

Organicology Sustainable Business Intensive

Gil Friend

President & CEO, Natural Logic Inc.

<http://www.natlogic.com>

Organicology

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Natural Logic

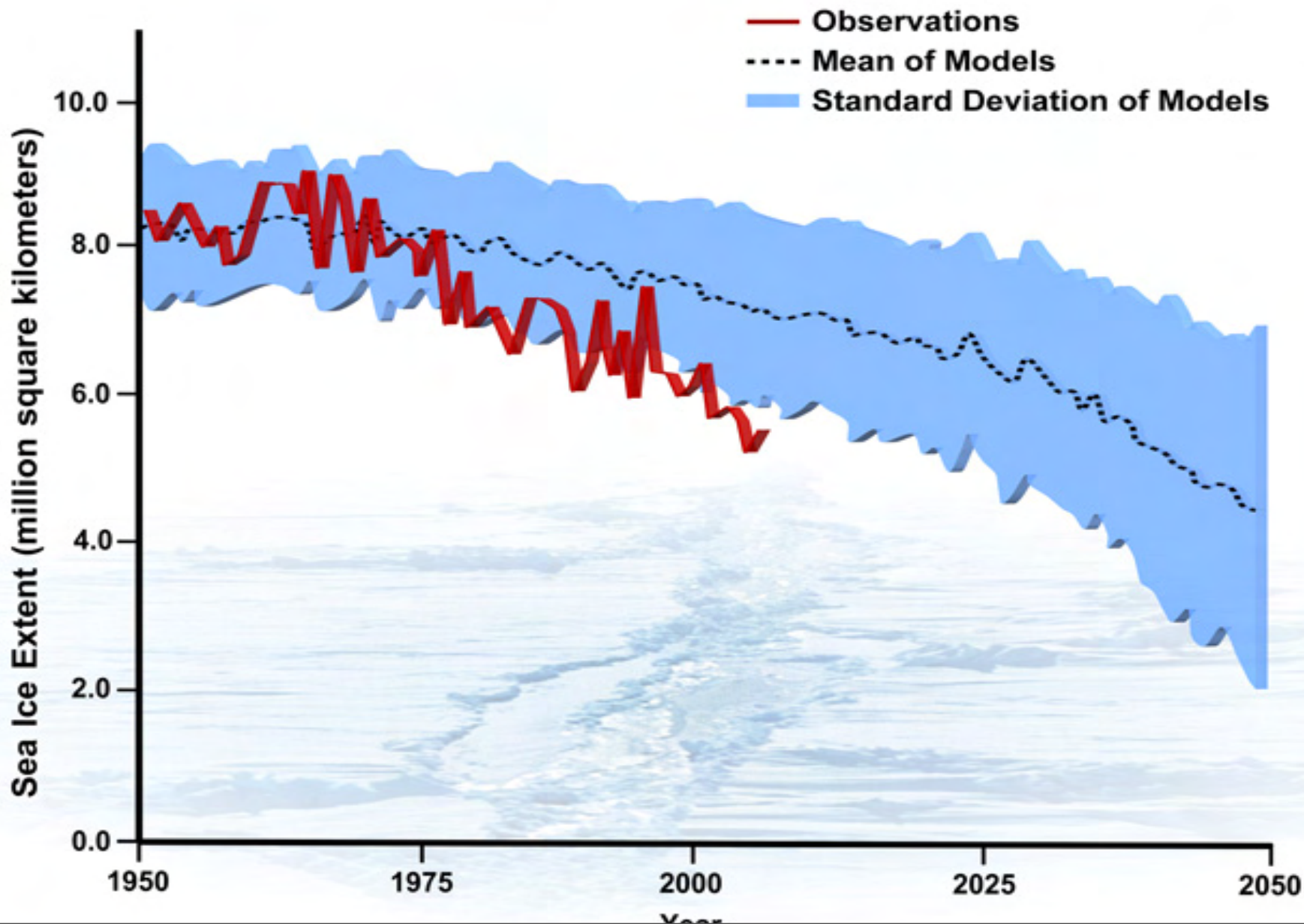
- **Strategic, analytic and management services**
- **Focus: Build profit and competitive advantage *through* exceptional environmental performance**
 - Evaluate aspirations, processes and productivity
 - Recover the lost profit embedded in "waste" of all kinds
 - Uncover hidden profit potential
 - Help you put the "how" into practice.
- **Compelling goals. Measures that matter.**
Sustainable performance you can take to the bank.™





Let's review

Arctic September Sea Ice Extent: Observations and Model Runs



Tipping point

- **2005**
 - GE & WalMart
 - Katrina & Wilma
- **2006**
 - Inconvenient Truth
- **2007**
 - Stern Report
 - IPCC
 - US CAP
- **2008**
 - \$4 gasoline
 - President Obama
- **2009**
 - Stimulus
 - Market cap on carbon

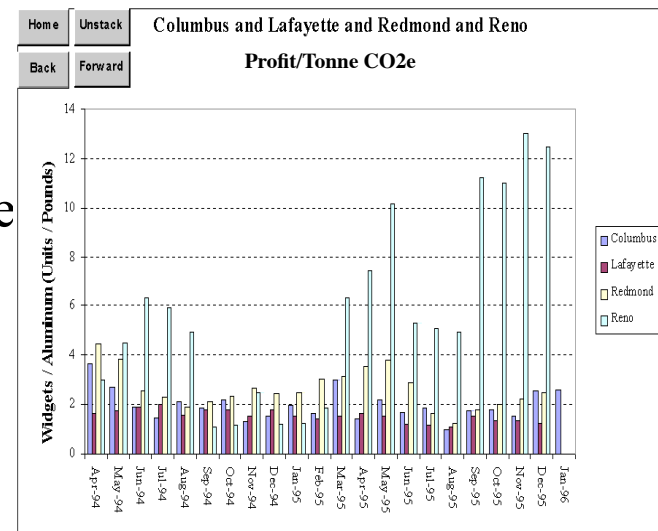
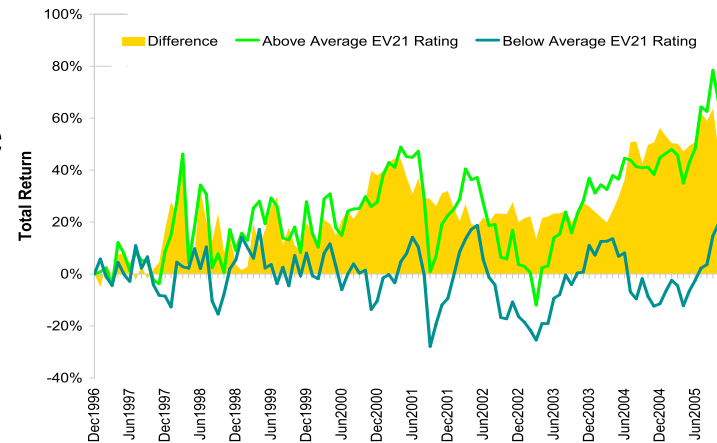
One Week's Headlines

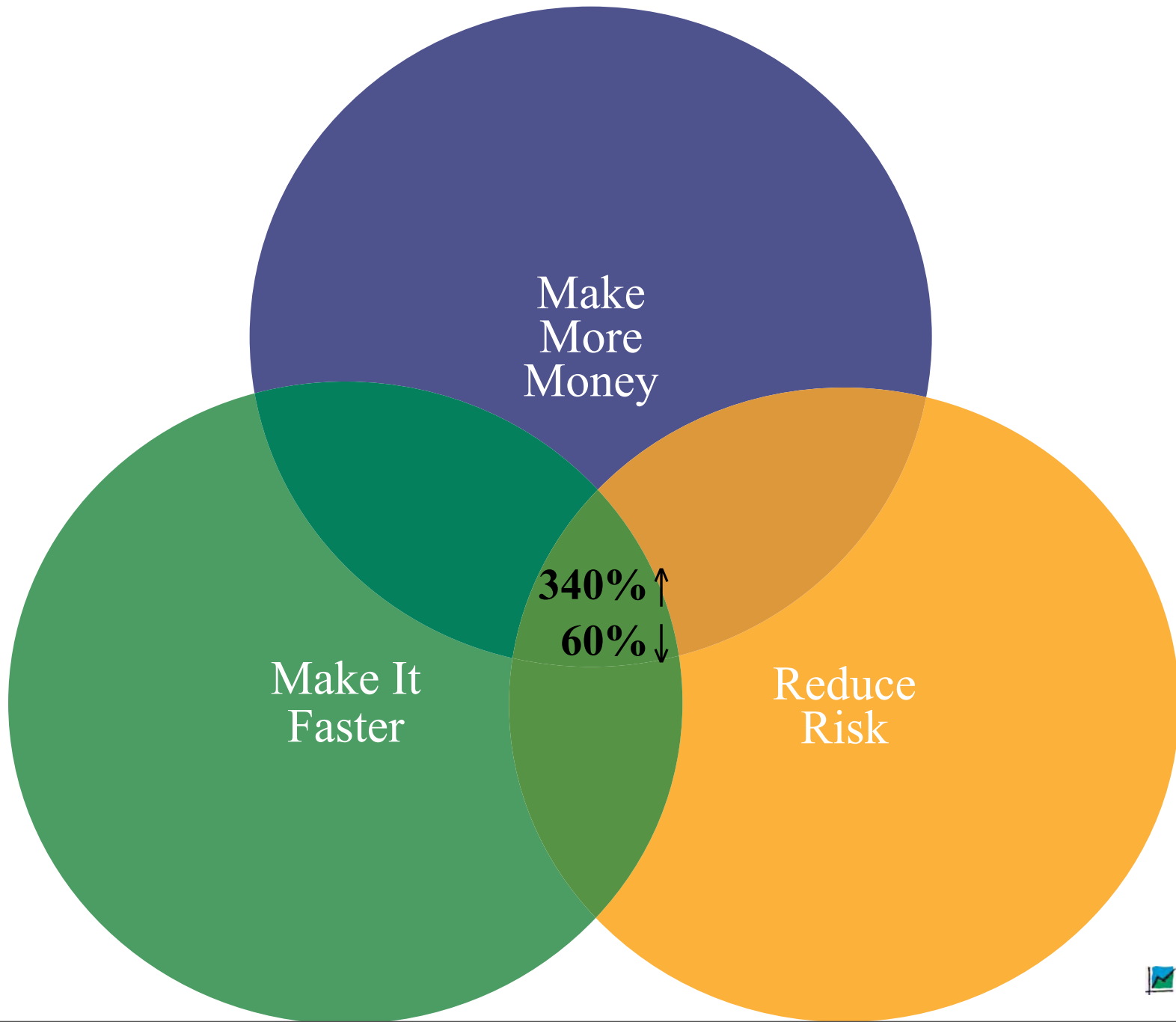
- Underwriters Laboratories Launches **Green Verification Service**
- New IBM Consulting Service Finds Savings Throughout **Supply Chains**
- Sainsbury's Aims to **Turn All Food Waste into Biofuel**
- GE to Open **Ecomagination Centre** in Masdar City
- The Climate Group to Develop **Low Carbon Cities** in China
- REI Adopts Bluesign Standard for **Product Sustainability**
- Coca-Cola Enterprises' **Hybrid Delivery Fleet** to Become Biggest in North America
- **Green Jobs** Could Top 37M in 2030

Wall Street is watching

- **EcoValue**
 - Compares performance within sector
- **Carbon Productivity**
 - Cradle-to-Cradle:
 - Extraction, production, distribution, use, end-of-life
 - Absolute & normalized
 - eg, Profit/ton

Automotive sector – 50 % outperformance (12-96 to 06-05)





Make
More
Money

Make It
Faster

Reduce
Risk

340% ↑
60% ↓

Central focus

- **Climate change**
 - Carbon footprint
- **Zero waste**
 - From Subaru to LA
- **Water**
 - Unlike energy, not substitutable
- **PBTs**
 - EU changing the game
- **Profit On Purpose**

Let's step back



Questions

- **How do you know?**
 - Specific, testable strategies
- **How good is good enough?**
- **Is it sufficient?**
 - To the challenge
 - To the opportunity
- **What are you *really* here to do?**

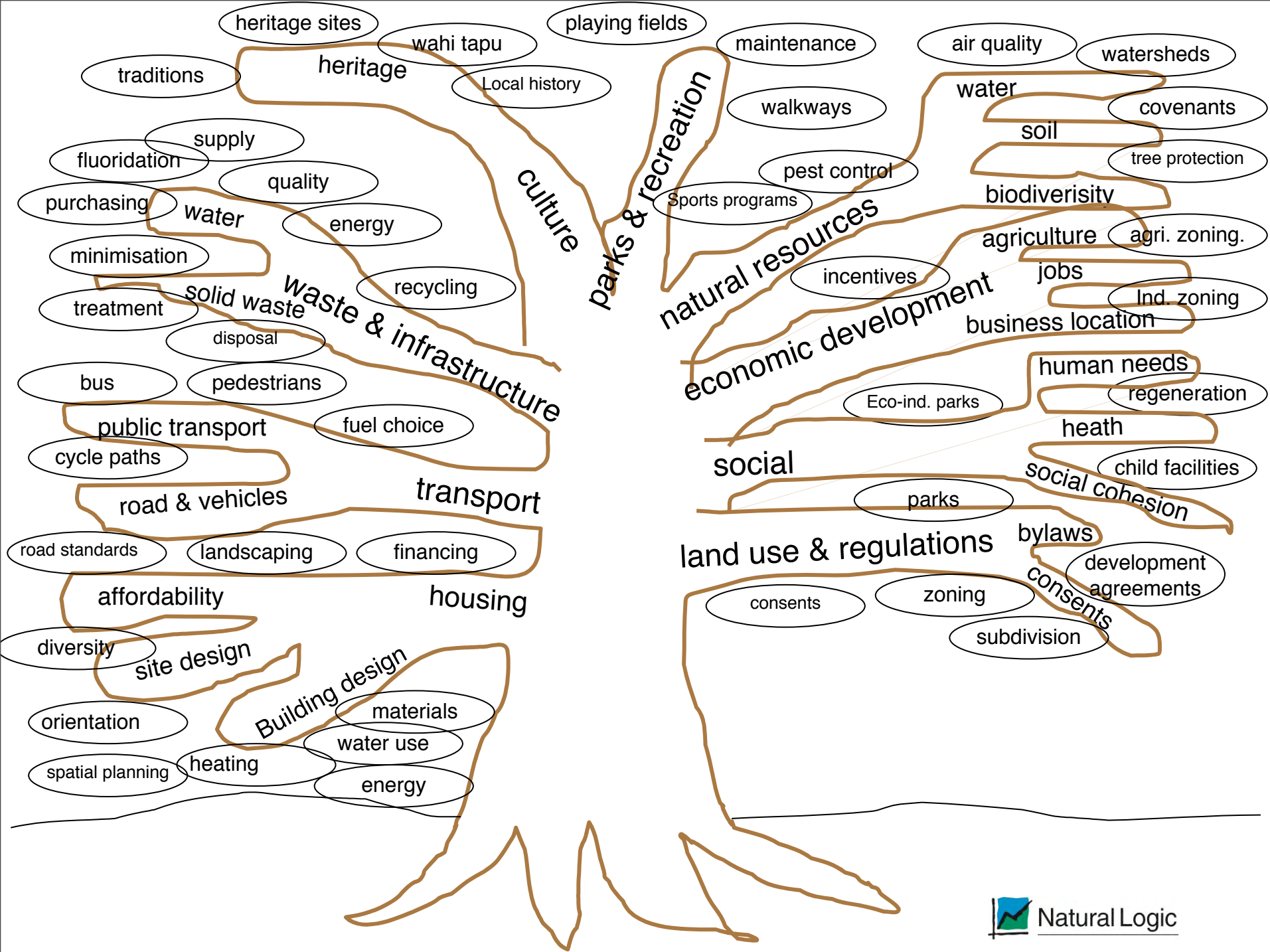
Don't get caught in the detail

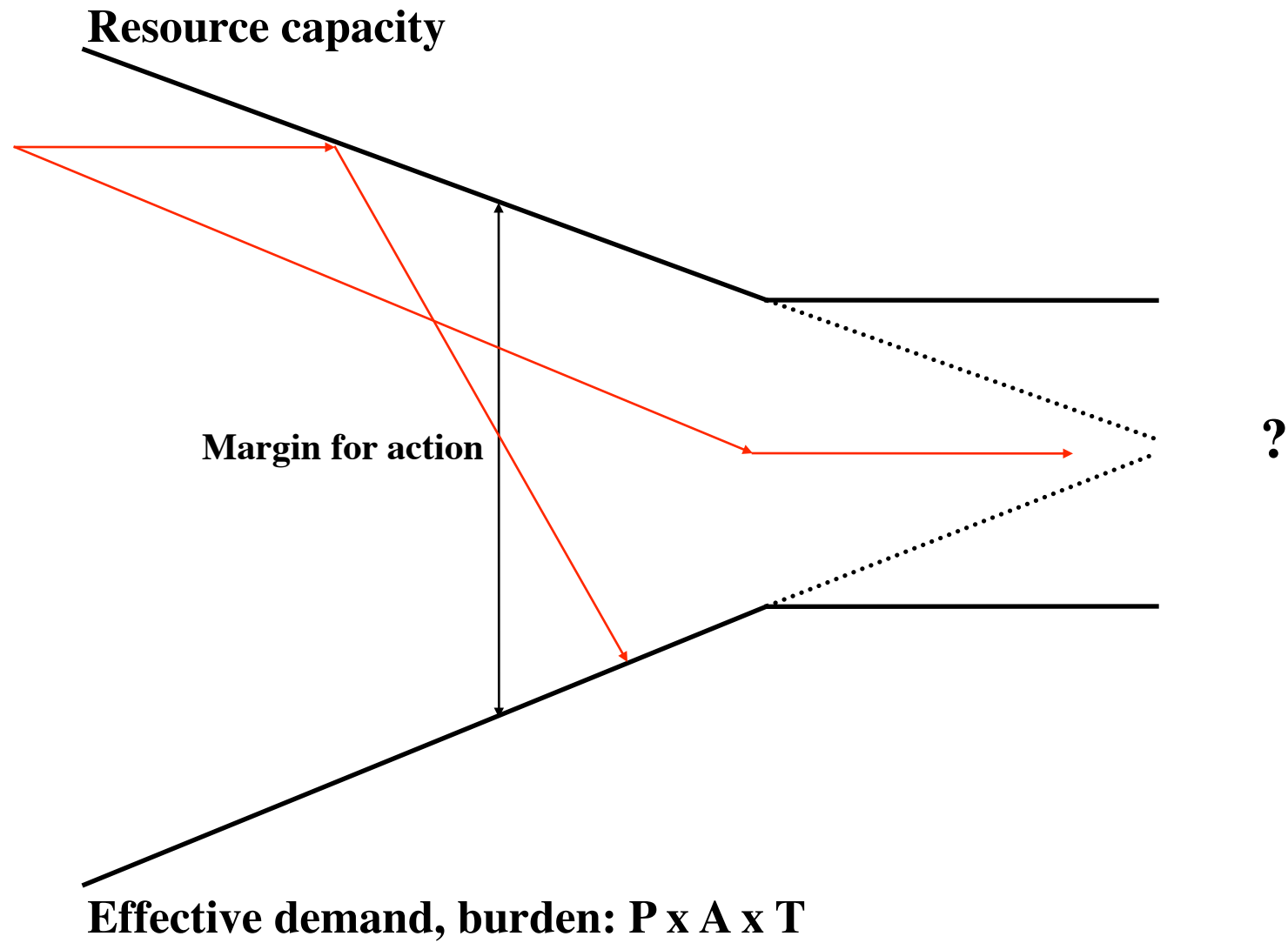


Details/Complexity
= leaves

Fundamental Principles
= trunk and branches







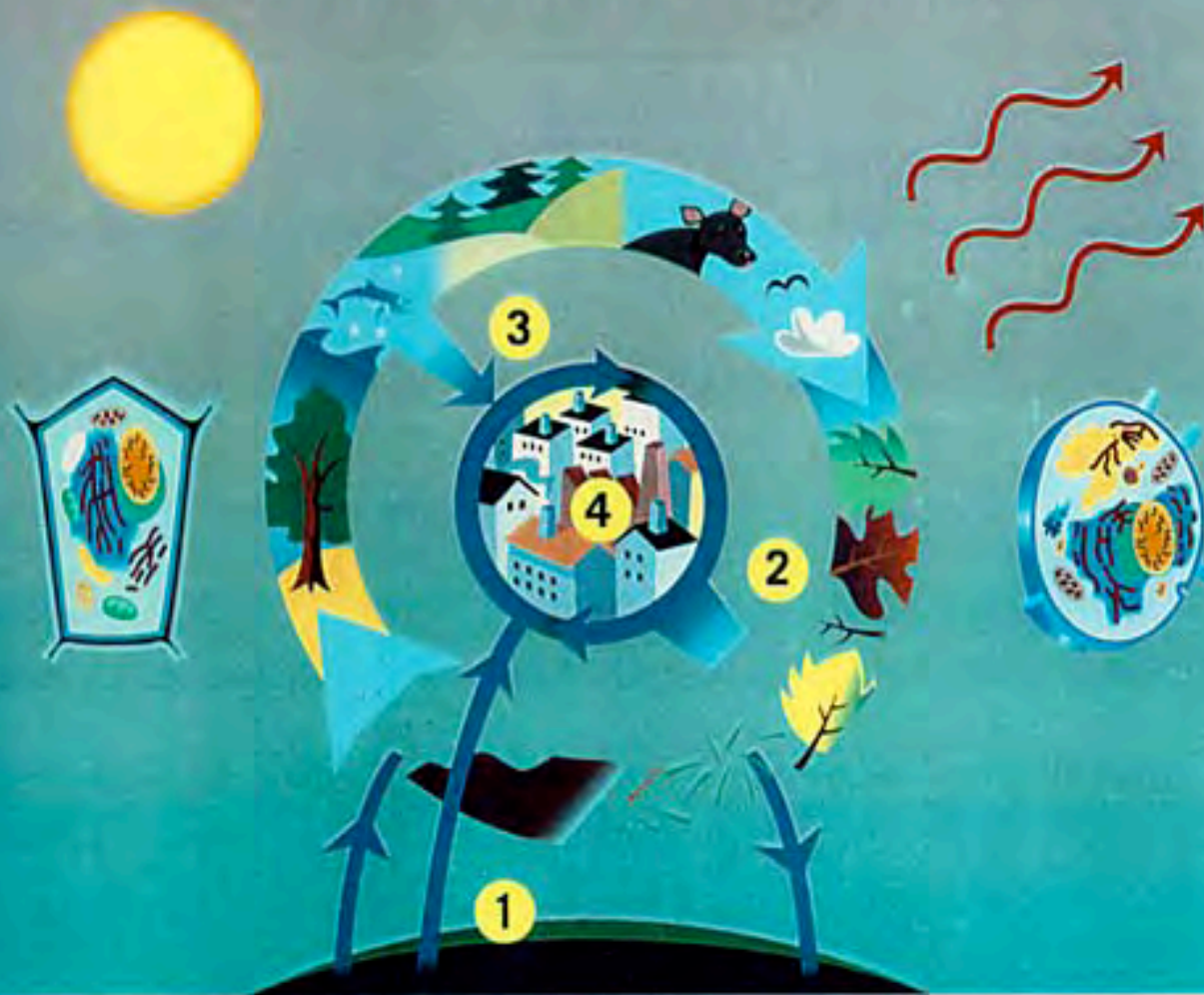
Scientific Foundations

- **Nothing disappears**
- **Everything disperses**
- **Value from concentration & structure**
- **Photosynthesis -
key to “quality” & “value”**

**Our present
unsustainable
society**



The Sustainable Society



In a sustainable society,
nature is not subject to
systematically
increasing
concentrations of
substances extracted
from the earth's crust.

In a sustainable society,
nature is not subject to
systematically
increasing
concentrations of
substances produced
by society.

In a sustainable society,
nature is not subject to
systematically
increasing degradation
by physical means.

In a sustainable society,
people are not subject
to conditions that
systematically
undermine their
capacity to meet
their needs.

Four System Conditions + 1

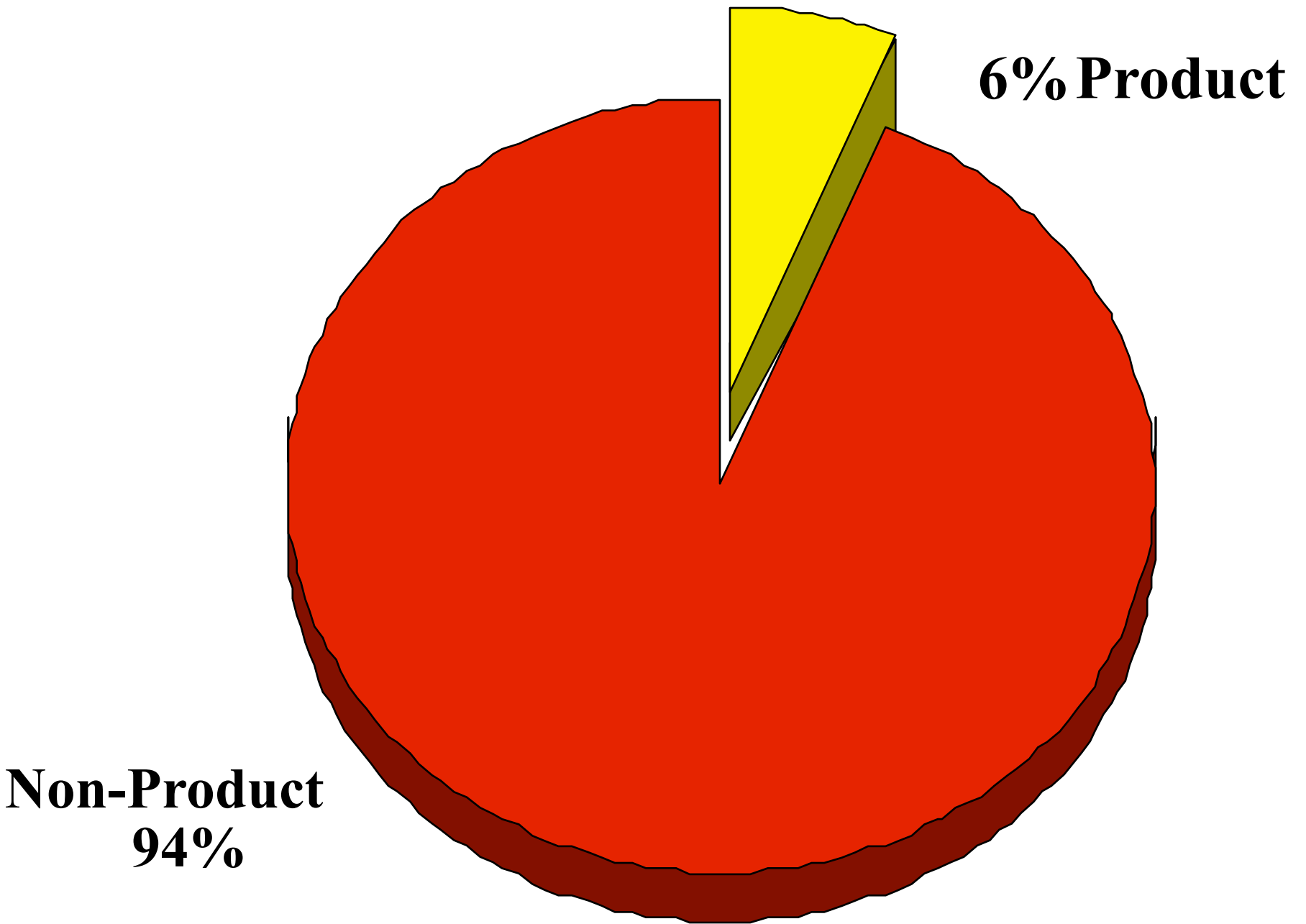
- **Extraction (Stored minerals)**
- **Persistence (Persistent synthetics)**
- **Production (Primary productivity)**
- **Prosperity (Human needs)**

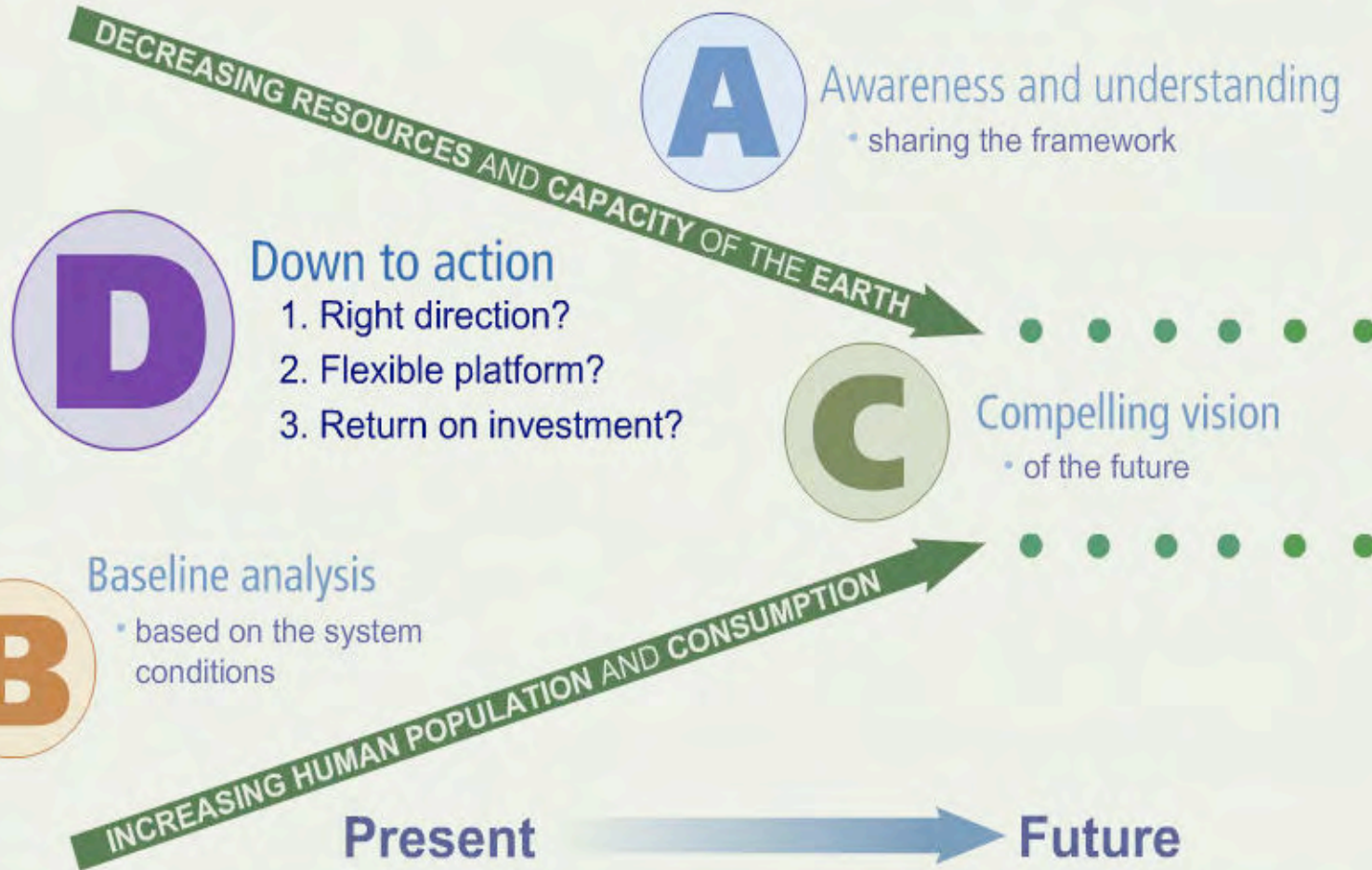
The Natural Step

- **Economic viability**

The Sustainable Society







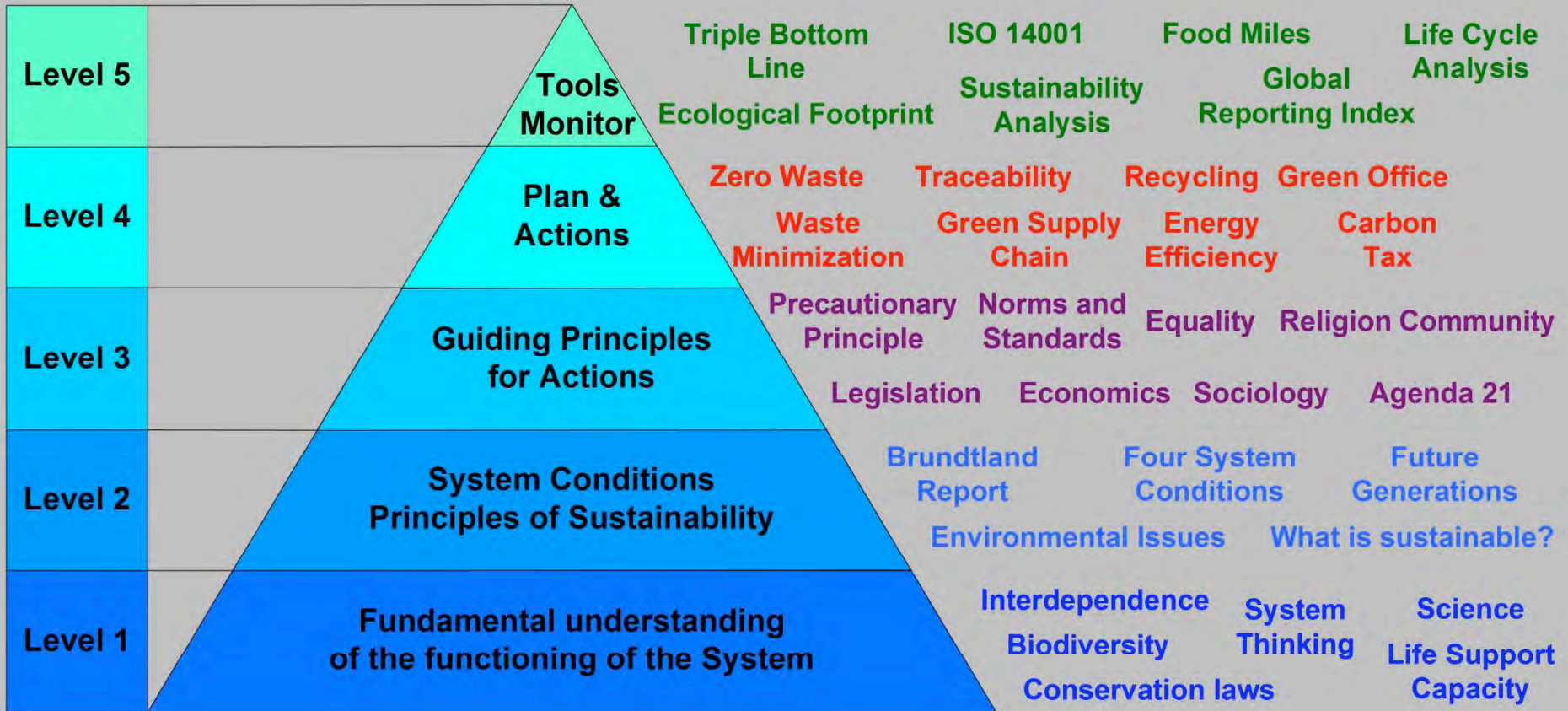
Principles: Reality

- **Carbon neutrality**
- **Closed loop recycling**
- **No accumulation from emitted pollutants**
- **No accumulation from additives**
- **Cooperation throughout the value chain**

The strongest approaches

- **Systemic**
 - rather than piecemeal
- **Strategic**
 - rather than merely operational
- **Integrated with the business agenda**
 - rather than isolated as “merely EH&S”
- **Meeting human needs**
 - Purpose of business—A.P. Gianinni





Personal questions

- **What are you *really* here to do?**
(How good are you willing to have it?)
- **What promises will *you* make?**
- ***Can* you do it? Can you afford it?**
- ***How* can you do it?**

- **What can we do *together*?**

Getting From Here to There

- Asking the right questions
- Not “*Can* we?”
- “*How* can we?”
- It’s all about design



**It is not because things are difficult
that we do not dare.**

**It is because we do not dare that they
are difficult.**

- Seneca

**The best place to succeed
is where you are
with what you have.**

- Charles M. Schwab

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Contact: gfriend@natlogic.com • 1-877-natlogic • www.natlogic.com

CEO Blog: <http://blogs.natlogic.com/friend/>

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