

# **Sustainable business**

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Welcome to this seminar in the field of Business Development in The Business Coaching Programme. My name is Torgny Veibäck. Are your business contributing to the breaking down of our habitat – Gods creation. Or can you be part of Gods solution for the future of life on earth?

## Take care of the creation! Become the Creator's co-worker

### Gen 1:26, 31

Then God said, "Let us make man in our image, after our likeness. And let them have dominion over the fish of the sea and over the birds of the heavens and over the livestock and over all the earth and over every creeping thing that creeps on the earth.

...

And God saw everything that he had made, and behold, it was very good"

The Creator of the world has made everything very good. And he created the man as his co-worker to have dominion and take care of the creation. It is our responsibility towards our fellow men and future generations to keep up a sustainable way of living, production and doing business.

This means that we not only as individuals, but also as business companies must be aware of the on-going pollution, ill-treating and exploitation of our environment and not be part of it. Actually it is our responsibility to become co-workers to the Creator to restore his creation when it is suffering under misuse.

At which side do you want to stay: Satan's, destroying the environment, or the Creator's upholding and restoring the environment? To be ignorant is letting the evil forces to go on breaking down the creation.

Beware of false prophets that cynically say Jesus will return sooner if you just let the devil destroy the world without acting.

# Sustainability

Be part of the solution

Business  
Development

## 1. Don't contribute

Analyse your current situation to avoid unnecessary contributing.

## 2. Be proactive

Actively lift up some important issues to work with.

## 3. Make sustainability a selling point

Your sustainability policy will attract new customers.

## 4. Make it to your business idea

Become an expert and help others to improve.

How will we act as Christian businessmen?

1 First of all: Make sure that you and your business aren't contributing to the pollution. Start with analysing your current situation. I will argue that you don't know the width of your contributing of the breaking down of our mutual living space. To stop any unnecessary contribution could be an easy immediate action for you. But this will not be enough to stop the on going dissolving of the creation.

2 Be proactive. To lower your contribution you have to act on the most important sources of yours. Make an action plan.

3 Customers will demand Sustainability more and more. In Sweden and in many other countries that's the case very much indeed. If you manage to lower your main pollution sources and have a plan for the rest, you might tell that in your marketing. But it must be true! No misleading

“Greenwashing”. Your sincere ambitions will create a good image and be appreciated by conscious customers.

4 If your products and service will help customers to become more sustainable themselves, you will have a good market. To become a consultant in the areas of Sustainability will be the best way you can contribute to “sustainable creation”.

# 1 Pollution

## Which actions to take?

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### Analyse your current state

#### Make a list of your:

Pollution to water and earth:

- Poison from industries, mines, agriculture ...
- Waste from people

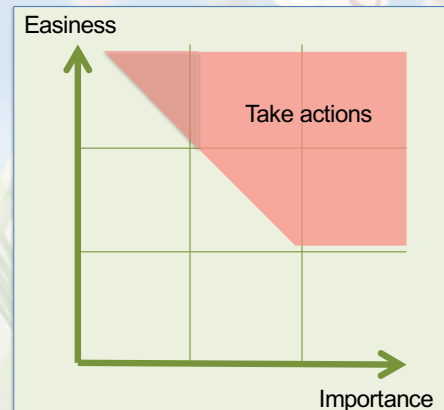
Air Pollution:

- Industrial exhausts
- Emission from transports (other than CO<sub>2</sub>)

#### 2 Rank them in order of

- How easy it might be to improve (1–3)
- Importance for the environment (1–3)

**3 For the most important and easy:  
Make an action plan!**



Start with analysing your pollution to water, earth and air. Make a list of what kind of emissions your company causes. Take into account also the indirect sources from the production of the products you are selling as retailer and any suspected pollution they may cause when transported and scraped.

You will not know all these data in detail. What kind of pollution and the amount you has to be estimated. But just to think it through properly will be good enough to make you aware of the most important emissions. If you have many products just pick up some typical examples. Don't wait to act until you have all facts.

It will be good enough to make guesses to rate the pollutions as little, medium or high and rate how easy it might be to avoid that pollution.

That will enough to decide what to act on first.

## 2 Climate change

### Which impact do you do?

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#### Estimate your CO<sub>2</sub> emission from fossil fuel.

The world wide sustainable goal is less than 1000 kg/year and person.

#### Transports:

- Passenger cars and vans (0,12 kg/km)
- Flights (0,12 kg/km and passenger)
- Distribution trucks (0,16 kg/km)
- Heavy trucks (0,12 kg/km and 1000kg)

#### Heating:

Wood 0kg.

Oil 287kg/m<sup>3</sup>, Gas 0,5kg/MWh, Coal 0,85 kg/MWh

Electricity from fossil fuel 0,6kg/MWh

Make your personal footprint calculations at internet, eg at [WWF.org](http://WWF.org)

#### How can you lower your CO<sub>2</sub> emissions in:

- short term
- long perspective

Climate change might currently be the most threatening issue for the creation. What is your impact?

The most important cause of the greenhouse effect, which are making the climate hotter, is the Carbon dioxide – CO<sub>2</sub>. The sustainable level is about 1000kg/person and year world wide. Estimate your emissions of CO<sub>2</sub> gas to the atmosphere. It is not too hard.

1 For transports estimate the distance your transports do per year, by car, flight and by trucks. Include the commuting of your staff. Calculate with the figures given here to get an estimate of your emissions. Or use an more extensive calculator at the internet.

2 Heating (or cooling) of your premises will be the other main source of CO<sub>2</sub> emissions. Renewable fuel as wood does not add in the long run. If you use domestic oil heater it is easy to calculate from the amount of m<sup>3</sup> you use per

year. If you have district heating, calculate from how many MWh/year you have electric heating the emission depends on the kind of fuel your district heating uses. If it is fossil fuel an estimate of 0,6 kg/MWh will do.

3 The calculation shows the most important sources for you. How can you reduce them? Which actions ought you to do in short term and what can you do in the long term perspective?

## How to prepare for Climate change?

### Consequences of Climate change gradually developing the next decades:

- Storms, fires, flooding, landslides
- Heat, drought, poverty, famine
- Refugees from hit areas

1. How will your area and your business be affected?
2. What can your company do to avoid the threats?
3. How can your business serve and help?

Today it is clear that Climate change will have severe consequences world wide. It will gradually be more of catastrophic storms, fires, flooding and landslides in different areas, also near you. As the temperature rises droughts will cause poverty and famine. Massive emigration will take place as circumstances make it impossible to stay and live as normal. How will your local area be affected? How will your business be affected? Can your business adapt to serve people in the new situation?



### 3 Ecological unbalance

#### Which actions do you take?

Business  
Development

#### 1. Biological versatility

- Death of species because of monocultures, chemicals ...
- Over fishing

#### 2. Misuse of resources

- Scare raw materials
- Decreasing water reserves
- Fossil energy

#### Support Ecological balance

- Ecological versatile agriculture, cleaning of lakes, replanting of forests, forming of nature reserves ...
- Recycling of metal, glass, paper, electronics ...
- Buy/sell second hand machinery, tools, parts ...
- Use renewable fuels

The other main threat to Gods creation is the ecological unbalance where many species getting extinctic in high rate, not least insects and fishes which are vital for our living. Also the way the modern technology use raw material as if they were endless recourses are not sustainable.

## Coaching questions

- How can you avoid unnecessary contribution of pollution, emission or ecological unbalance?
- In which area can you lower your impact on the environment best by being proactive?
- How could you make sustainability to a selling point for your business?
- How can you by your products or service help your customers to become more sustainable?
- Have you support other good forces in combating the down-breaking of the human living conditions?

Discuss these questions with your coach. Thanks for listening.  
God bless you in developing your business.