

Giles Hutchins: Business shaped by nature – ecological thinking for radical transformation

Abstract:

This decade of creative destruction and reconstruction will be about winding down the unsustainable business models of 20th Century and evolving new 21st Century business models that are fit for purpose – a human population heading for 9bn living on a small planet already in ecological overshoot. The catalysts we see enabling successful transformation are: **Innovation, Collaboration, Inspiration, and Education**; with the tool for change being **Business Shaped by Nature**.

The most progressive and forward looking business leaders understand best practice business strategy is about leveraging sustainability challenges into increased revenues, profitability and competitive advantage.

As Mark Parker CEO of Nike says 'Integrating sustainability is not just a good opportunity for business. It is essential for success in a world of constrained resources. Right now every business has a choice to make. We choose to move fast, using sustainability as a force for innovation. We choose to embrace transparency, collaboration & advocacy as tools to unlock opportunity & enable us to thrive in a clean & green economy.... to prototype the future, not retrofit the past'.

Transformational times call for transformational change and radical change is needed. Business Shaped By Nature puts forward a pathway for radical transformation.