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Five golden rules for sustainable business

What is your perspective to sustainability?

- > Energy / CO2
- > Raw materials, Cradle to Cradle
- > Environment
- > Cleantech
- > Societal responsibility



Five golden rules for sustainable business

- > Assess your strategic interest
- > Decide height of your ambition
- > Focus on impact
- > Make results accountable
- > Close the business case



1. Strategic Intention

External reason to go for sustainability

- > Regulations demand it
- > Customers demand it
- > Market is in transition
- > Scarcity (materials, water, fuel)
- > Impact on societal challenges (Image:
CO2 project TNT Post is not customer demand)



2. What is your ambition

Personal reason to go for sustainability

- > Comply to regulations
- > Opportunity to save costs
- > Chance to boost competitiveness
- > Personal conviction to contribute
- > Integrated in organisation.
- > Green leadership, ambassador in sector



Ambition/strategy example

- > People demand transport, show off, lifestyle, not “electrical” ?
- > Ebretti make a beauty!
- > Happens to be electrical
- > Cost of ownership!
- > *(China forbids fuel scooter)*



Ambition/strategy example

- > More torque in acceleration,
- > More fun because less noise,
- > No exhaust fumes,
- > No dangerous heat of engine next to you.
- > No Hindrance License needed for karts centre,
- > No huge exhaust system
- > Eglem, Electric Karts.





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3. Focus on Impact



Compressed air
Industrial doors
Brown coal filter
Braungart at Dessau



4. Measurable results

- > Life Cycle Analysis
- > CO2 Footprint, Energy Label, ISO 14001
- > Total Cost of Ownership
- > Milieubarometer, austerity measures
- > Savings are always possible



handelsbedrijf



kantoor



bouwbedrijf



schildersbedrijf



5. Close the business case

> Sustainable = Keep-it-up-able

- > Petrol scooters pollute like trucks per km.
- > Price per km lower: electricity is cheap!
- > No noise, no smell!
- > Neighbors don't complain
- > Driving less aggressive
- > Lower insurance costs
- > http://www.youtube.com/watch?v=n17B_uFF4cA



Wrap up 5 rules

- > Assess your strategic interest
- > Decide on your ambition
- > Focus on impact
- > Make results measurable
- > Close your business case



Do it your own way...

A way:

- > that fits your company and sector
- > that is good for your business
- > that gives you energy

- > it is fun,
- > it is quality,
- > it is business.

