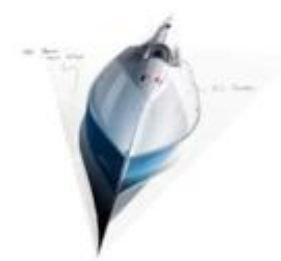
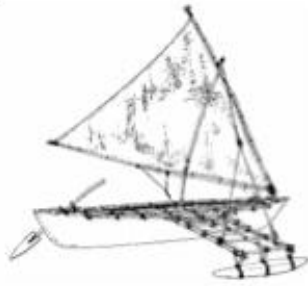




Pesse Dugout Canoe
~ 8,000 BCE
Found in Holland



The Resource Revolution Trainer

Transforming businesses and New business models

Dr CT van der Lugt, Stellenbosch University Business School, South Africa
3rd European Resources Forum, Berlin, 9 November 2016



Introduction

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The Resource Revolution Trainer

Coupling Sustainability with Excellence. An online self-training guide for business.



Your Host and Presenters



Content Overview of your
Course



Context: The Global
Resource Challenge



Innovation and Solutions
Required



Principles of Productivity



Building Blocks for Becoming
the Resource Revolution
Enterprise



Organizing yourself to
become the Resource
Revolution Enterprise



The Challenge of Time and
Scale

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SESSION 6: The Challenge of Time and Scale


Overview:

Session 6 explores the issues of time and scale that you face in taking radically more resource productive products and services to the mainstream market. It includes the dilemmas encountered in applying appropriate investment decision-making time frames, as well as upfront design questions related to the ultimate product lifetime. Finding


Support Materials:

 [Presentation Slides](#)

 [Reading Text](#)

 [Case Studies](#)

 [Exercises](#)

 [Resources](#)

The Resource Revolution Trainer: Coupling Sustainability with Excellence

Session 1 Reading: Context - The Global Resource Challenge



World Resources Forum (WRF) 2016



Click on the image to download the pdf

Decoupling @ business level

Level of ambition required:

- Making 50%-80% resource productivity improvements
- Ensuring 2 years or less payback period
- **Developing a high productivity business model**
- Having ability to deliver at industry scale

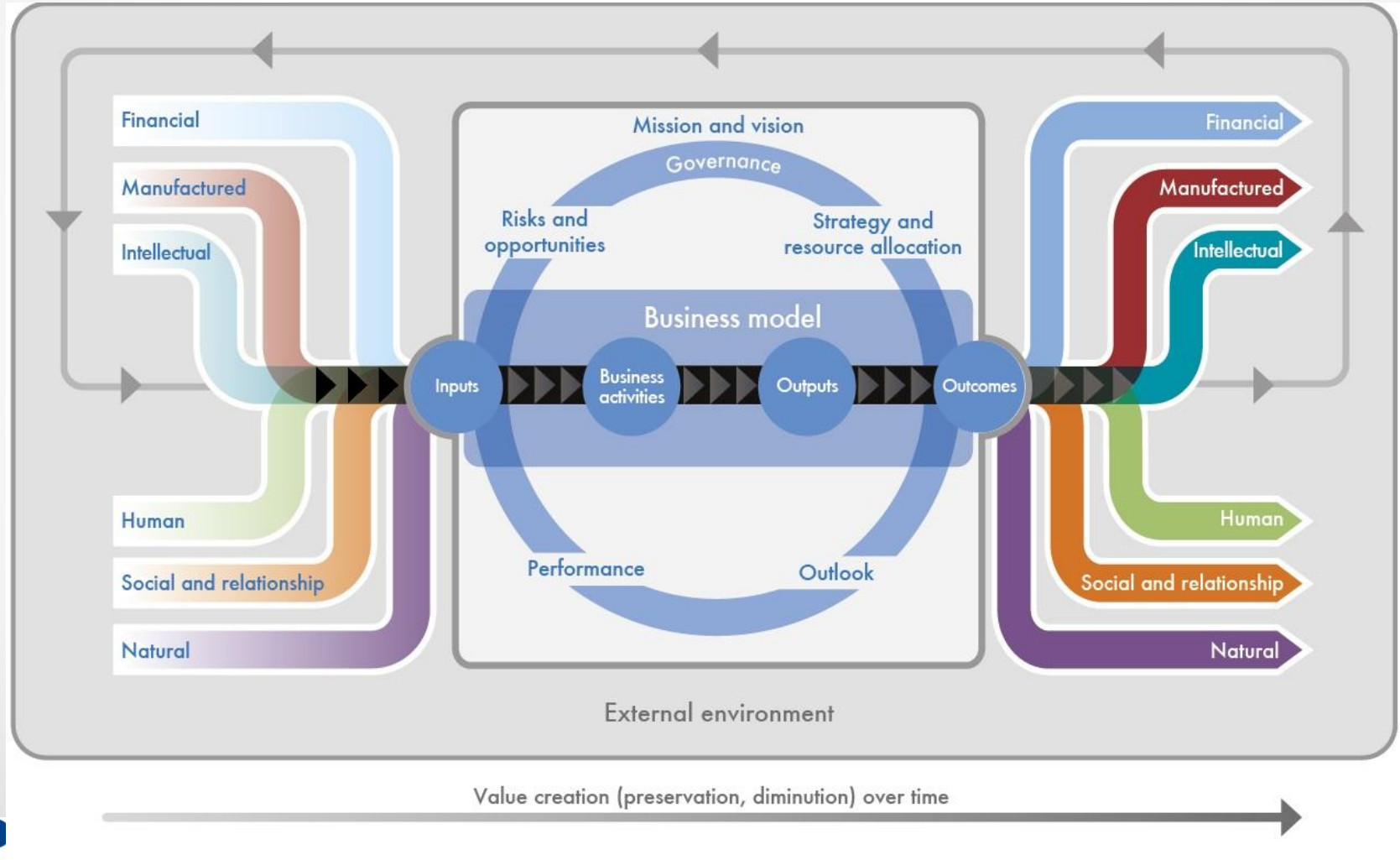


The Resource Revolution Cycle and its phases

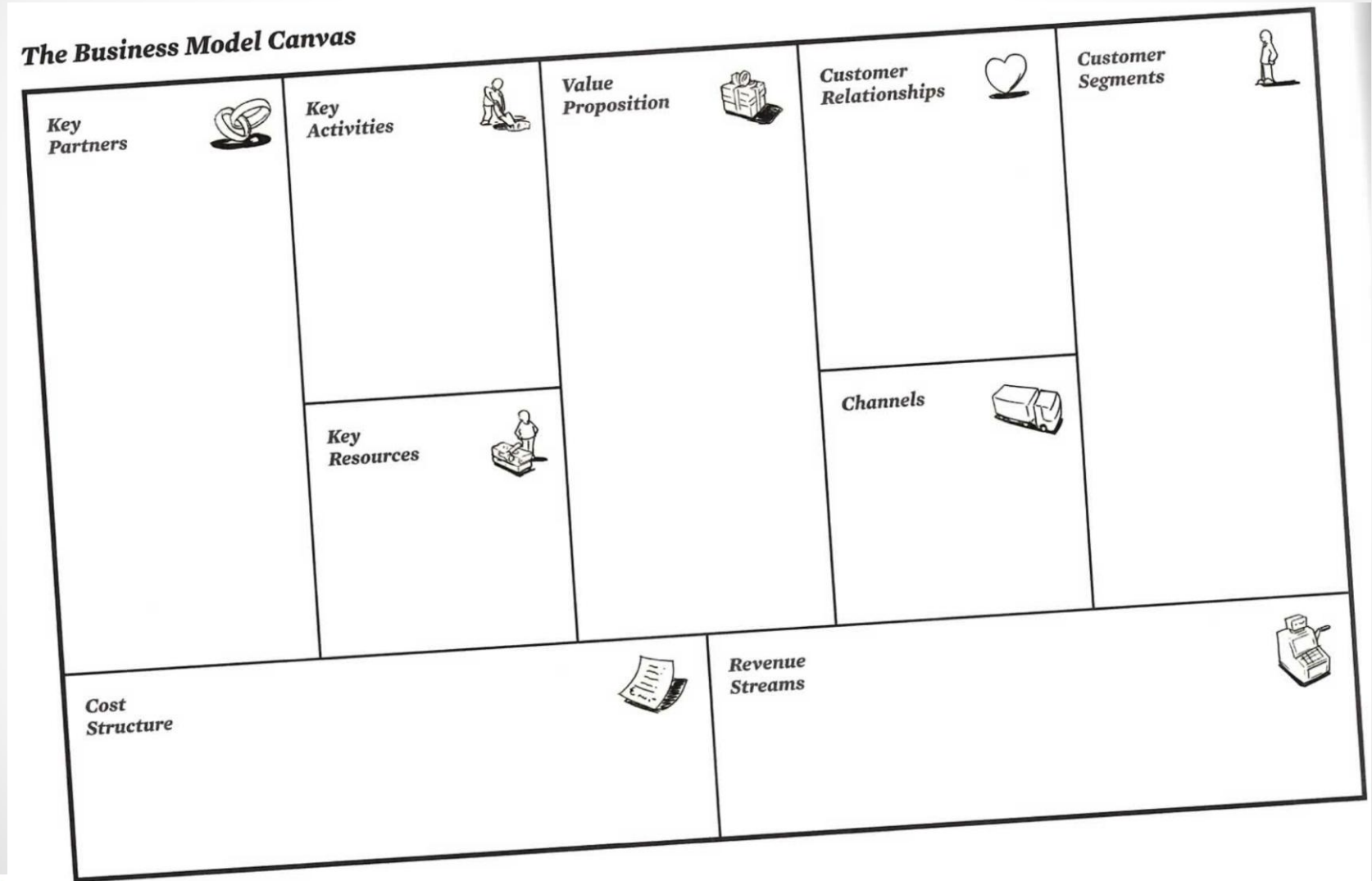
- Scarcity & volatility
- Technological innovation
- **New business models**
- Industrial transition
- Employment disruption
- Resource prices stabilize



Integrated Value Creation Process (IIRC)



Business Model Canvas



Obstacles to business case buy-in? Managers...

- **Lack awareness** of the business case
- Don't believe in the business case (**2good 2b true**)
- Are **stuck in convenience of BAU**, risk-avoiding, compliance driven, present-biased
- **Fear** setting themselves up for accusations of seeking to be “green”
- Operate in an **organisational culture** of silos
- Are entrenched in a **mental model** in which core business and societal issues are separate worlds



Educating managers, and decision-makers

- Freedom is the freedom to say that $2 + 2 = 4$
- versus the principles of doublethink ("Sometimes they are 5. Sometimes they are 3. Sometimes they are all of them at once...")

- George Orwell. *Nineteen Eighty-Four*.

- I rest my case Thank You!



2+2=5: Arithmetic of a counter-plan plus the enthusiasm of the workers. Soviet propaganda poster by Yakov Guminer, 1931

