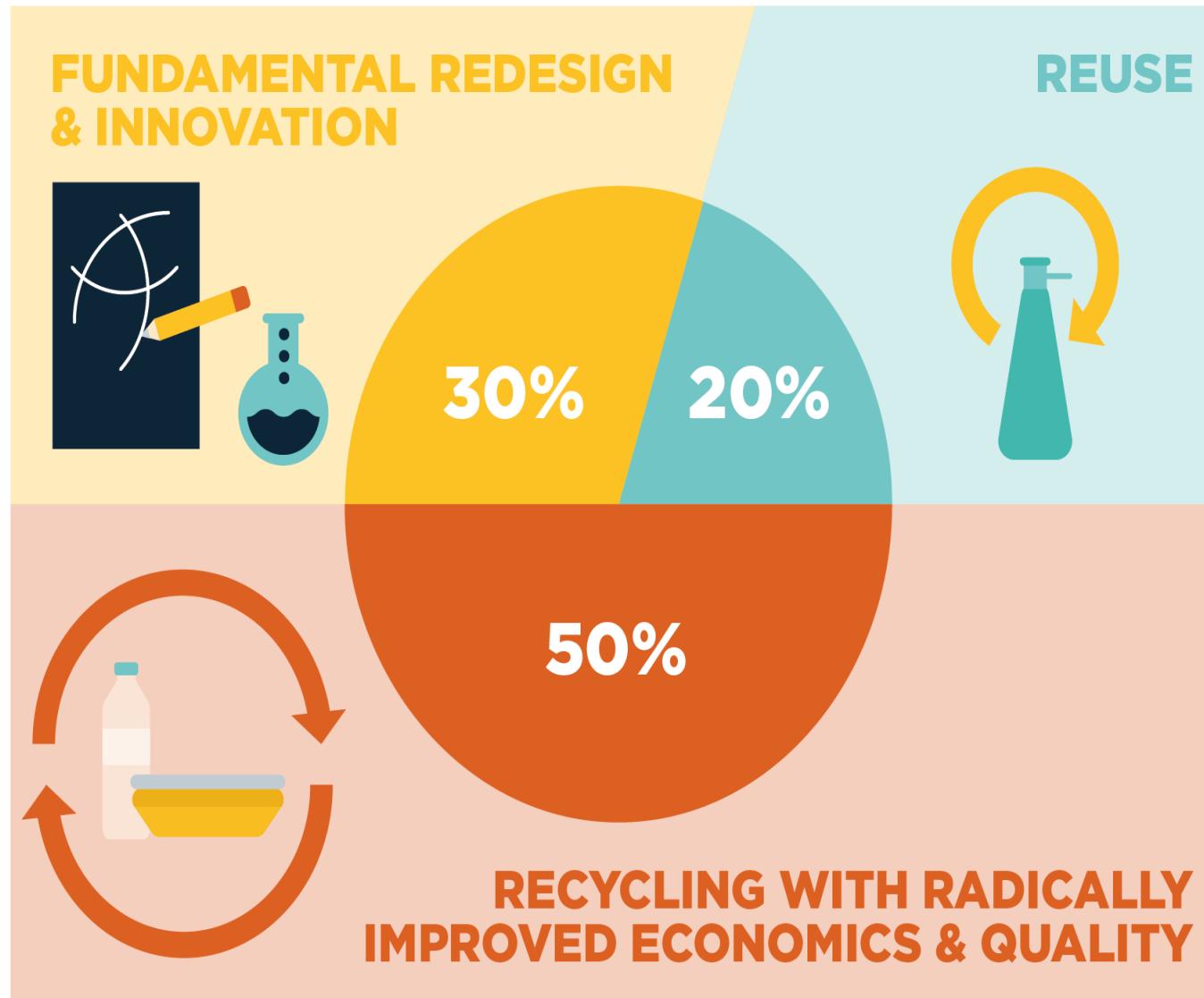


### 3. Creating Circular Solutions - Innovation Platform





## 4. Platform enabling the tipping point



ELLEN MACARTHUR  
FOUNDATION

# 5. Sustain the Transition



**\*Requires different skills and networks**

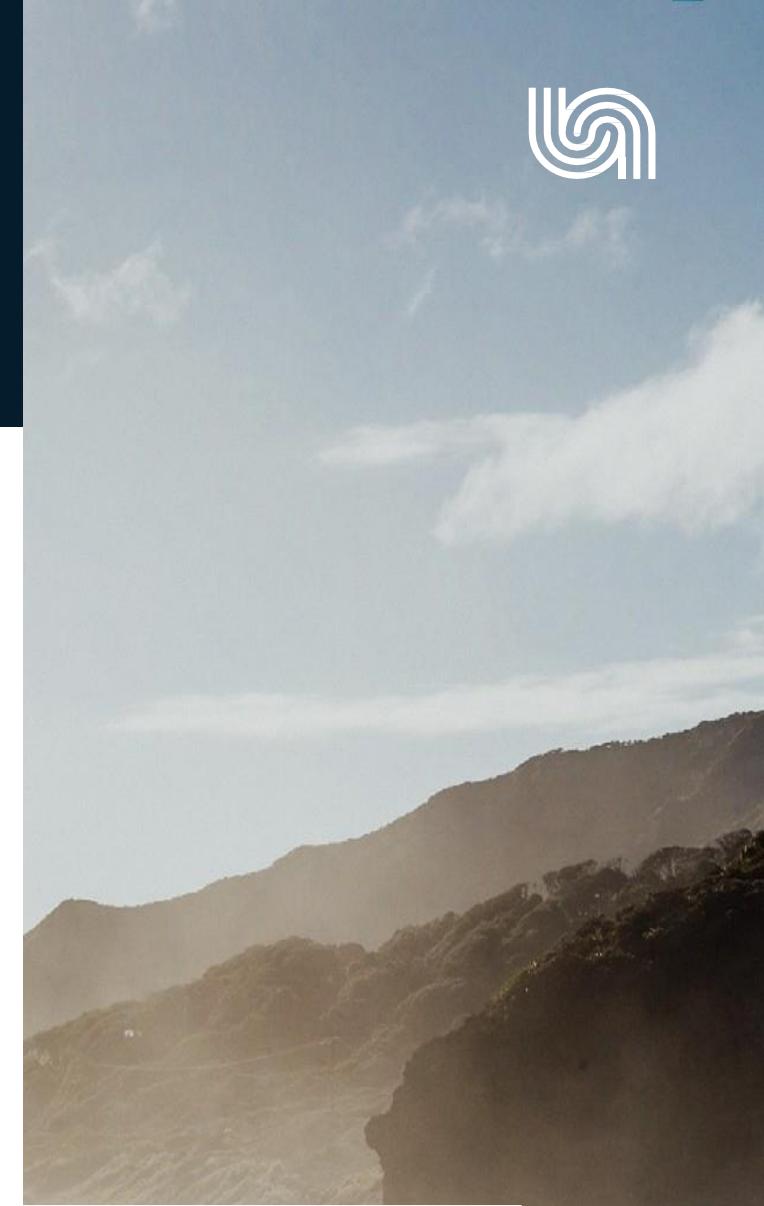
**Commercialisation** of new solutions

**Communications** to mainstream (channels)

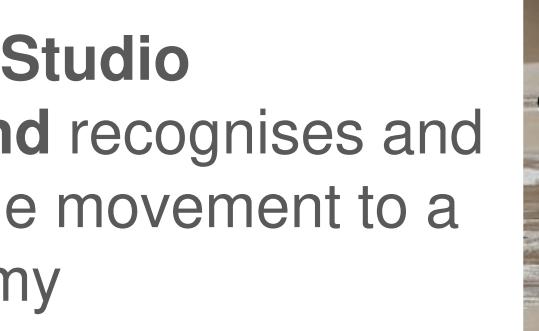
Aligned **networks** for support

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

**Profile** & celebrate solutions

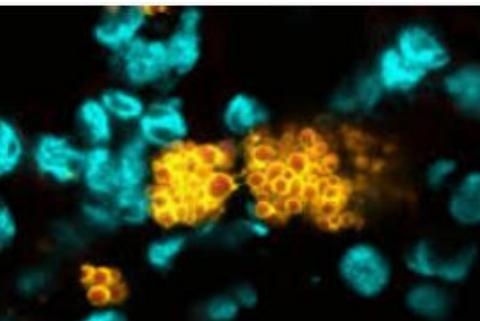


**Wishbone Design Studio**  
**Circular Awards, New Zealand** recognises and  
profiles businesses leading the movement to a  
circular economy





# 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**

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# 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**

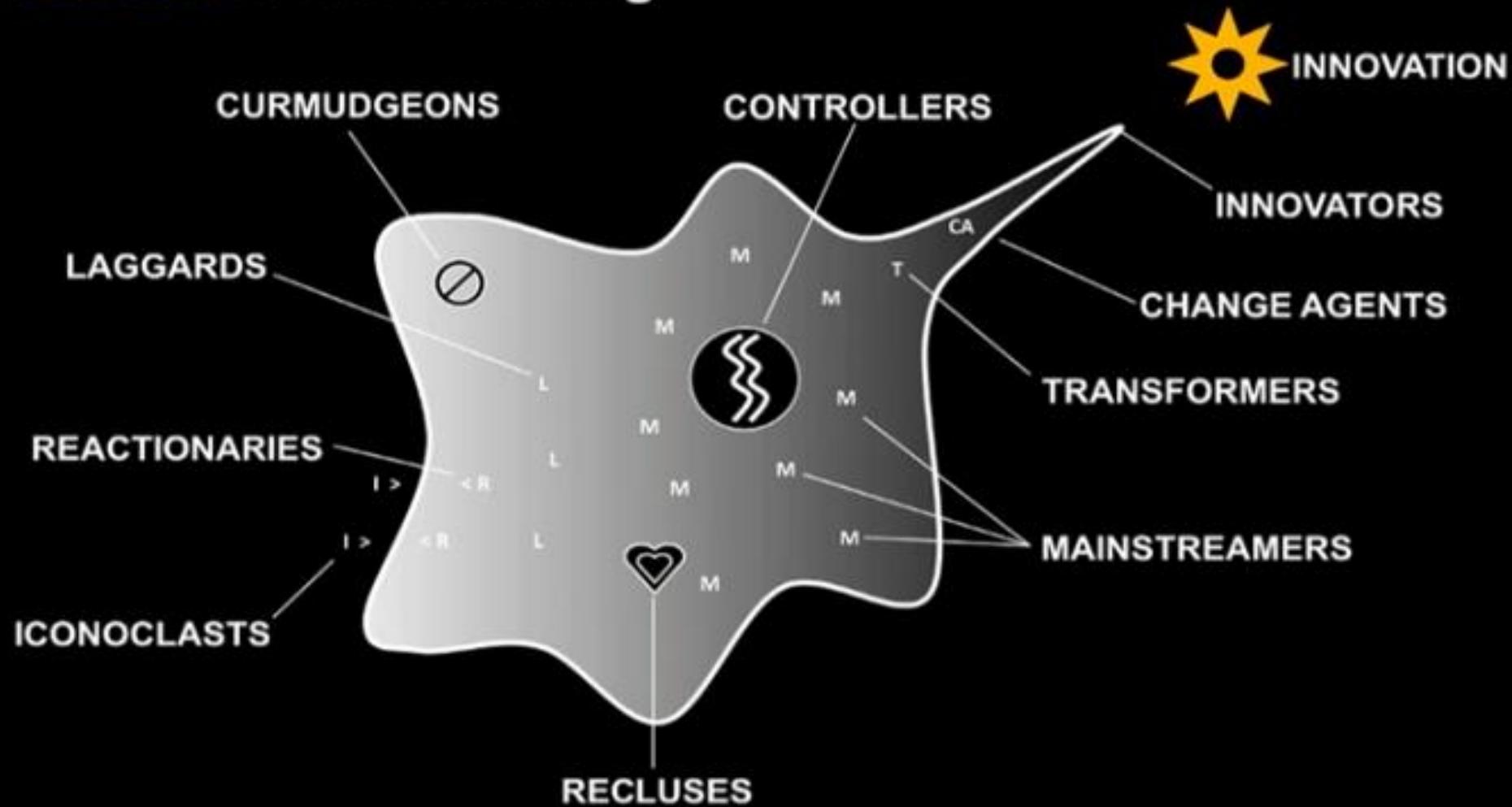
**Be in awe (not in competition)**

# 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!



Sustainable  
Business  
Network



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# Part 4.

Got it?



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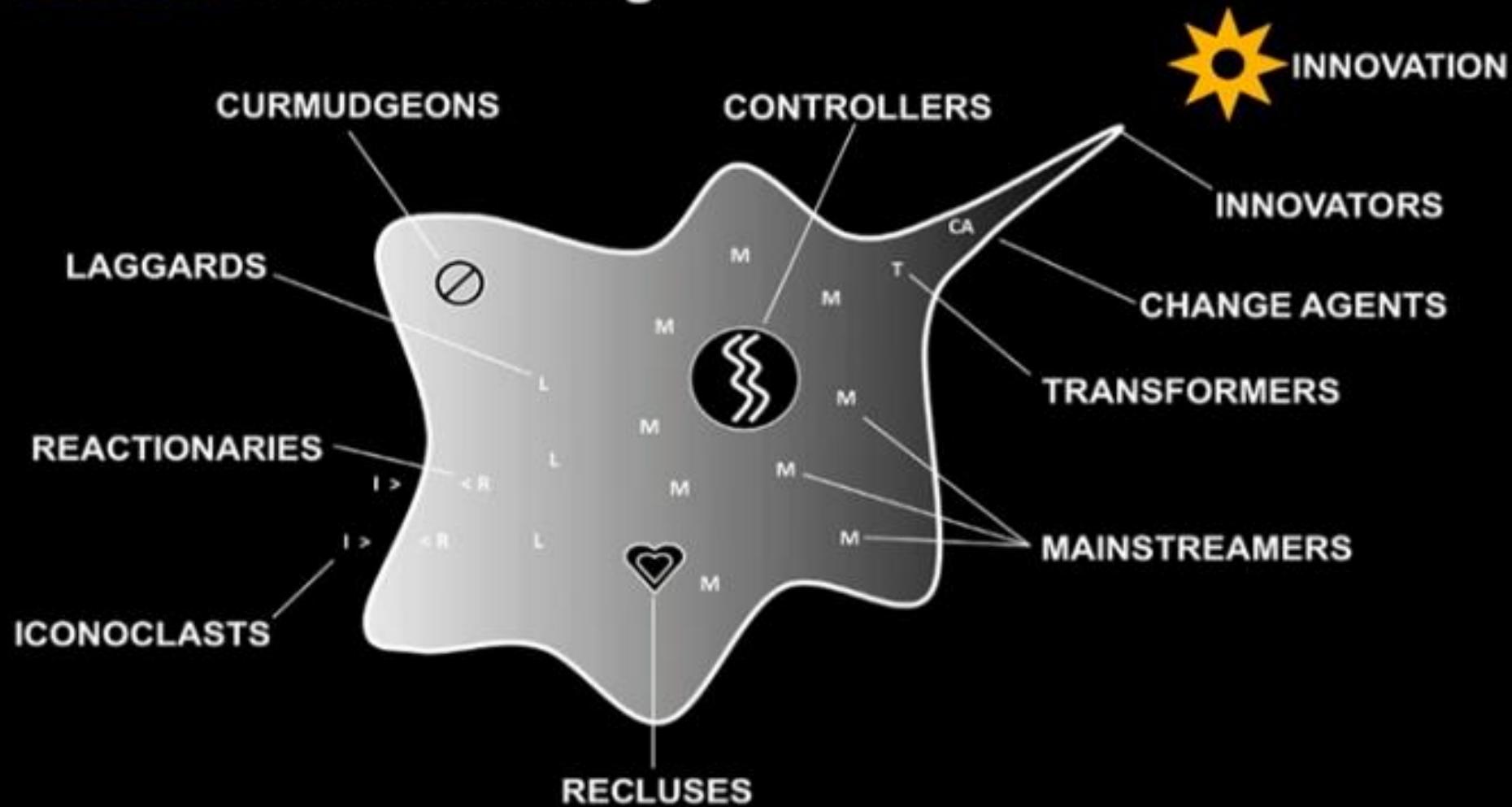


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# Thanks

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