



Sustainable
Development Commission

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

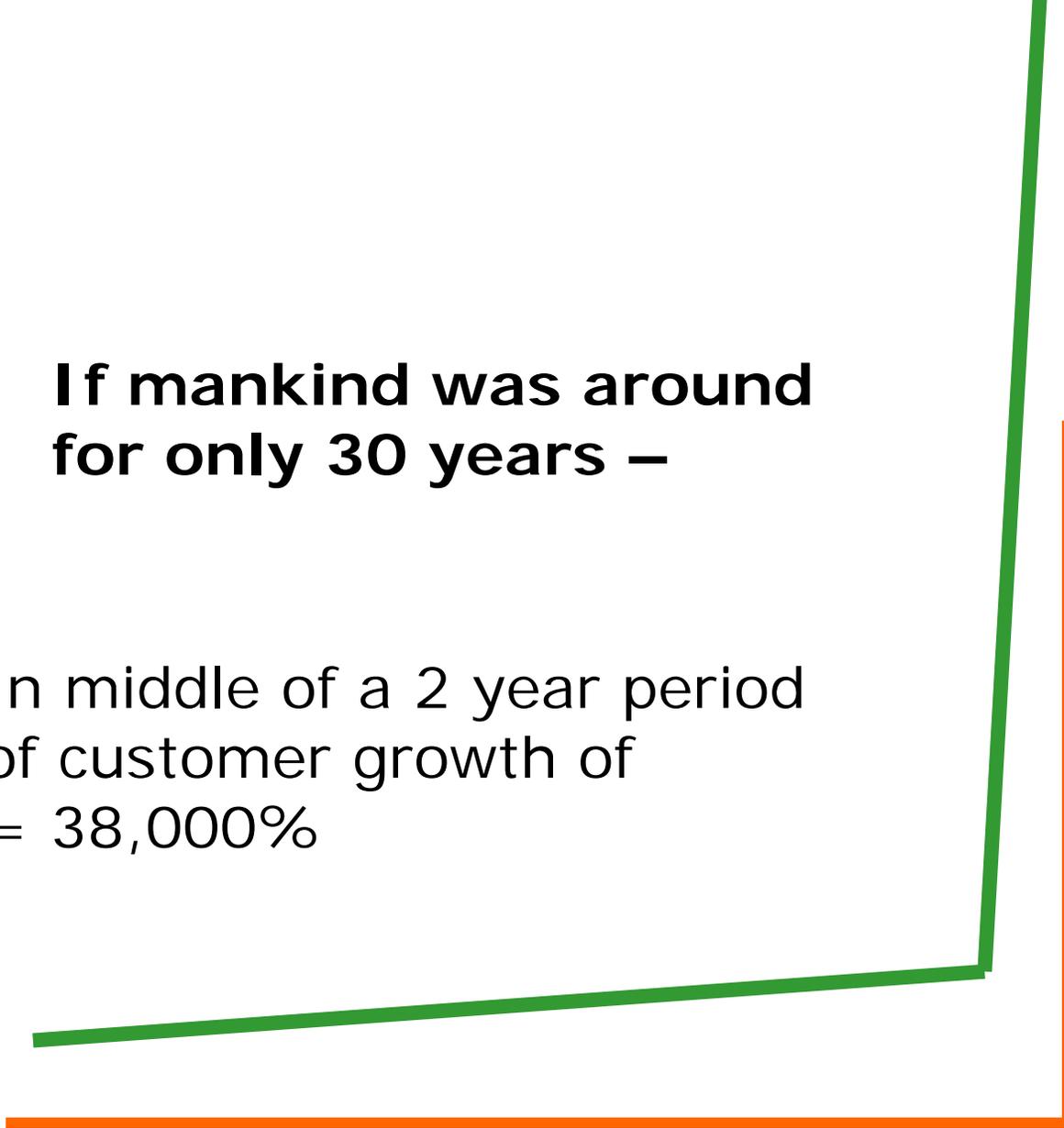
2048 = 9 billion

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:*



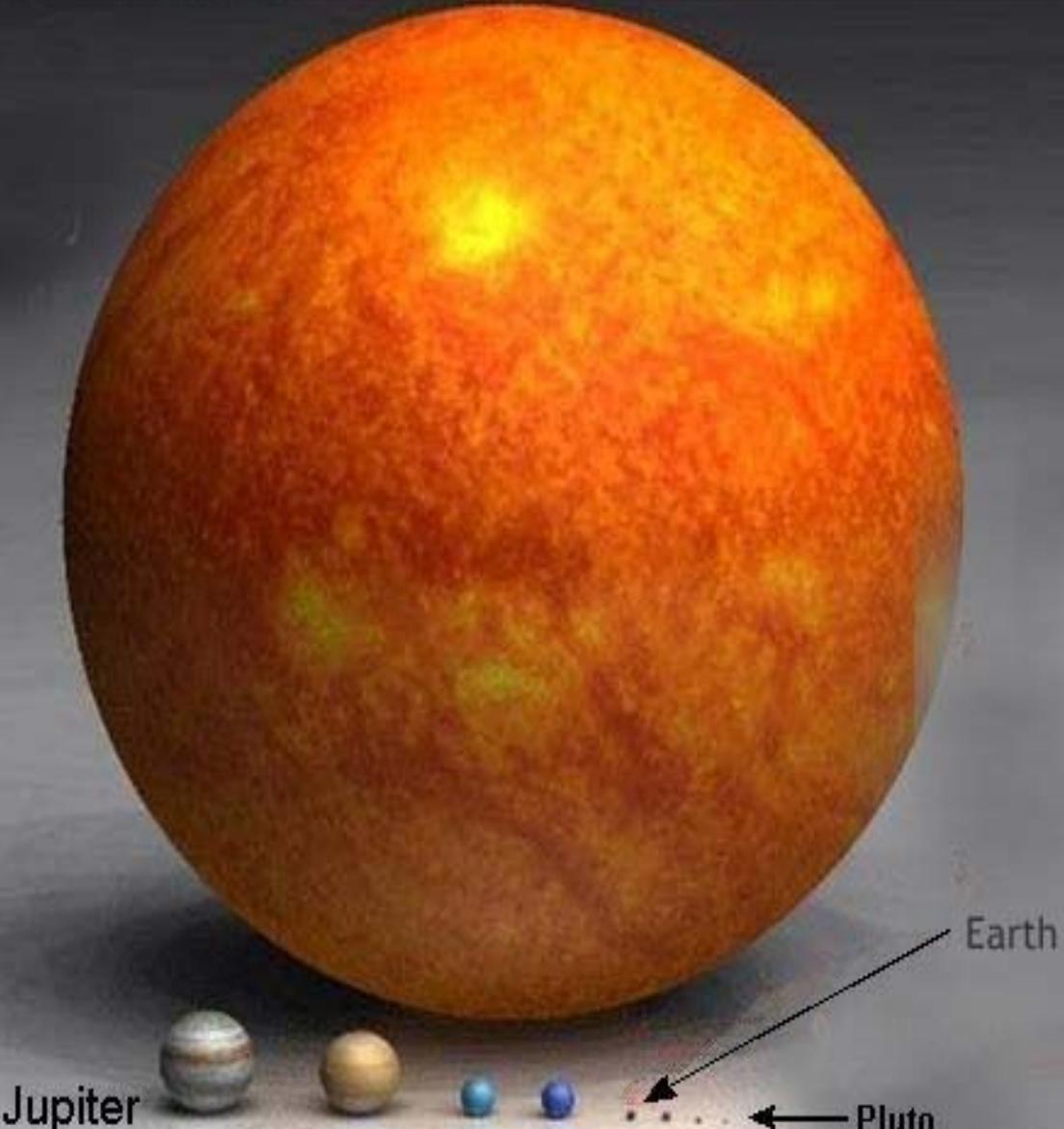
**You would have a reliable supply base –
safe, efficient, clean = QA**





Leverage buying scale

Sun



Jupiter

Earth

Pluto

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



Price of water on my bill

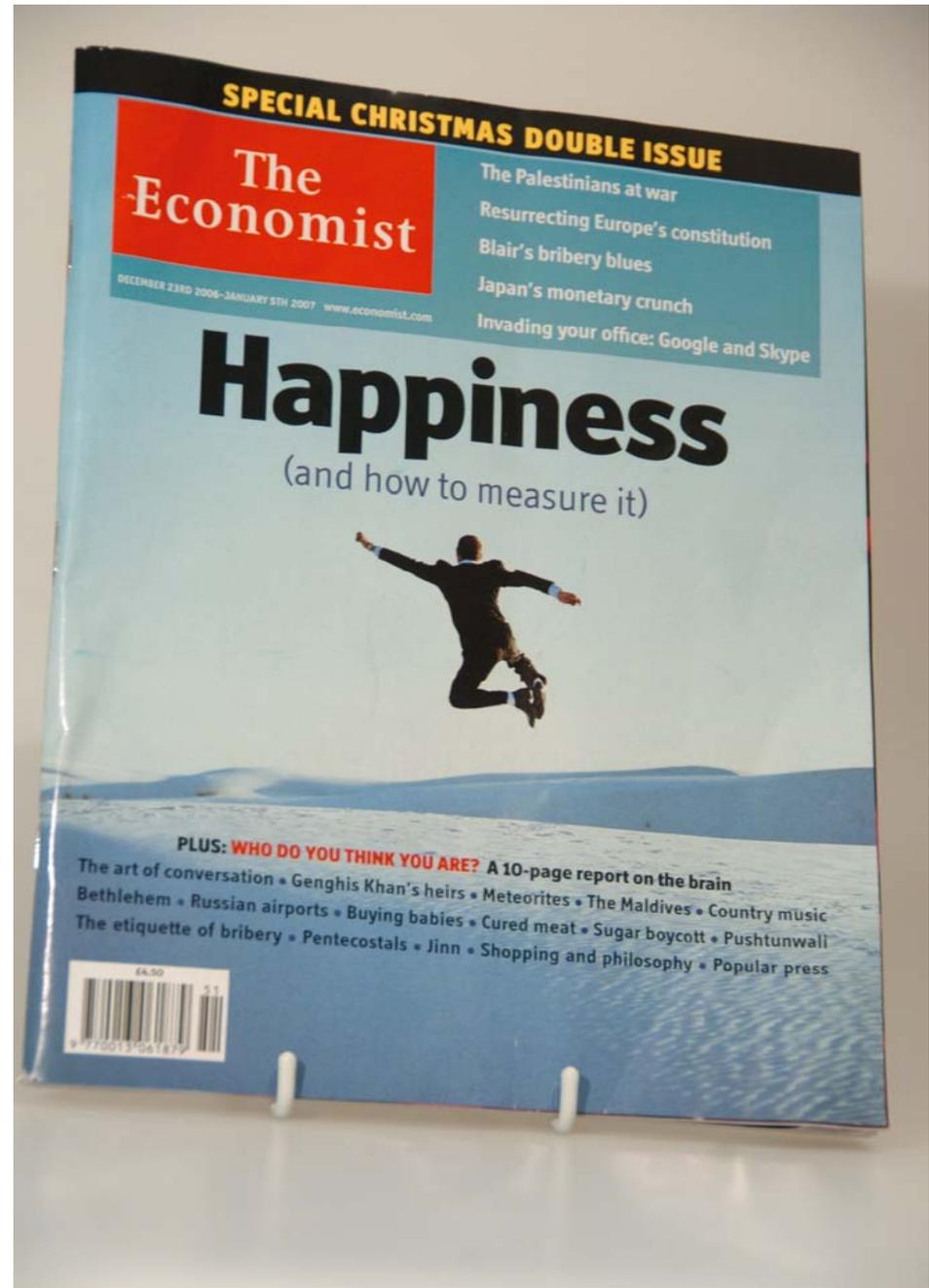
Burger =
£11.00



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!**

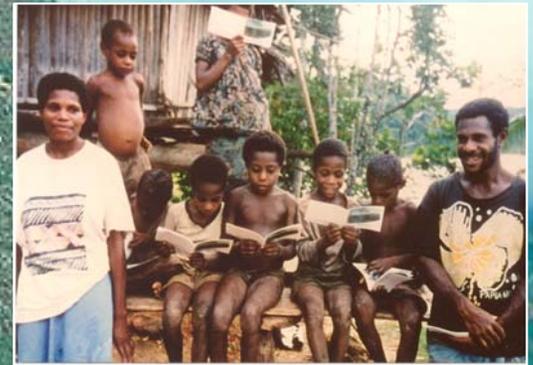
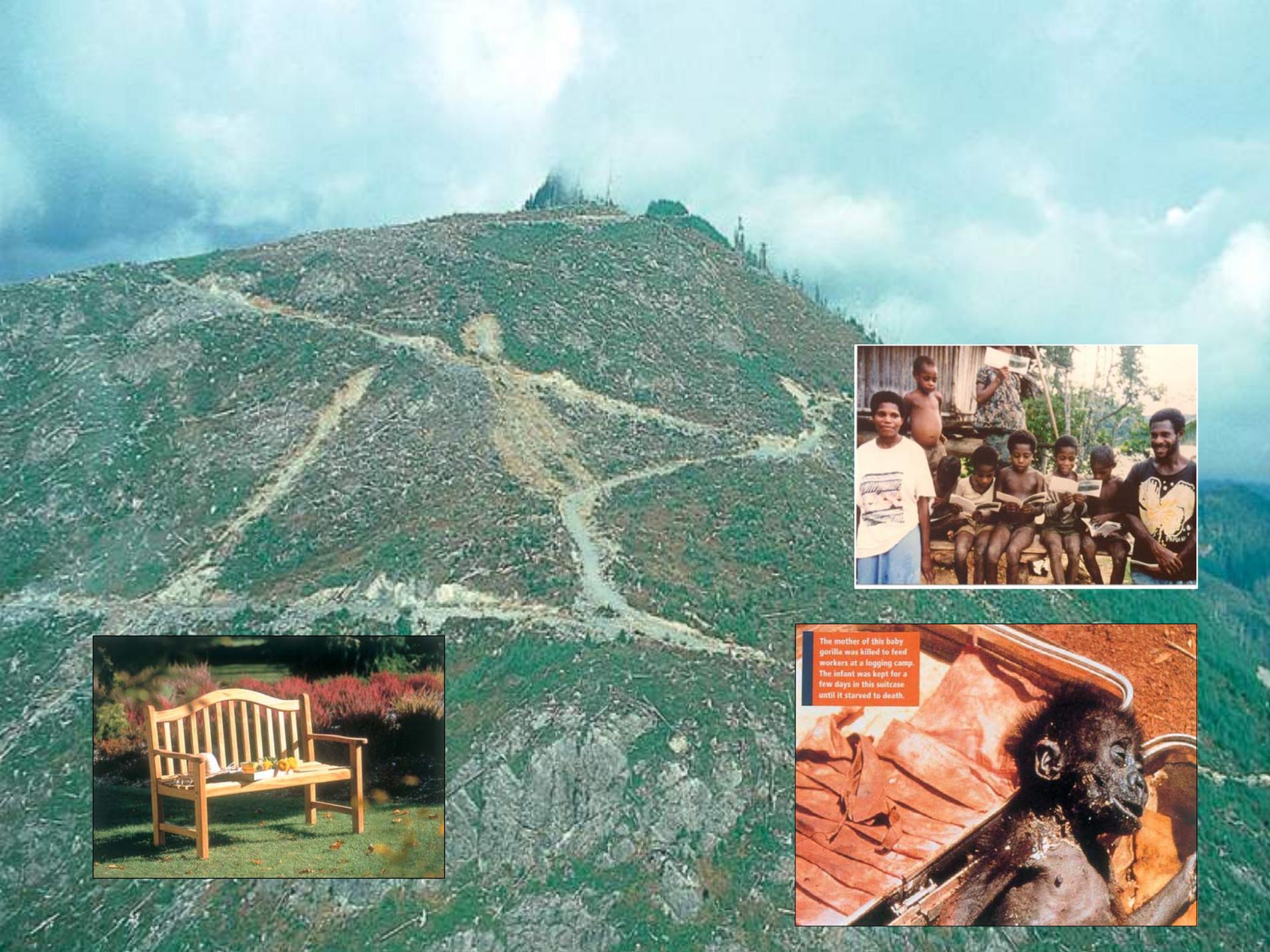
- 4) Goal = well being!**

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”

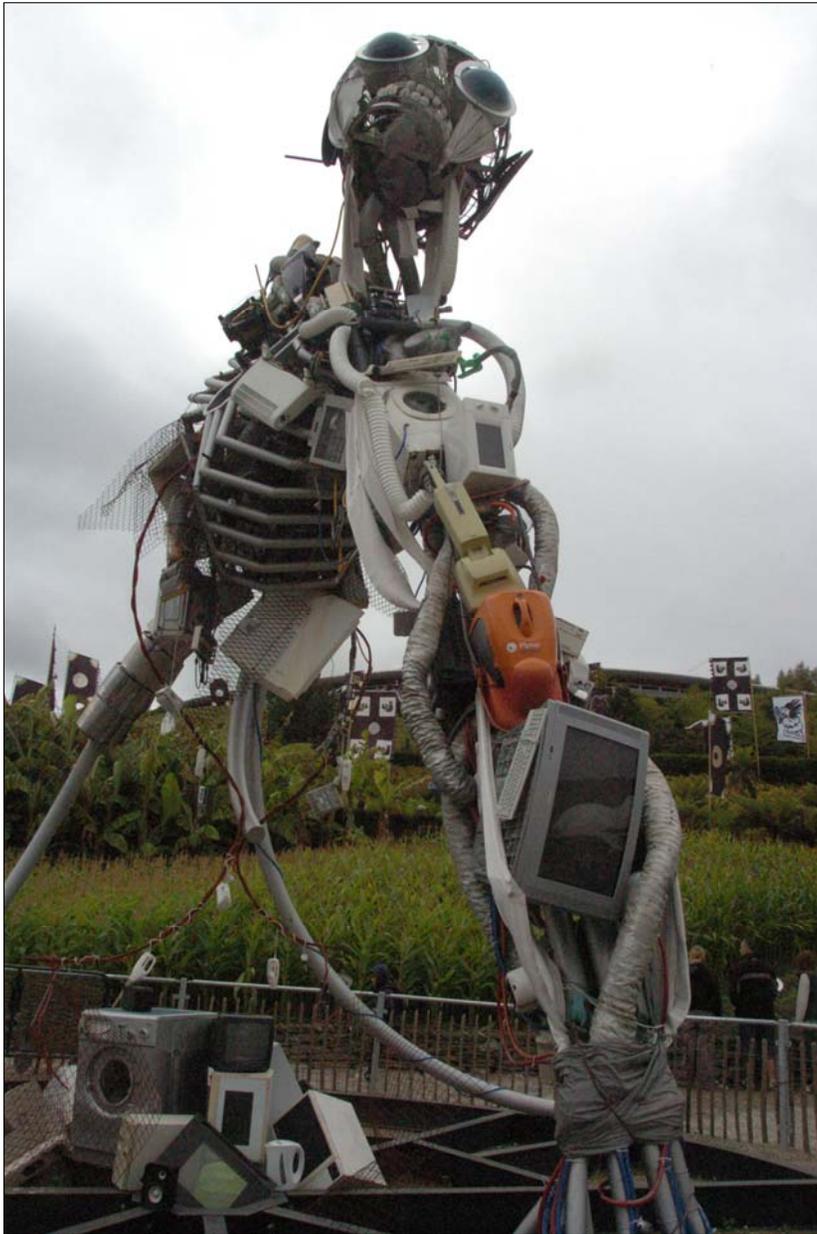


If your products could talk...

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



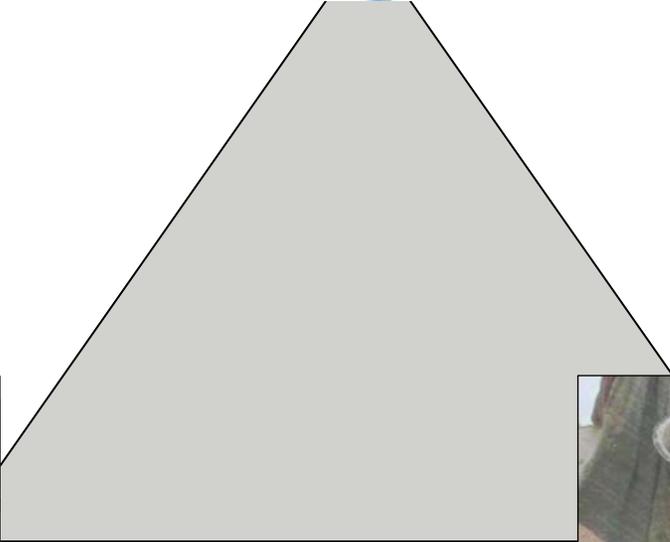
Impact
Assessment



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

A black and white photograph of a fish on a hook, with the fish's body curved and its tail slightly raised. The background is dark.

Solutions ... small steps over time



**WWF
Buyers'
Group**

1993



When choosing from our... can be assured the timber sources that are proven well forests. Look for the FSC. This logo certifies that the timber comes from independently certified well managed forests. For more information, take a look at our website www.diy.com/aboutbandq or call our customer development programme on 0800 0 100 100. Environmental HelpLine.

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

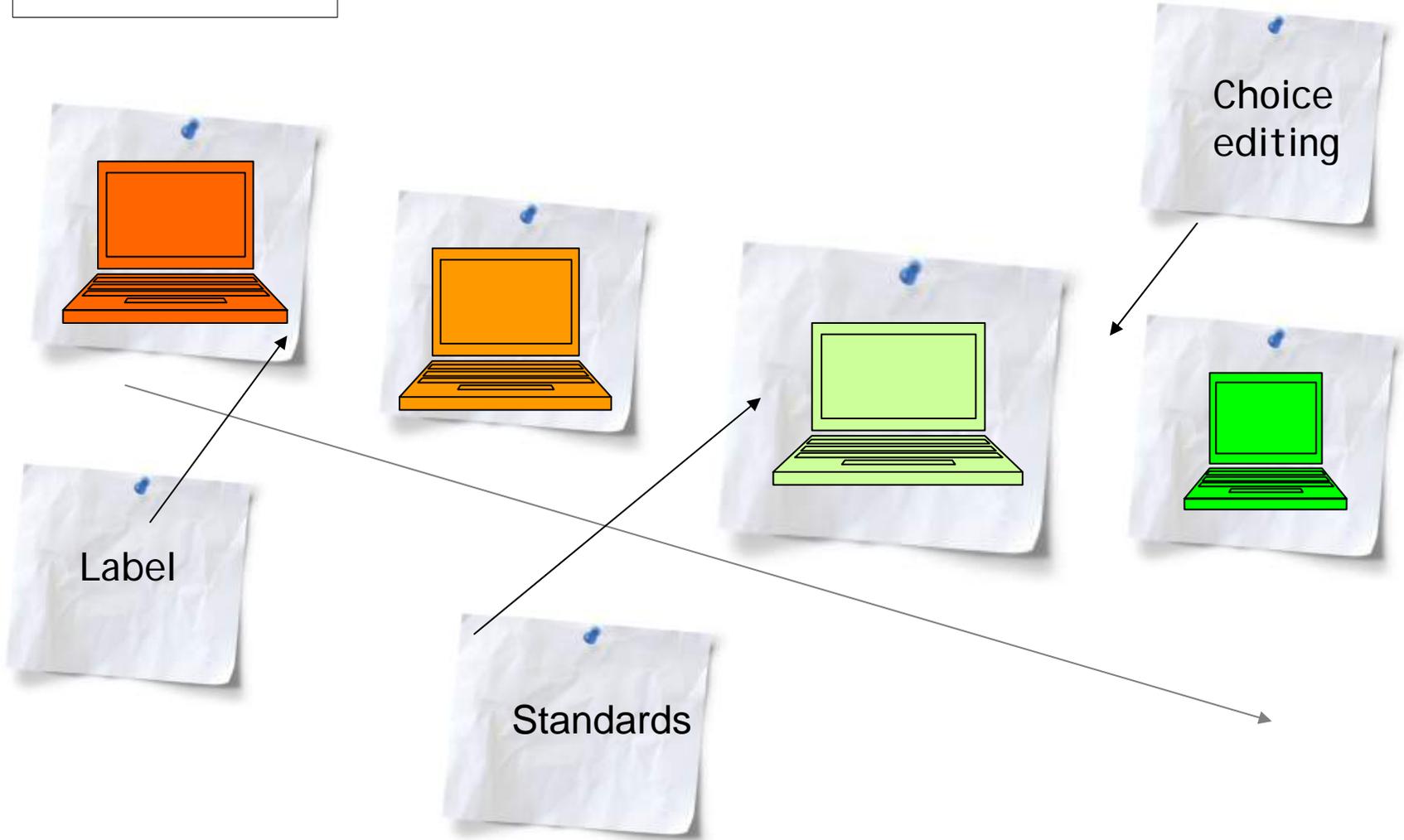


**Richmond
Parking fees**

**£25 congestion
charge**

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

DEFRA Leading the way





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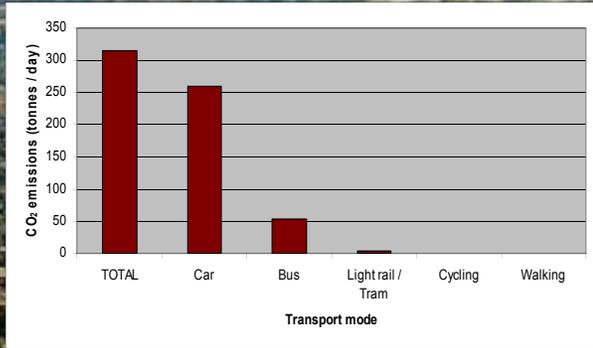
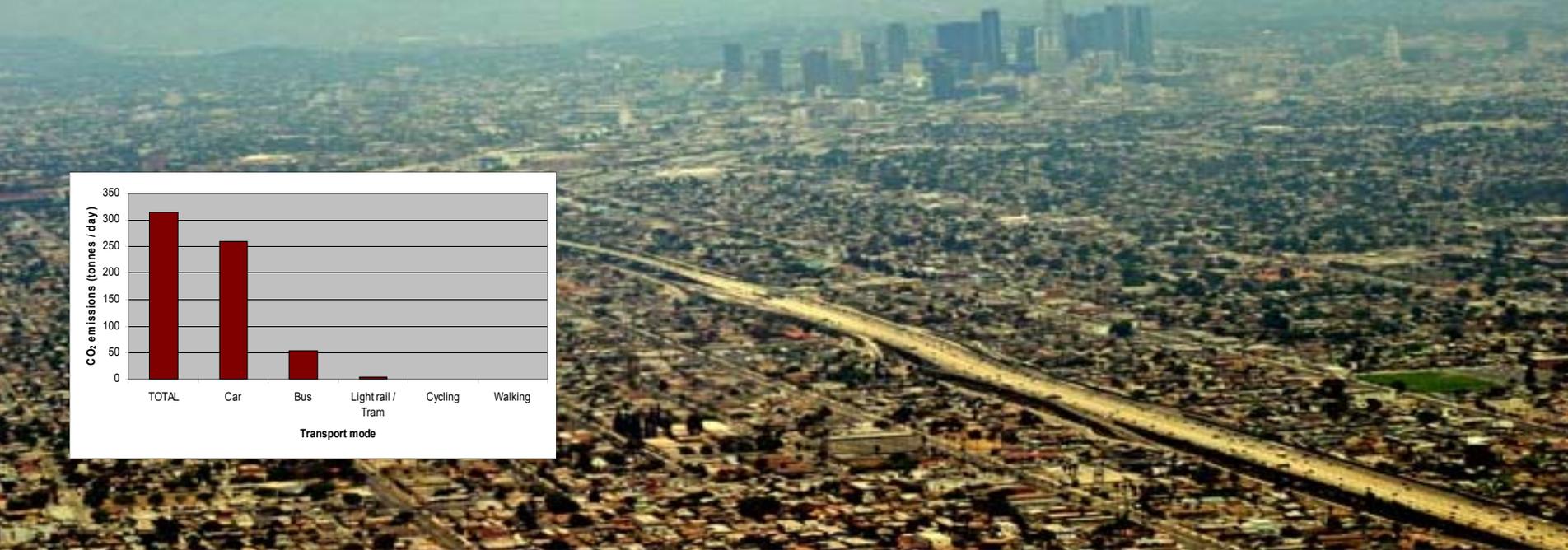
**“Product policy can make an
important contribution to
sustainability,**

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

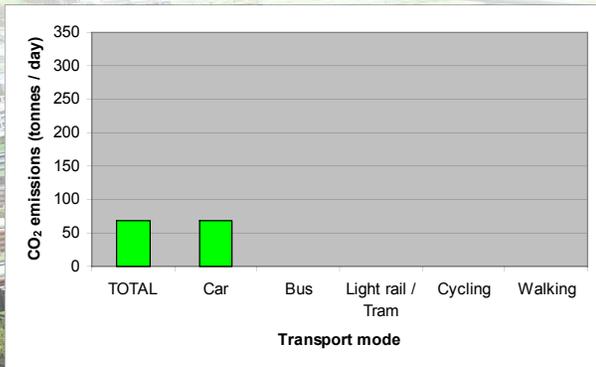
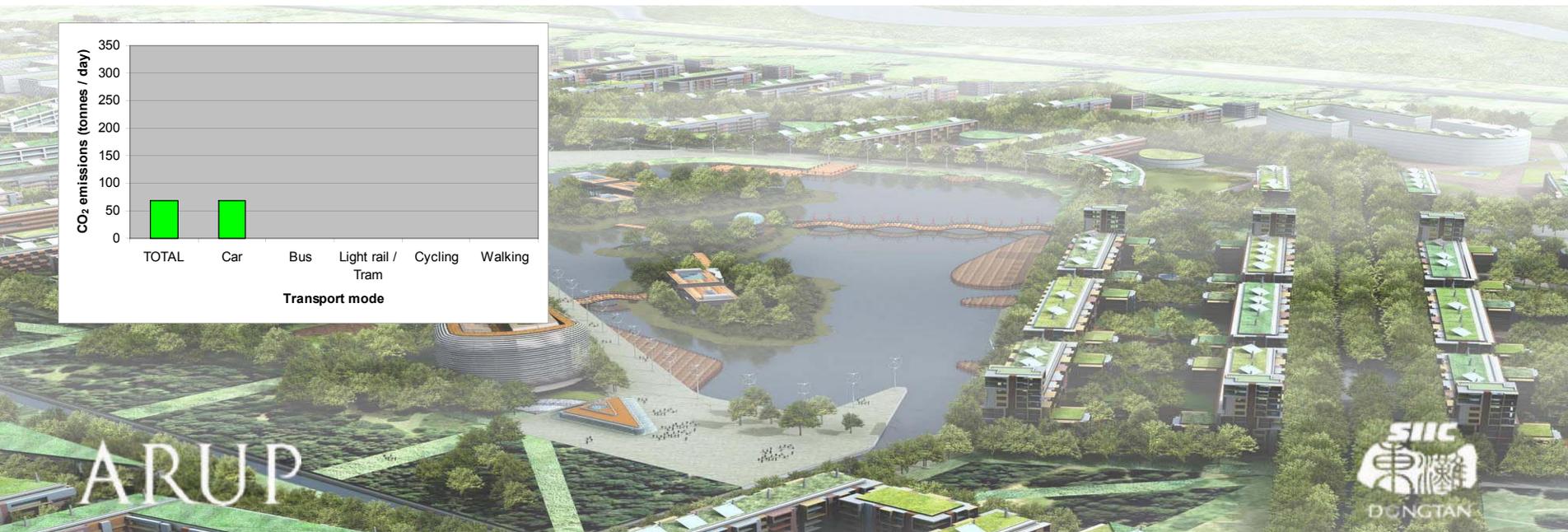
China?







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



What would your business and products look like?





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My 5 closing points are:



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



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



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



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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