

La Plata Sustainability Dialogue



People, Planet, Profit Thriving as a Community of Collaboration

- What is the Triple Bottom Line?
- How have businesses elsewhere addressed these goals?
- How could we collaborate to enable our businesses and our communities to thrive socially, environmentally, and economically?



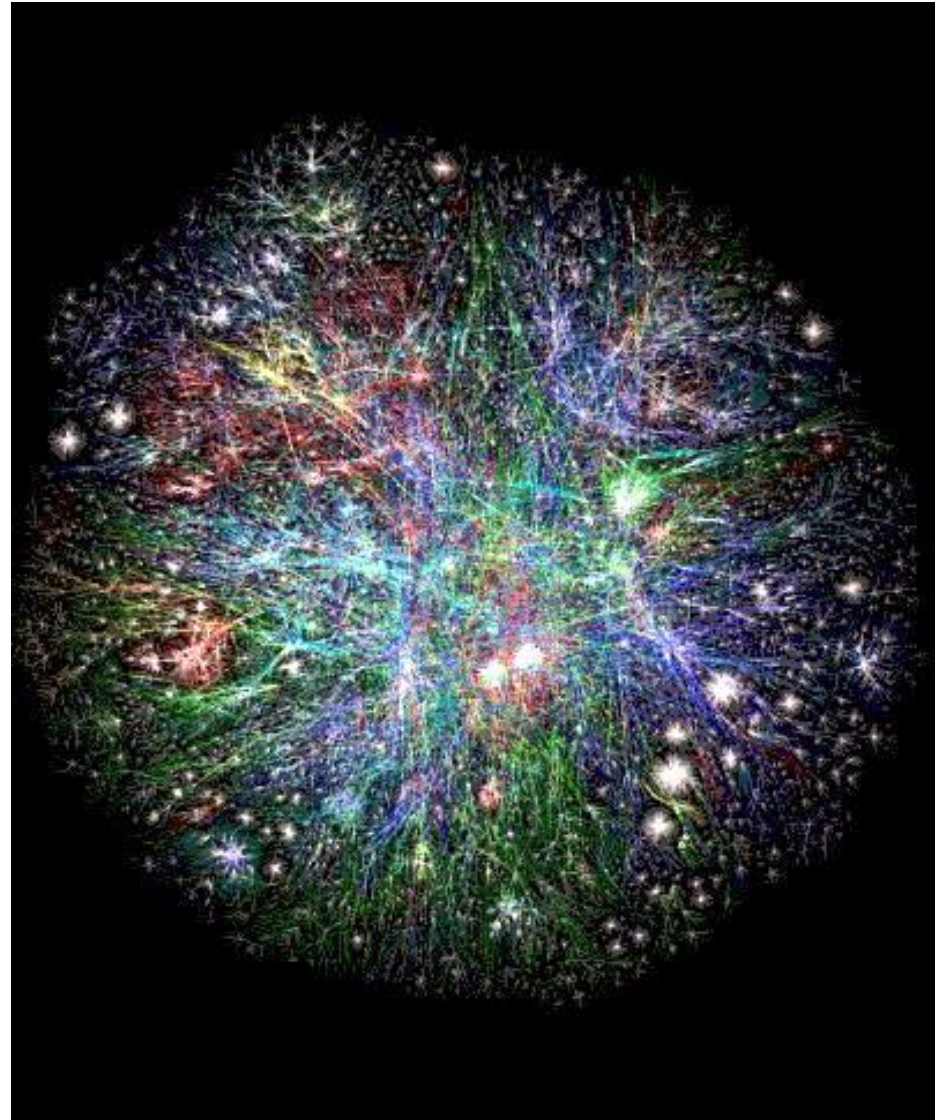
Introducing... Sustainability 3.0

Sustainability 1.0
characterized by Compliance

Sustainability 2.0
characterized by Citizenship

Sustainability 3.0
characterized by Relationships

Transformation
via
Communities of
Collaboration





Web of Life

Business is inherently a social enterprise...

Humans exchanging energy and pattern with Humans -

All within the context of our Community and our Ecosystem

A Web of Life.





Sustainable Communities

A Web of Life...

Suggests Cooperation
rather than
Competition

As the process
For creating...



Sustainable Communities

“The urge to form partnerships, to link up in collaborative arrangements, is perhaps the oldest, strongest and most fundamental force in nature. There are no solitary, free-living creatures; every form of life is dependent on other forms. —Lewis Thomas



Choosing to Transcend Limitation

Competition arises from...

Self interest

Perceived scarcity

Insufficient or non-explicit value geometry

Competition suggests that in each engagement, one party experiences...

Main Entry: **loss**

Pronunciation: \ 'lɒs \

Harm or privation

Separation

Decrease

Diminishment

Ruin

Is this really the best we can do?



Principle of Abundance

What we think we value in competition...

- Goal seeking
- Adaptive tension/challenge
- Learning
- Development/growth
- Feedback/acknowledgement (reward)

Are
 fundamental aspects of
 Cooperation
 and
 Collaboration

Without the need for Loss.



Permaculture Principle Abundance

To increase abundance, increase functional diversity and connections...

integrate
rather than segregate.

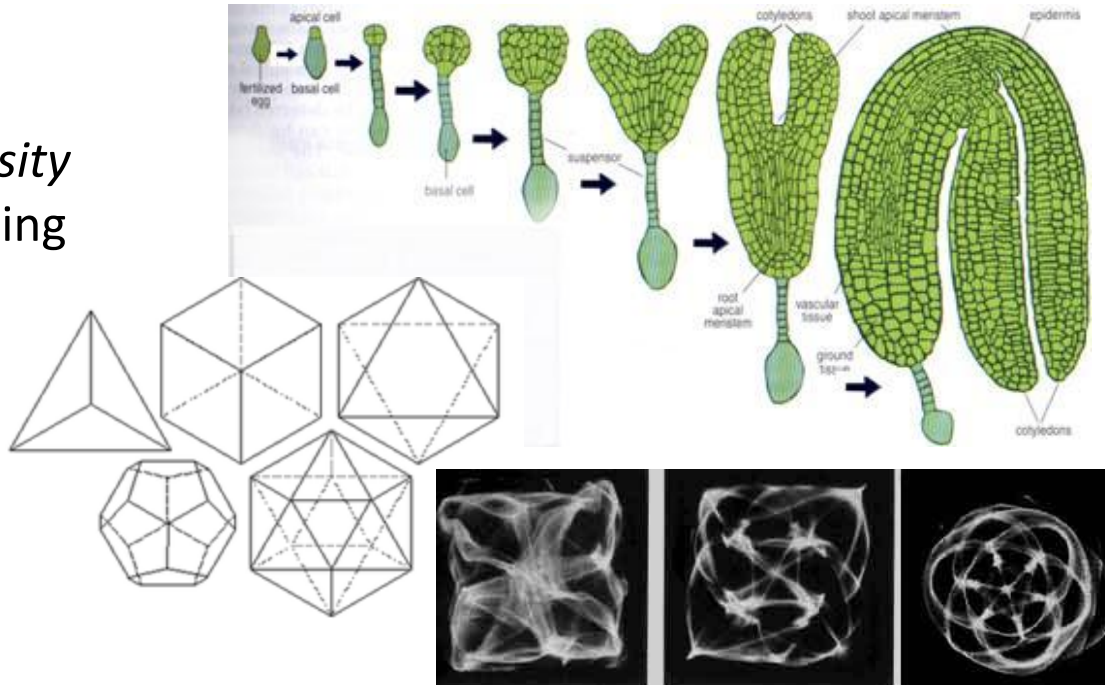
(increase value geometry)
density



Sustainability - Value Geometry Matters

Nature uses a process of *increasing value geometry density* when building forms of increasing function and diversity.

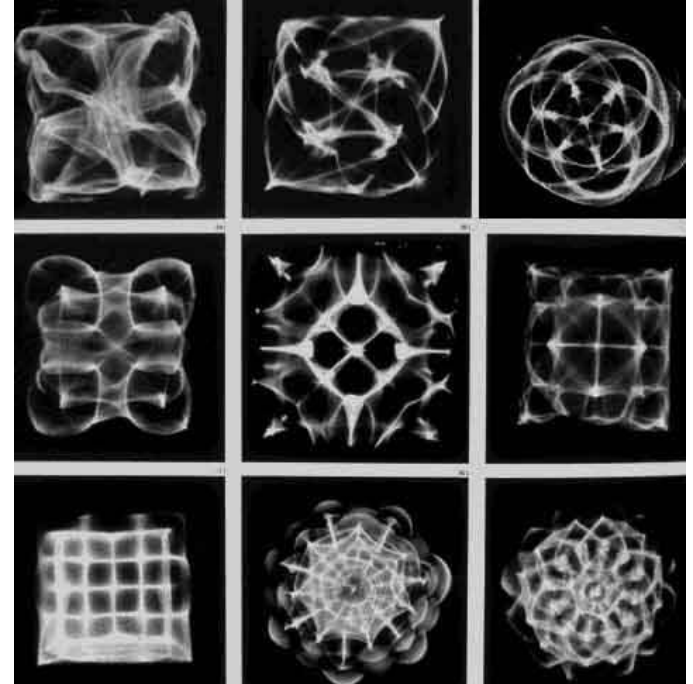
We utilize inner value maps to make our choices and develop our relationships. "Value Ladders" are recognized In market economics.



Business can use increased value geometry density to...

- Attract new customers
- Decrease competition
- Increase quality of relationships

How?...



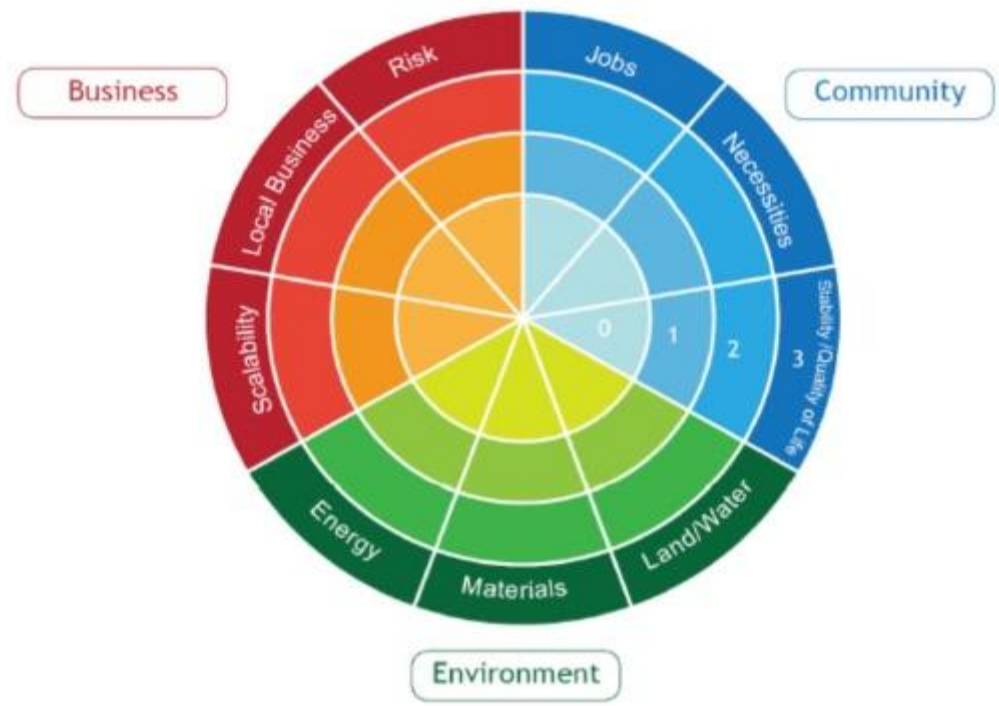


Increasing Our Value Geometry Making Value Explicit

The concept of TBL demands that responsibility be to stakeholders rather than shareholders. In this case, "stakeholders" refers to anyone who is influenced, either directly or indirectly, by the actions of the firm.

According to the stakeholder theory, the business entity should be used as a vehicle for coordinating stakeholder interests, instead of maximizing shareholder (owner) profit.

Introducing...The Triple Bottom Line... Metrics for Sustainability



a.k.a. People-Planet-Profit
Corporate Social Responsibility measure (CSR)
ICLEI and UN endorsements



Shorebank Pacific

Shorebank Pacific

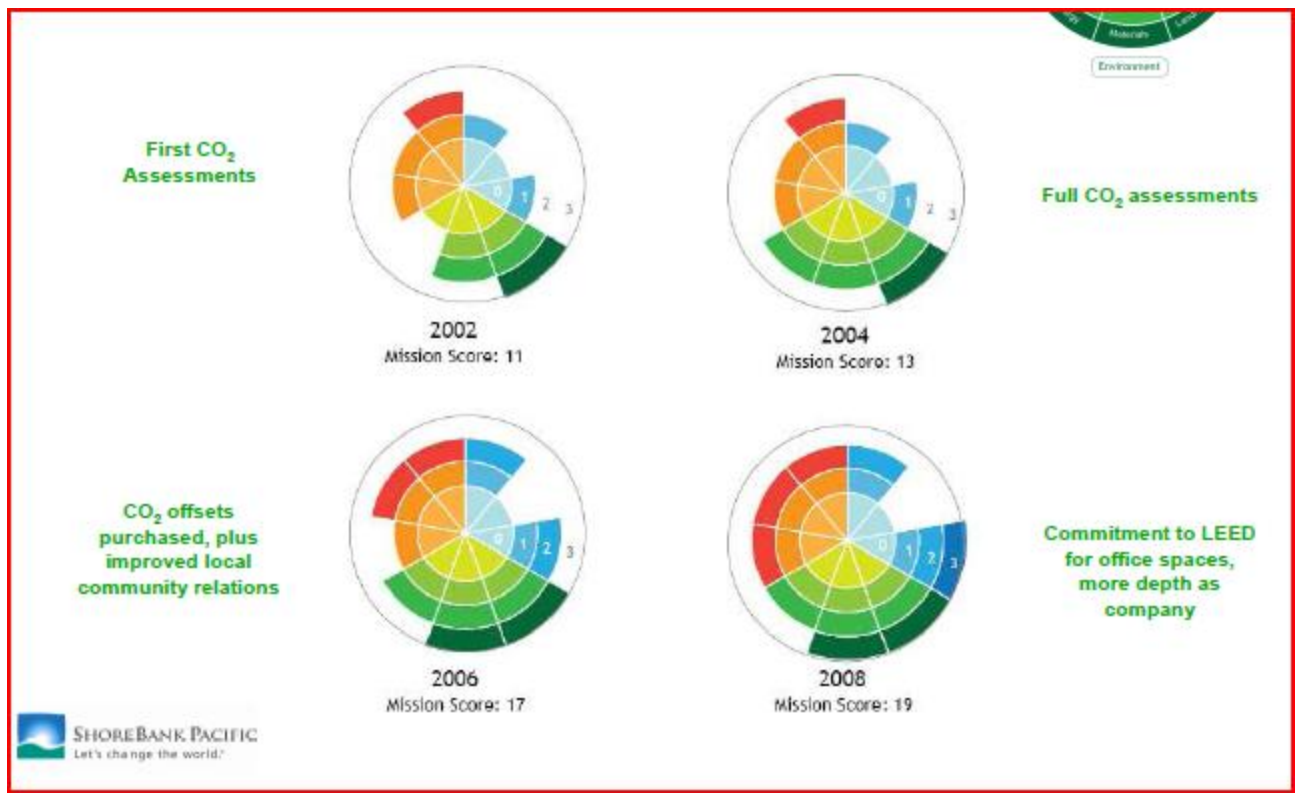
Commercial –for profit
FDIC insured bank

Triple bottom line loan evaluations...

- 1. Economic measures**
Risk, potential for success, Community fit
- 2. Environmental measures**
Energy, Materials, Land & Water
- 3. Community measures**
Work, necessities/stability, quality of life

Increased value geometry density gives us fresh ways to evaluate our decisions and...

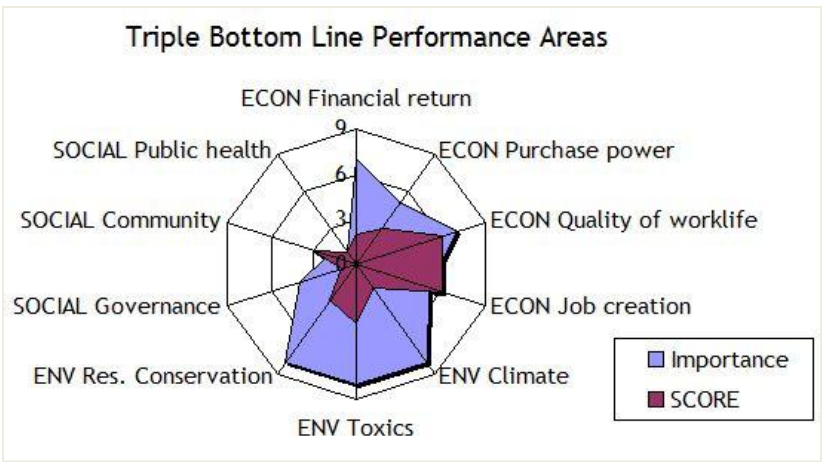
Gives our shareholders, partners, customers enriched opportunities to relate to us.



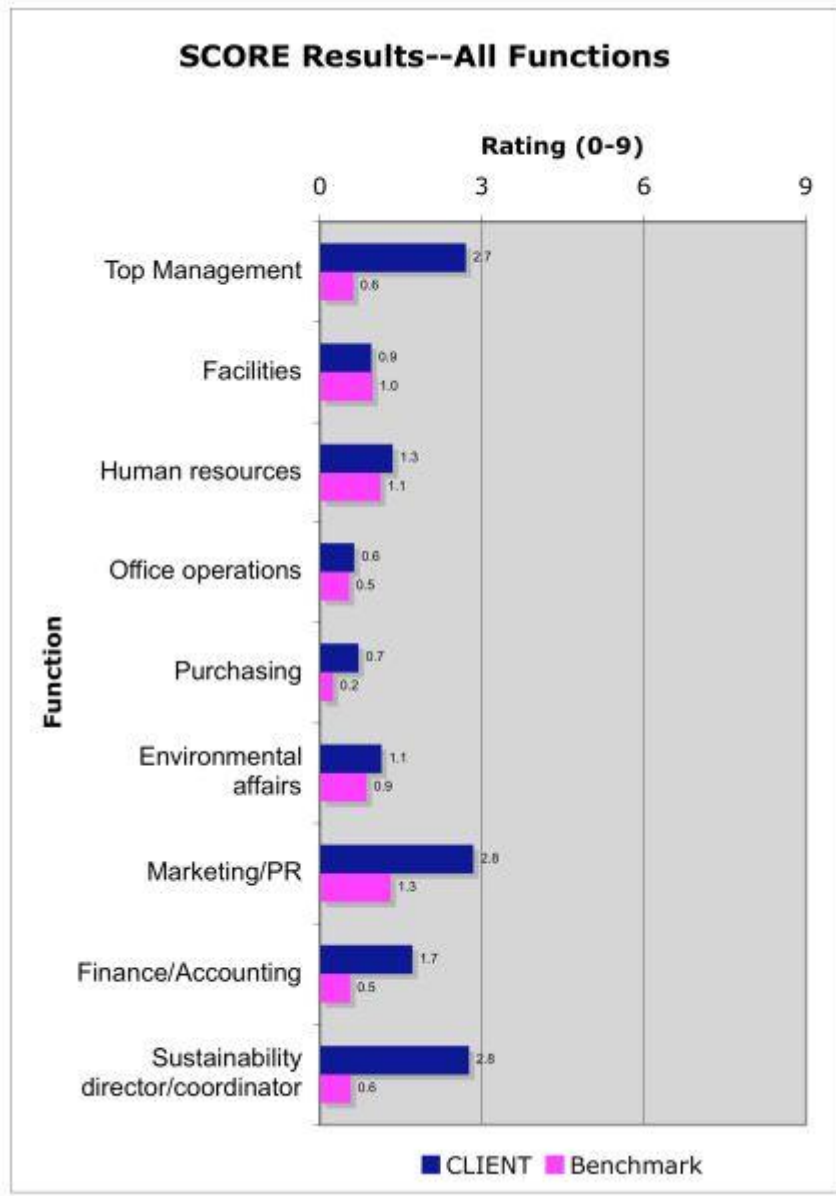


SCORE

Sustainability Competency & Opportunity Rating & Evaluation

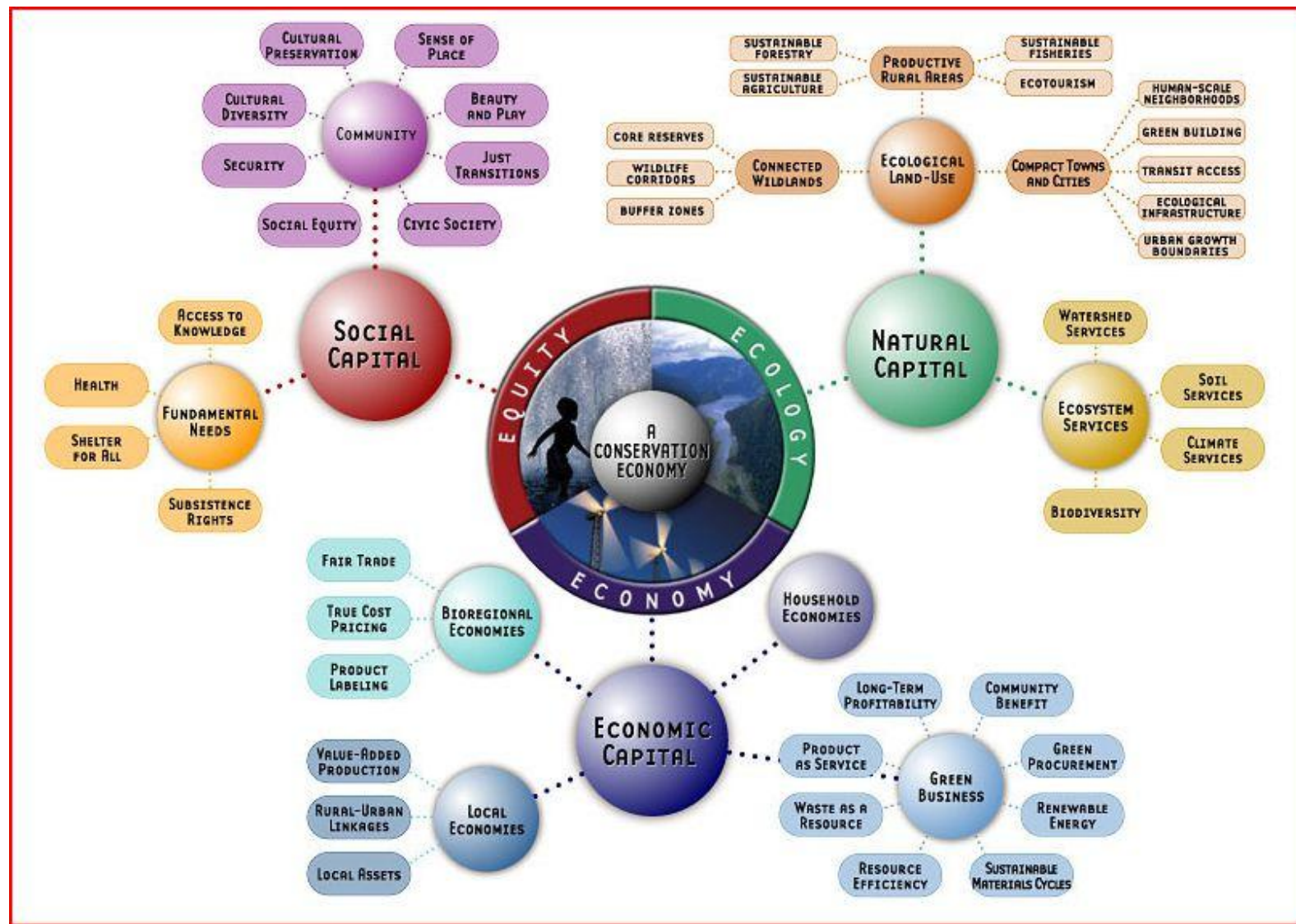


- Businesses enter ratings on a 0-9 point scale for as many as 100 practices across 9 different business functions.
- The score is guided by three benchmarks of performance, the Pilot, Initiative, and Integrated levels.
- One has to qualify under the lower performance score to qualify for a higher one.
- Average scores are then compared to up-to-date national sustainability benchmarks and compared with internal goals.





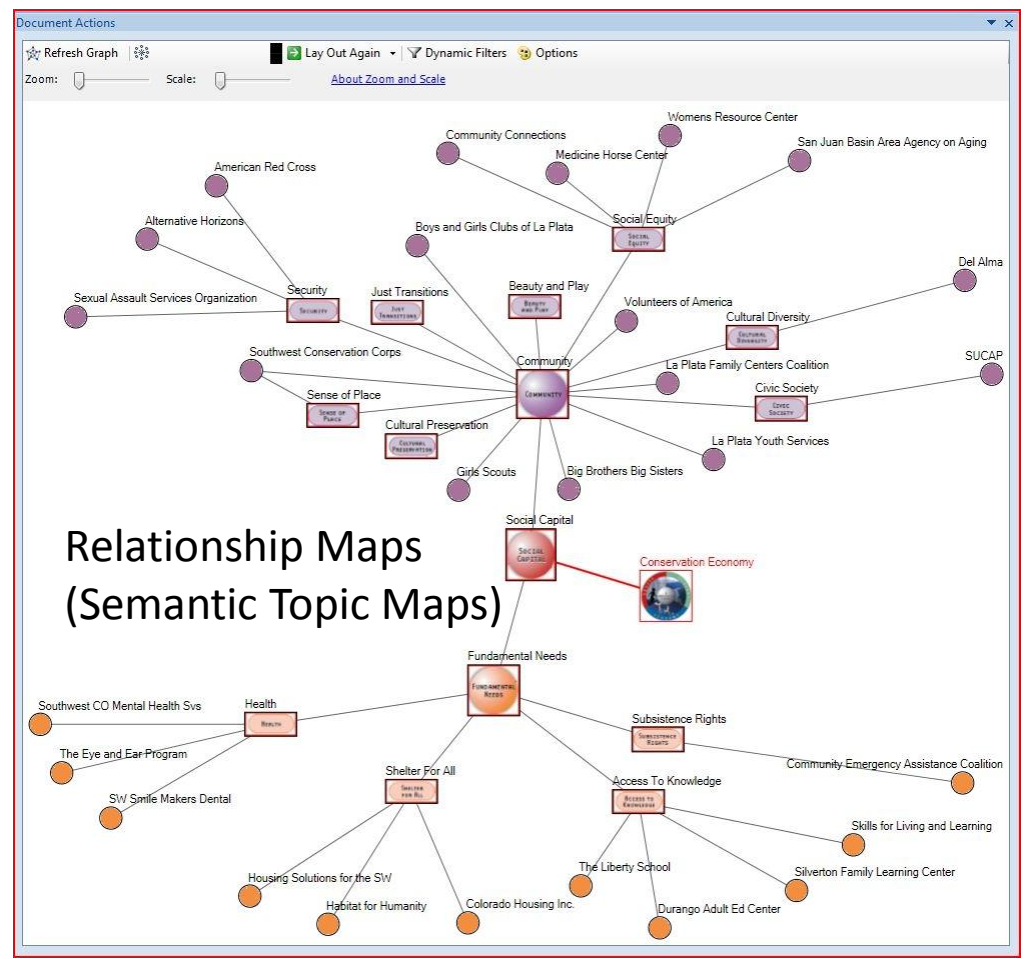
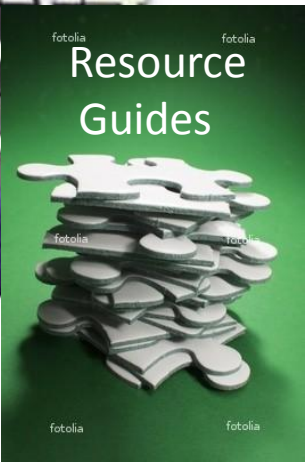
Seeing 'Community' With New Eyes





Building a Community of Collaboration

Community Asset Mapping (increasing value geometry density) Sustainability 3.0 meets Web 3.0





Opportunities For New Relationships with increased connectivity

Social (Bridges to Success Project, 2-1-1)

Increased NPO Collaboration and ability for constituents to be matched with services
Matching donors/funders/volunteers with areas of interest

Ecological

Increased NPO Collaboration and ability for stakeholders to be matched with interest
Matching outdoor enthusiasts, volunteers and donors with areas of interest

Economic

Local First – matching products, services, skill sets (Social Network semantic connections)
Tourism – Zaragoza (Spain) already matching tourists to local attractions and generating' custom GIS tour maps

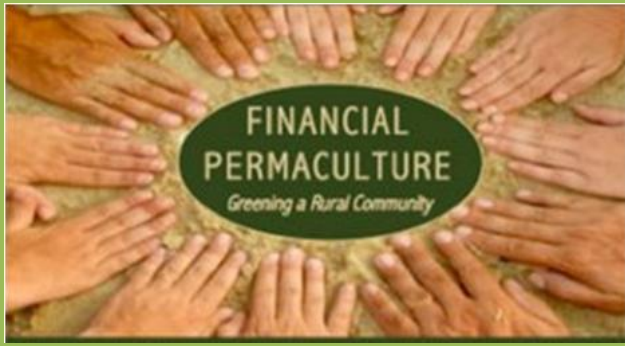
Governmental

Increased matching of citizen interests
Access to information (City of Bergen, Norway already online with Portal)

- Attract new customers
- Decrease competition
- Increase quality of relationships



Exciting 3.0 Forms of Expression for thriving as a Community of Collaboration



Design Elements:

- Local Currency
- Local Investment
- Trading Systems
- Green Business
- Coops
- ZERI Industries



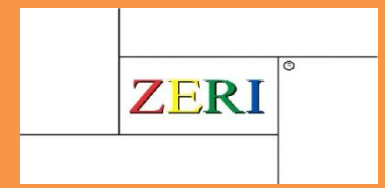
COINS (Collaborative Innovation Networks – MIT Peter Gloor)
 CEAP process is an early example of this



Creating Clusters of Self Reliance and Prosperity – ZERI

(Zero Emissions Research Initiative)

a whole systems design approach considering the Five Kingdoms





Creating Local Abundance with COINS

Leverage Asset Mapping and Social Networks to create COINS (Collaborative Innovation Networks) – Peter Gloor, MIT

“A COIN is a team of self-motivated people with a collective vision, enabled by the Web to collaborate in achieving a common goal by sharing ideas, information, and work.”

*CEAP process is early version of a Collaborative Innovation Network

The five essential elements of collaborative innovation networks:

1. Evolve from learning networks
2. Feature sound ethical principles
3. Are based on trust and self-organization
4. Make knowledge accessible to everyone
5. Operate in internal honesty and transparency



A Community of Collaboration



Supporting Transformation... Financial Permaculture Principles

Financial Permaculture: Financial Permaculture is the conscious whole system design of human financial systems to create a zero waste economy that cares for the earth, the people and distributes surplus of material, currency and knowledge in a fair and equitable manner. – Catherine Austin Fitts

Design Elements:

- Local Currency
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- ZERI Industries





Transformative Opportunities for Business “Clusters”

“A rural community actually needs to avoid focusing on existing clusters.

It needs to develop multiple new business sectors that expand the local skill base, increase entrepreneurship, and reduce the town’s vulnerability to those inevitable ups and downs in global markets.

It needs, in short, to develop new clusters.” – Michael Shuman

Creating Clusters of Self Reliance and Prosperity – ZERI

(Zero Emissions Research Initiative) -a whole systems design approach considering the Five Kingdoms: bacteria, algae, fungi, plants, animals

Business Process:

1. Assemble total throughput models using input-output tables
2. Search these tables for potential value-added products or cost-savings
3. Model business clusters (physical or virtual) to exploit the system’s elements
4. Identify breakthrough technologies
5. Identify or design policies to support the business

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