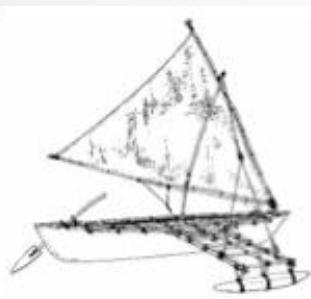




Pesse Dugout Canoe
~ 8,000 BCE
Found in Holland



The Resource Revolution Trainer Transforming businesses and New business models

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



Introduction

Content

Resources

Commentaries

The Resource Revolution Trainer

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

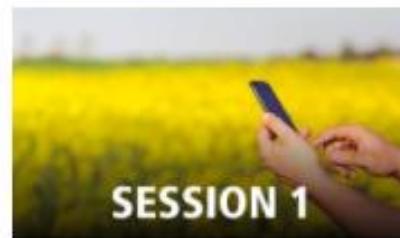


Your Host and Presenters



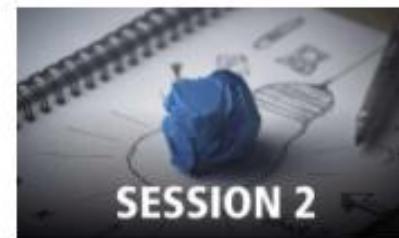
STRUCTURE

Content Overview of your Course



SESSION 1

Context: The Global Resource Challenge



SESSION 2

Innovation and Solutions Required



SESSION 3

Principles of Productivity



SESSION 4

Building Blocks for Becoming the Resource Revolution Enterprise



SESSION 5

Organizing yourself to become the Resource Revolution Enterprise



SESSION 6

The Challenge of Time and Scale

The Resource Revolution Trainer

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

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:

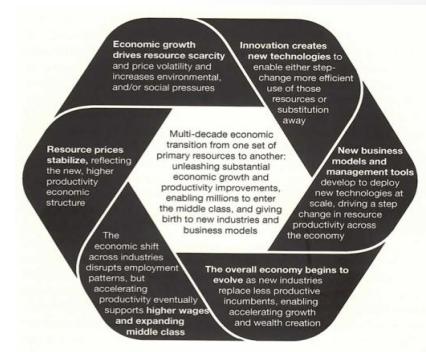
- **Making 50%-80% resource productivity improvements**
- **Ensuring 2 years or less payback period**
- **Developing a high productivity business model**
- **Having ability to deliver at industry scale**



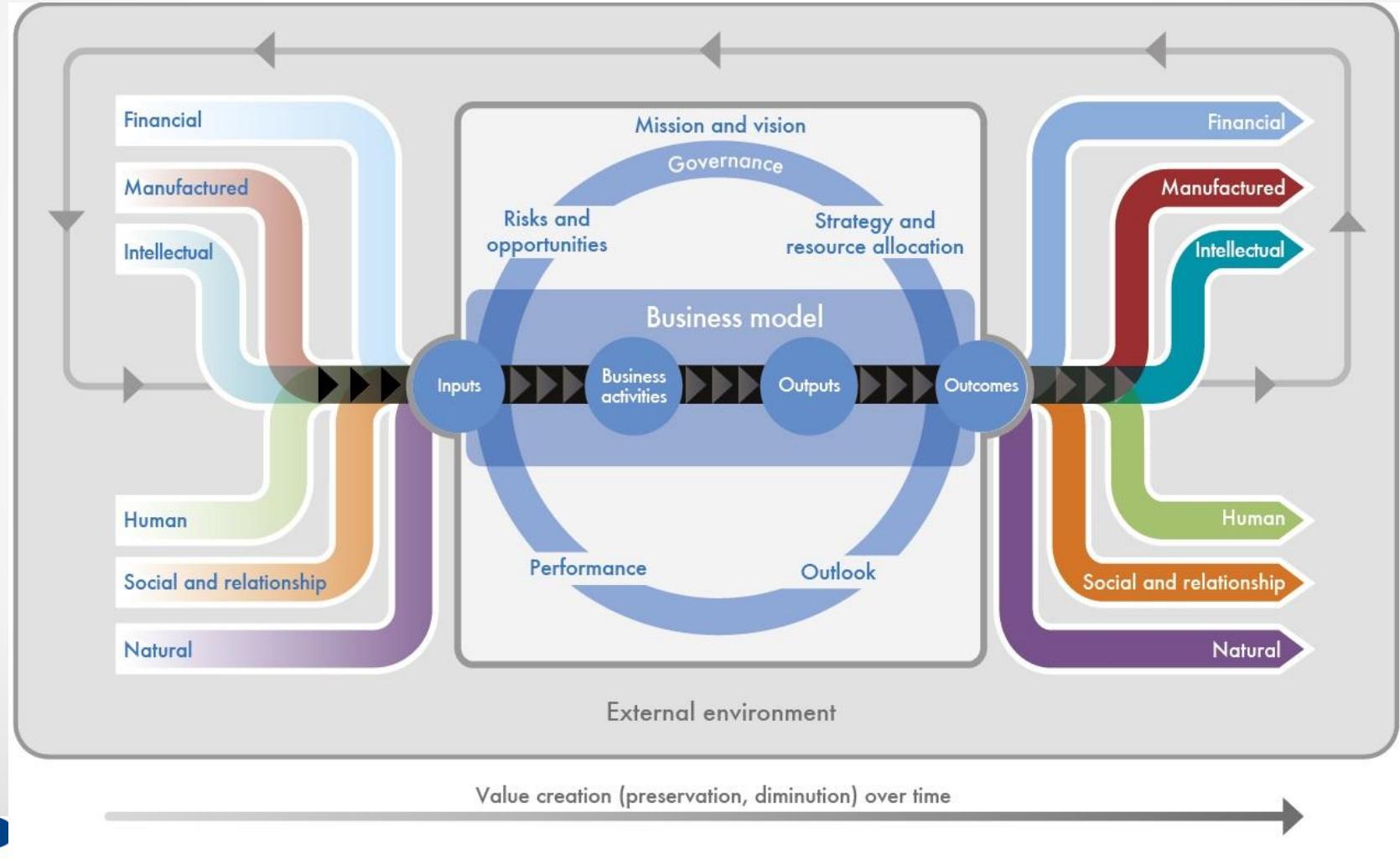
The Resource Revolution

Cycle and its phases

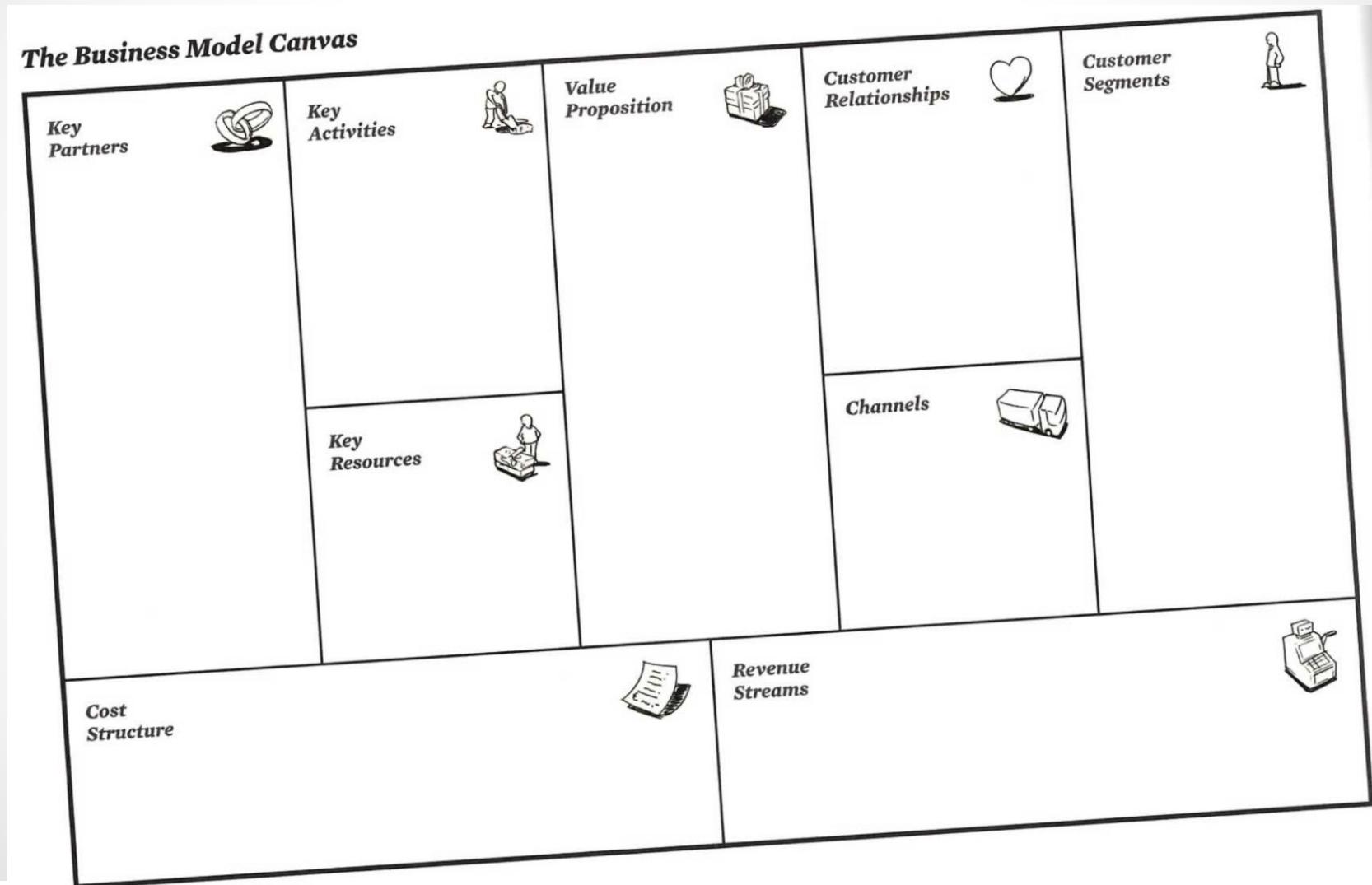
- **Scarcity & volatility**
- **Technological innovation**
- **New business models**
- **Industrial transition**
- **Employment disruption**
- **Resource prices stabilize**



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

