



Rotman School of Management
UNIVERSITY OF TORONTO

Business Operations for Sustainability: Introduction

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Goals for this Session

- Describe what planetary boundaries and the UN Sustainable Development Goals are;
- Examine how businesses are trying to capture value through sustainability;
- Critique the definition of social business defined in Yunus et.al. 2010;
- Examine how business model innovation tools can be used to design innovative business models that achieve sustainability goals;
- Start reflecting on how sustainability is important for you and your career.

What is the Goal?

(Should It Be the Goal?)

YOUR

What is ~~the~~ Goal?

YOUR

What is ~~the~~ Goal?

Why do you care about sustainability?
(breakout discussion)

Spheres of influence

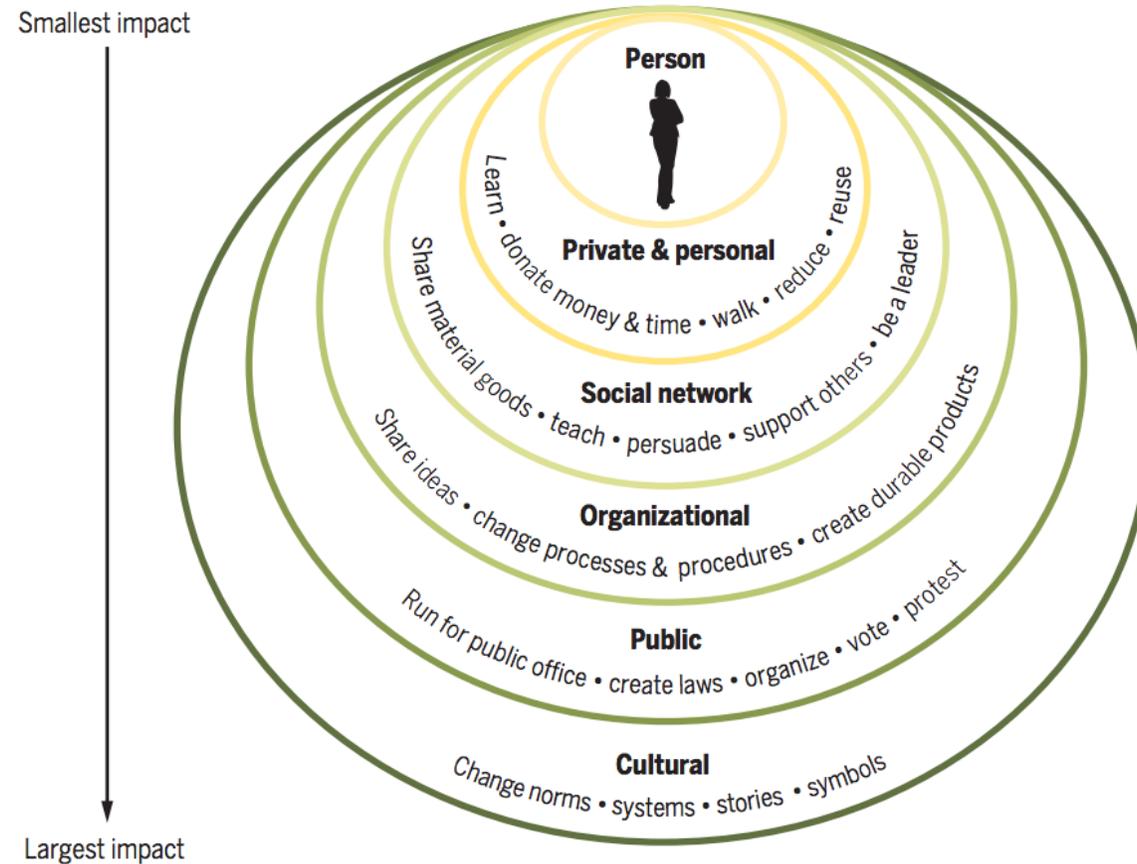


Fig. 1. An individual's spheres of influence. Individual actions have the greatest effect when they influence broader systems.

What does sustainability mean?

Definition of sustainability

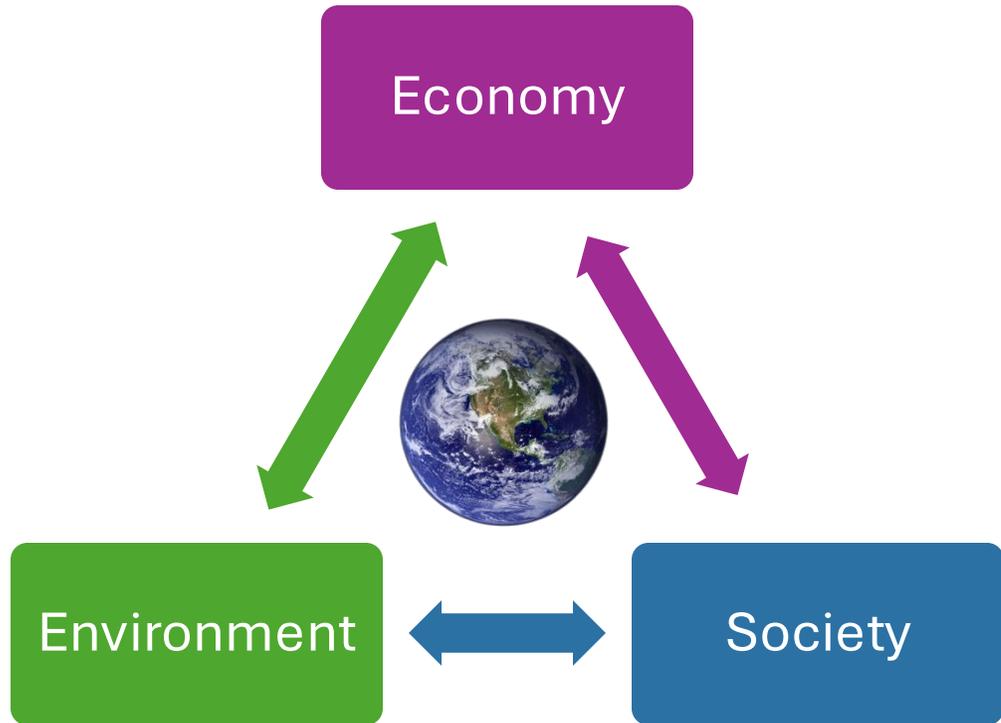
From the 1987 Brundtland Report:

profit, customer, organizational, personal...

**“Sustainability is the ability to achieve the goals
of the present without compromising the ability
to achieve goals in the future”**

profit, customer, organizational, personal...

A modern perspective of Sustainability



- Our planet consists of a collection of complex systems
- These systems are interlinked and influence each other
- They exist in a “dynamic” equilibrium
- Shocks in one type of system can influence others
- “Equilibrium shifts” can have cascading effects

Sustainable Development Goals



Detailed indicators: https://unstats.un.org/sdgs/indicators/Global%20Indicator%20Framework%20after%202020%20review_Eng.pdf

How do we
get there?



How can sustainability initiatives create value?

What is similar or different between these examples?

How would you compare these different sustainability strategies?

Promoting their use of sustainable energy



Incentivizing customers to recycle



Recommending eco-friendly routes on maps



Industry-leading sustainable materials and production



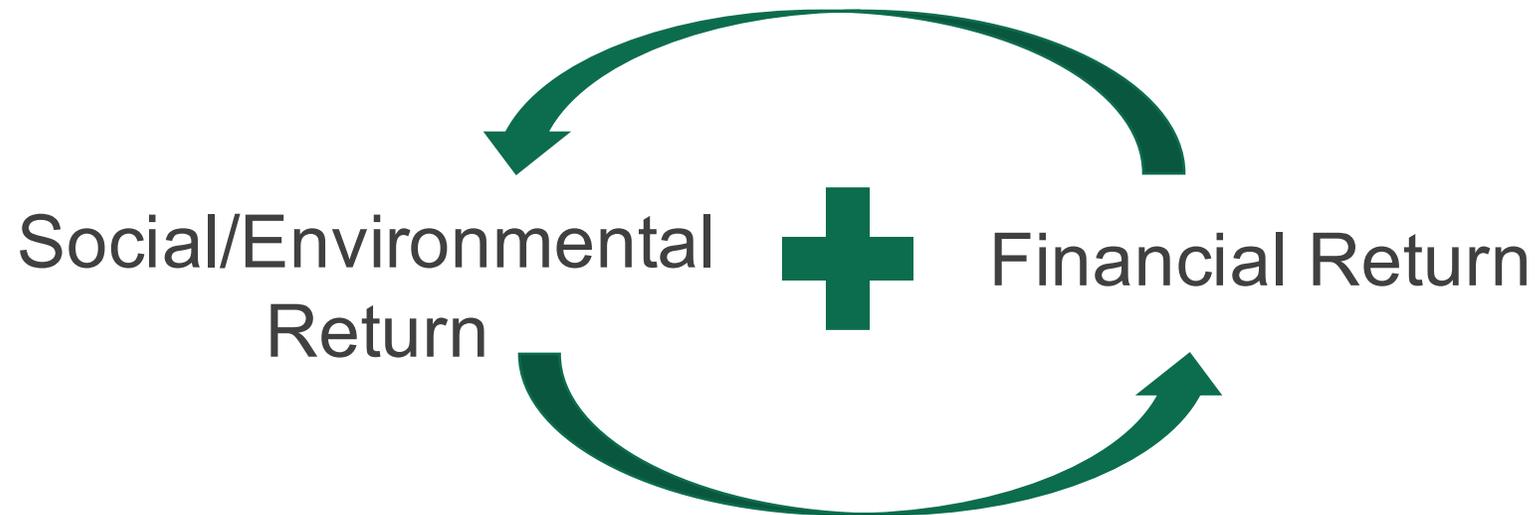
Donating proceeds to water.org



"Don't buy this jacket"



We can apply Business Model Innovation tools to leverage tech and develop new business models that create value, address environmental and social problems, and are financially profitable!



What is a
Business Model?

What is Business Model
Innovation?

Sustainability is about aligning goals

Create business models and develop technology such that the most profitable decision is also the most sustainable one.

Good way to create startups!



Disclaimer

- This course is about **you** and to help you form your own science-based view of social and environmental sustainability
- There will be quite a bit of work, professor is here to help!
- Take risks, participate, be open
- Let me know if you have questions or want to meet and discuss

What SDGs will your “engine” address?

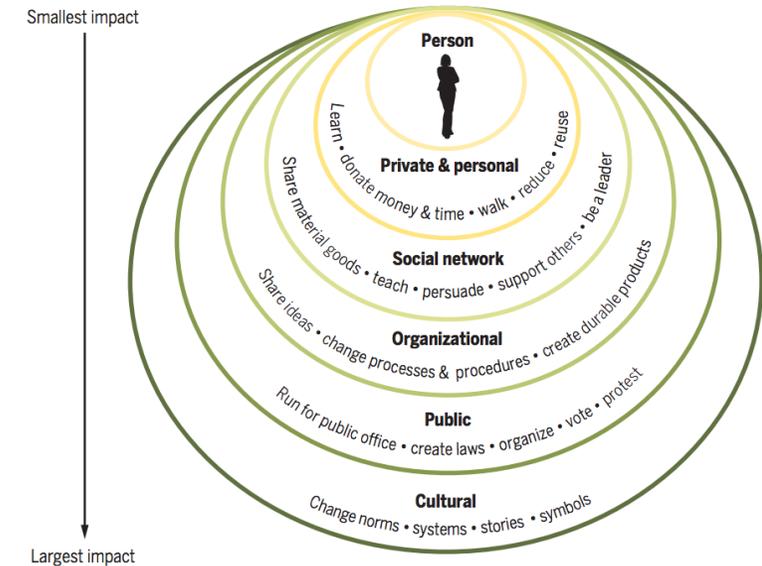


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Next class: Fishbanks Game