

LET'S RETHINK GROWTH & GO DO IT

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“We have been doing a fantastic job in identifying the problem of climate change. At the same time we have been somewhat slow in identifying the solutions aspects. I believe the next cycle of the IPCC should be more

focused on opportunities and solutions.”

Hoesung Lee, UN
Intergovernmental Panel on
Climate Change

Why you are here today!

- **14:35 – Solution focus is key to post COP21 success**
 - Sustainable business opportunities, key trends and figures
- **14.45 – Meet the Change-Makers that are transforming the way we think of growth**
 - A 3D perspective on the sustainable business model
- **15.15 - Panel debate on sustainable business: what's next and what's holding us back**
 - Q&A session with you



SUSTAINIA



MIKKEL ANDERSEN

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SUSTAINIA



COP15

COPENHAGEN

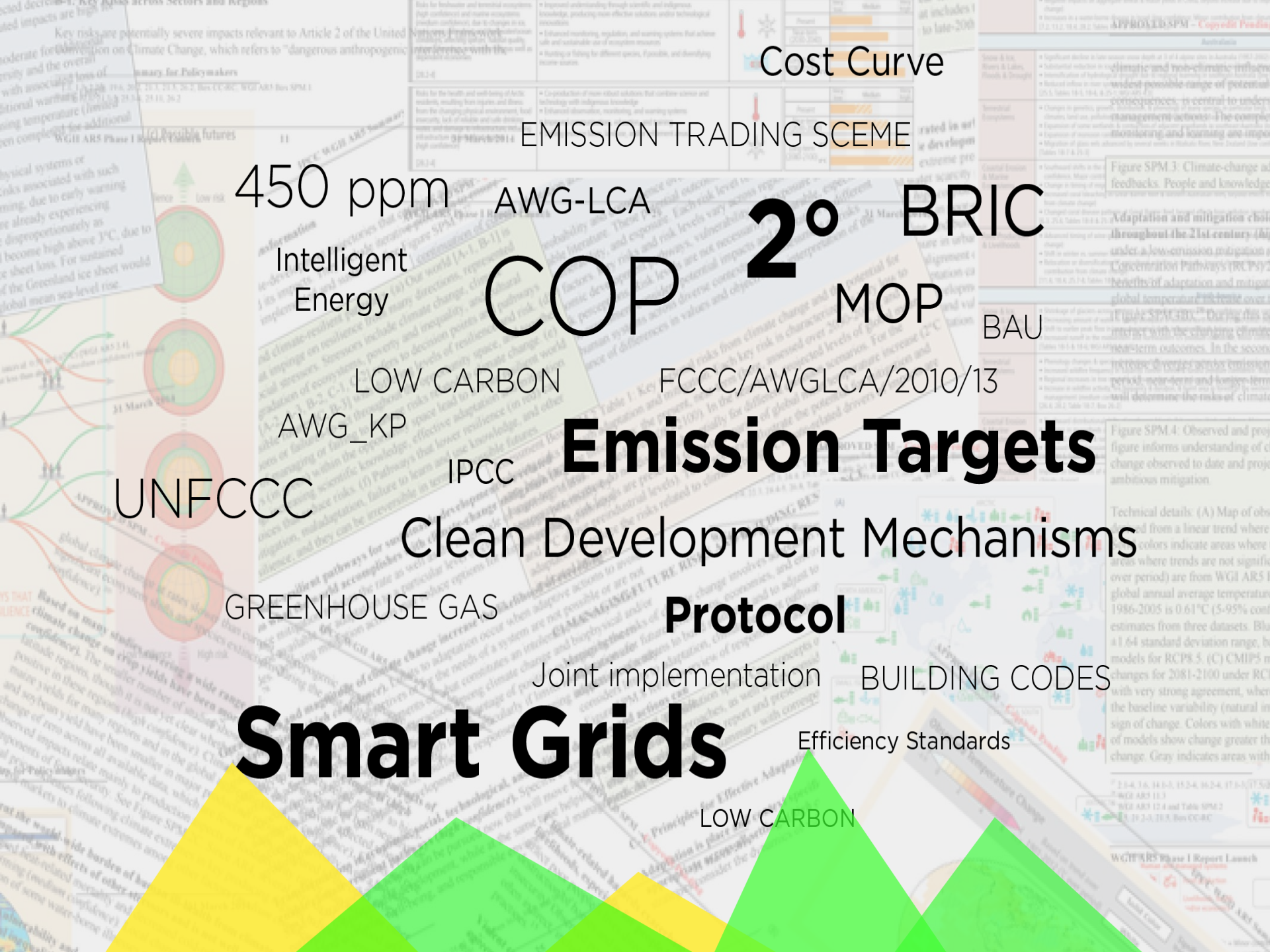
2009



A large audience is seated in a conference hall, facing a stage. The stage features a large blue backdrop with a white circular logo and the text 'COP15 COPENHAGEN'. Several people are standing on the stage, and a podium is visible on the left. The foreground shows the backs of many audience members' heads. The bottom of the image is decorated with overlapping yellow and green triangles.

COP15 COPENHAGEN





450 ppm

AWG-LCA

2°

BRIC

COP

Intelligent
Energy

MOP

BAU

LOW CARBON

FCCC/AWGLCA/2010/13

AWG_KP

Emission Targets

UNFCCC

IPCC

Clean Development Mechanisms

GREENHOUSE GAS

Protocol

Joint implementation

BUILDING CODES

Smart Grids

Efficiency Standards

LOW CARBON

SOLUTIONS ARE KEY!





Evaluation Criteria

- ✓ READILY AVAILABLE
- ✓ SCALABLE
- ✓ IMPROVE QUALITY OF LIFE
- ✓ FINANCIALLY VIABLE
- ✓ POSITIVE ENVIRONMENTAL IMPACT



+3,650

COUNTRIES OF DEVELOPMENT
REVIEW 2015 PUBLISHED IN AIA



KEY TRENDS AND INSIGHTS

Sectors
— look for



TRENDS

Key Trends and Insights

From this year's Sustainia100, we have identified five key trends and two additional insights. Here is an overview of how they relate to the solutions. In the following section, you can read further analyses of each trend and insight.

- 26. Affordable Floors Create Healthier Lives
- 37. Empowering Communities to Build Sustainably
- 40. Solar-Powered Drip Irrigation for Smallholders
- 43. Longer-Lasting Produce Without Cooling
- 51. Micro-Insurance for Protecting Smallholders
- 55. Hazelnuts Improving Livelihoods and Landscapes
- 57. Transition Program to Organic Cotton Farming
- 75. Durable Bamboo Bikes for Greater Mobility
- 87. Voice- and SMS-Based Agricultural Tips to Farmers
- 92. Affordable Mobile Networks for Remote Areas
- 102. Mobile Solar Computer Classrooms
- 104. Improving Livelihoods through Entrepreneurship
- 106. Learning to Build Towards Disaster Resilience
- 118. Micro-Financed Off-Grid Solar Power
- 124. Solar-Powered Hearing Aids with Open Source Design
- 127. Cooking with Ingots to Combat Iron Deficiency
- 128. Ecological Toilets Contributing to Food Security
- 130. Affordable Non-electric Infant Warmer
- 131. Multifunctional and Efficient Stoves for Large Institutions
- 132. Biodegradable Bags for Instant Sanitation
- 149. Bio-Centers Provide Safe Sanitation for Slum Dwellers
- 157. Turning Plastic Waste into a Currency
- 161. Scaling Waste Collection for Soil Fertilizers

Business at the Base of the Pyramid

Generating social and environmental value by catering to low-income consumers

TREND

Incentivizing Circularity

Businesses are responding to the win-win logic of going circular, and attracting more customers by sharing the financial rewards that result

TREND

Access over Ownership

ADDITIONAL INSIGHT

Community Action

People around the world are joining forces to build sustainable communities from the bottom up

TREND

Climate Resilience

Exploring new ways to protect communities from the impacts of climate change in both the short and long term

TREND

Creating Value from Local Resources

Maxing full use of local resources can boost economies and reduce the environmental footprint of production and waste disposal

TREND

Digital Mapping

ADDITIONAL INSIGHT

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TREND:

Climate Resilience



Durable Temporary Homes for Refugees

Solution by:
**United Nations High
Commissioner for Refugees
(UNHCR), IKEA Foundation,
and Better Shelter**

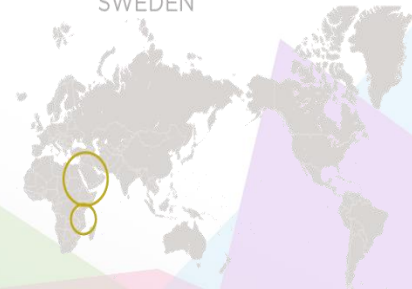


DEVELOPED IN ...
SWEDEN



DEPLOYED IN ...

IRAQ, ETHIOPIA,
AND SYRIA





Fighting Floods with Mobile Water Barriers

Solution by:
Environment Solutions

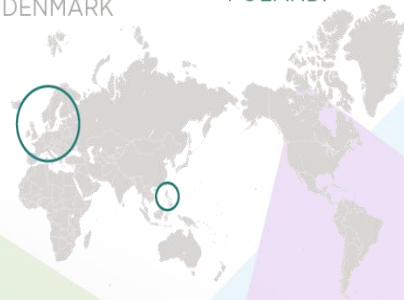


DEVELOPED IN ...
DENMARK



DEPLOYED IN ...

7 COUNTRIES,
INCLUDING FRANCE,
PHILIPPINES, AND
POLAND.





TREND:

Business at the base of the Pyramid

Improving Livelihoods through Entrepreneurship

Solution by: Dharma Life



DEVELOPED IN ...
INDIA

DEPLOYED IN ...
INDIA





Cooking with Ingots to Combat Iron Deficiency

*Solution by: **Lucky Iron Fish***



DEVELOPED IN ...
CANADA,
CAMBODIA



DEPLOYED IN ...
CANADA, USA, AND
CAMBODIA



TREND:

Incentivizing Circularity



Solution by: **Vigga.us**

Solution by: **Vigga.us**





Circular Model for Air Filter Reuse

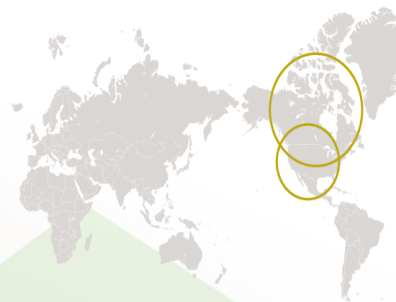
Solution by: **Delta M**



DEVELOPED IN ...
CANADA




DEPLOYED IN ...
CANADA
AND USA





TREND:

Creating Value from Local Resources



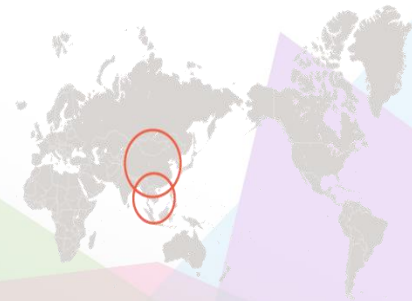
Vertical Urban Farming with Closed-Loop Irrigation

Solution by:
Sky Urban Solutions Holding




DEPLOYED IN ...
SINGAPORE, CHINA,
AND THAILAND


DEVELOPED IN ...
SINGAPORE





Durable Bamboo Bikes for Greater Mobility

*Solution by: **Bright Generation
Community Foundation***

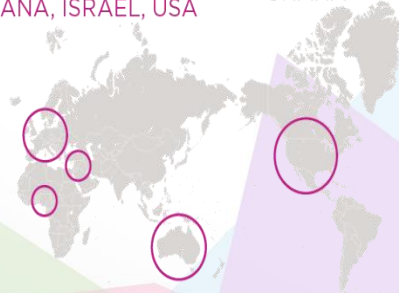


DEPLOYED IN ...

AUSTRALIA, DENMARK,
FRANCE, GERMANY,
GHANA, ISRAEL, USA



DEVELOPED IN ...
GHANA





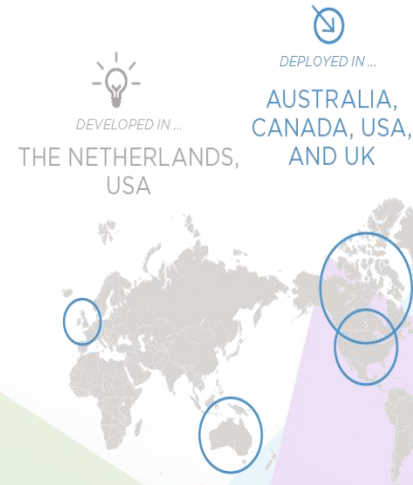
TREND:

Community Action



Crowdsourced Labels for Conscious Consumption

*Solution by: **OpenLabel***



Reducing Energy Consumption with Cool Rooftops

*Solution by: **New York City***





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www.sustainia.me

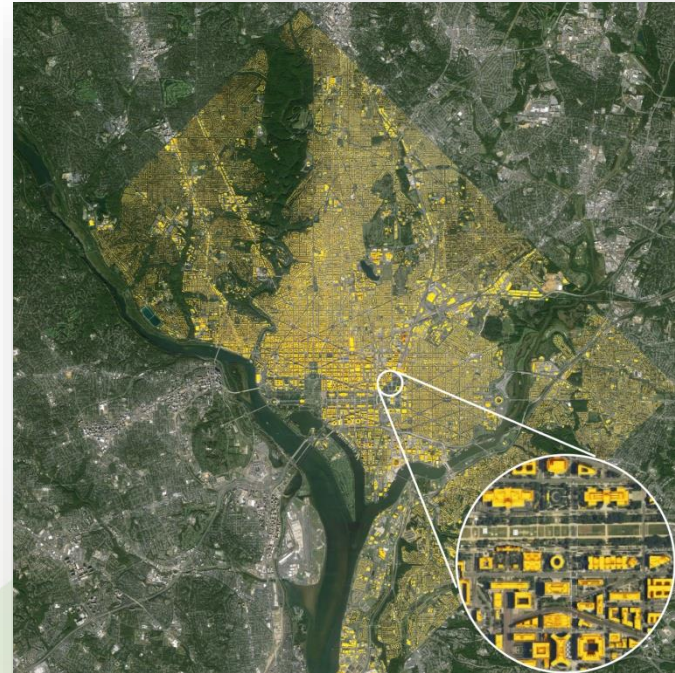
 /sustainia



My '15 favorites: Clear business cases

City of Johannesburg (SA)

**Mapdwell, Massachusetts
Institute of Technology (USA)**



LET'S MEET THE SOLUTIONS!



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Panel Debate & Questions

