

# Wrap-up





THE PARTNERSHIPS  
**RESOURCE CENTRE**

**May you live in interesting times....**

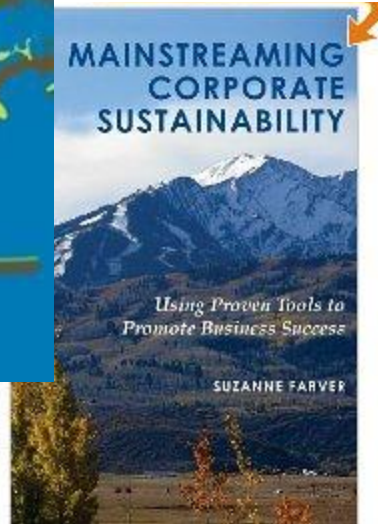
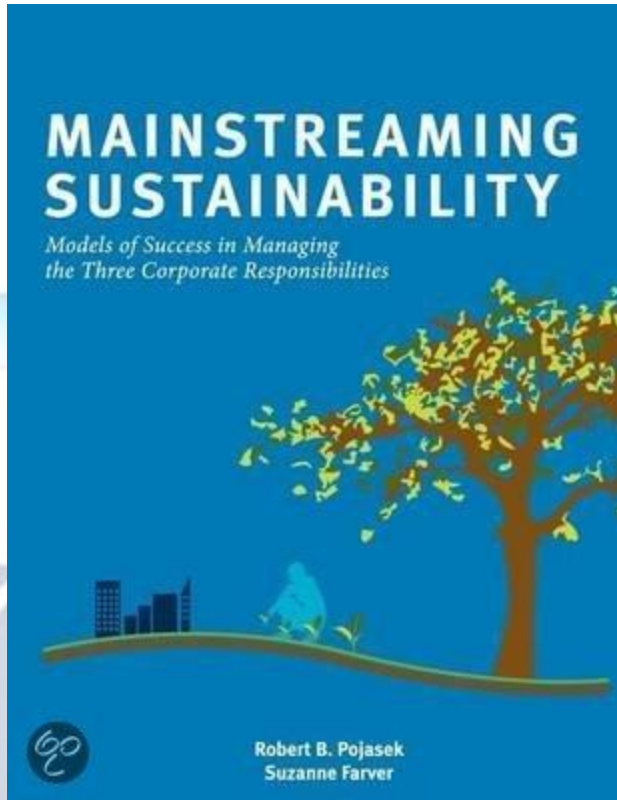


May you live in  
interesting times

May you always  
live in  
interesting  
times.

Chinese Curse

# THE NEED/CHALLENGE....



# Mainstreaming.....

“The prevailing current of thought, influence, or activity”

**main-streamed, main-stream-ing,  
main-streams**

1. To integrate (a student with special needs) into regular school classes.
2. To incorporate into a prevailing group.

# The playground...

THE NEED FOR  
SUSTAINABILITY IN SOCIETY:  
A SYSTEM IN CRISIS?

# The road towards mainstreaming..

BIG companies

**CSR: Corporate societal responsibility:**

Co-creation conditions

-consumers/stakeholders

-- governments

**THE NEED FOR  
SUSTAINABILITY IN SOCIETY:  
A SYSTEM IN CRISIS**

# The road towards mainstreaming..





# A DUTCH SWOT ANALYSIS....

## STRENGTH

- Top Dow Jones Sustainability Index
- Management book of the year!
- Sustainable is the new cool
- new leaders; entre/intrapreneurs
- inspiring examples (new sense-making)

## WEAKNESS

- Top =?= sustainable
- Complex business case
- Transformational leadership
- partnerships (external alignment)
- internal alignment
- lacking regulation (social enterprise)

## OPPORTUNITY

- Technological possibilities growing
- market creation (latent demand)
- Co-creation is easier in developed economies (competitive advantage of Netherlands)
- Social innovation will help us out of the crisis
- emerging economies....

## THREAT

- mindset: sense of urgency is missing
- slow/inadequate regulation
- will go too slow (only low hanging fruit)
- not enough students in masters on sustainability
- emerging economies...



# Two dynamic perspectives....

Preventing a Race to the Bottom

Enhancing a Race to the Top



What is needed?




Lowest common denominator



Best possible Approach?

# SWOT analysis: P-P-P?

	 <b>MAINSTREAMING ACHIEVED .....</b>		
<b>PLANET (ENVIRONMENT)</b>	<b>XXXX</b>	<b>XX</b>	<b>X</b>
<b>PEOPLE (SOCIAL)</b>	<b>XXX</b>	<b>X</b>	
<b>PROFIT (FINANCIAL)</b>	<b>XX</b>		

# The Sustainability Thesis award

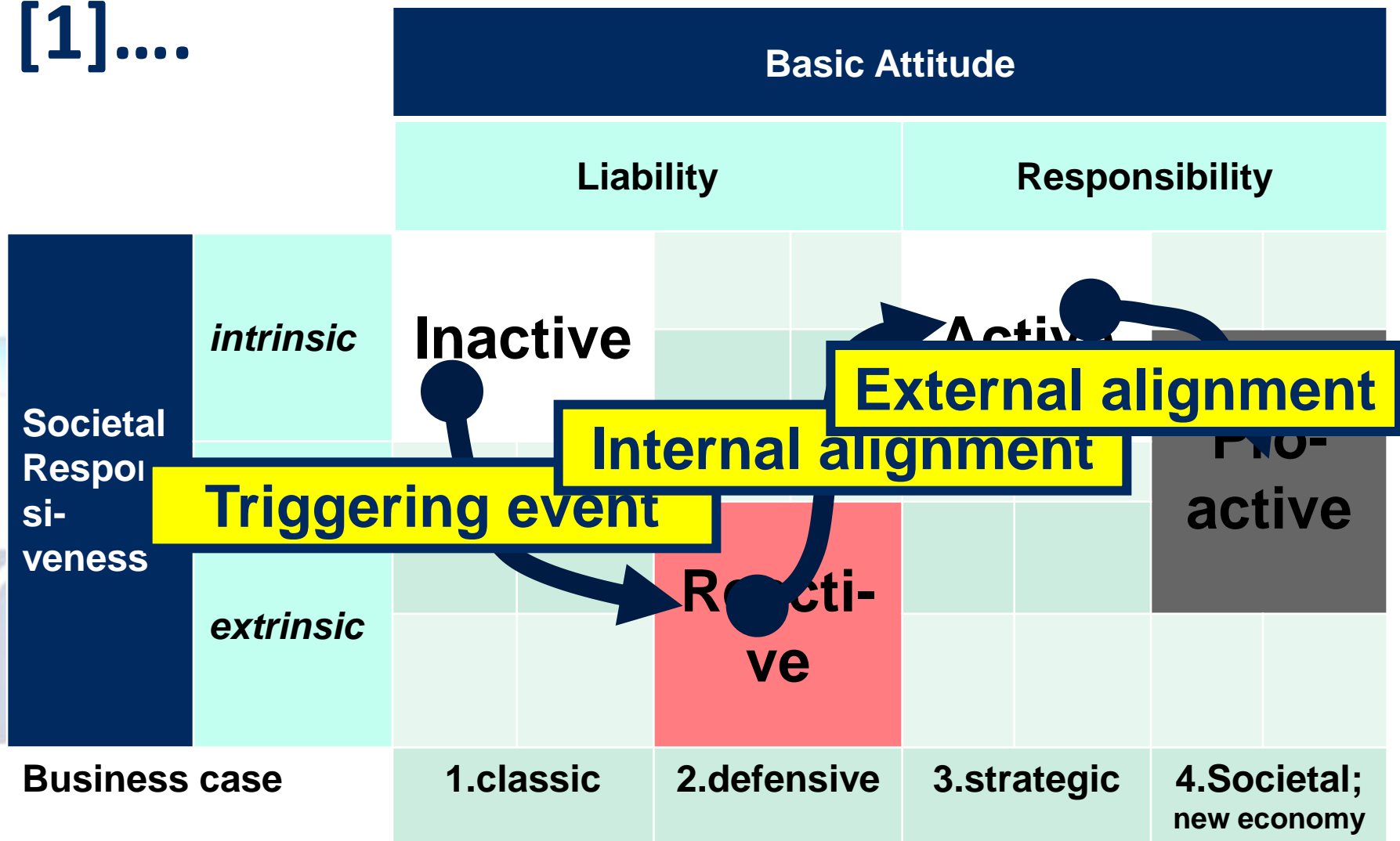
- Development over the years
- Nominees
- this year's winner

# Sustainability companies: mainstreaming?

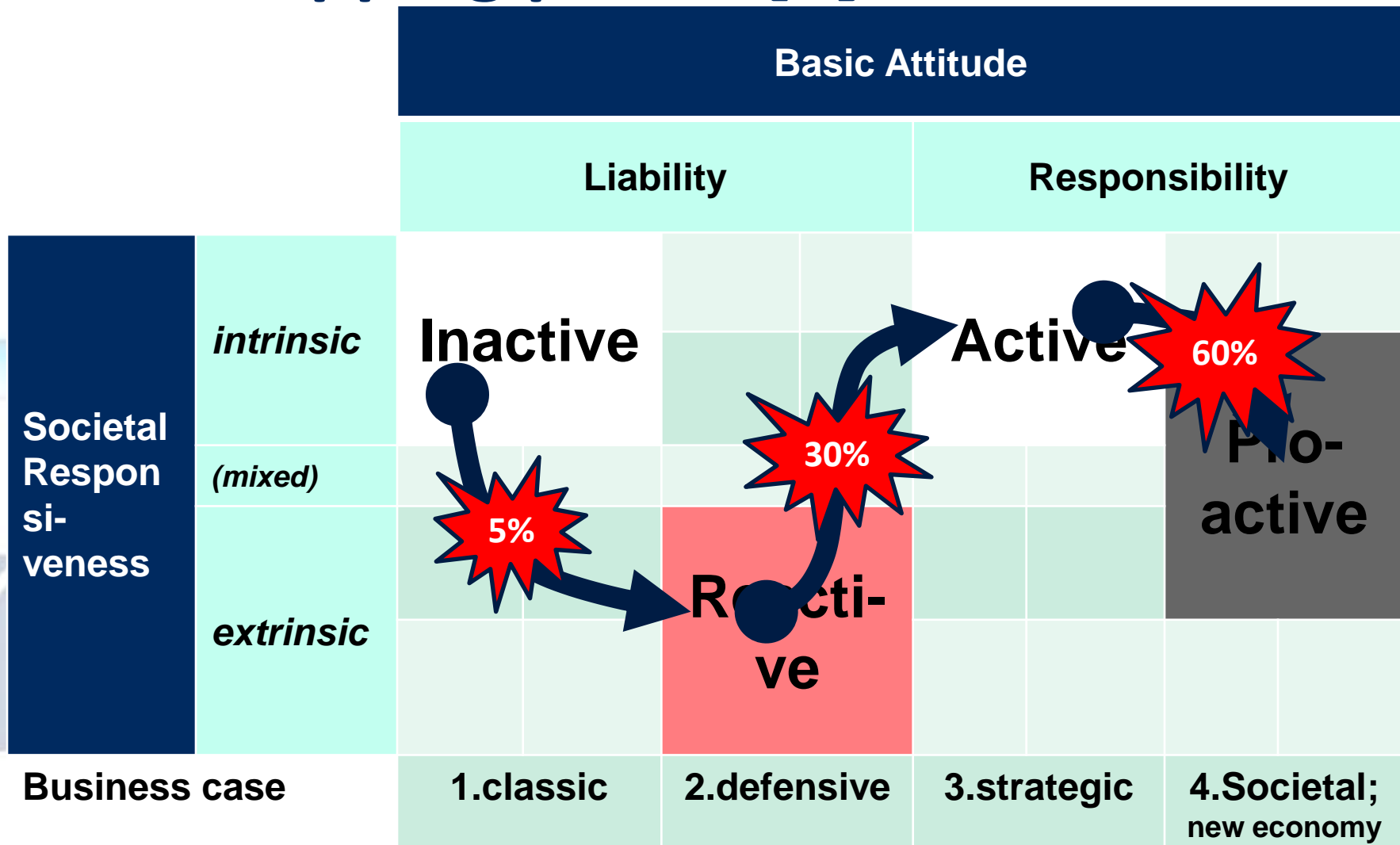
- General
- Break-out sessions
- Big – small: established – start-up
- small/social: intrinsically motivated
- big: [initially] extrinsically motivated

# Mainstreaming: three tipping points

[1]....



# Three tipping points [2]....



# There is [already] a business case....

Corporate Financial  
Performance →

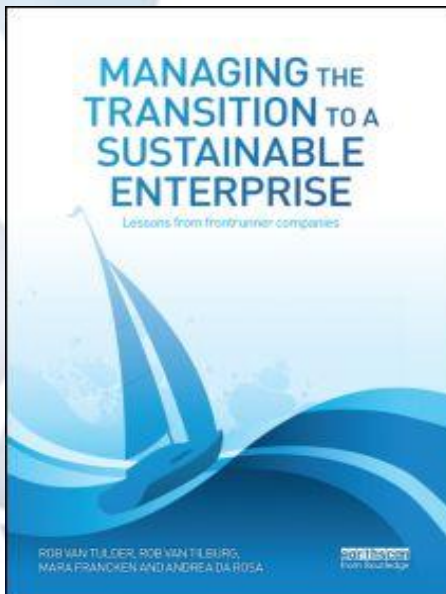


Corporate Social Performance →

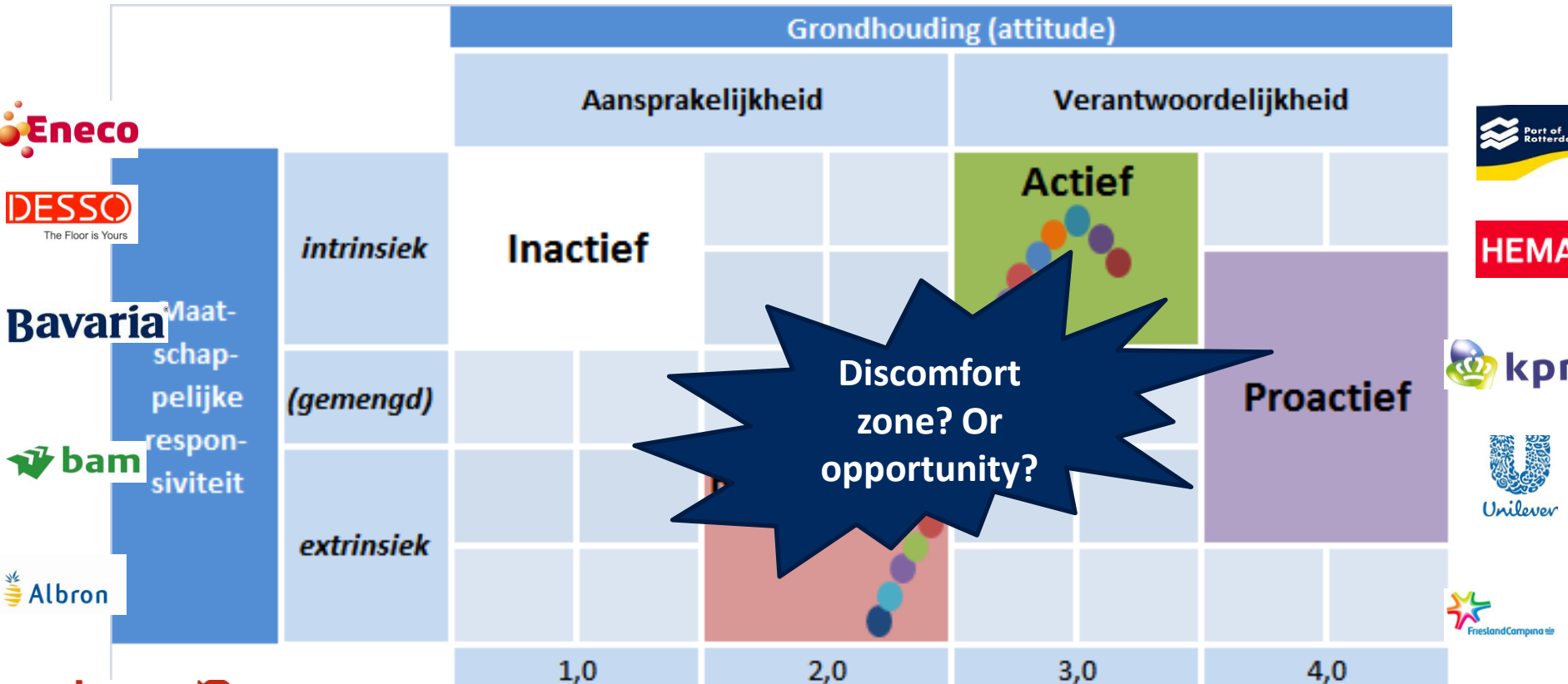


# Making sustainability mainstream....

- Research after twenty Dutch big 'mainstream' frontrunners
- Identification of 70 tipping points
- Cooperation Royal HaskoningDHV & Erasmus University
- 5 representatives today....



# where are we in the transition: exciting times?



**Eneco**

**DESSO**  
The Floor is Yours

**Bavaria** Maatschappelijke  
responsiviteit

**bam**

**Albron**

**achmea**

Port of Rotterdam

**HEMA**

**kpn**

**Unilever**

FrieslandCampina

van Ganswinkel Groep

**unica**

**TATA**

**SIEMENS**

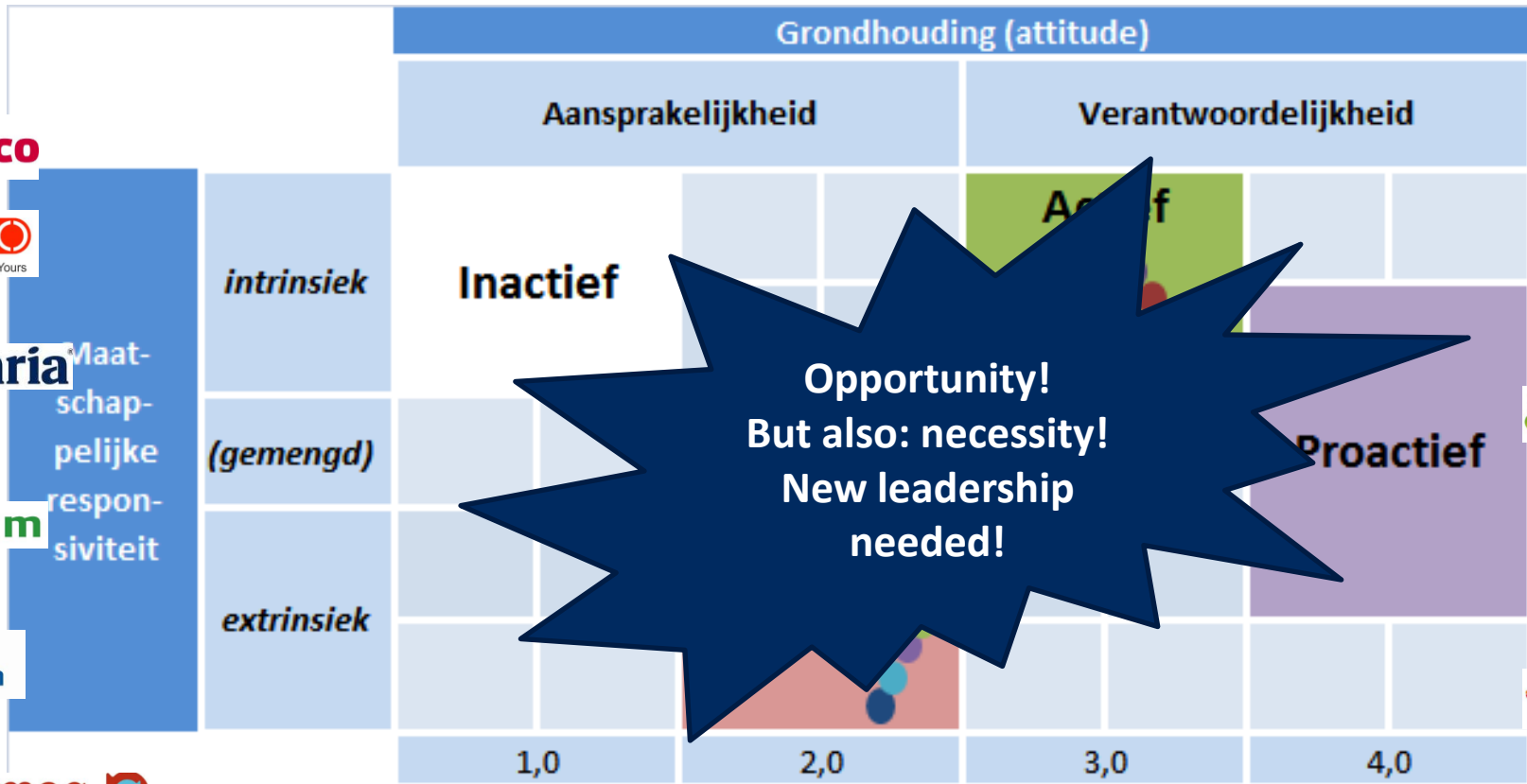
**KLM**

**Rabobank**

**PHILIPS**  
sense and simplicity

**RSM**  
**PGGM**

# where are we in the transition: exciting times?



# Sustainability snacks and start-ups.....



KROMKOMMER



The power of social enterprise  
Can they become mainstream?

# Conclusion: two perspectives....

**PUSHING:**  
preventing a Race to the Bottom

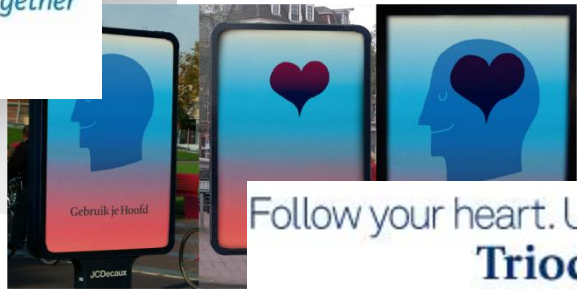


**PULLING**  
enhancing a Race to the Top



**Mainstreaming inclusive business models:**

**Alternative narratives and motto needed!**



Follow your heart. Use your head  
**Triodos Bank**



**in • ter • es • ting** (in'trī-stīng)  
adj. **1.** capable of holding one's attention. **2.** arousing a feeling of interest. **3.** oh God, oh God, we're all going to die.

# These are interesting times....

