Symposium

With support from...
The Natural Step

ACCELERATING PROGRESS. TOGETHER
‘That’s it agreed then - the company’s new motto is going to be “We didn’t do anything illegal”!’
WE'RE GREEN!
Over 23% of all the goods and services ever made were produced between 2001 and 2010.
Almost everything is changing exponentially…

Declining resources and ecosystem services

Increasing demand for resources and ecosystem services

Time
The Natural Step
“I don't think our fiduciary duty is to put shareholders first. I say the opposite. What we firmly believe is that if we focus our company on improving the lives of the world's citizens and come up with genuine sustainable solutions, we are more in sync with consumers and society and ultimately this will result in good shareholder returns.”

Paul Polman
CEO, Unilever
Nike Considered started as a product initiative that challenged designers to "Consider your impact. Consider your choices. Consider design, consider innovation, consider solutions." When we integrate this elevated consciousness into the design process, we maximize the value of our products and minimize the impact of their production. We reduce waste and CO2 emissions across the whole supply chain.
RAY ANDERSON

He challenged us to pursue a bold new vision: “To be the first company that, by its deeds, shows the entire industrial world what sustainability is in all its dimensions: people, process, product, place and profits - and in doing so, become restorative through the power of influence.”
BACKCASTING
MOVING FROM VISION TO ACTION
TNS has helped Nike to become a global leader in innovation towards sustainability and evolve towards their “North Star” vision. They used the ABCD method to define their sustainability path.

The Nike Material Index Development Process

**A. North Star Goals**
The Four System Conditions as guidance - analysis to identify long term product goals = North Star Innovation Goals

**B. Current Reality**
Key impact areas, identified through exploring the gap to the vision

**C. Strategies & Ideas**
Strategies and ideas developed to move toward North Star Innovation Goals and the Four System Conditions.

**D. Down to Action**
NMI August launch, including quantitative & qualitative indicators based on Nike’s priorities & strategy

2014 The Natural Step
Adding Sustainable Value

Learn to drive lasting change

Sustainable Business Council

© The Natural Step

OTAGO Polytechnic
THANK YOU

Simon Harvey
The Natural Step New Zealand