

Green Thinking For The New Normal: Post COVID-19

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A disruption?

*If you don't adopt it, it
will adopt you!*

Welcome to new future of
work





The Solution?

Nature-led coronavirus
recovery could create
\$10tn a year, says WEF

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Roof garden of Warsaw University Library, Poland. The global market for urban green roofs is already worth \$9bn Photograph: Oleksandr Prykhodko/Alamy

The Reality

The global market
for urban green roofs
is already worth \$9bn

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Looking Back, Thinking Forward

In 2019 scientists warned that human society was in jeopardy from the accelerating decline of the Earth's natural life-support systems.

When the world recovers from the coronavirus pandemic there can be no business-as-usual, with today's destruction of the natural world threatening over half of global GDP

Tackling the global nature crisis could create 400m jobs and \$10tn (£8tn) in business value each year by 2030, according to a report published by the World Economic Forum



The Challenge of Going Green

Responding to environmental problems has always been a no-win proposition for managers, report Noah Walley and Bradley Whitehead in “It’s Not Easy Being Green” (May–June 1994).

Attention, Please!

Have You Heard
this before?

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- Help the environment and hurt your business
- Irreparably harm your business while protecting the earth

These are propositions from a no-win mindset about responding to environmental issues



A rethink?

Recently, however, a new common wisdom has emerged that promises the ultimate reconciliation of environmental and economic concerns.

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Welcome to The New Normal

In this new world, both business and the environment can win. Being green is no longer a cost of doing business; it is a catalyst for innovation, new market opportunity, and wealth creation.

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Welcome to The New Normal – Cont'd

In a new green world, managers might redesign a product so that it uses fewer environmentally harmful or resource-depleting raw materials—an effort that if successful could result in cuts in direct manufacturing costs and inventory savings.

Welcome to The New Normal – Cont'd

Little **Tesla** is now worth more than the car giants Ford and General Motors combined. It may overtake Toyota.

Astonishingly, **Netflix** just passed Exxon Mobil in stock exchange value. The markets believe the future is renewable not fossil.

Rebuilding

In the post-COVID-19 world, a green economy must shift from being a side effect to a clear objective in and of itself, for the world.

As we build back from COVID-19, climate considerations must be at the center of our recovery – the time to act and safeguard life on earth is now

<https://www.cn.undp.org/content/china/en/home/presscenter/articles/2020/-adopting-a-new-normal--reasons-to-shift-to-a-green-economy-i.html>

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Pillars to Post COVID-19 Recovery

Traditional resilience planning does not do enough to prepare for pandemic

Companies should consider establishing **PANDEMIC SPECIFIC POLICIES & PROCEDURES** around employee's communications, telecommuting and personal leave to minimize disruptions

The very first priority of an organization during a pandemic should be the **safety and well-being of its workforce**

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Pillars to Post COVID-19 Recovery – Cont'd

- Communicate with employees to raise awareness, enforce policies and familiarize them with available resources
- Include pandemic into business continuity and disaster recovery strategies if absent
- Review relevant SOPs and update them as necessary
- Conduct training to enhance employee and organizational preparedness to respond effectively

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Examples of Green Strategies

Best practice

- Lead by example
- Provide training
- Install appropriate tools

Illustration

Corporate sponsorship of environmental improvement initiatives in the community, such as investment in reforestation Support and coordination leadership provided for volunteer work such as “beach cleanup day”

Formal training that connects the science of global warming with actions that employees can take to make a difference. Employee new hire training and refresher training that strengthens conservation behavior, such as turning off lights and recycling paper, integrating sustainability & circular economy practices into workplace

Place appropriate waste and recycling receptacles where they are most likely to be used. Provide videoconferencing/online training as an alternative to face-to-face meetings/training that require travel

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Examples of Green Strategies – Cont'd

Best practice	Illustration
<ul style="list-style-type: none"> • Measure and report performance 	<p>How many bottles were recycled from various facilities? How much paper was recycled? How many people volunteered? What newspaper articles have been written or local city officials have recognized the community contributions from employees?</p>
<ul style="list-style-type: none"> • Make it everyone's responsibility 	<p>Senior executives establish priorities, guiding principles and governance. Managers apply guiding principles to make operational decisions aligned with the green strategy. Practitioners complete projects with a greater degree of green benefits</p>
<ul style="list-style-type: none"> • Communication and change management 	<p>Communicate successes early and often, build a knowledge portal and share lessons learned. Have support available to answer questions and provide facts. Anticipate organizational needs</p>

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Others include

- Recycling
- Clean Water
- Clean Air
- Energy
- Corporate Green Tech
- Mobility

https://www.investopedia.com/terms/g/green_tech.asp

Rebuilding

- Building more sustainable, resilient supply chains can help the world emerge healthier from COVID-19.
- Sustainability certifications are a proven way to improve supply chains' economic and environmental performance.
- But everyone must share the burdens involved in making this shift.

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In Conclusion

The corona crisis is a 'once in a lifetime' chance to do the right thing. If citizens demand change, governments lead and business can flourish, we will get there.

There is a price for being late to history. But fortunately, history rewards those who lead us into the change we need.

...ERIK SOLHEIM, Earth Optimism 2020



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Thank You

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