Centre for Social and Sustainable Innovation
Communiqué
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This edition brought to you by SDG 15: Life on land

Resilient communities: some actions
April 8, 2018 Surfrider Foundation beach cleanup on southern Vancouver Island, 11:00 am - 1:00 pm at Whiffin Spit

Changing the narrative on business to change the world
From “business sucks” to a new story of business, a conversation with Ed Freeman of the Darden School of Business at the University of Virginia. Monday, April 9, 2018 9-10 am Pacific Time
The free webinar will address rethinking the dominant story of capitalism for the 21st century and explore the principles behind a new narrative that is already emerging all over the world.

Philanthropy or treating employees decently in the first place...
“Charity is good. A system in which handouts from the wealthy weren’t necessary in order for people to access basics like education and healthcare would be vastly better.”
A look at Jeff Bezos, Andrew Carnegie, and fair employment practices, in Rolling Stone.

Natural Capital
It’s no longer “whether”; now it’s “how”
Ethical Corporation has assembled a briefing paper on how business leaders can mainstream natural capital into the bottom lines of their companies.
Scroll past the promo for the coming Ethical Corp conference to get to the briefing itself. It includes details on the Natural Capital Protocol, a framework designed to help generate trusted, credible, and actionable information for business managers.
“If you are not already incorporating natural capital into your decision making,” writes the author, “you are very likely to be missing significant risks and opportunities for your business.”
Independent financial services company Kepler Cheuvreux looked across 700 European companies in a variety of sectors and found that their use of resources and their polluting emissions affect more than 2,500 species each year – much of the impact coming from the value chain. The companies are responsible for €2000bn of impacts.

Case study: Kering luxury brands and environmental profit and loss
Included in the briefing is the story of Kering, the French home of luxury brands like Gucci and Saint Laurent, which pioneered environmental profit and loss (EP&L) accounting with its former sportswear brand, Puma, in 2010. The following year, the group chief executive decided to apply it in detail to all operations and brands in the stable, which generated €15.5bn in revenue in 2017. When development began on the Natural Capital Protocol, Kering contributed the work it had already done to build a methodology.