

MULTINATIONAL CORPORATE BUSINESS AND SUSTAINABILITY CRISIS

XII INTERNATIONAL COLLOQUIUM
Visions of Sustainable Development: Theory and Action
20 – 21 – 22 of May 2015



praneo

UF | Levin College of Law
UNIVERSITY of FLORIDA



IN AN IDEAL WORLD...

What would society look like ?



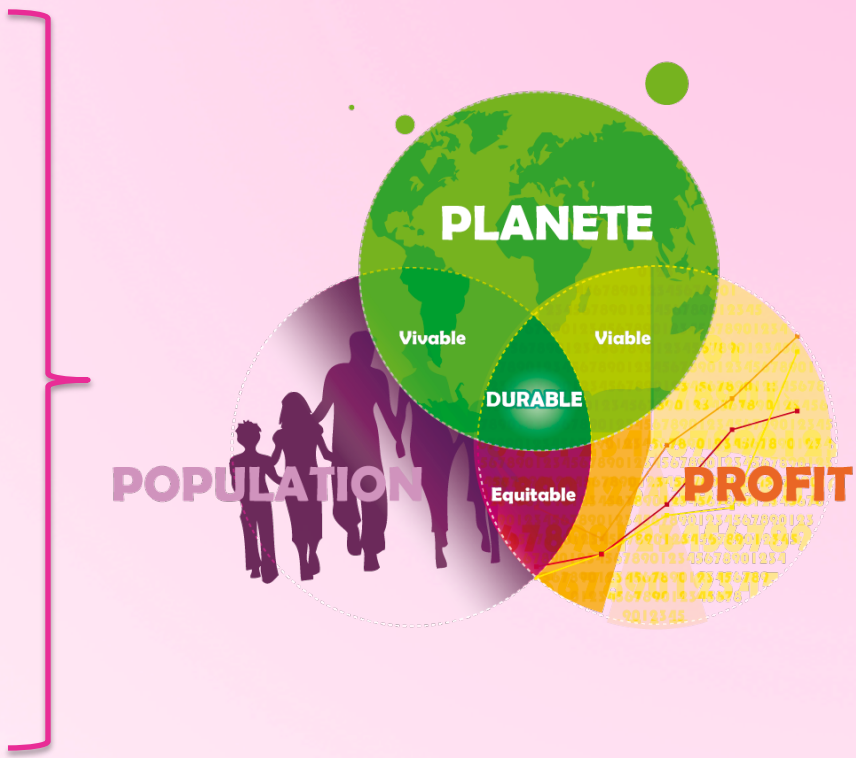
Business

Law

Finance

Governance

Citizen / Consumer



IN AN IDEAL WORLD, BUSINESS WOULD EVOLVE



From

- Shareholder's profits
- Pushing products
- Communicate on CSR
- Promote to sell
- Return on Investment

To

- Value chain benefits
- Supporting circular economy
- CSR as a growth strategy
- Promote sustainability
- Return on Life

IN AN IDEAL WORLD, LAW WOULD EVOLVE



From

- Laws from lobbies
- Obeying by the letter
- What I have the right to
- Traditional constitution

To

- Laws for citizens
- Judging by the spirit
- What is fair
- Nature and minority

IN AN IDEAL WORLD, FINANCE WOULD EVOLVE



From

- Quarterly focused
- Speculating - day trading
- Debt and limitless growth
- Financial ratings

To

- Value creation cycles
- Real economy investments
- Support sustainability
- Triple Sustainability ratings

IN AN IDEAL WORLD, POLITICS WOULD EVOLVE



From

- Power
- Mediocracy
- Ideology

To

- Service
- Democracy
- Problem solving

IN AN IDEAL WORLD CITIZEN/CONSUMER WOULD EVOLVE



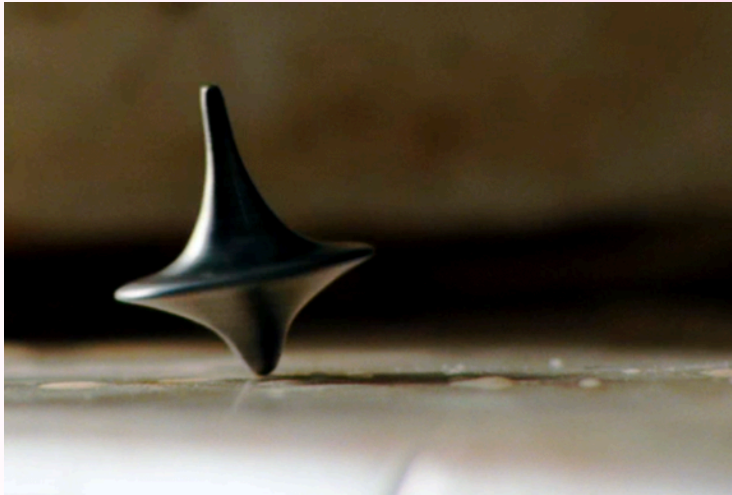
From

- Egocentric decisions
- Money Fame Power
- Competition - Fear
- Linear sequential thinking
- Hierarchical leadership

To

- Optimizing greater good
- People Profit Planet
- Compassion - Love
- Tackling complexity
- Situational leadership

GUESS WHAT ? ... ALL OF THIS IS ALREADY EMERGING



Yesterday's dream
today's reality

SOME PIONEERS DEMONSTRATED THE VALUE OF HUMAN CENTRIC BUSINESS MODELS



Vineet Nayar
HCL – 90'000p – \$6bn

Bill and Vieve Gore
Gore Tex- 10'000p
\$3 Bn – 2000 patents

Rich Teerlink
Harley Davidson
10'000p – \$4bn

Carlos Verkaeren
Poult – 350p - 200m€

Jean-François Zobrist
FAVI – 400p – 71m€

Laurence Vanhée
Belgium Social Ministry

THE IDEAL CITIZEN/CONSUMER IS ALREADY EMERGING



To

- Optimizing greater good
- People Profit Planet
- Compassion - Love
- Tackling Complexity
- Situational Leadership



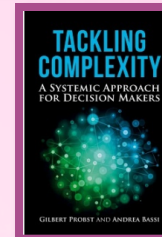
Barret Brown
Metaintegral



John Elkington
Volans - PPP father



Matthieu Ricard
Compassion - Altruism



Gilbert Probst
WEF 2014



Juergen Appelo
Management 3.0

THE IDEAL BUSINESS WORLD IS ALREADY EMERGING



To

- Value chain benefits
- Supporting circular economy
- CSR as a growth strategy (CSV)
- Communicate on sustainability
- Return on Life



Examples from Michael D'heur 2015



Davos 2015 WEF



Michael Porter in HBR - 2011



WEF Agenda 2015 Mike Hanley



World Investment Report 2014



THE IDEAL LEGAL WORLD IS ALREADY EMERGING



To

- Laws for citizens
- Judging by the spirit
- What is fair
- Constitution protecting Nature and minority



SDGs & integration
Stakeholder Forum



Montesquieu
1748



B-Corporations



Ecuador –
Costa Rica

THE IDEAL FINANCIAL WORLD IS ALREADY EMERGING

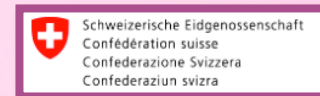


To

- Value creation cycles
- Real economy investments
- Support sustainability
- Triple Sustainability ratings
 - From social world
 - From financial world



FT - 2011 A long history of myopic investing
By John Plender



Loi Fédérale sur l'Acquisition d'immeuble par des étrangers



Capital Institute
2010 - John Fullerton



Social Progress Imperative

Dow Jones Sustainability Index

THE IDEAL POLITICAL WORLD IS ALREADY EMERGING



To

- Service
- Democracy
- Problem solving

the ecological
sequestration trust

Peter Head 2014
Sequestration Trust



Gottlieb Guntern 2010
Revealing democracy
through mediocracy

UNIVERSAL SUSTAINABLE
DEVELOPMENT GOALS
Understanding the Transformational
Challenge for Developed Countries
REPORT OF A STUDY BY STAKEHOLDER FORUM
MAY 2015

transformational
challenges for
developed world
Stakeholder - 2015

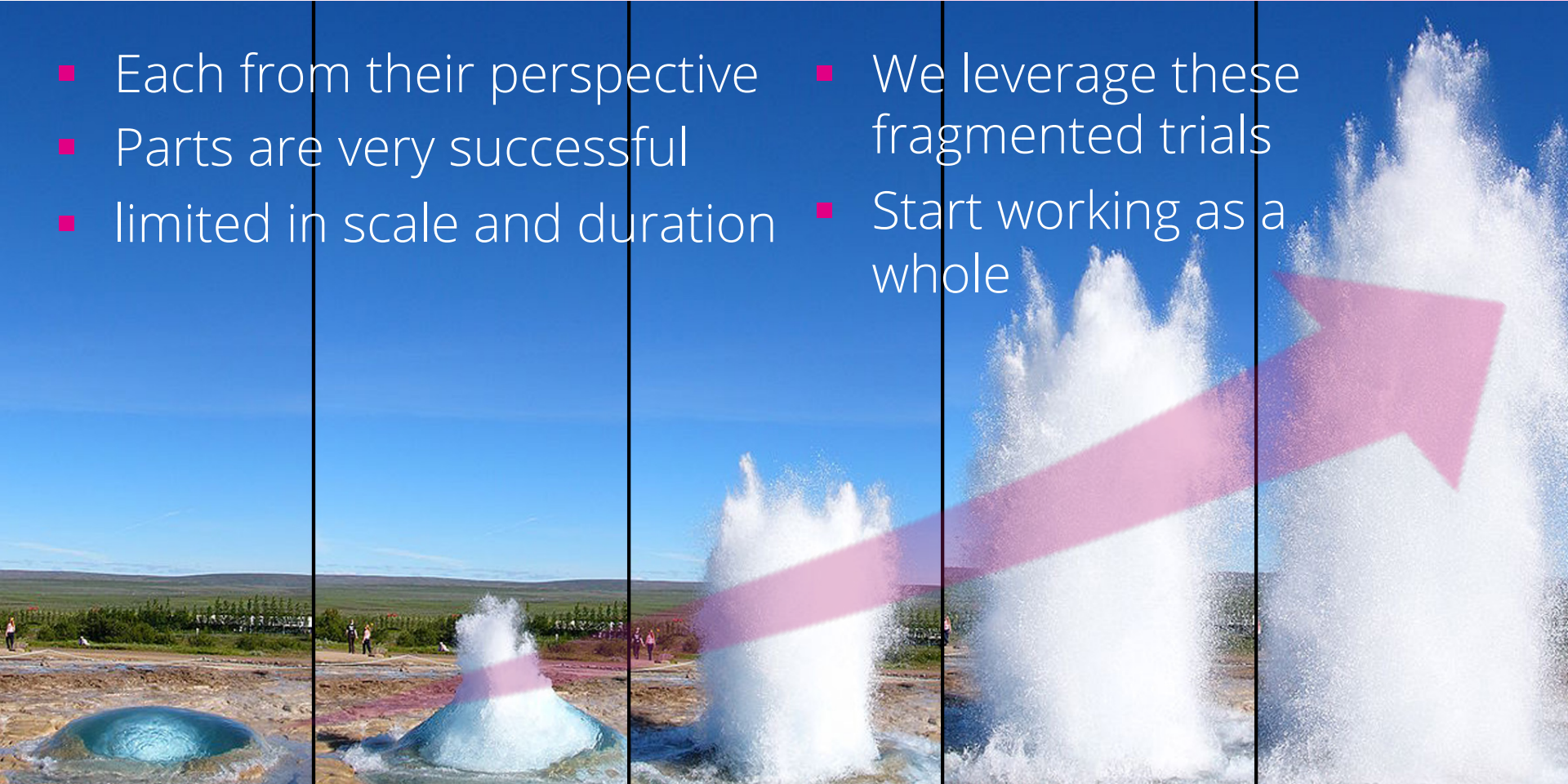
HOW TO INTEGRATE ALL THIS ?

Pioneers did their jobs

- Each from their perspective
- Parts are very successful
- limited in scale and duration




Global Change will occur when

- We leverage these fragmented trials
- Start working as a whole






INTEGRATED BUSINESS VIEW FOR TRANSFORMATION




EMPLOYEE MINDSETS

		
Competition	Collaboration	Compassion
Linear sequential thinking	Parallel & iterative action logics	Arborescent & dynamic consciousness
Understand simplicity	Address complexity	Embody theory of constraints




BUSINESS MODEL

		
Pyramid Org.	Matrix / Project	Shared value
Short term action few months	Business development 1 to 5 years	Long term strategy 5 years and more
Innovation is about new products & services	Innovation is about a top of mind brand	Innovation is about creating new market and value propositions

CORPORATE CULTURE

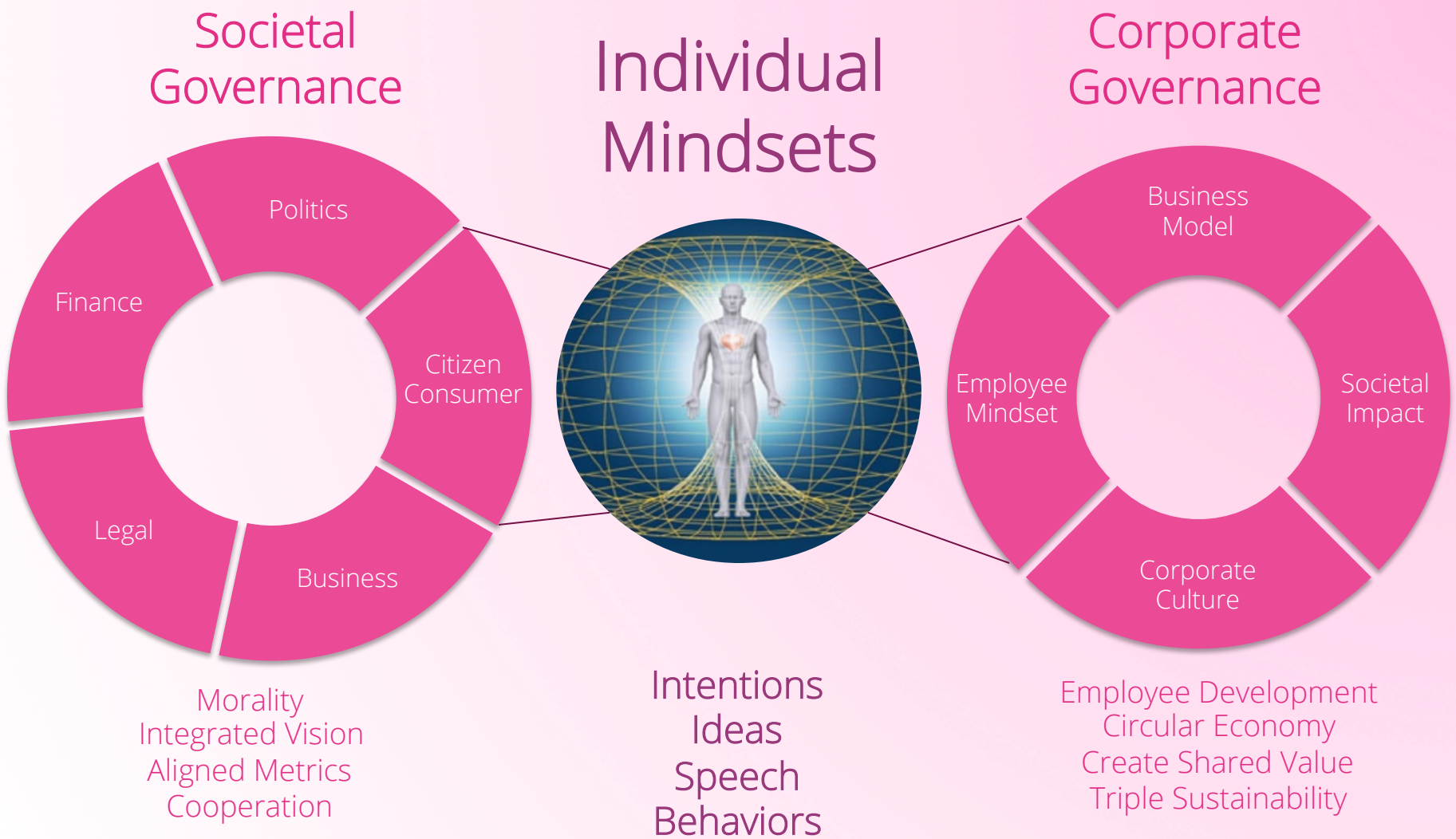
		
Specialists	Multi-disciplinary	Transdisciplinary
Great employee is a good soldier	Entrepreneurial spirit is highly valued	All are co-responsible co-creators
Agreed upon certainty	Continuous improvement	Everything is always perfectible

EXTERNAL SOCIETAL IMPACT

		
Profit driven	Project driven	Purpose driven
silos & ego-centric attitudes	Unleash people potential	Sustainability at the helm
Maximize for self	Optimize the parts	Govern for the common greater good



IMPROVE HOLISTIC CAPACITIES FROM THE INDIVIDUAL'S VALUES AND ACTIONS



CONCLUSION : OUR CALL FOR ACTION

We designed and experienced this roadmap with large multinationals in 3 continents / 15 countries.

To upgrade at a higher stage and reach triple sustainability at the citizen level, we are looking for

- Bank
- Company
- University
- Political support



In a single region



THANK YOU !