Sustainable agriculture: why should you be concerned?

Dr. Aileen Ionescu-Somers, Director, Center for Corporate Sustainability Management, IMD
We need, but don’t have, 2.3 planets
Ecological credit and debt 1961

Eco-debt: Footprint relative to biocapacity
- more than 150% greater
- 100-150% greater
- 50-100% greater
- 0-50% greater
- Insufficient data

Eco-credit: Biocapacity relative to footprint
- 0-50% greater
- 50-100% greater
- 100-150% greater
- more than 150% greater

1961
(2005 country boundaries)
Ecological credit and debt 2005

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2005
Move to single planet consumption scenario and meet human needs within ecological limits of the planet

- Increase agricultural output to feed increasing number of people, while reducing land and water footprint
- Halt deforestation and increasing yields from planted forests
- Significant moves to halving carbon emissions worldwide (relative to 2005)
- Shift to low-carbon energy systems and improved energy systems
- Improving water efficiency and reduce water pollution
- Produce and consume more locally
- Develop radically more eco-efficient solutions, lifestyles and behaviour everywhere
- Bring the *Base of the Pyramid* into the economic equation
Business will see a radically new landscape emerge as a result of these shifts, resulting in:

- **Opportunistic business strategy**: Discussions around resource constraints will move to economic ones related to sharing of opportunity and costs.

- **Seeking solutions to local and global challenges**: Move to growth and progress based on balancing renewable resources and recycling non-renewable resources.

- **Changes to framework conditions**: Shifts in regulation, consumer preferences, pricing of inputs and measurement of profit and loss.

- **Partnerships and coalitions**: Need for multi-stakeholder collaboration, systemic thinking and co-innovation.
Business response is changing

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‘State’ of sustainability and corporate social responsibility on the corporate agenda

“Step changes” in the last three years:

RISK
DENIAL
SIDELINES
SELLING THE BUSINESS CASE

OPPORTUNITY
RECOGNITION
MAINSTREAM
GETTING THINGS DONE
Businesses/NGOs aiming for “Smart Zone”

- Maximise Shareholder Value
- Threat to Shareholder Value

Non-profitable area

“Smart Zone”

Public acceptance curve

Law / compliance curve

Time