

Sustainability &

SUSTAINABILITY & ENTREPRENEURSHIP

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OECD guidelines for multinational enterprises

Entrepreneurship



Baltic Environmental Forum

- Non governmental organisations
- Protecting nature not from people, but together with people
- Biodiversity and nature conservation
- Agroecology
- Sustainable business

National Contact Point (NCP) for OECD Guidelines for Multinational Enterprises

- Voluntary principles & standards to promote corporate responsibility
- Legally binding on countries but not companies
- Based on international treaties & conventions
- Do not override national laws
- Promoted & implemented by Governments via National Contact Points (NCP's)
- Complaint mechanism – Non Judicial

Sustainability & Entrepreneurship

YOU and sustainability

- ✓ Find the person you know at least.
- ✓ Discuss: „what's my personal contribution to sustainability?“
- ✓ Tell you pair's one most sustainable habit.

SUSTAINABILITY & ENTREPRENEURSHIP

Sustainability &

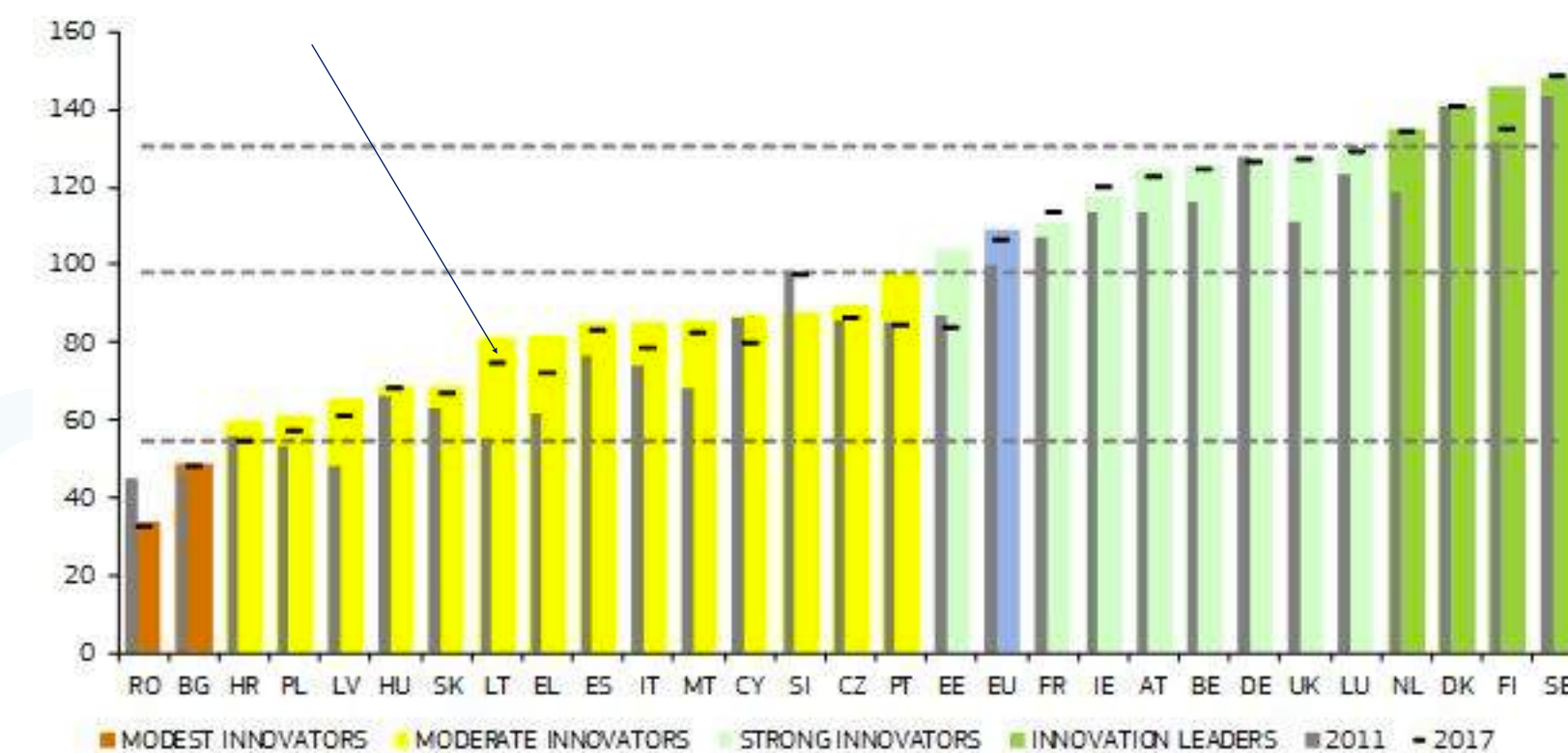
Futurepreneurs is all about
creating a business that makes
an impact.



Entrepren

2019 innovation scoreboards: The innovation performance of the EU and its regions

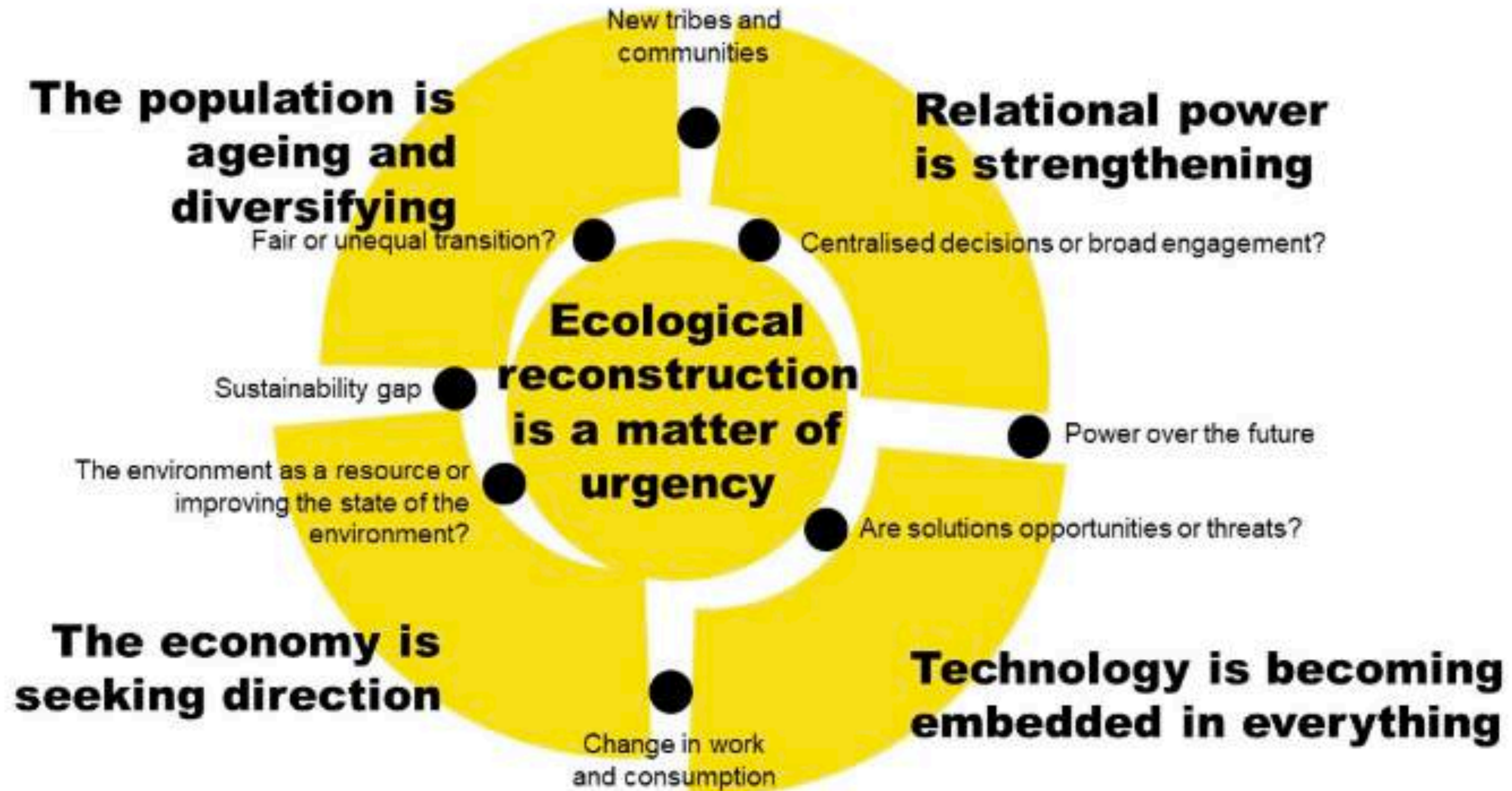
- About two-thirds of Europe's economic growth over the last decades has been driven by innovation.
- Each euro invested by the EU innovation programme can potentially generate a return of up to €11 of GDP over 25 years.
- Investments in research and innovations are expected to generate up to 100,000 new jobs in research and innovation activities between 2021 and 2027.



encouraging 2019s

- The rise of ESG ratings by the world's largest investors
- The continued growth of sustainable food systems
- New entrants seeking to dramatically scale up renewable energy purchases
- Companies taking a significant bite out of food waste
 - More businesses making zero-net-carbon commitments
- More brands committing to dramatically cut plastic waste
- Banks and insurers factoring climate risk into loans and policies
- Vehicle companies electrifying transportation
- Markets for carbontech products and services taking off
- Reuse models starting to ramp up

SITRA'S MEGATRENDS 2020



18 Feb, 2020

Sustair

Current World Population
7,764,192,878

[view all people on 1 page >](#)

TODAY

Births today
339,933

Deaths today
142,712

Population Growth today
197,221

THIS YEAR

Births this year
16,843,223

Deaths this year
7,071,188

Population Growth this year
9,772,034

Entrepr

Geological time scale



Fossil fuel



THE ANTHROPOCENE: ARE WE OVERWHELMING THE FORCES OF NATURE ?



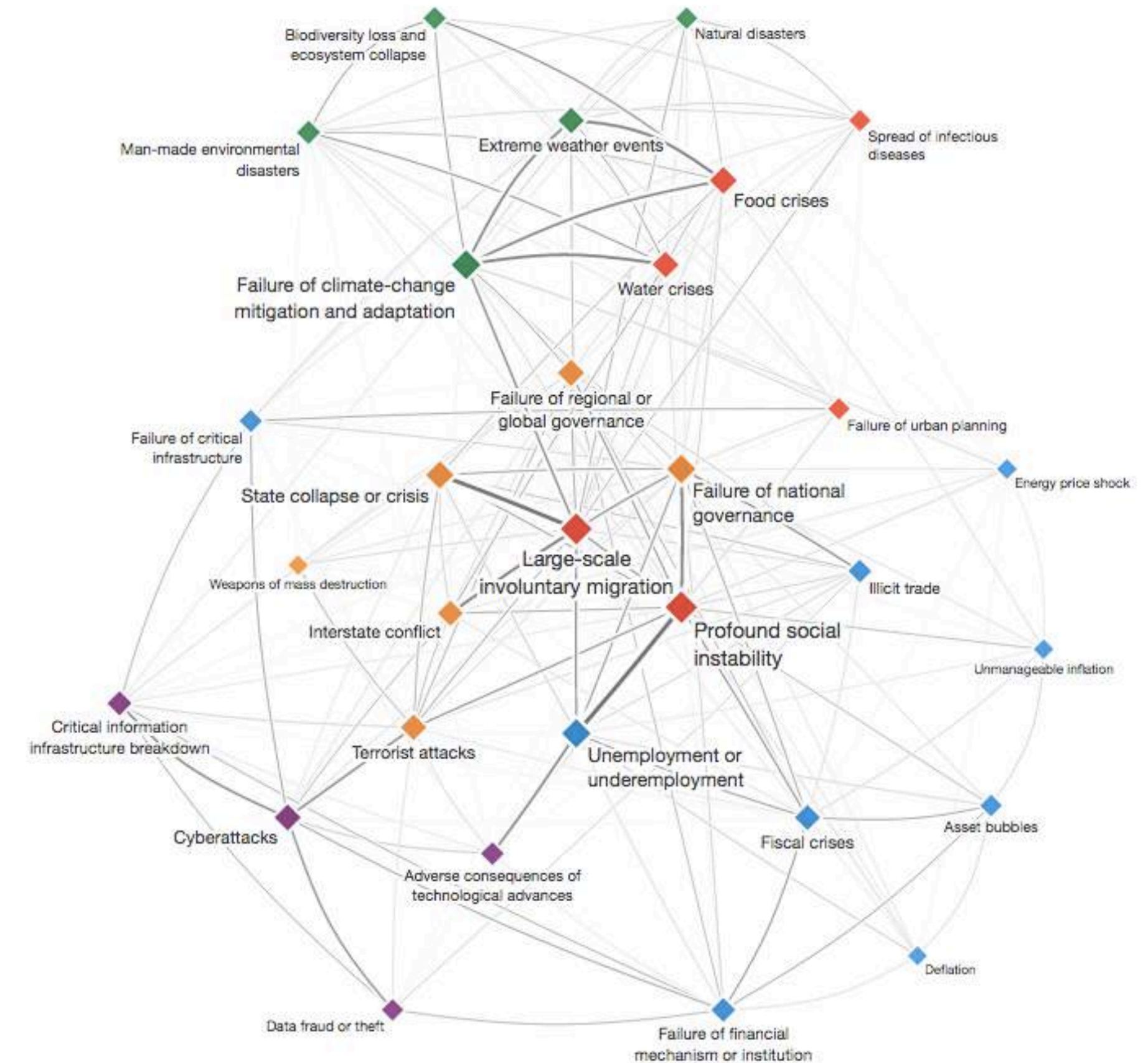
We transfer 57 000 mln. t of rocks
- 3 times more than river flow does (22 000 mln. t) (Price *et al* 2011).

NEW GLOBAL CONTEXT

Sustainab

- Rising risks :
 - Globalisation v.s. globalisation
 - Demographic changes
 - Urbanisation
 - Digitalisation
 - Environmental degradation
 - Impact on health

Entrepreneurship



TOP 5 GLOBAL RISKS in terms of impact

2007

2020

Top 5 Global Risks in Terms of Impact



Source: World Economic Forum 2007-2020, Global Risk Reports

Note: Global risks may not be strictly comparable across years, as definitions and the set of global risks have evolved with new risks emerging in the 13 year period. For example, cyberattacks, income disparity and unemployment entered the set of global risks in 2013. Some global risks have been reclassified: water crises and chronic diseases were reclassified as societal risks in the 2016 and 2019 Global Risk Reports, respectively.

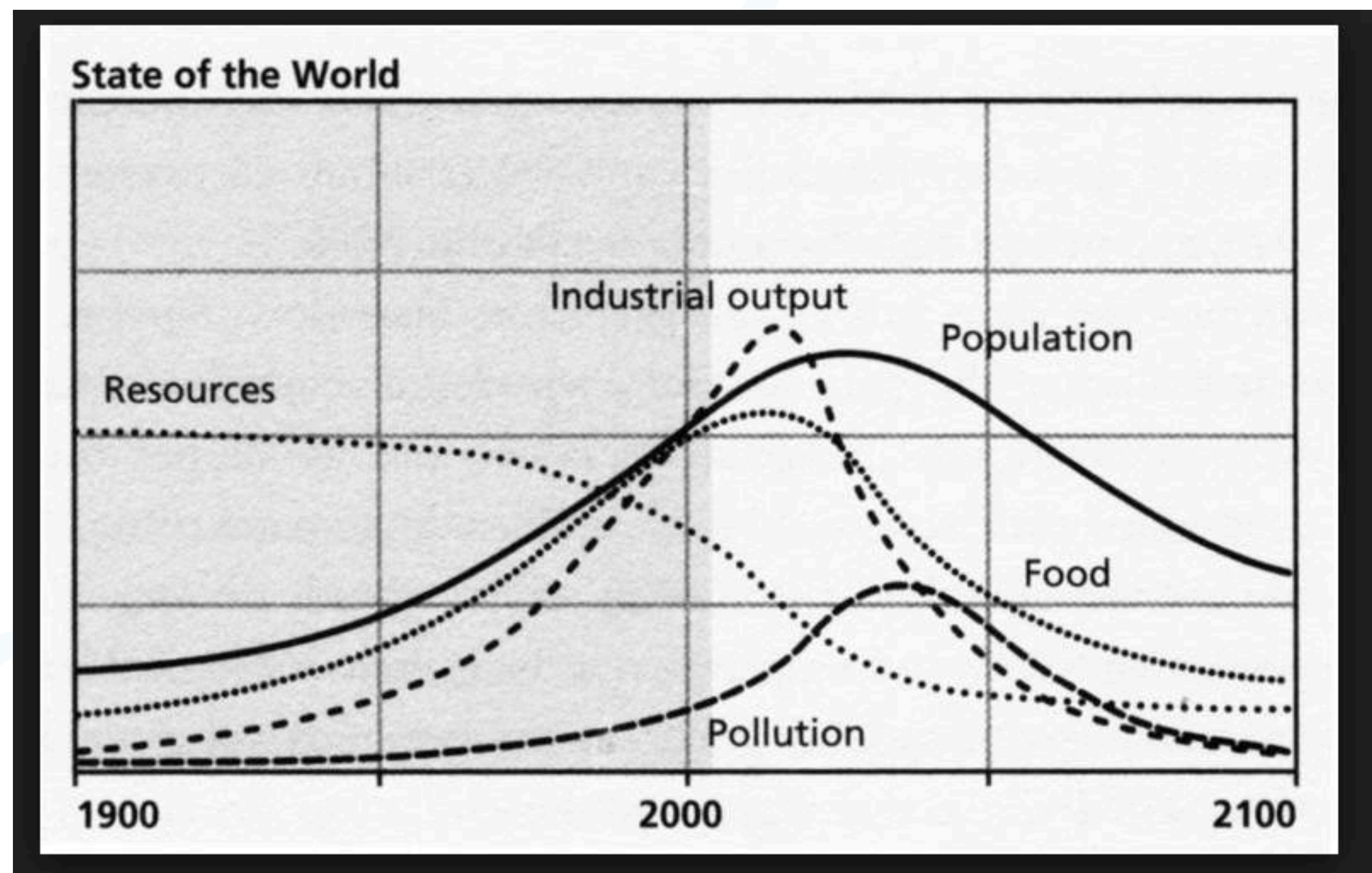
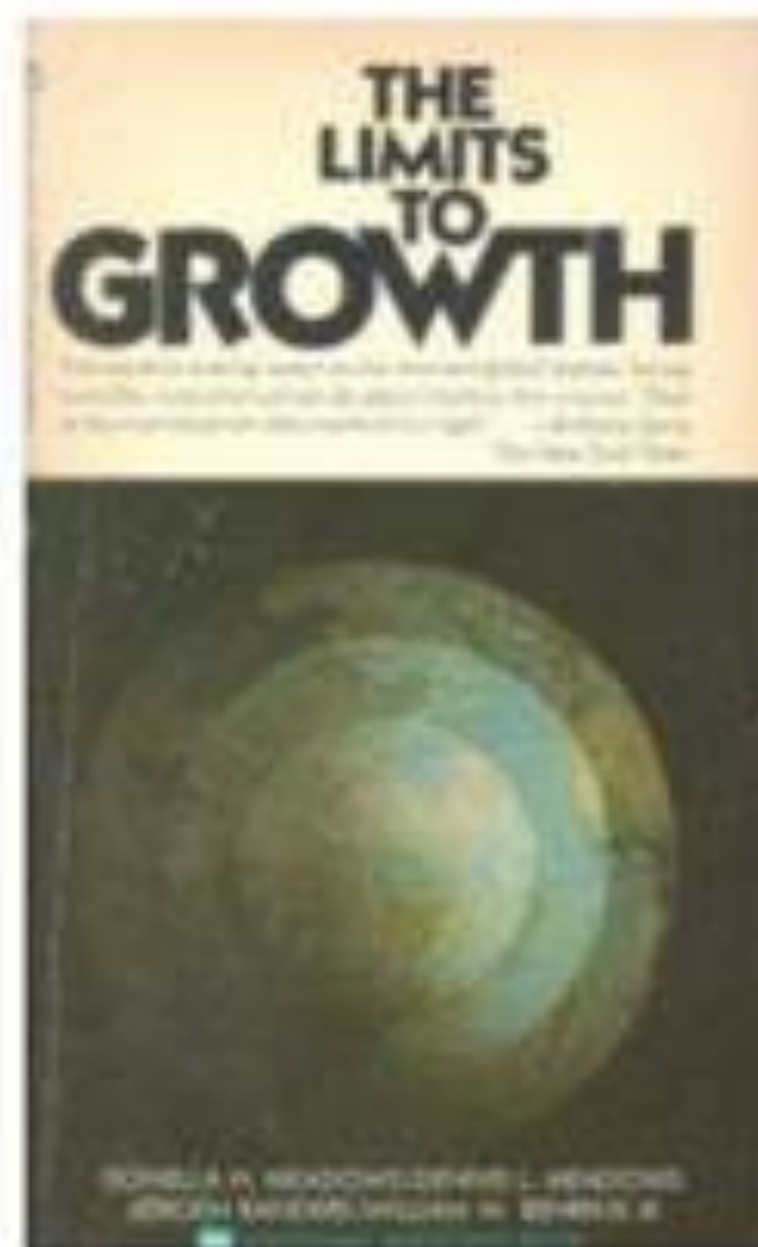
The global risk landscape seems to be changing faster than our ability to manage it.



**a well informed
optimist....**



THE CLUB OF ROME



Research Paper Series

IS GLOBAL COLLAPSE IMMINENT?

GRAHAM TURNER



MELBOURNE SUSTAINABLE
SOCIETY INSTITUTE

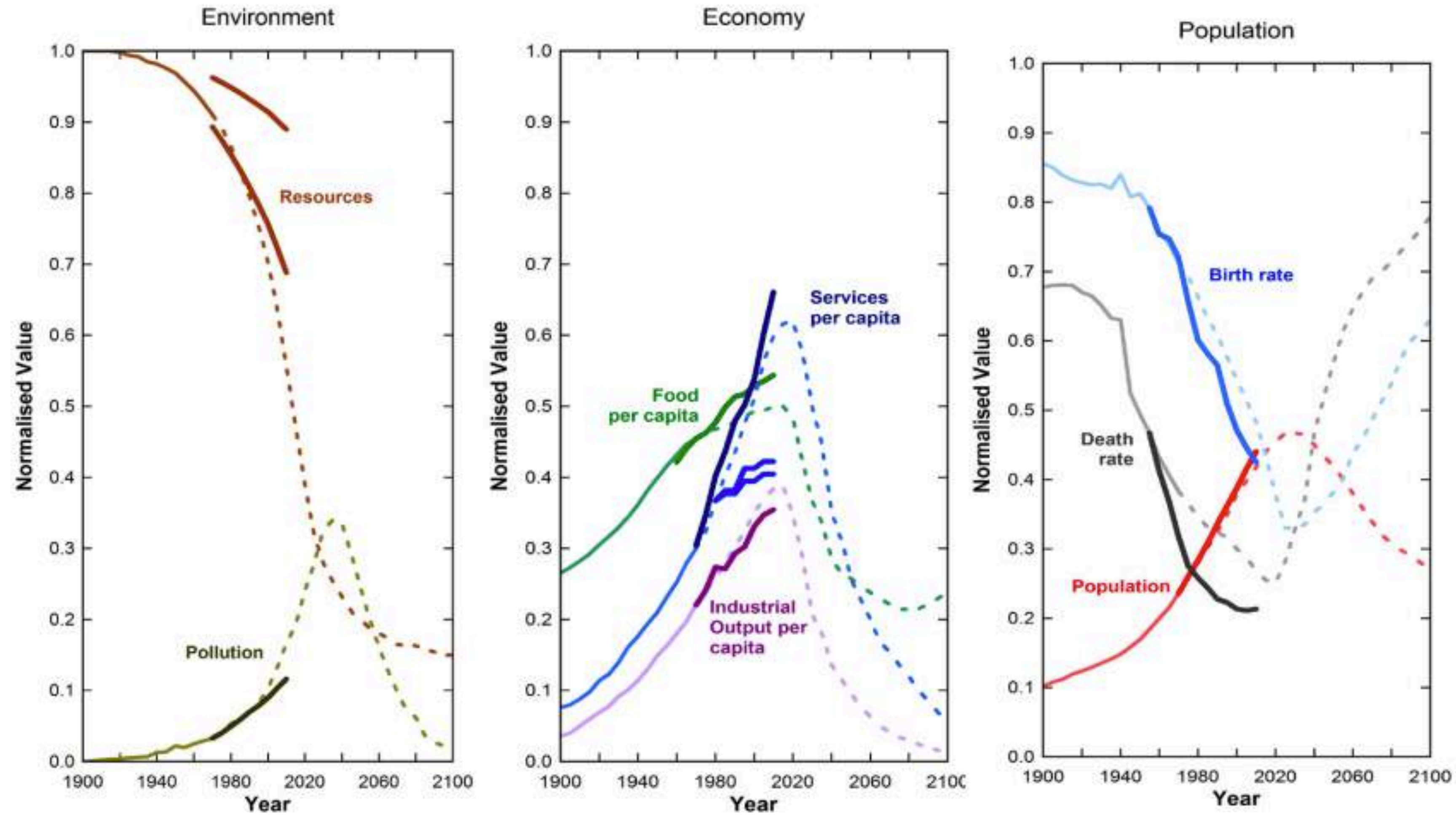
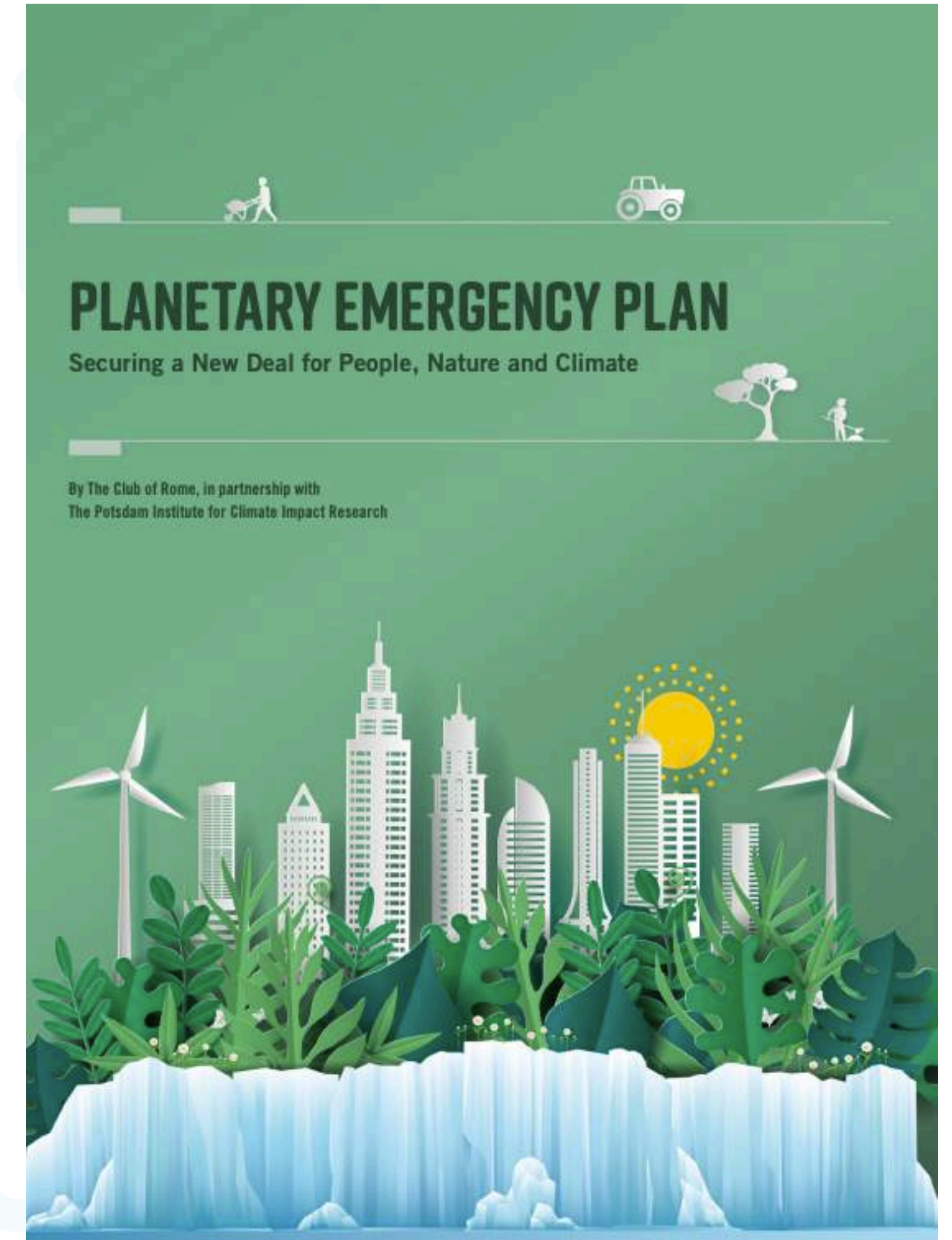


Figure 1. *LTG* BAU (Standard Run) scenario (dotted lines) compared with historical data from 1970 to 2010 (solid lines)—for demographic variables: population, crude birth rate, crude death rate; for economic output variables: industrial output per capita, food per capita, services per capita (upper curve: electricity p.c.; lower curves: literacy rates for adults, and youths [lowest data curve]); for environmental variables: global persistent pollution, fraction of non-renewable resources remaining (upper curve uses an upper limit of 150,000 EJ for ultimate energy resources; lower curve uses a lower limit of 60,000 EJ [Turner 2008]).

Sustainability

- European Green Deal could be a game-changer for Europe and European citizens.
- The realisation of the final Deal must reflect the paradigm and systems shifts we so urgently need.

Entrepreneur



10 COMMITMENTS FOR OUR GLOBAL COMMONS



1. **By 2030, declare critical ecosystems as Global Commons** and protected areas, through a regime of stewardship and co-responsibility by the entire global human community.
2. **By 2020, set a universal global moratorium on deforestation**, using a net-zero deforestation and degradation metric and, **by 2025, triple annual investments** in forest conservation and forest landscape restoration.
3. **By 2020, sign an immediate moratorium on developing Arctic oil and gas reserves**, support withdrawal from fossil energy exploration and use and **establish a Cryosphere Preservation Plan** to protect this critical ecosystem more broadly.
4. **In 2020, significantly enhance public and private finance flows for restoration of critical ecosystems**, including by mobilising \$200 billion for the GCF and GEF over the next decade.
5. **In 2020, halt the decline of critical and vulnerable ocean ecosystems and habitats and secure a robust New Ocean Treaty** (under UNCLOS) for the protection and sustainable use of biodiversity in areas beyond national jurisdiction, which constitute half of our planet.
6. **In 2020, launch a permanent public-private Planetary Emergency fund for the Global Commons** building upon the G7 Amazon Emergency Fund and committing the necessary capital to insure humanity against present and inevitable future crises.
7. **By 2020, ensure all sovereign wealth funds commit to defunding deforestation** and, **by 2025, halt all investments** driving continued deforestation and unsustainable land-use change of intact and irreplaceable ecosystems.
8. **By 2025, require all large publicly-listed and family-owned companies to commit to science-based targets, shift to green investments** (climate mitigation and adaptation as well as ecosystems protections and regeneration), **disclose** using available taxonomies **and report** according to material risks from the Planetary Emergency.
9. **By 2025, halt all conversion of wetlands, grasslands and savannahs** for the production of agricultural commodities and **triple annual investments** in their effective **protection, restoration and resilience**.
10. **By 2020, introduce financial mechanisms and policy instruments** to support local farmers, foresters and indigenous people to **secure their livelihoods** and to shift to **regenerative agriculture, sustainable forestry** and other sustainable land-use practices.

10 URGENT ACTIONS FOR THE TRANSFORMATION



TRANSFORMING ENERGY SYSTEMS

1. **Halt all fossil fuel expansion, investments and subsidies by 2020** and shift investments and revenues to low-carbon energy deployment, research, development and innovation.
2. **Continue the doubling of wind and solar capacity every four years, and triple annual investments in renewable energy, energy efficiency and low-carbon technologies for high-emitting sectors before 2025.**
3. **Set a global floor price on carbon (>30 USD/ton CO₂ and rising) immediately for developed countries and no later than 2025 for the most advanced transition economies,** that internalises high-carbon energy externalities in all products and services.

SHIFTING TO A CIRCULAR ECONOMY

4. **Agree in 2020 to halve consumption and production footprints** in developed and emerging economies **and close loops in inefficient value chains, by 2030.**
5. **Internalise externalities in unsustainable and high-carbon production and consumption** through targeted consumption taxes and regulation, as well as consumption-based accounting, **by 2025.**
6. **Develop national and cross-national roadmaps for all countries towards regenerative land-use and circular economies,** including a reduction in global carbon emissions from basic materials to net-zero, **by 2030.**

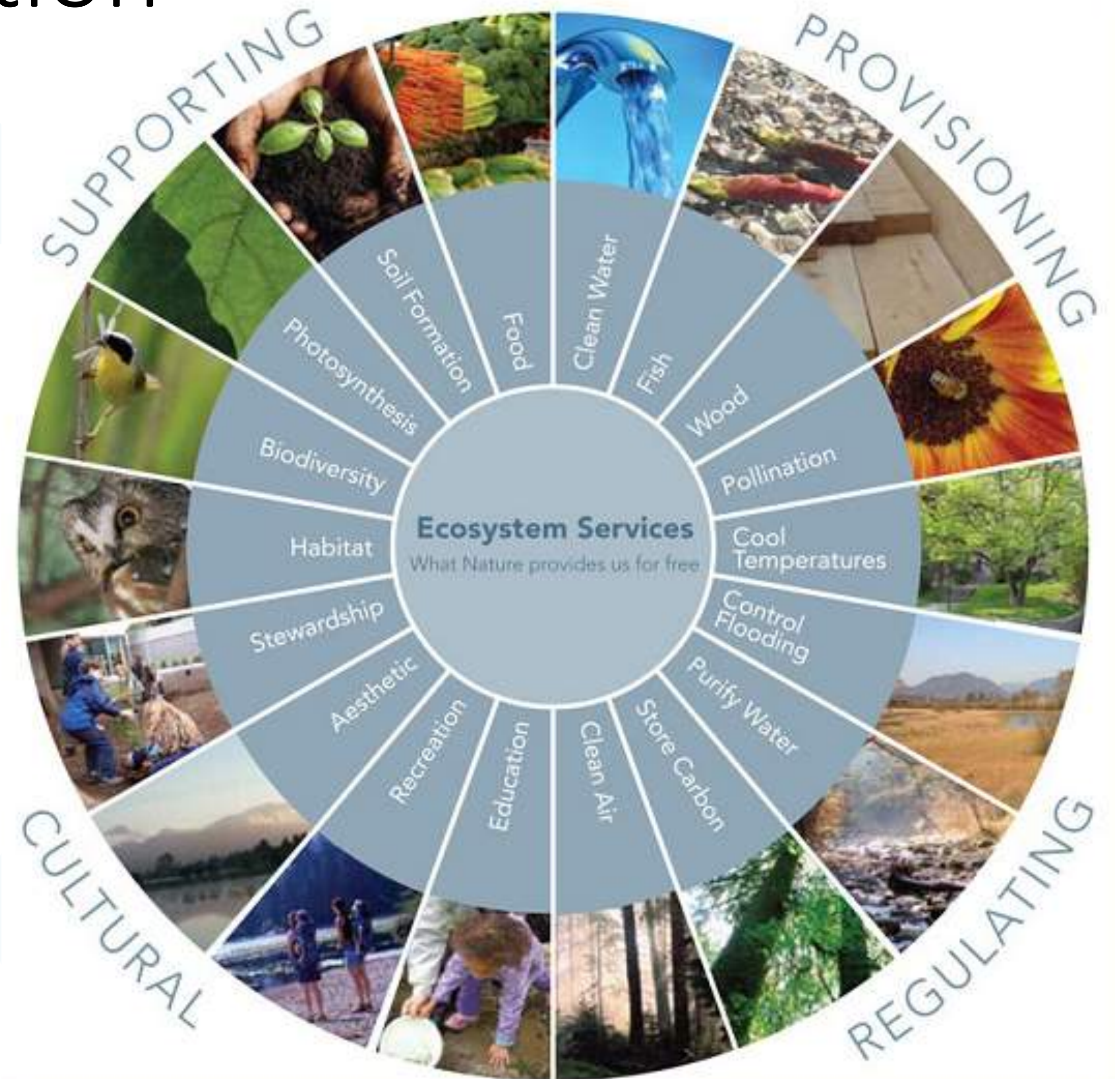
CREATING A JUST AND EQUITABLE SOCIETY FOUNDED IN HUMAN AND ECOLOGICAL WELL-BEING

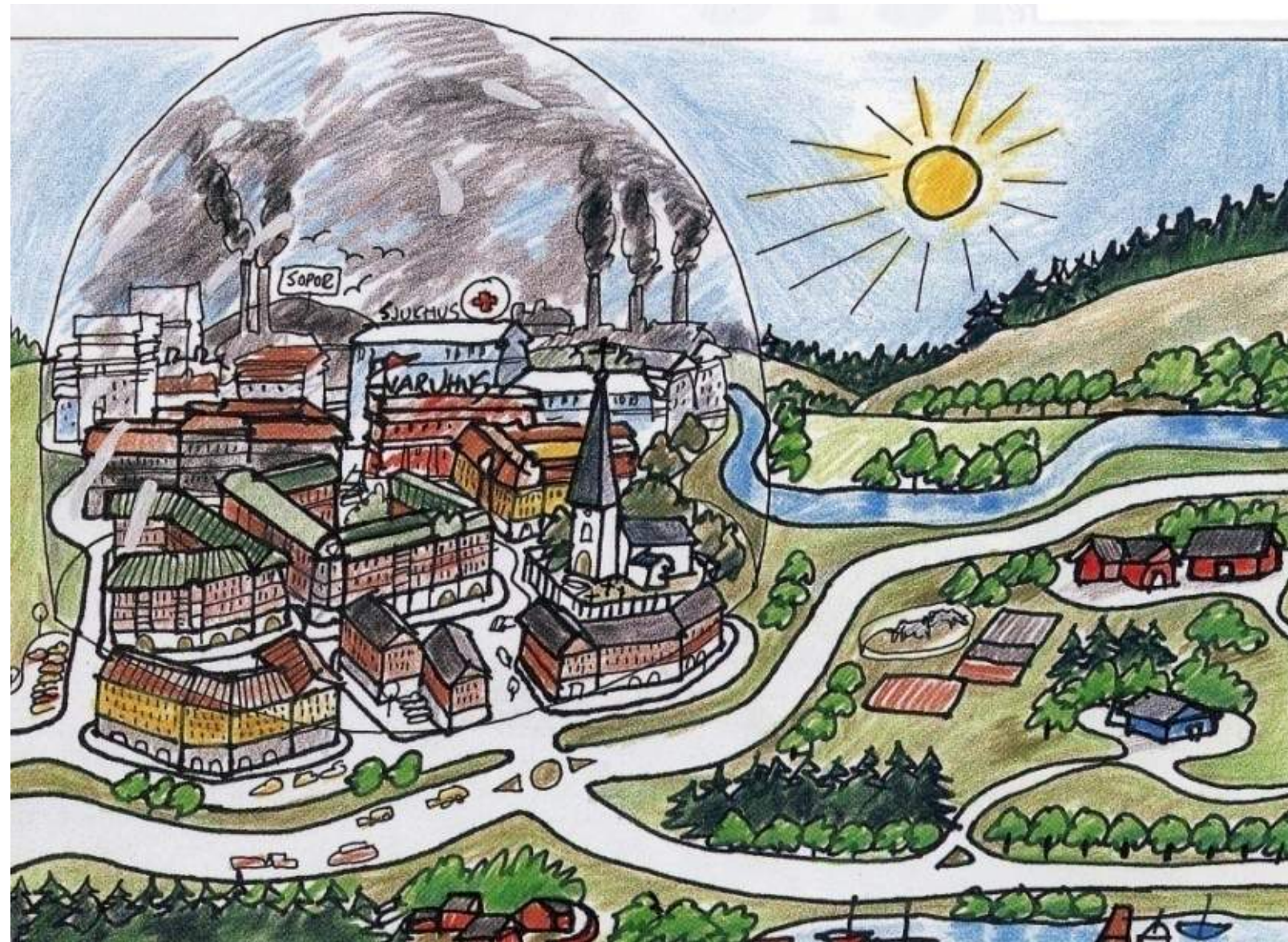
7. **Introduce** economic progress indicators that include **socio-ecological and human health and well-being by 2030**, recognising that the latter depends on the flourishing and stewardship of natural ecosystems.³
8. **Provide legal tools by 2025 that allow indigenous, forest and tribal communities** to secure their rights to traditional land, recognising their vital role as stewards of these lands in mitigating climate change and ecosystem degradation. Such mechanisms must include **funding and legal aid** to guarantee that these communities have access to justice.^{4,5}
9. **Shift taxation from labour** to the use of all natural resources, final disposal, emissions to land, air and water **by 2020.**
10. **Establish clear funding and retraining programmes** for displaced workers, rural and industrial communities **by 2025.**

The manner and priority in which these actions are implemented will vary from country to country and between developed economies and economies in transition, but the overall objective of rapid carbon emissions reduction and nature regeneration should be a common goal over the next decade.

ecosystem service valuation

- economic invisibility of nature is a problem
- The value of UK fish landings is about £600 million per annum (p.a.),
- Biodiversity pollination services are estimated at £430 million p.a
- Timber values are just under £100 million p.a.





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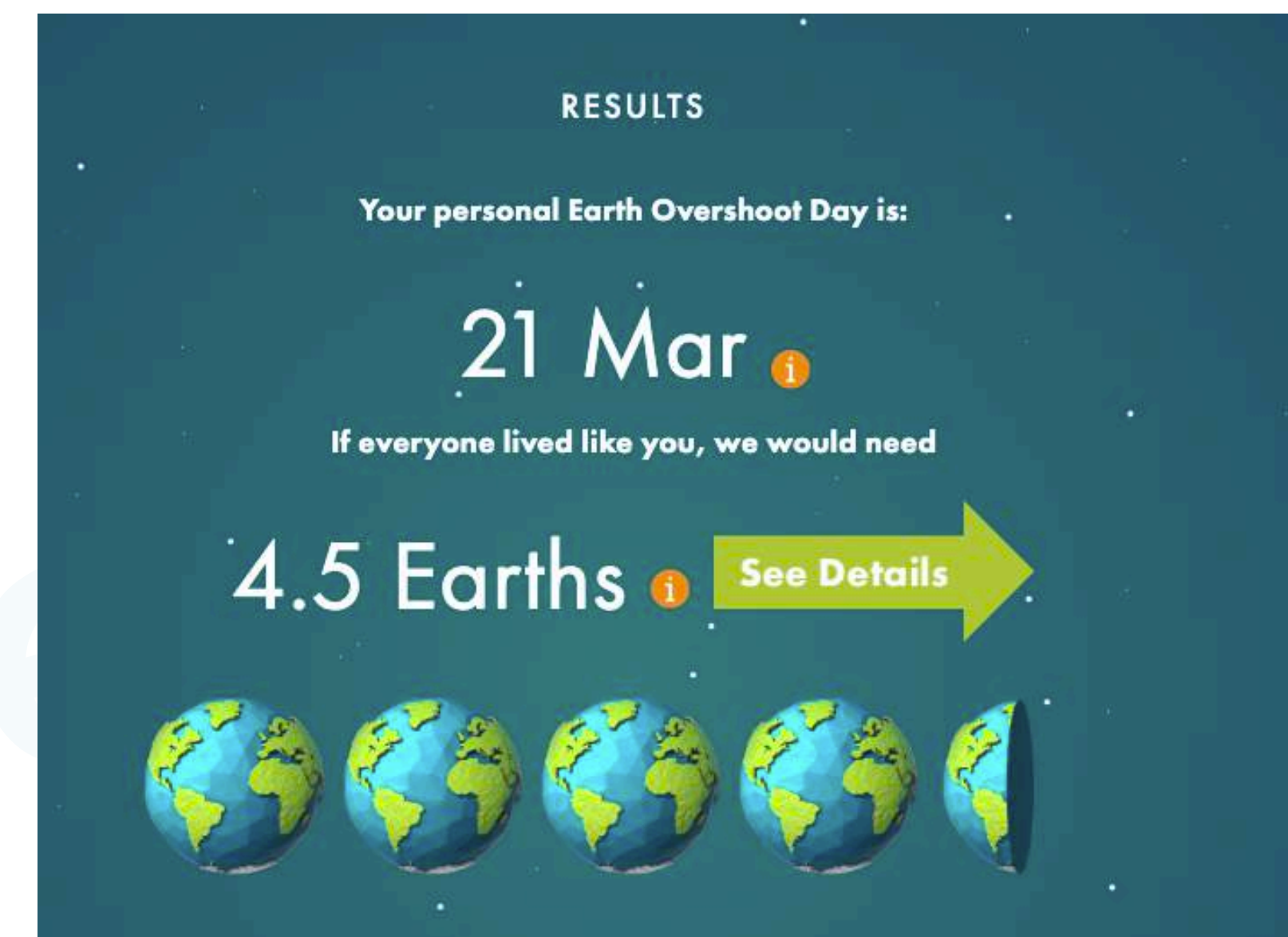
<https://www.footprintcalculator.org>

Overstepping Ourselves

As our Ecological Footprint continues to exceed Earth's biocapacity, we overdraw from our future.



Source: Global Footprint Network, Earth Overshoot Day, 2012



2017 *This Is What Happens In An Internet Minute*



2019 *This Is What Happens In An Internet Minute*



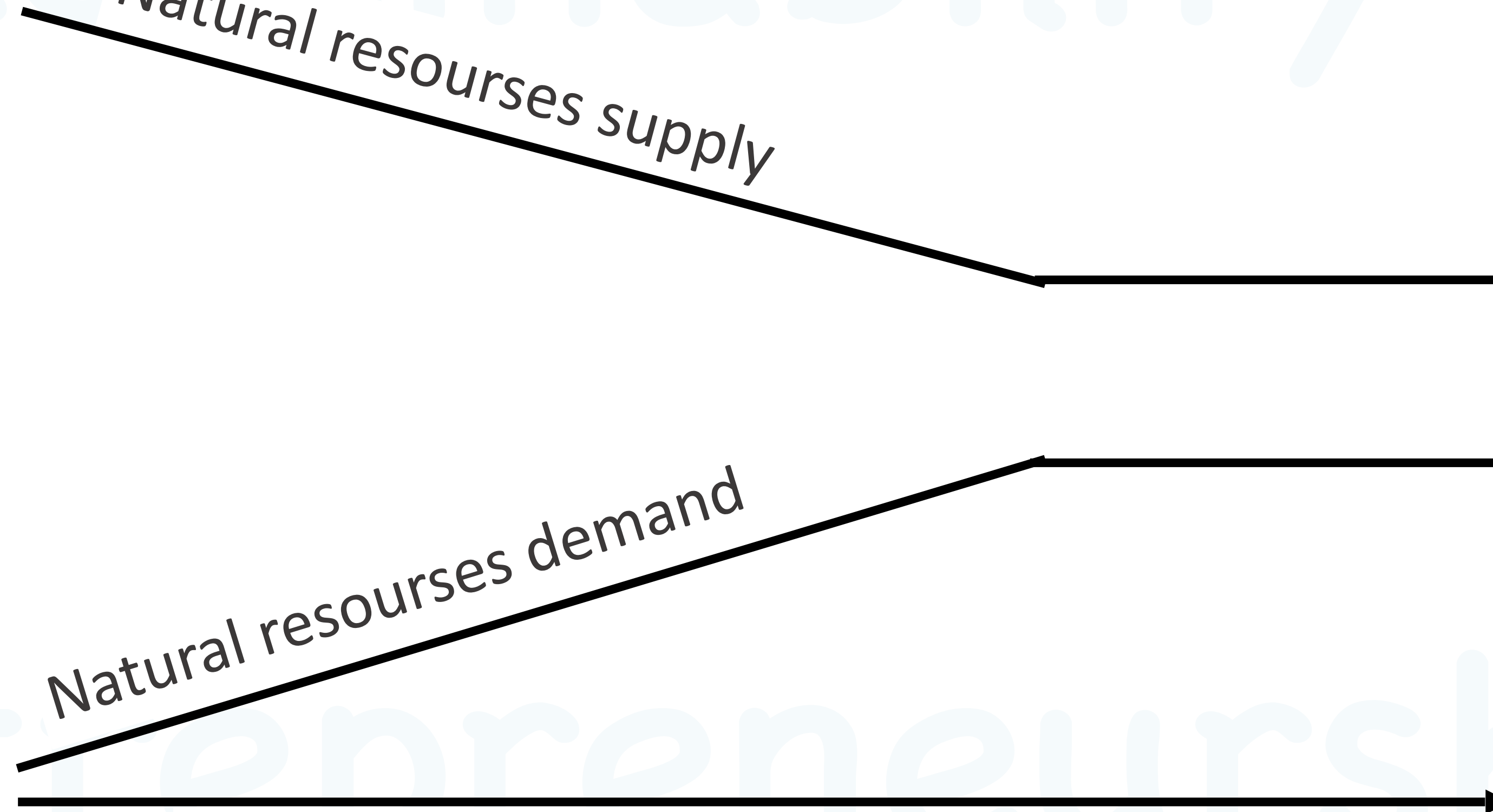
World Economic Forum (<https://www.weforum.org/agenda/2017/08/what-happens-in-an-internet-minute-in-2019/>)

Sustainable development

Natural resources supply

Natural resources demand

Time



Sustainability &

SUSTAINABILITY

Entrepreneurship

Confused about Sustainability?

Community Participation

EECA

ISO14001

Design for
Disassembly

Cylinder
Wraps

Ecoefficiency

Sustainability
Analysis

Agenda
21

Clean Water

Chemical free

Design for
Environment

Renewable
resources

Triple bottom line
reporting

Waste
minimisation

Clean Air

natural

Zero waste

Ecological Footprint

for future
generations

Life Cycle
Analysis

Cleaner Production

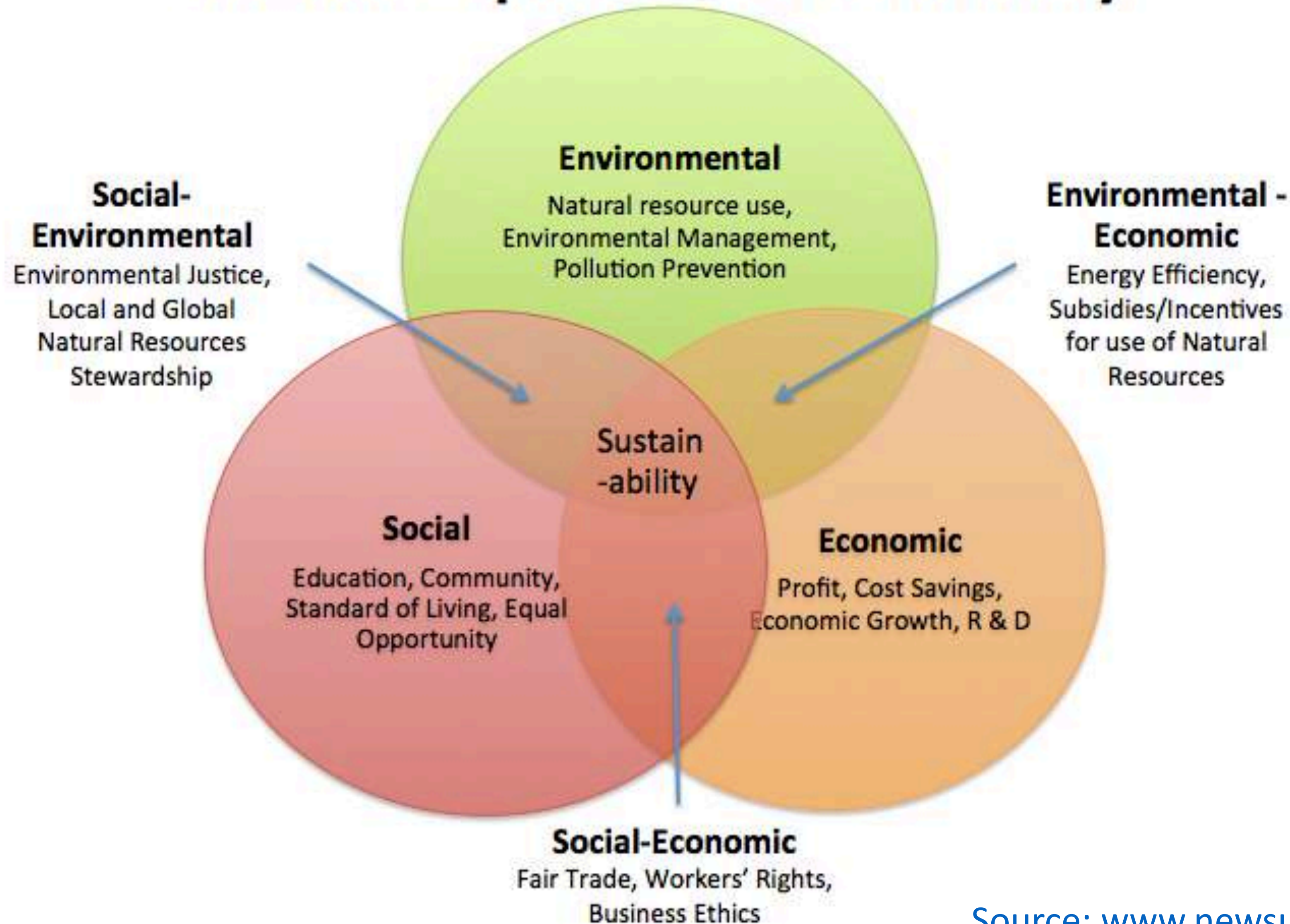
Recycled content

Life supporting capacity

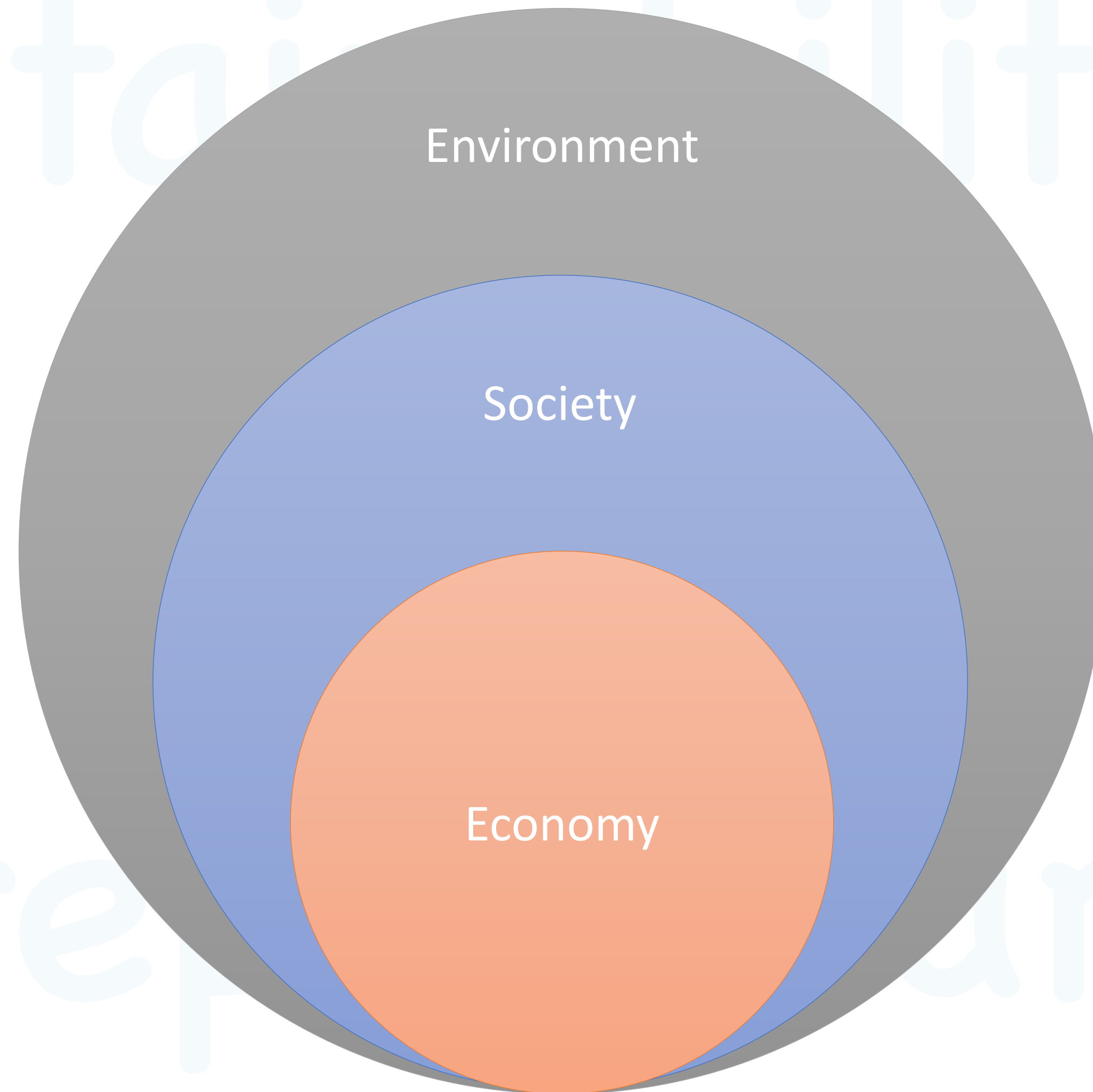
Smart Growth

CHANGE

The Three Spheres of Sustainability



Real sustainability



The Sustainability Compass

A tool for understanding sustainable development

- **N is for Nature:**

- Healthy air and water quality, sustainable resource use, sufficient habitat (especially for endangered species), the preservation of scenic beauty

- **E is for Economy:**

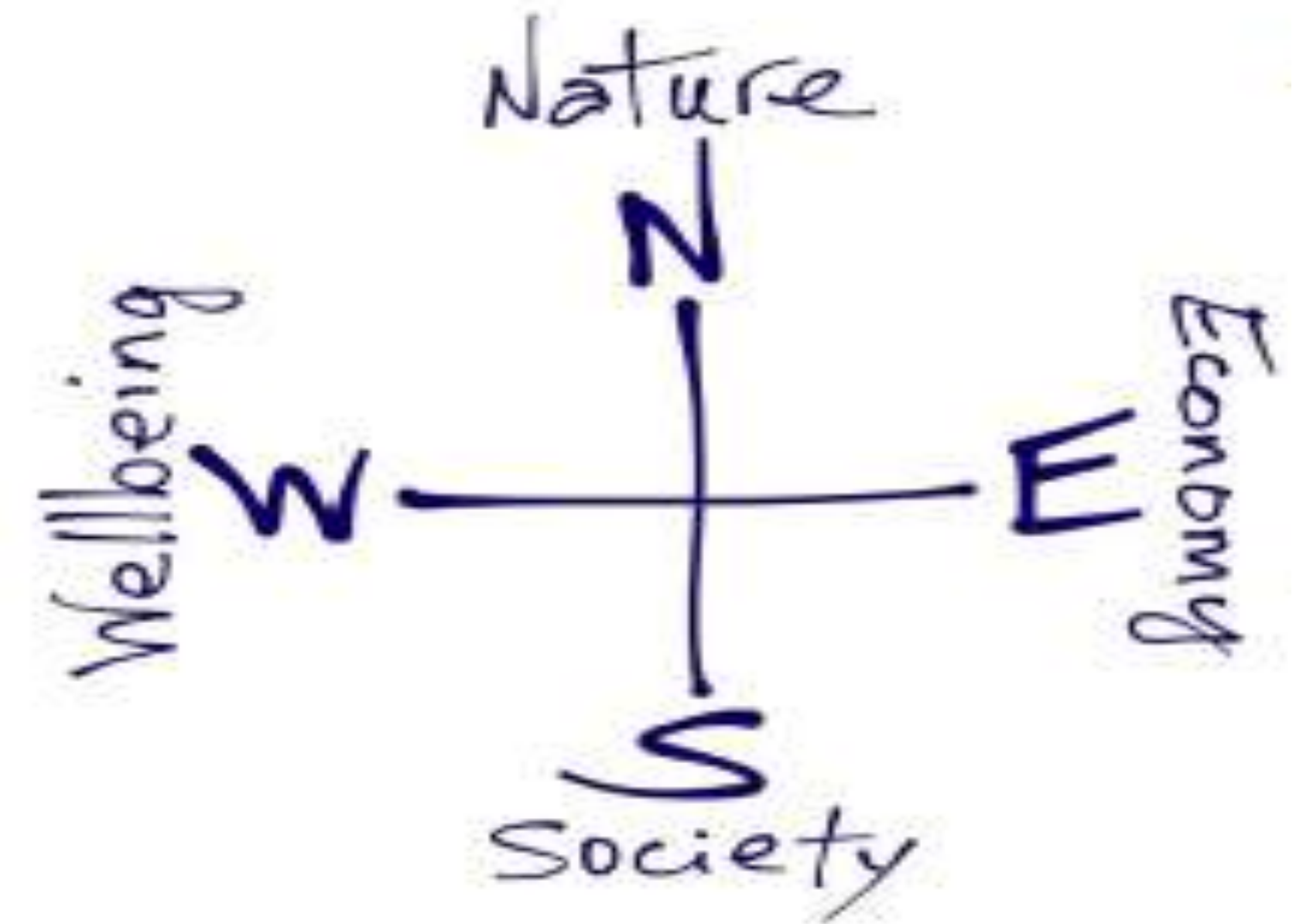
- Vital businesses, good infrastructure, the sufficient production of goods and services, a solid financial sector, and good jobs or people at good wages

- **S is for Society:**

- The health of our communities, institutions, schools, cultural traditions, and the arts, and the organizational structures and legal frameworks that protect equality and opportunity for all

- **W is for Well-Being:**

- Our *individual* health, happiness, education, satisfaction, and fulfillment, as well as the health of our families and primary relationships, and the quality of our living and working environments



PRINCIPLES OF SUSTAINABILITY

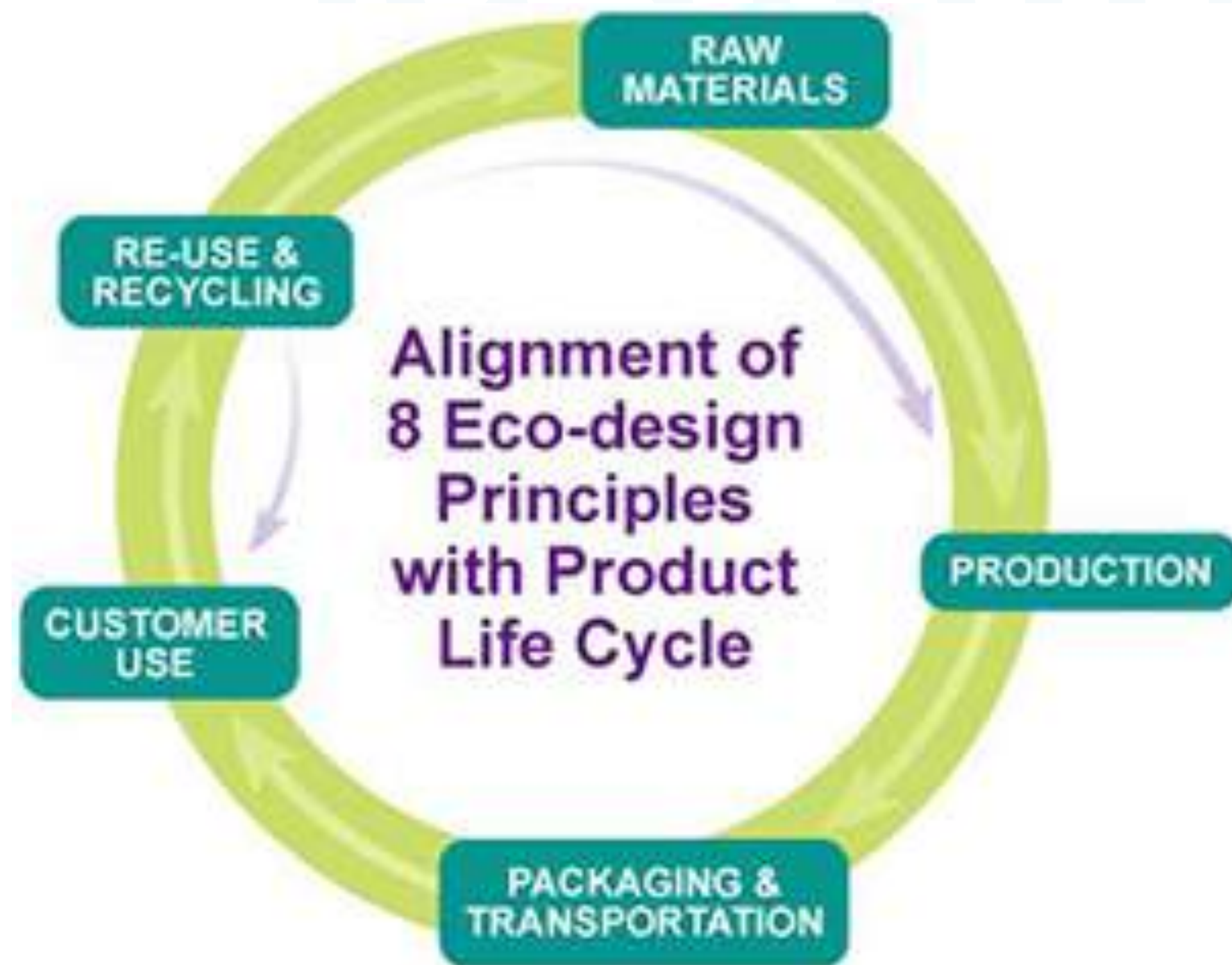


- ✓ we can not extract more than can be safely contained or re-absorbed
- ✓ we must not disturb a delicate balance of ecology by introducing products that are alien to nature
- ✓ nature is our life-supporting system – we must not diminish it
- ✓ about equity – all people in the world need the benefits of nature – equally

Sustainable development



ECODESIGN



Ecodesign Measure	Adoption	Estimated annual savings by 2020
Standby	December 2008	35 TWh
Simple set top boxes	February 2009	6 TWh
Street & Office Lighting	March 2009	38 TWh
Domestic Lighting	March 2009	39 TWh
External power supplies	April 2009	9 TWh
Electric motors	July 2009	135 TWh
Circulators	July 2009	23TWh
Domestic refrigerators	July 2009	4 TWh
Televisions	July 2009	28 TWh
Domestic dishwashers	November 2010	2 TWh
Domestic washing machines	November 2010	1.5 TWh
Fans	March 2011	34 TWh
Air conditioners and comfort fans	March 2012	11 TWh
Total		366 TWh

ECO- EFFICIENCY



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self-healing rubber

Susta



reversible polymer bonds

Entrepreneurship

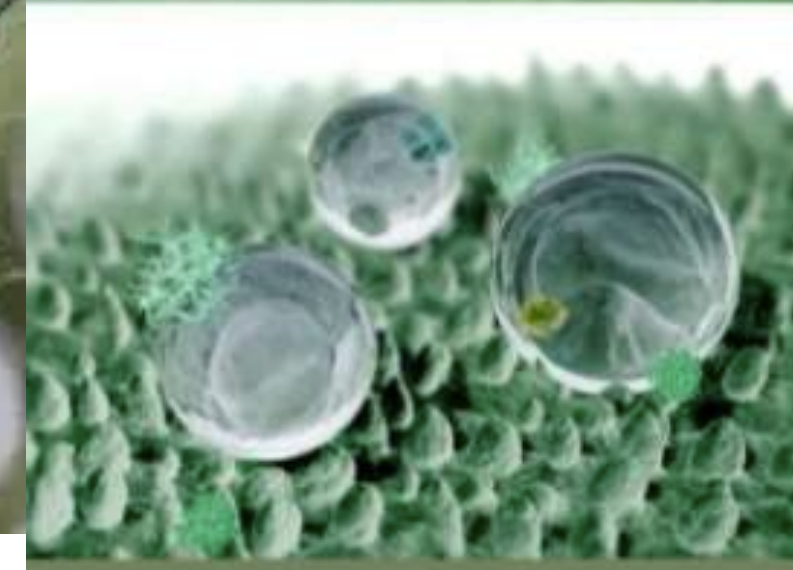
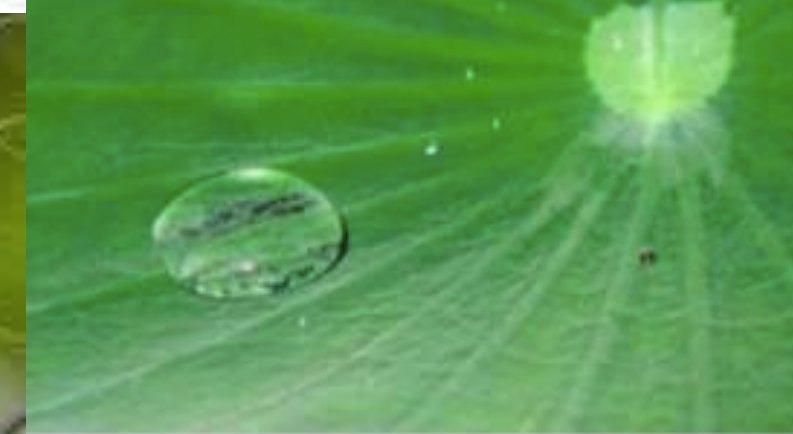


BESTCON

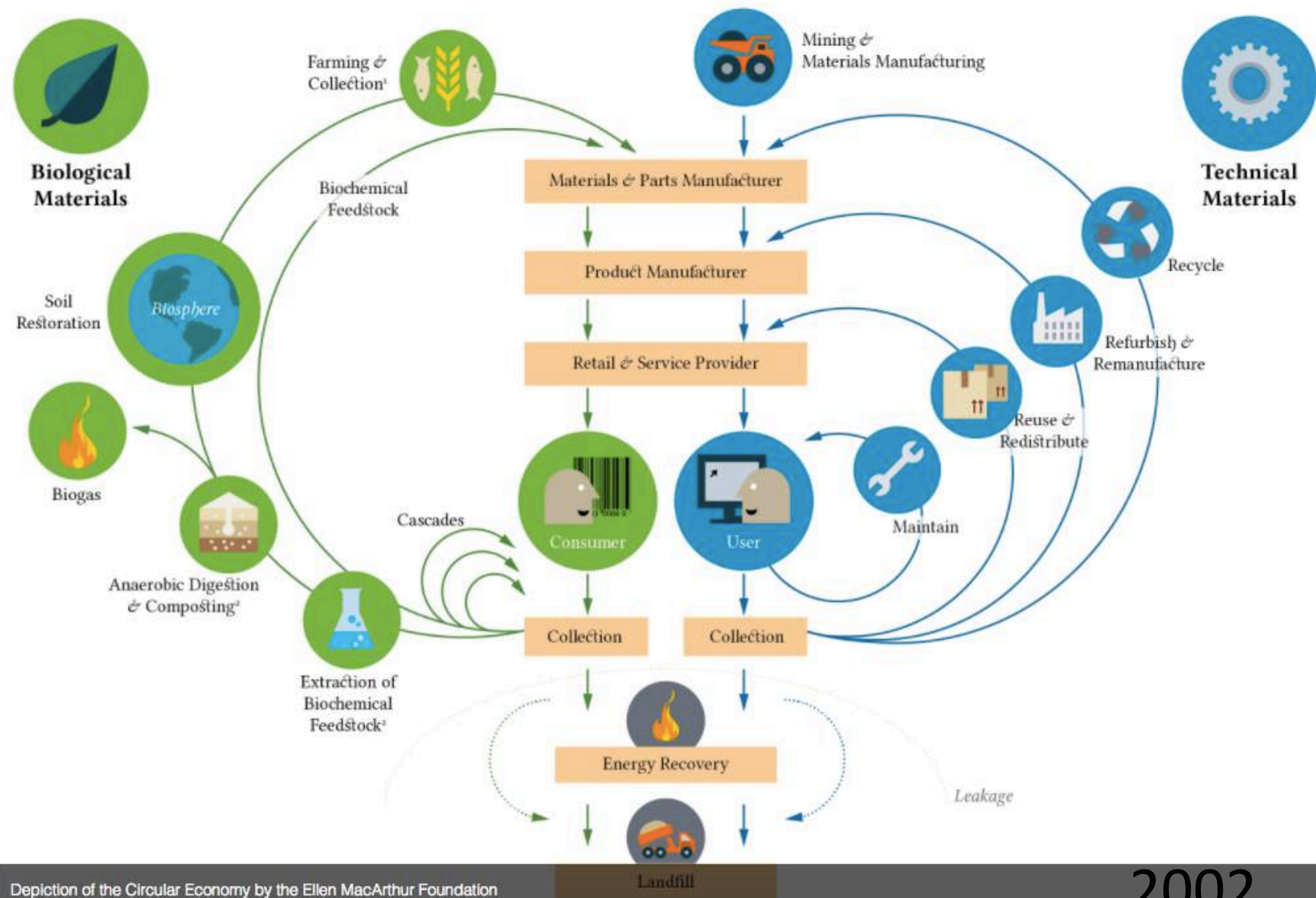


W A T E R S C H A P S B E D R I J F





Entrepreneurship



Sustainability

- ✓ Process
- ✓ Taking into account financial, environmental, social and ethical issues
- ✓ Long term vision
- ✓ Modern development is focused on short-term economic benefit



Entrepreneurship

Growth is at the heart of the business model?

Sustainability

- The 1970's doctrine of Milton Friedman:
- “The social responsibility of business is to *increase its profits*”.



But the foundation of this model was developed at a time when we didn't comprehend the natural limits to growth.



Entrepreneurship

Corporate social responsibility

•organisation takes responsibility of its decisions and operations on society and environment and follows the principles of transparent and ethical behaviour, which:

- ✓ *meet the principles of sustainable development and social wellbeing;*
- ✓ *takes into account expectations of interest groups;*
- ✓ *comply existing laws and international norms;*
- ✓ *is integrated into the internal processes as well as external relations.*

According to ISO26000

Society (People)

Labor Practices
& Decent Work

Society and
Customers

Human Rights

Ethical Behavior

Employment
and Staffing

Labor/
Management
Relations

Project Health
and Safety

Training and
Education

Organizational
Learning

Diversity and
Equal
Opportunity

Local
Competence
Development

Community
Support

Public Policy/
Compliance

Customer Health
and Safety

Product and
Service Labeling

Market
Communications
and Advertising

Customer
Privacy

Non-
Discrimination

Exploitative
Child Labor

Forced or
Compulsory
Labor

Investment
and
Procurement
Practices

Bribery and
Corruption

Anti-
Competitive
Behavior

Environmental (Planet)

Transport

Energy

Water

Consumption

Local
Procurement

Digital
Communication

Traveling and
Commuting

Logistics

Energy
Consumption

Co2 Emissions

Clean Energy
Return

Renewable
Energy

Water Quality

Water
Consumption

Sanitary Water
Displacement

Recycling

Disposal

Contamination
and Pollution

Waste

Economic (Prosperity)

Return on
Investment

Business Agility

Economic
Stimulation

Benefit Cost
Ratio

Direct Financial
Benefits

External Rate of
Return

Internal Rate of
Return

Net Present
Value

Flexibility/
Optionality
in the
project

Increased
Business
Flexibility

Local Economic
Impact

Indirect
Benefits

Interface

Sustainability &

- a worldwide commercial flooring company and global leader in sustainability,
- 2019 net sales more than \$1.0 billion



Interface Products Technical Design Sustainability Segments

About Our Journey Embodied Carbon Carbon Offsets Join Us

Design with the climate in mind

Global warming impacts all of us and we know it's important to you too. That's why our Carbon Neutral Floors™ help you to lower your carbon footprint with one positive step.

Every flooring product you buy from us – whether carpet, LVT or rubber – is 100% carbon neutral. And we calculate your floor's credentials so you can see its exact contribution to reducing global warming.

When you design and spec 1000m² of Interface flooring, you offset the equivalent carbon emissions of eleven round-trip flights between New York and Paris.

[Explore all our carbon neutral products.](#)

**SOLVE SEVERAL
PROBLEMS**

**WASTE
CO2 OUTPUT
WOOD USE
CIRCULAR REUSE**



**WORKING
WITH
LOCAL
TEAMS**

**85%
OF HUSK
=
WASTE**



neurship

CocoPallet

**ASIAN EXPORTERS NEED
1,700,000,000 PALLETS / YEAR
CURRENT SITUATION**



DEFORESTATION



TRANSPORT



PEST TREATMENT



END OF LIFE

COCO PALLET

SUSTAINABLE • AFFORDABLE • BIO-BASED • 100% WOOD FREE
ISPM 15 COMPLIANT EXPORT PALLETS
MADE FROM COCONUT WASTE

HOME

COCOPALLET

NEWS

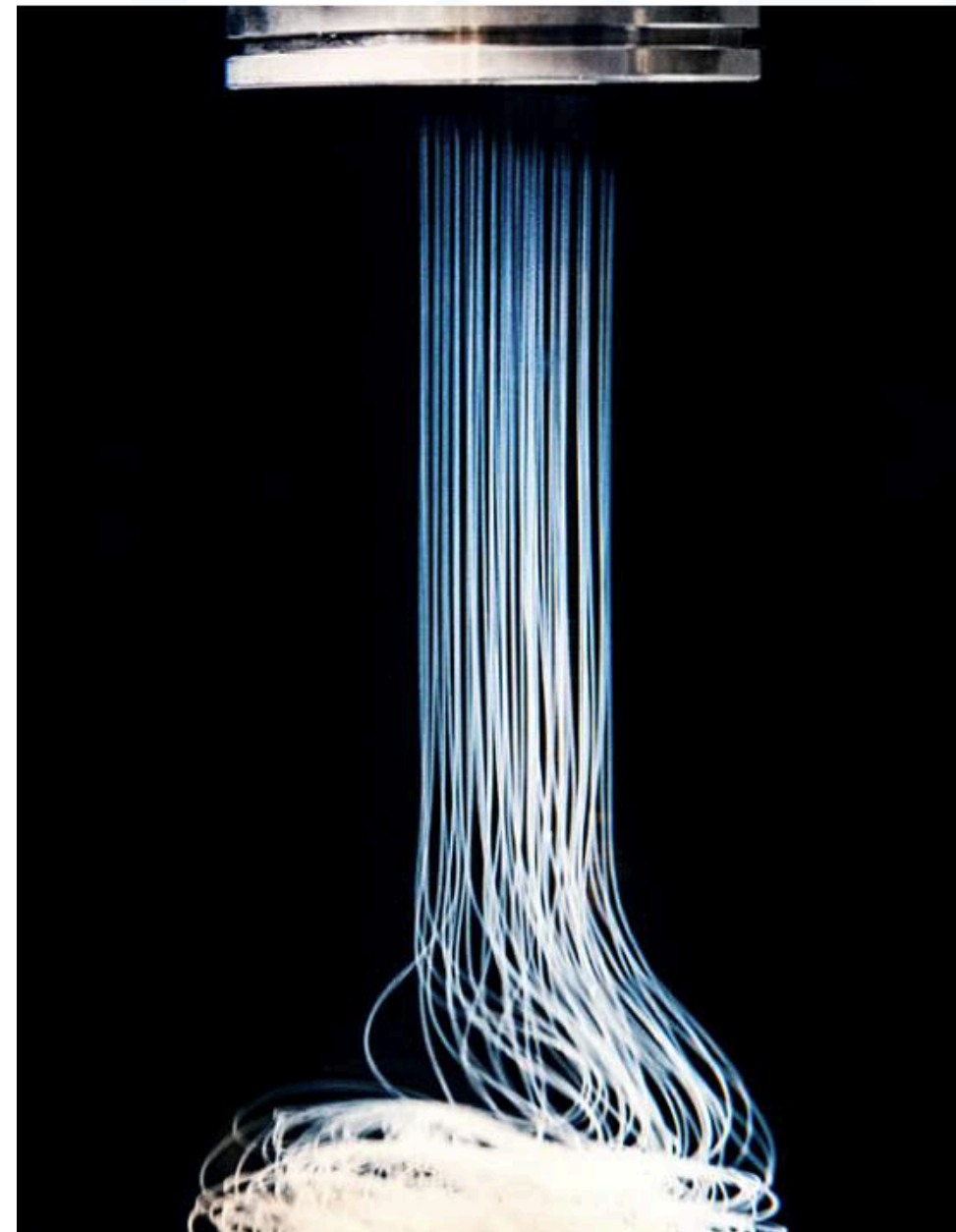
TEAM

CONTACT

ARTICLES



BOLT THREADS



We study silk proteins spun by spiders to determine what gives them their incredible properties.

We produce the protein in large quantities through fermentation, using yeast, sugar, and water.

We knit these fibers into fabrics and garments.



We develop proteins inspired by these natural silks by using bioengineering to put genes into yeast.

We isolate and purify the silk protein, then spin it into fibers, similar to fibers like rayon and acrylic.





Homemade blueberry cheese
Homemade gelatin with gelatin

Be there when you need it

RESERVATIONS | MENU | ABOUT US | GALLERY | SUPPLIERS & FRIENDS | PRESS

Wood of Lithuania

80



The golden rule, the rule

with truth and meals prepared from local ingredients in tune with the natural cycle of nature.

Our love affair with food began while looking for the simple answer of what defines our gastronomical tradition. In other words, who we, Lithuanians, are at the table and where our roots grow. It all started with reminiscing about the meals our mothers used to prepare and simple yet delicious desserts like blueberries with milk concocted by our grandmother.

The philosophy built from our own experiences and the desire to bring back the pride of who we are and where we live lands on the plates we bring to your table every day. We try to pass on the emotion of these foods by telling the stories and sharing our discoveries with our guests. We want you to know how diverse and unique Lithuania is. We want you to join us to experience the particularity of our cuisine by returning to its most simple ingredients – like beetroot, dill, or honey. This small step back is actually a big step forward, the beginning of a new journey full of heart-warming emotions. It is our table, our traditions, our childhood on a plate, our seasons, and our feelings; in fact, it is who we truly are.

Sigitas Žemaitis

Ideas and visions mix in his head with daily routines and the aim for perfection. Sigitas regularly takes on the role of a general manager of the restaurant, and more often, that of waiter and storyteller.

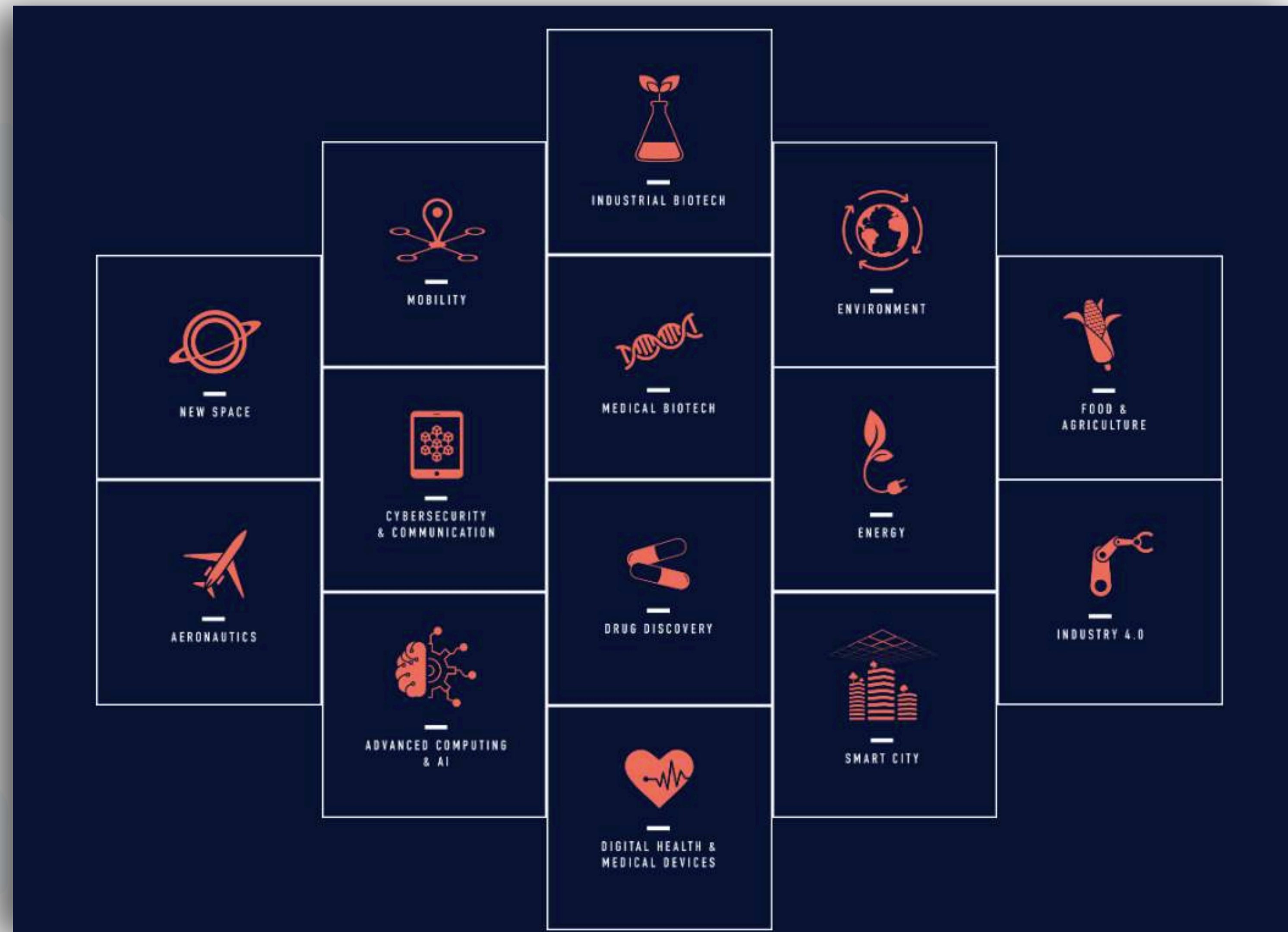


SWEET ROOT



Erasmus

BUILDING TOMORROW



<https://hello-tomorrow.org/s>

Sustainability &

Responsibility

Intersectoral agreements

Intergenerational agreements

Entrepreneurship

Responsible Innovation

- is integrated into your company's goals and governance
- transparent
- anticipates impacts
- early consideration of impacts
- consideration of potential positive and negative impacts on society, the economy, and the environment - what could go wrong or how the innovation's use could have a potentially harmful effect on people or the environment in the longterm.

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Group work: impacts of business

WHAT PROBLEM DO YOU SOLVE?

HOW WILL YOU CONTRIBUTE TO SUSTAINABILITY?

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Select the challenge

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- Groups

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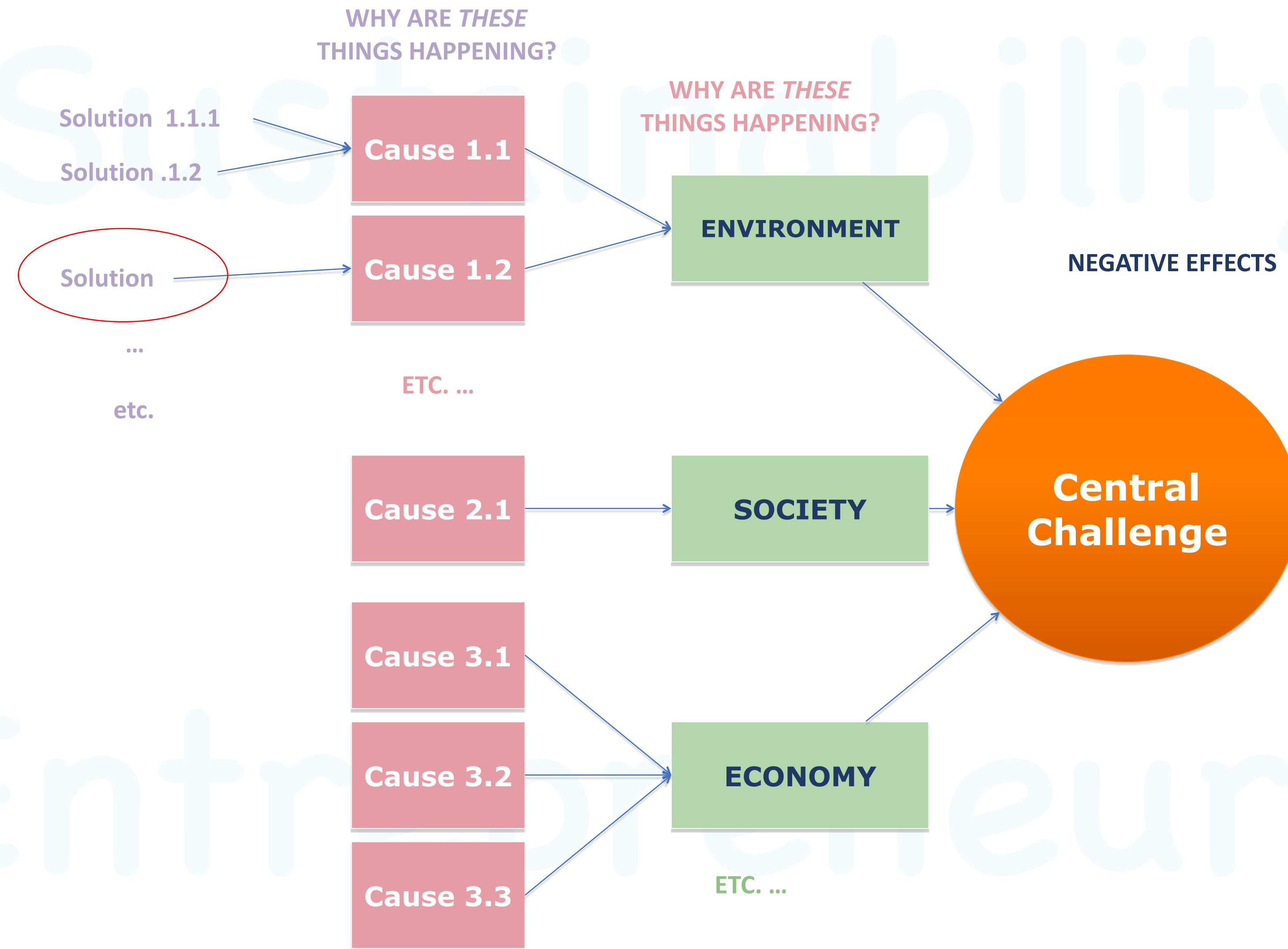
5 Steps

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1. What is happening? Share **information** about the issue
2. Why it is happening? Think about the **causes**
3. Brainstorm **ideas**: ways to address and improve the issue
4. Make a **plan** about how to implement your ideas
5. To cap it off ... make a **commitment** to *do it!*

Entrepreneurship

PROBLEM SOLVING: why is it happening?





rerum cognoscere causas
(to understand the causes of things)

A low-angle, upward-looking shot of a dense forest. Tall, slender tree trunks rise from the forest floor, reaching towards a canopy of green leaves. Sunlight filters through the trees, creating a hazy, golden glow in the upper half of the image. The foreground is filled with dark, lush green foliage and ferns. The overall mood is serene and majestic.

THE BEST DAYS ON OUR PLANET ARE AHEAD OF US

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+37068721450

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