

“I will if you will”

Alan Knight



Customers want stuff and retailers want growth

but sustainability = complete opposite

Solve this paradox and who leads





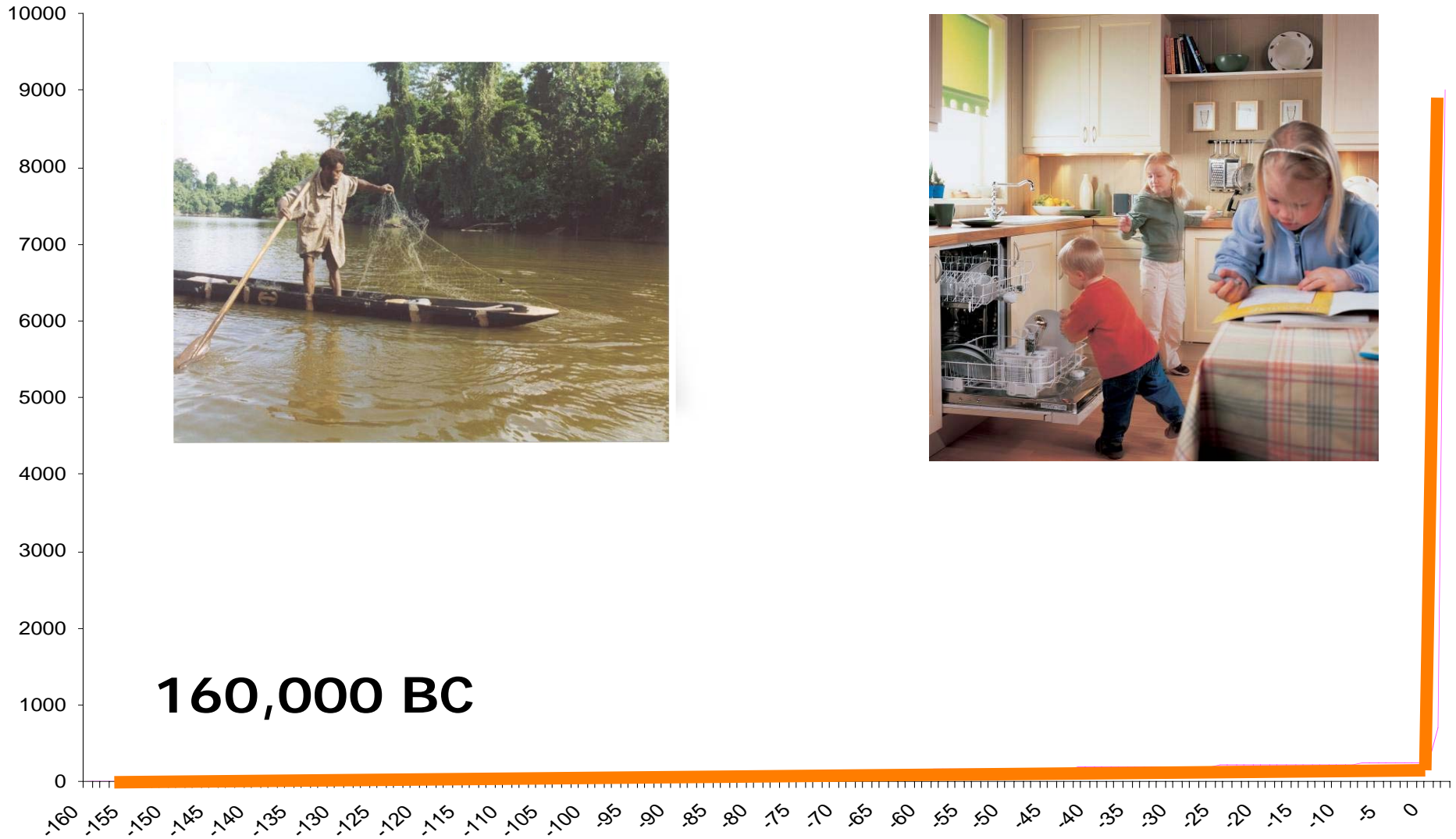
**The planet is a shop
and you on the board!**

Customer = mankind

PROPOSITION = well being... shelter and FOOD!!!



Customer count



Capacity of Suppliers



If UK consumption = world's

**How well do we
look after supply base**



Selling price – cover the cost of raw materials



Price of water on my bill

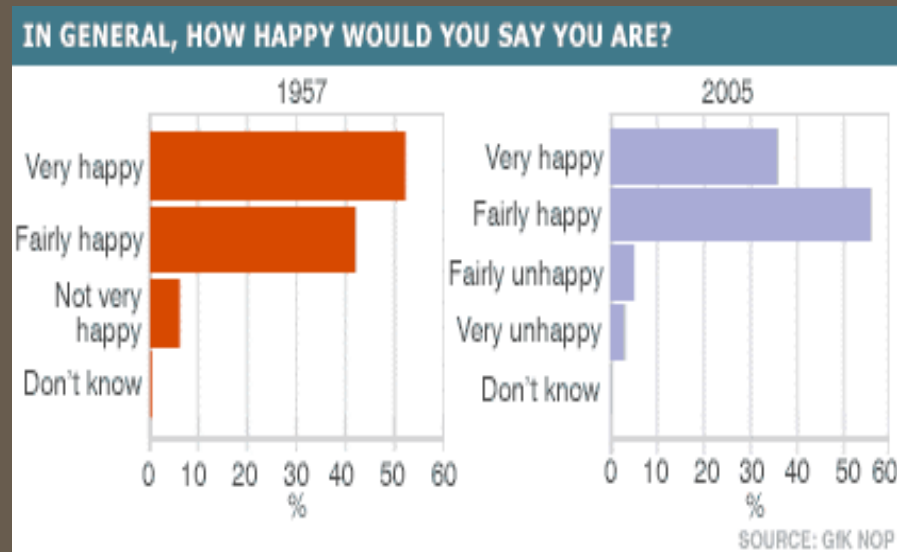
= £11.00

Customer benefit?



Customer Satisfaction

“How happy are you?”



**“... Sustainable Development
is running the planet with
the same disciplines than
running a shop!”**





**Retail Earth
is in
TURNAROUND!**

Turnaround = New Business Principles:

- Ultra Low carbon
- Poverty Free
- Well-being is focus
- Use one planet of stuff



One planet of stuff

Visualise the problem









Impact assessment

Impact assessment





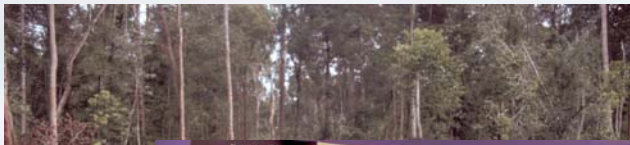
**National
Consumer
Council**



Suggest public policy options to address the stuff problem (sustainable consumption)

"Looking back" at green product success stories....





When choosing from our g
can be assured the timber
sources that are proven we
forests. Look for the FSC

HOME BASE beats B&Q to FSC-certified stick timber



McLaren: 'progress can be made'

by David Kemsley
HOME BASE md Ross McLaren used the WWF for Nature 95+ group's annual conference last week to announce that the chain is the first in Europe to use FSC-certified stick timber. There will be 200 stick timber, redwood, whitewood, cladding and flooring

able from March, sourced from Assi Domain in Sweden via importer FW Masons. Dr Alan Knight, environmental director at B&Q said:

2008
= 30% world's forests FSC





Energy Labels
Helping you make the right choice

Energy

Manufacturer Model

More efficient

A B C D E F G

Less efficient

Energy consumption

4 kWh/cycle

Energy consumption per cycle for 60°C

Energy consumption per cycle for 40°C

Energy consumption per cycle for 30°C

Energy consumption per cycle for 20°C

Energy consumption per cycle for 10°C

Energy consumption per cycle for 0°C

Energy consumption per cycle for -10°C

Energy consumption per cycle for -20°C

Energy consumption per cycle for -30°C

Energy consumption per cycle for -40°C

Energy consumption per cycle for -50°C

Energy consumption per cycle for -60°C

Energy consumption per cycle for -70°C

Energy consumption per cycle for -80°C

Energy consumption per cycle for -90°C

Energy consumption per cycle for -100°C

Energy consumption per cycle for -110°C

Energy consumption per cycle for -120°C

Energy consumption per cycle for -130°C

Energy consumption per cycle for -140°C

Energy consumption per cycle for -150°C

Energy consumption per cycle for -160°C

Energy consumption per cycle for -170°C

Energy consumption per cycle for -180°C

Energy consumption per cycle for -190°C

Energy consumption per cycle for -200°C

Energy consumption per cycle for -210°C

Energy consumption per cycle for -220°C

Energy consumption per cycle for -230°C

Energy consumption per cycle for -240°C

Energy consumption per cycle for -250°C

Energy consumption per cycle for -260°C

Energy consumption per cycle for -270°C

Energy consumption per cycle for -280°C

Energy consumption per cycle for -290°C

Energy consumption per cycle for -300°C

Energy consumption per cycle for -310°C

Energy consumption per cycle for -320°C

Energy consumption per cycle for -330°C

Energy consumption per cycle for -340°C

Energy consumption per cycle for -350°C

Energy consumption per cycle for -360°C

Energy consumption per cycle for -370°C

Energy consumption per cycle for -380°C

Energy consumption per cycle for -390°C

Energy consumption per cycle for -400°C

Energy consumption per cycle for -410°C

Energy consumption per cycle for -420°C

Energy consumption per cycle for -430°C

Energy consumption per cycle for -440°C

Energy consumption per cycle for -450°C

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Energy consumption per cycle for -700°C

Energy consumption per cycle for -710°C

Energy consumption per cycle for -720°C

Energy consumption per cycle for -730°C

Energy consumption per cycle for -740°C

Energy consumption per cycle for -750°C

Energy consumption per cycle for -760°C

Energy consumption per cycle for -770°C

Energy consumption per cycle for -780°C

Energy consumption per cycle for -790°C

Energy consumption per cycle for -800°C

Energy consumption per cycle for -810°C

Energy consumption per cycle for -820°C

Energy consumption per cycle for -830°C

Energy consumption per cycle for -840°C

Energy consumption per cycle for -850°C

Energy consumption per cycle for -860°C

Energy consumption per cycle for -870°C

Energy consumption per cycle for -880°C

Energy consumption per cycle for -890°C

Energy consumption per cycle for -900°C

Energy consumption per cycle for -910°C

Energy consumption per cycle for -920°C

Energy consumption per cycle for -930°C

Energy consumption per cycle for -940°C

Energy consumption per cycle for -950°C

Energy consumption per cycle for -960°C

Energy consumption per cycle for -970°C

Energy consumption per cycle for -980°C

Energy consumption per cycle for -990°C

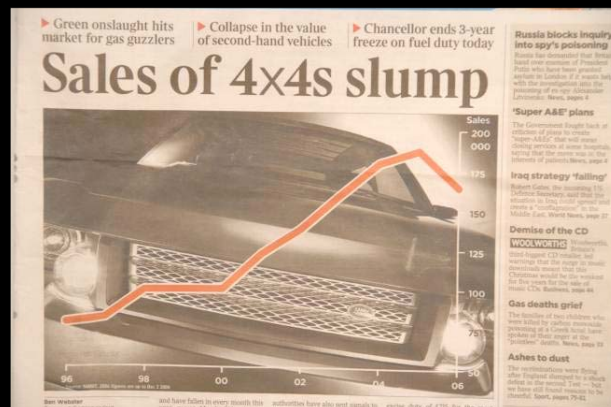
Energy consumption per cycle for -1000°C

About Defra
www.defra.gov.uk

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



**Road tax
banding**

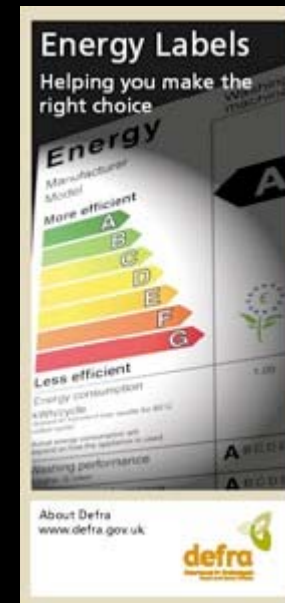


**Richmond
Parking fees**

**Banded congestion
Charge???**

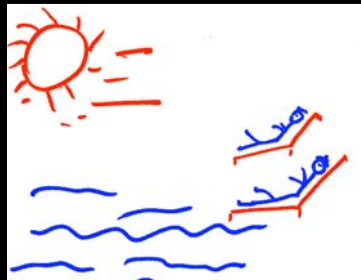
Changes delivered by policy makers
and the retailers, NOT the consumers

= CHOICE EDITING



Choice editing is what people want...

(two day discussion with 100 people):



After a "state of the planet" talk

They expect changes,
big changes...

- expect business
and governments
to be bold and

to make it easy

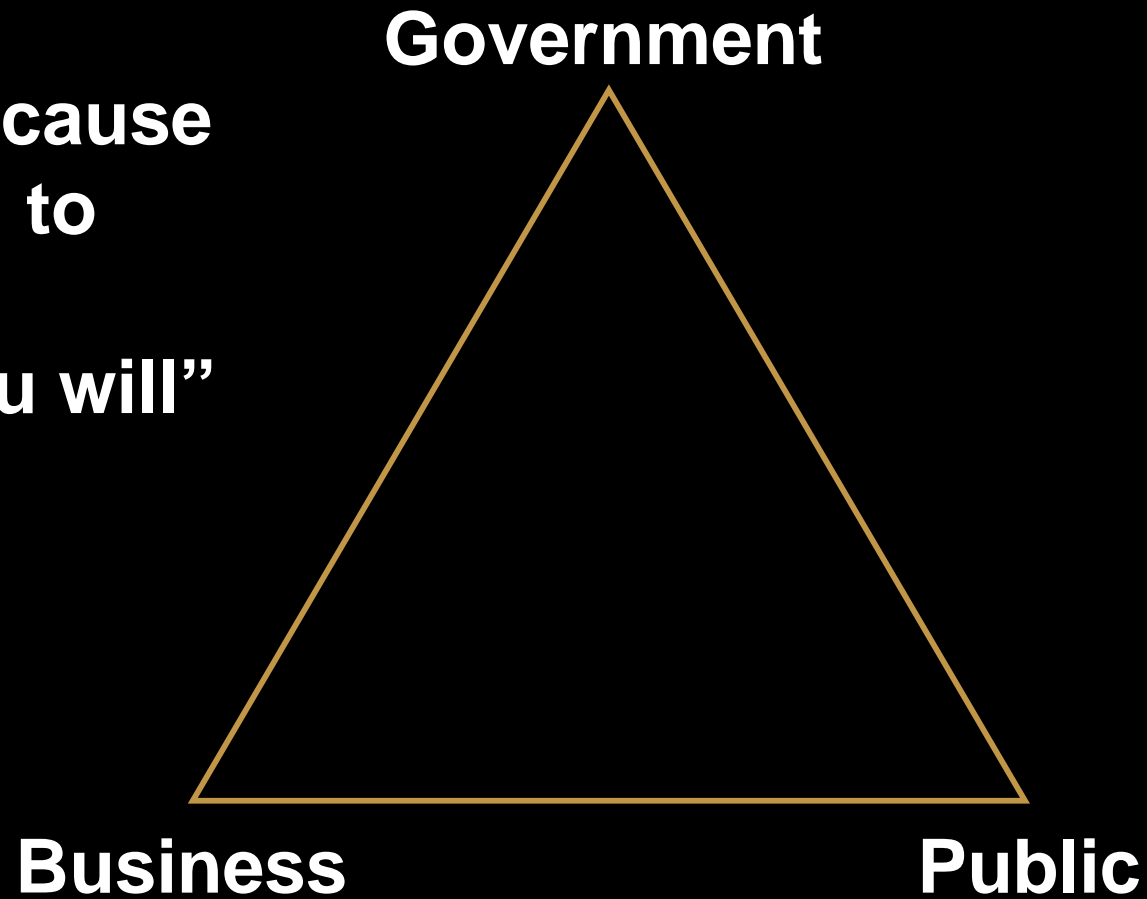
They will if everyone else does

Triangle of Change

From;

**“I won’t because
you won’t” to**

“I will if you will”



Some changes not always complex – some are simple and bold



Entire Patio UK heater fell
by 37%

To conclude:
Our supply base is in decline
whilst demand goes up





**Good planet management
disciplines
match
retail
disciplines**

So...

- Corporate sustainability starts with the products
- Change is driven by editing choice, not giving choice
- Consumers expect leadership
- *They will - if we will!*

...finally, a closing thought





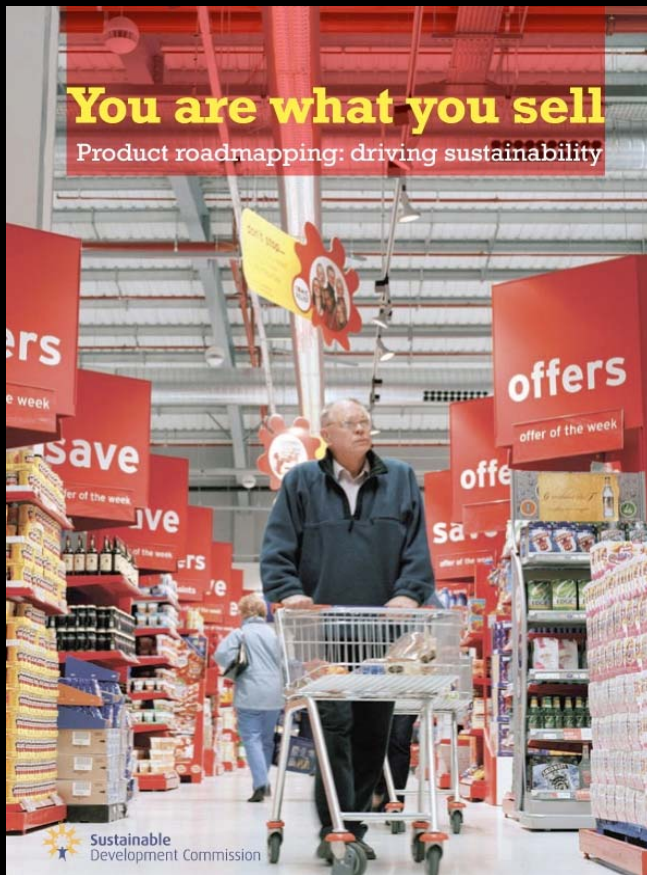
**38,000 shipping
containers processed
through American ports
every twelve hours**

That's a lot of stuff!

www.singleplanetliving.co.uk



Product Roadmaps



e.g. Milk Product Road Map