

**If products could talk!**

Alan Knight

**If the planet was a company**  
**and you were on the board...**



**You would have a clear offer = shelter, food and well being to mankind...**



# You would know your customer count (population growth)...

160K BC = (1 million customers) = launch of your company

1AD = 250 million

1804 = 1 billion

1927 = 2 billion

1960 = 3 billion

1975 = 4 billion

1987 = 5 billion

1999 = 6 billion

2013 = 7 billion

2027 = 8 billion

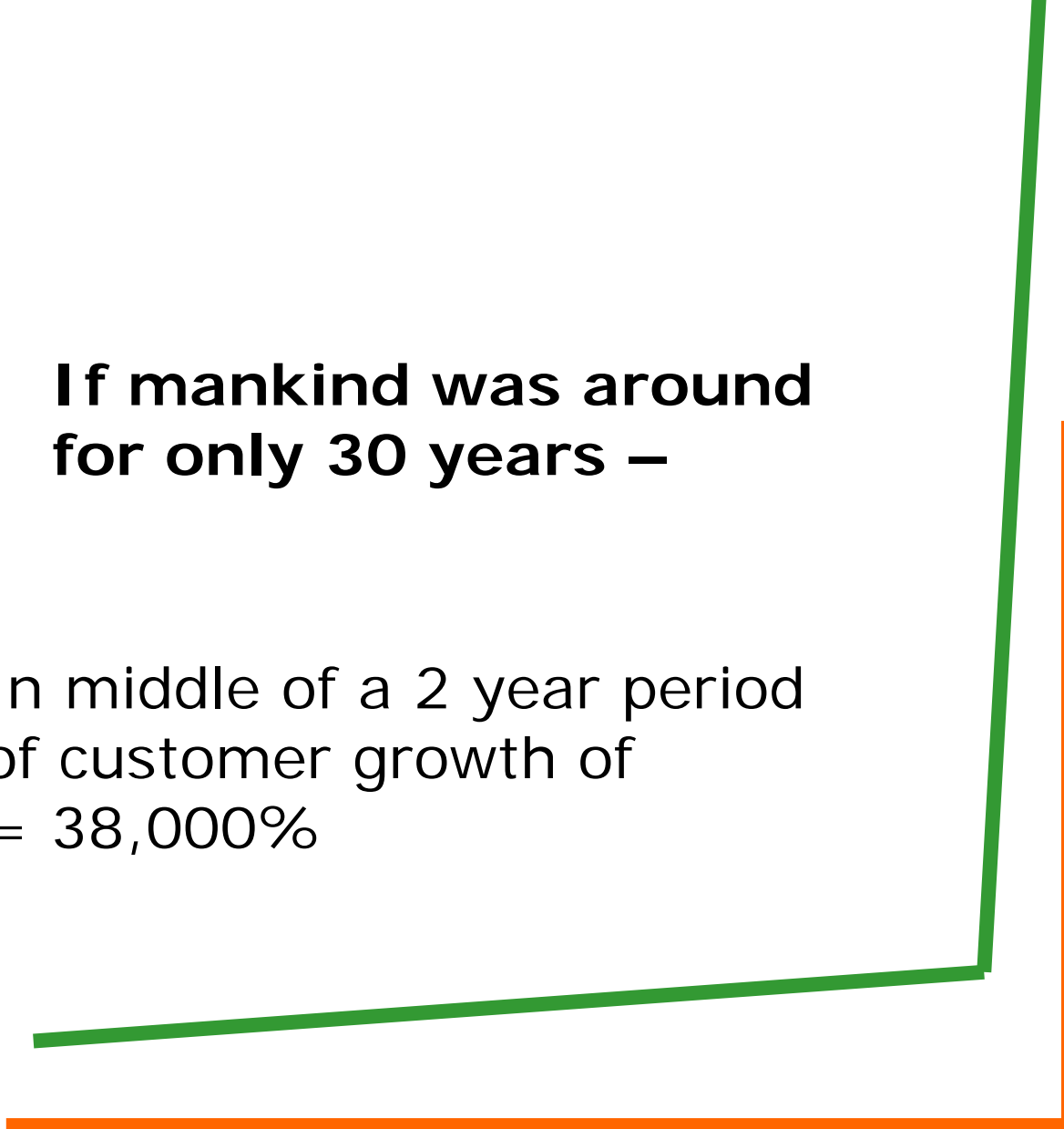
2048 = 9 billion

Condense those 160,000 years  
into 30 years.  
(average age of a business)



**If mankind was around  
for only 30 years –**

In middle of a 2 year period  
of customer growth of  
= 38,000%





**In past customers did not want much...**



Now they want so much more...



**You would have a supply base  
aligned to your growth plans**



***If everyone in the world  
used the same amount of stuff  
as we do in UK ...  
we would need:***

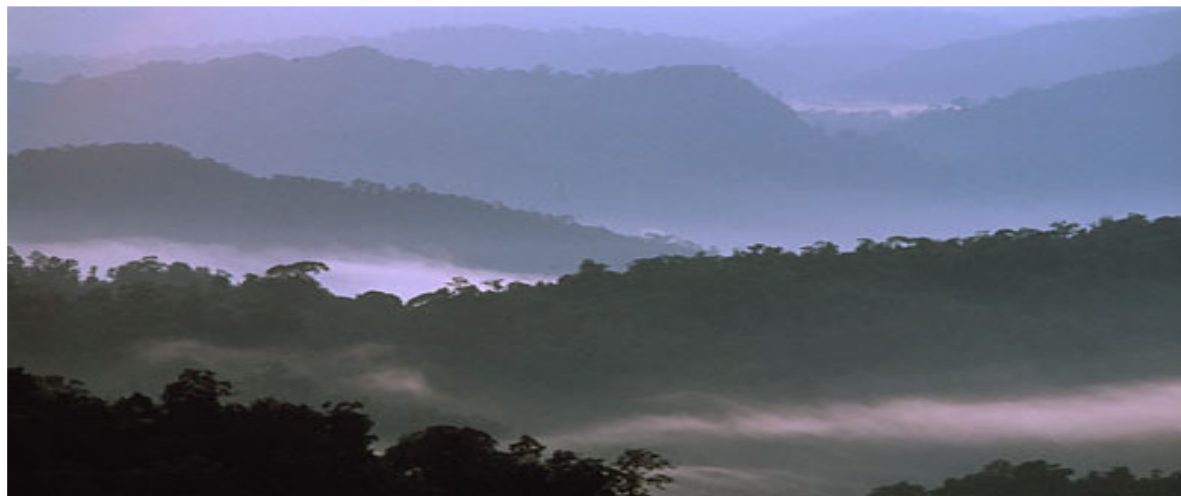




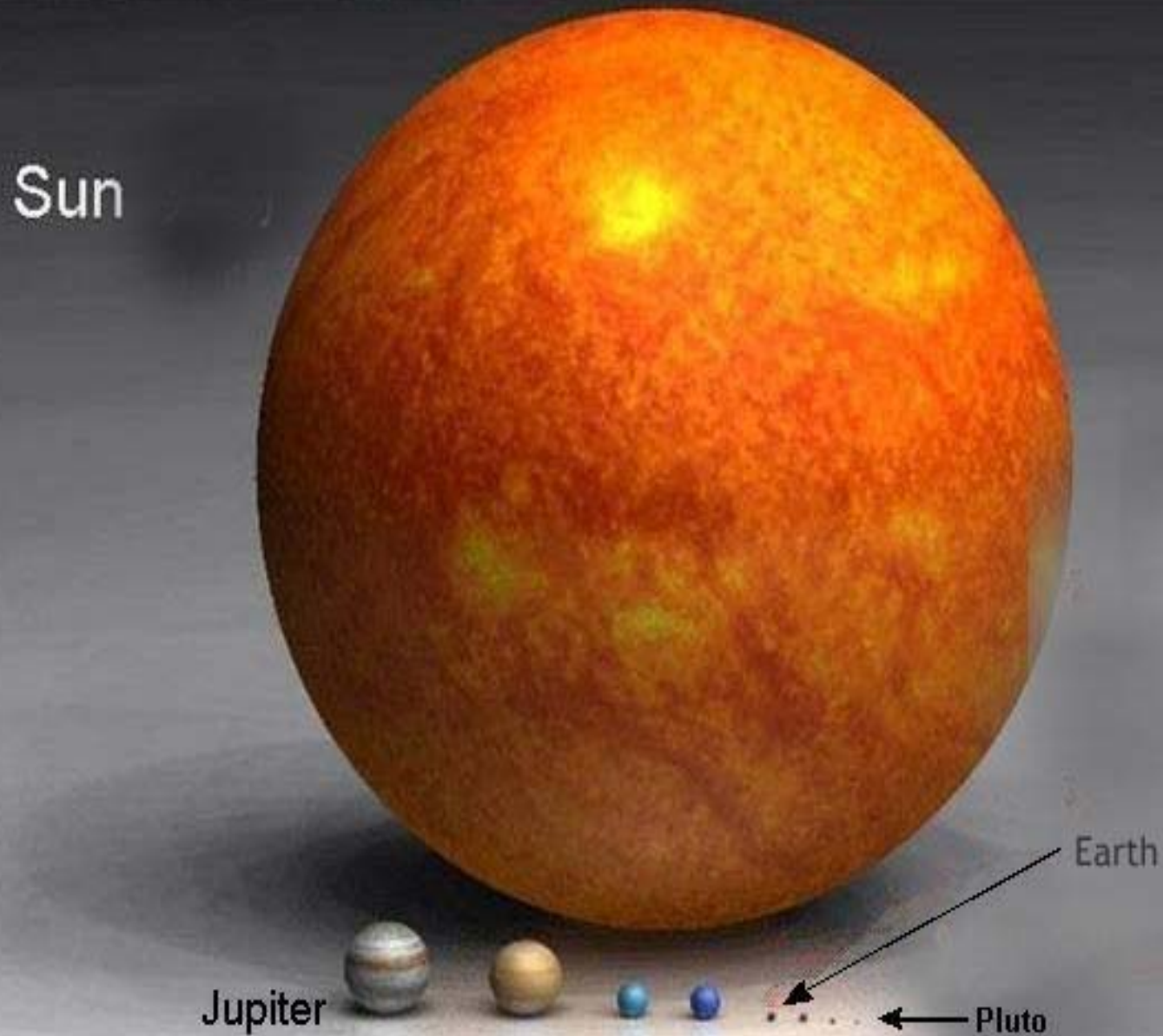
**You would have a reliable supply base –  
safe, efficient, clean = QA**







# Leverage buying scale





**Cost of the raw materials must be reflected  
in cost of product**



Price of water on my bill

Burger =  
£11.00

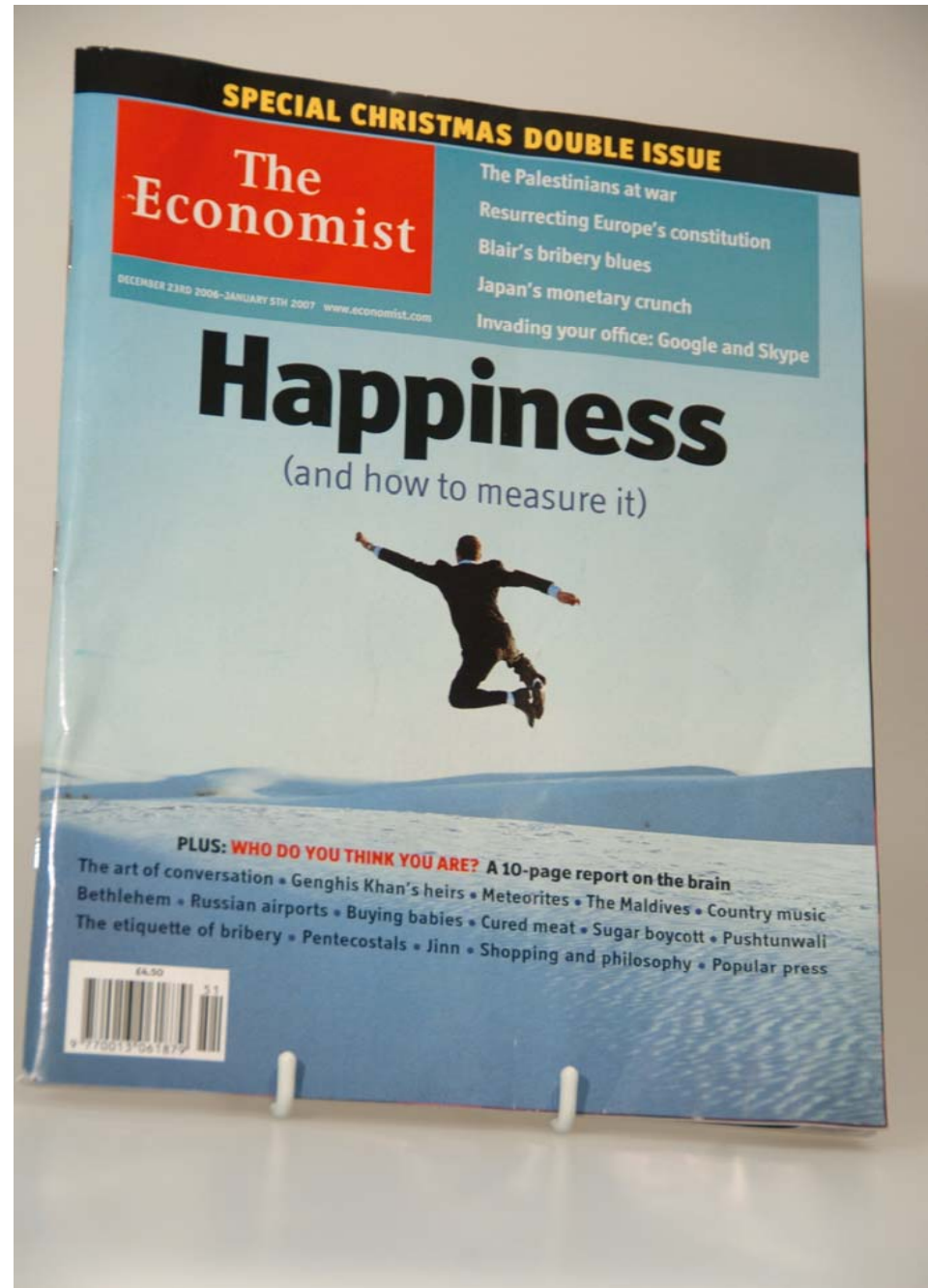




**Have a brand you are proud of**



# Customer satisfaction





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**“you would NOT run your  
business in the same way  
as  
the planet is run”**



All we need to do is create a:

- 1) low carbon,
- 2) poverty free,
- 3) one planet economy!
  
- 4) Goal = well being!

***Simple!!!***



One approach: talk to your products about the issues of the world!

*Our next speaker is...*







The mother of this baby gorilla was killed to feed workers at a logging camp. The infant was kept for a few days in this suitcase until it starved to death.





# Red alert: patio heaters are the new eco threat

**Jonathan Leake**  
Environment Editor

**SURGING** sales of patio heaters, the newest fetish of Britain's gardening classes, are prompting ministerial calls for restraint as they are fast becoming a new source of greenhouse gases.

The devices burn fuel at such a rate that they can produce the same volume of climate-change-

20% cut in emissions compared with 1990, but recent figures show they are actually rising.

Morley is planning a national campaign to persuade householders to cut greenhouse gas emissions by up to a third, using measures such as insulation, buying energy-efficient lightbulbs and appliances and reducing car use.

He warned that a single patio heater in a home would wipe out the benefit of such meas-



***“Boil what you need”***







“Imported directly  
from Zambia”



**Sustainable**  
Development Commission

# If your products could talk...

- 1) Know what they would say
- 2) Be proud
- 3) or embarrassed?



Impact

Assessment





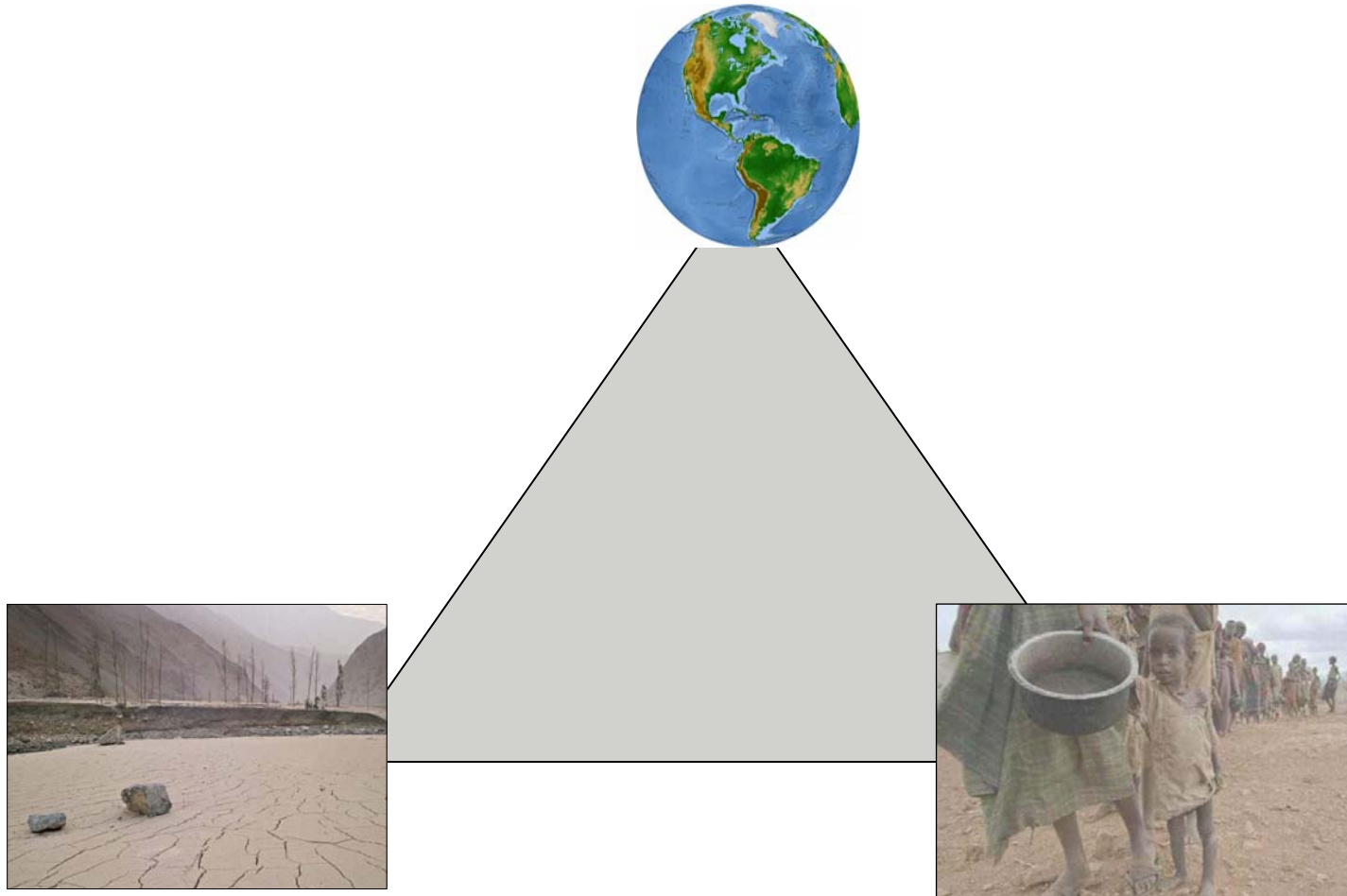


Impact

Assessment



# Balance between three challenges:





Published May 2005

-Since then:

- Developed product approach
- Thinking about retail as a whole



Product policy will help

But don't over rely on the green consumer....



We believe in  
sustainable fishing.  
Hook, line and sinker.

look behind the label



# Solutions ... small steps over time



**WWF  
Buyers'  
Group**

1993



1995



1997



2000

- Marks and Spencer
- Wyevale Garden Centres

10% of world's  
productive  
forests FSC'ed

# Solutions ... small steps over time, public policy and choice editing



**Choice editing  
=  
no to G's to C's**



**Road tax  
banding**



**Richmond  
Parking fees**

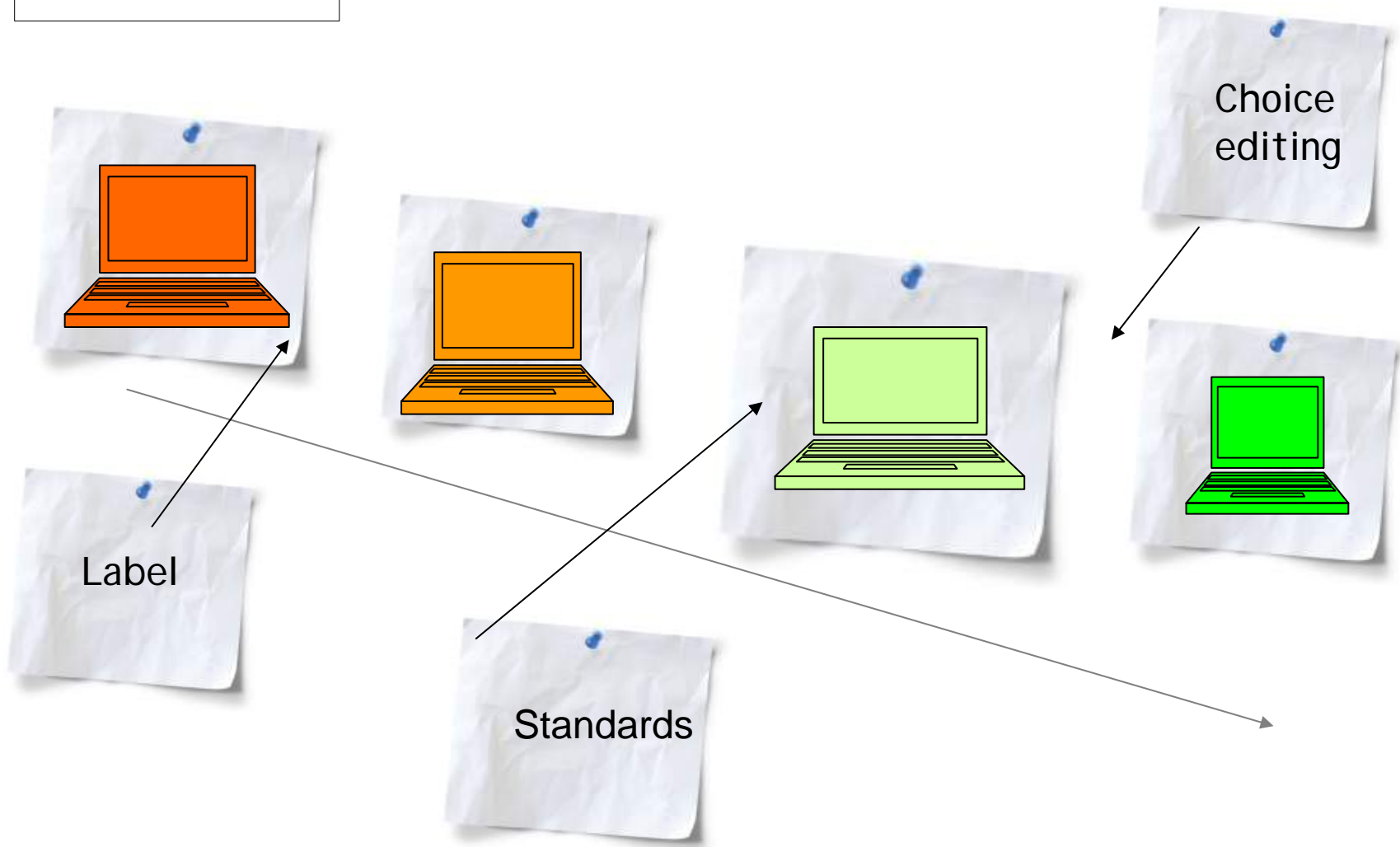
**£25 congestion  
charge**





# Product Roadmaps (clothes, cars, lighting... 10x)

## DEFRA Leading the way



**“Product policy can make an  
important contribution to  
sustainability,**

**but is a contribution you can  
make!**

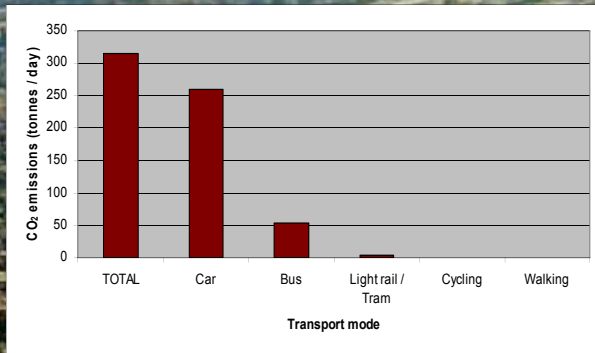
**China?**



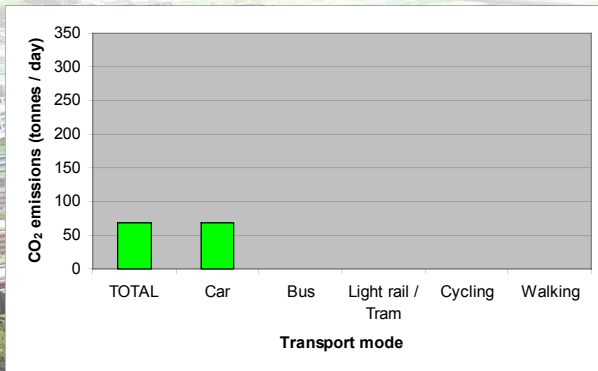








## A different vision of the future of cities created in China?



ARUP

SIIC  
DONGTAN



What would your business and products look like?





**My 5 closing points are:**



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**1) Sustainability is running the planet the same as we run our business**

**2) All we need is a low carbon, poverty free, one planet economy with a goal of well being!!!**



**3) Business needs to lead, but in partnership with policy makers and citizens**

## **4) Don't dismiss China**



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**5) If in doubt – ask your products,  
be proud of their story!**



**My 5 closing points are:**

- 1) Sustainability is running the planet the same as we run our business**
- 2) All we need is a low carbon, poverty free, one planet economy**
- 3) Business needs to lead**
- 4) Don't dismiss China**
- 5) If in doubt – ask your products**

**THANK YOU**