

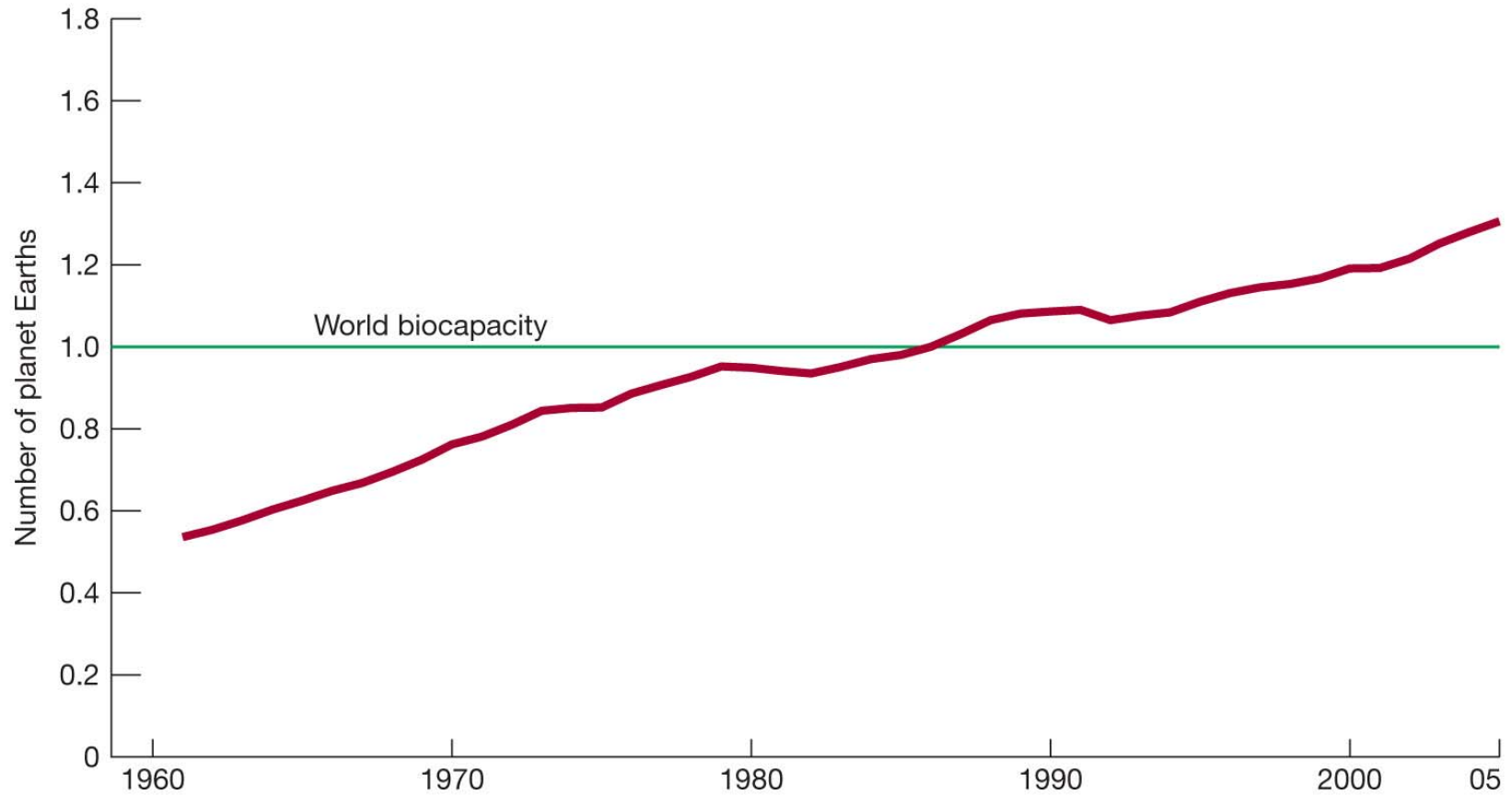


# Sustainable agriculture: why should you be concerned?

Dr. Aileen Ionescu-Somers, Director, Center for Corporate Sustainability Management, IMD

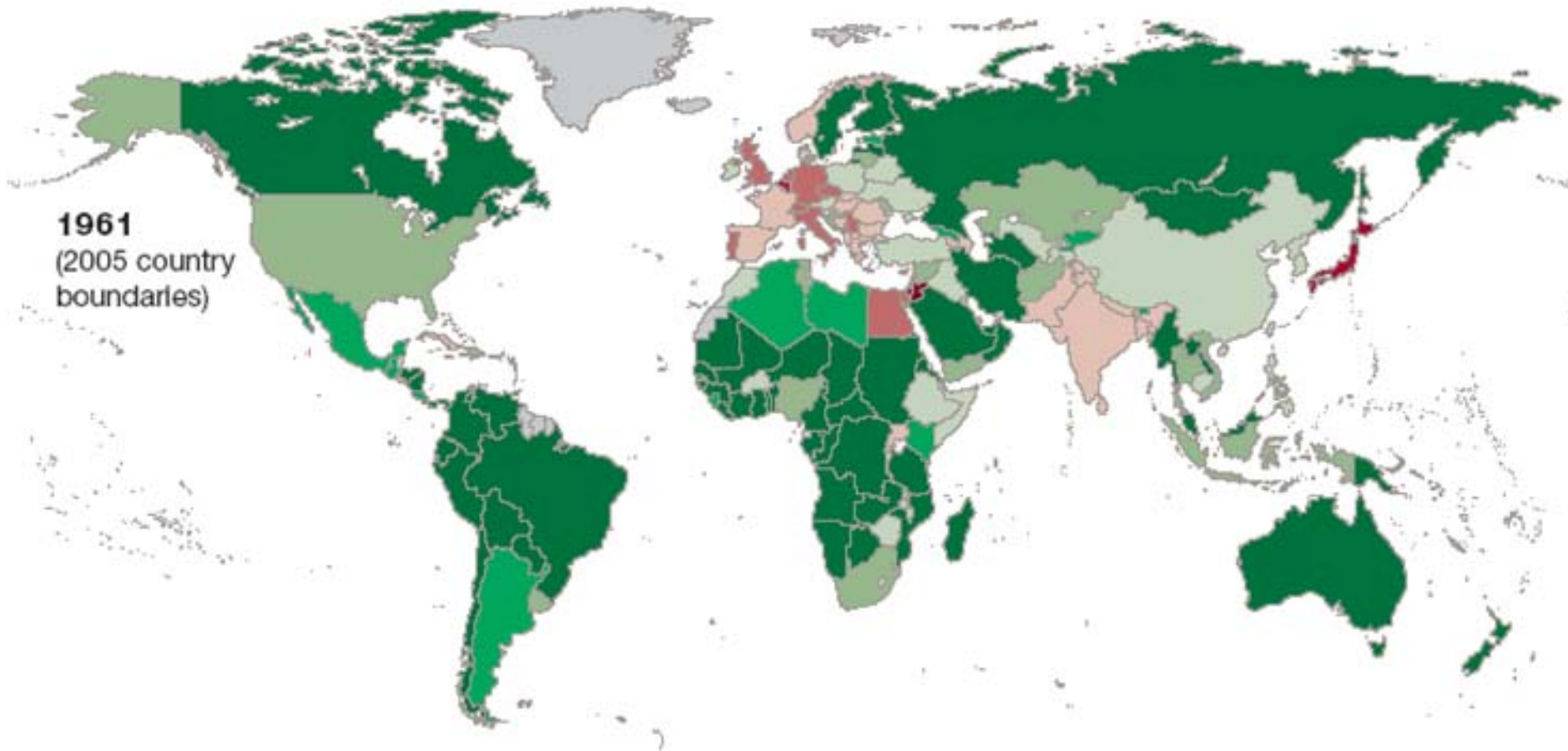
# We need, but don't have, 2.3 planets

Fig. 2: HUMANITY'S ECOLOGICAL FOOTPRINT, 1961-2005



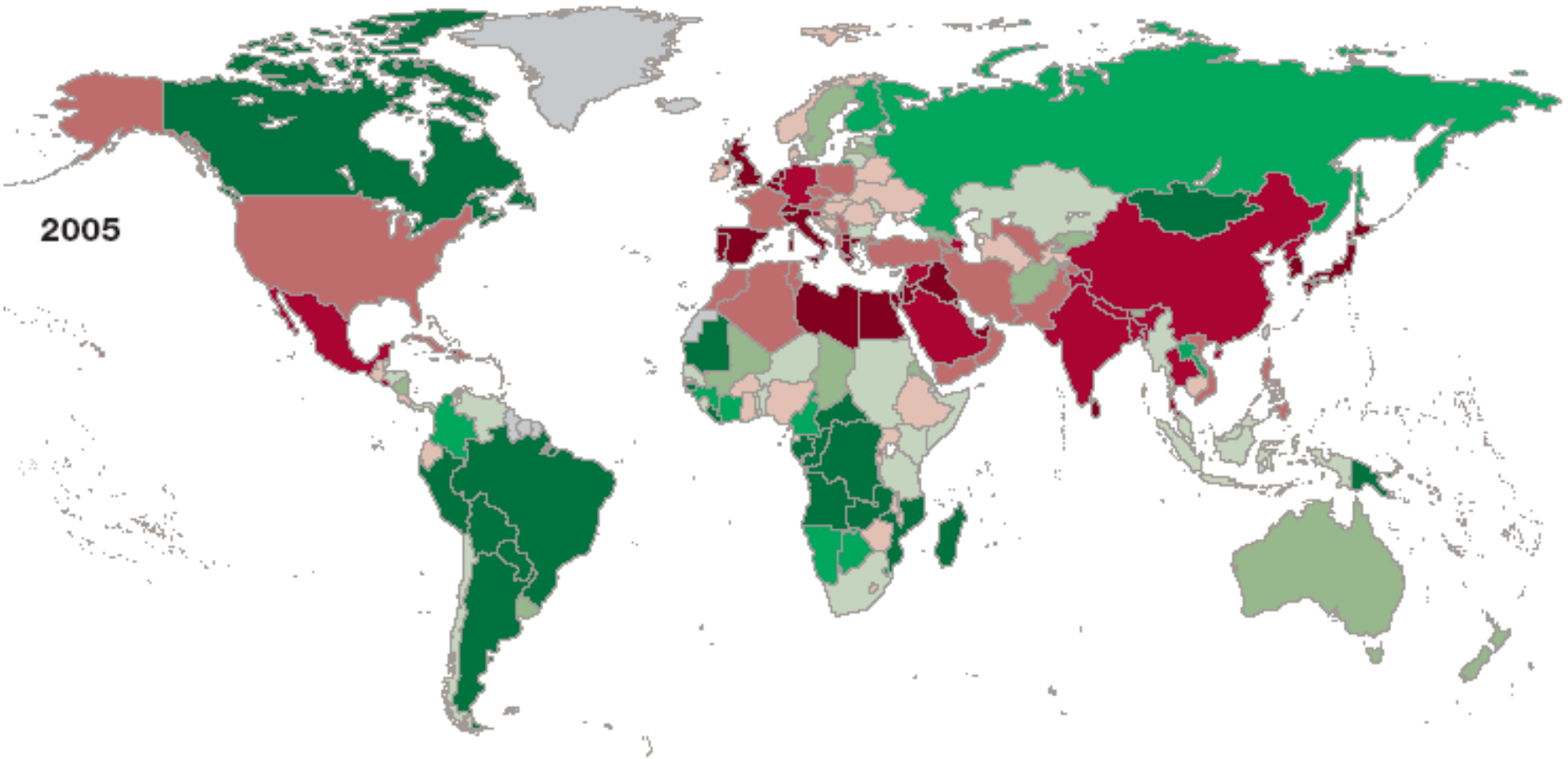
# Ecological credit and debt 1961

**Eco-debt: Footprint relative to biocapacity** ■ more than 150% greater ■ 100-150% greater ■ 50-100% greater ■ 0-50% greater ■ Insufficient data  
**Eco-credit: Biocapacity relative to footprint** ■ 0-50% greater ■ 50-100% greater ■ 100-150% greater ■ more than 150% greater



# Ecological credit and debt 2005

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# Move to single planet consumption scenario and meet human needs within ecological limits of the planet

- Increase agricultural output to feed increasing number of people, while reducing land and water footprint
- Halt deforestation and increasing yields from planted forests
- Significant moves to halving carbon emissions worldwide (relative to 2005)
- Shift to low-carbon energy systems and improved energy systems
- Improving water efficiency and reduce water pollution
- Produce and consume more locally
- Develop radically more eco-efficient solutions, lifestyles and behaviour everywhere
- Bring the *Base of the Pyramid* into the economic equation

# Business will see a radically new landscape emerge as a result of these shifts, resulting in:

- **Opportunistic business strategy:** Discussions around resource constraints will move to economic ones related to sharing of opportunity and costs
- **Seeking solutions to local and global challenges:** Move to growth and progress based on balancing renewable resources and recycling non-renewable resources.
- **Changes to framework conditions:** Shifts in regulation, consumer preferences, pricing of inputs and measurement of profit and loss
- **Partnerships and coalitions:** Need for multi-stakeholder collaboration, systemic thinking and co-innovation

# Business response is changing

## From Risk Management

## To Value Creation

Corporate Social Responsibility

Sustainability

Public Relations

Transparency

Doing less harm

Doing more good

Changes around the edges

Changes to the core business

NGOs as threats

NGOs as partners

Philanthropy

Cost of doing business

Internal corporate focus

Supply/value chain focus

Telling companies what they can't do

Helping companies figure out what to do

# 'State' of sustainability and corporate social responsibility on the corporate agenda

“Step changes” in the last three years:

**RISK**

**DENIAL**

**SIDELINES**

**SELLING THE  
BUSINESS CASE**



**OPPORTUNITY**

**RECOGNITION**

**MAINSTREAM**

**GETTING THINGS  
DONE**



# Businesses/NGOs aiming for “Smart Zone”

