

THIS IS WHERE CHANGE BEGINS

**Beyond Tree-Hugging: Leveraging Sustainability as
a Key Strategy to Advance Your Business Objectives**

UB Business Partners Day, April 24

Roadmap:

- Megatrends & the Challenges We Face
- The Sustainability Strategy of Turning Challenge into Evolution
 - Triple Bottom Line
 - Business as a Leader
- The Foundation to Function
- Intentional Grounding

MEGATRENDS & THE CHALLENGES WE FACE

What Are the Biggest Challenges We Face?

Climate Change 40

Other 3

Income Disparity 25

Cyber Dependency 20

Environmental

Trump/Government 4

000



000

Only in America...



**do we accept weather predictions from
a rodent but deny climate change
evidence from scientists.**

2

Degrees Celsius

565

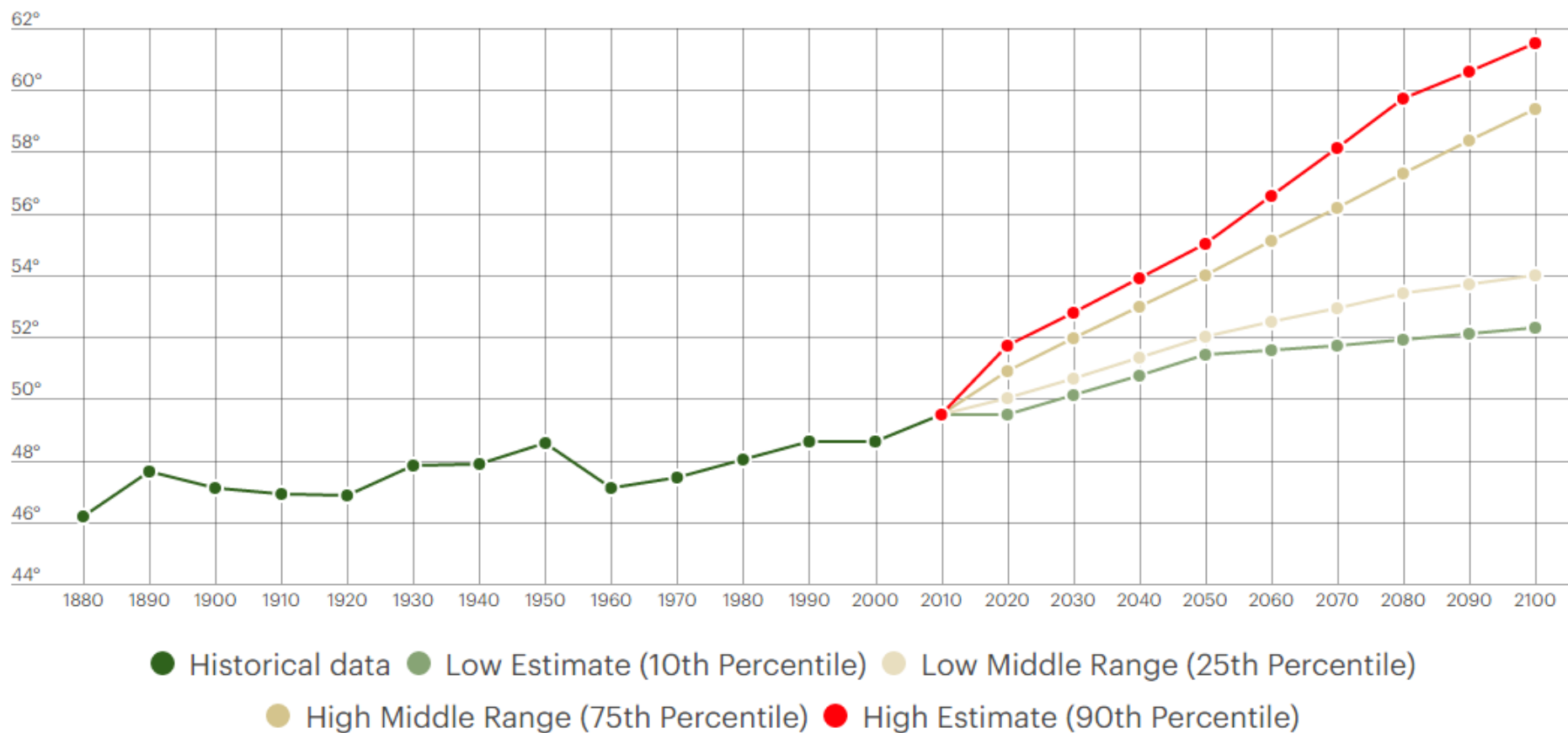
Gigatons
(our allowance)

2,795

Gigatons

Projected changes in average annual temperature in WNY*

Though some of us may celebrate warmer winters, the repercussions are grave for the environment.

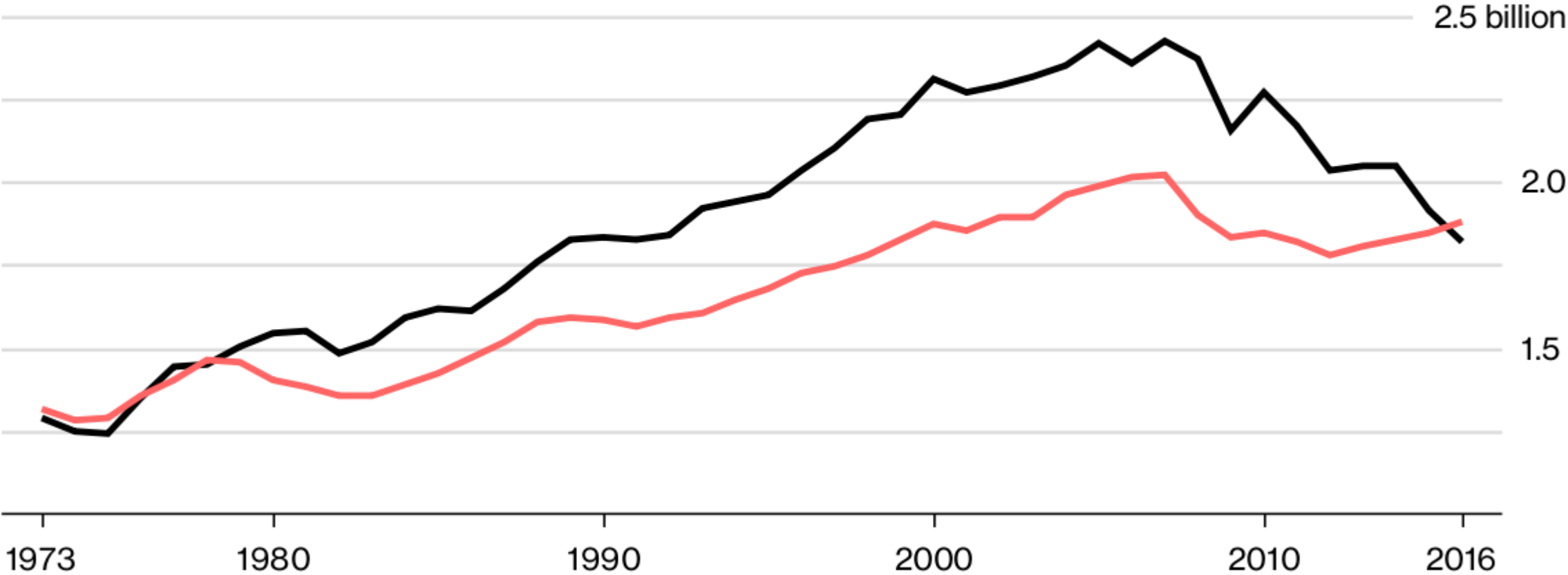


***NOTES:** Historical weather numbers are from the National Oceanic and Atmospheric Administration. There is one caveat for the rising temperature: The observations were moved from the top of a downtown building in 1944 to the Buffalo Niagara International Airport, which receives less cool air from Lake Erie. The projections are from a 2014 report compiled for the New York State Energy Research and Development Authority and represent an aggregate of various climate modeling systems.

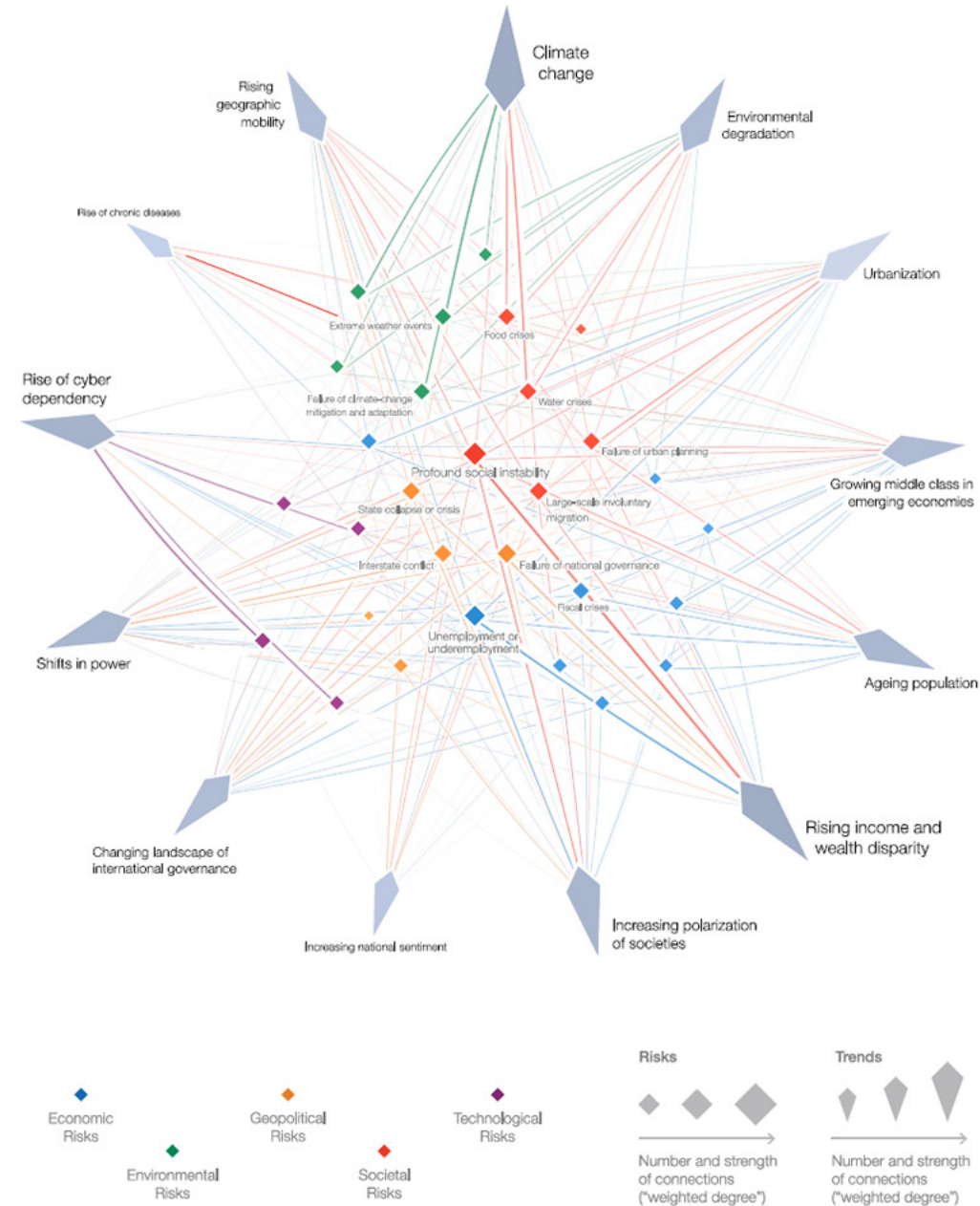
America's New Pollution King

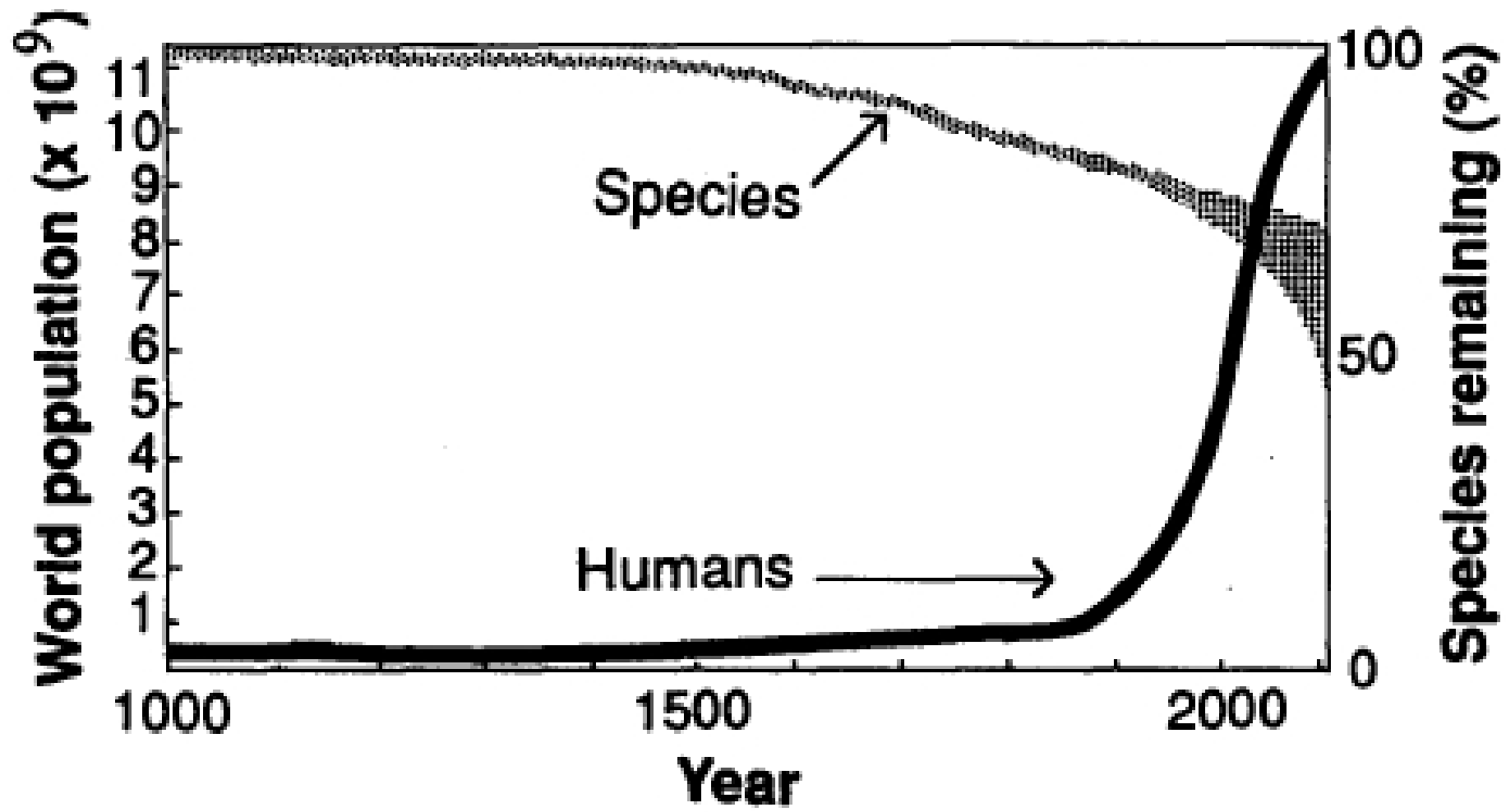
Transportation emissions have surpassed electricity emissions for the first time since 1978

■ Electricity emissions (metric tons of CO2) ■ Transportation emissions



The risk with the greatest potential impact in 2016 was found to be a failure of climate change mitigation and adaptation. This is the first time since the report was published in 2006 that an environmental risk has topped the ranking

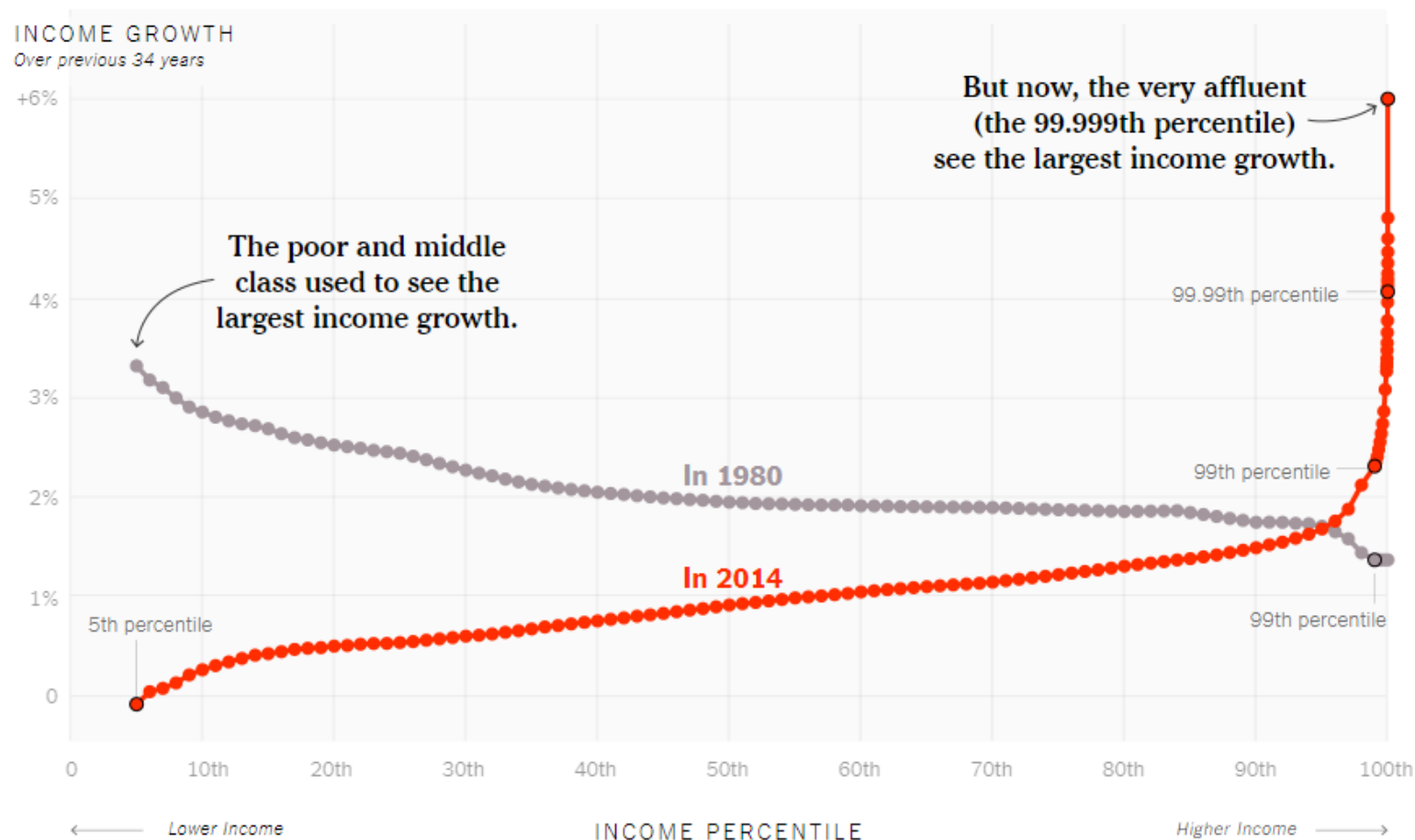




Our Broken Economy, in One Simple Chart

By DAVID LEONHARDT

AUG. 7, 2017



Note: Inflation-adjusted annual average growth using income after taxes, transfers and non-cash benefits.

VUCA

THE SUSTAINABILITY STRATEGY OF TURNING CHALLENGE INTO EVOLUTION





Beyond Tree Hugging



Triple Bottom Line

An accounting framework with three integrated aspects: social (or empowerment), environmental (or ecological) and financial (or profit)



Purpose & Prosperity
through
People, Planet &
Penciling

OUR COMMON FUTURE

THE WORLD COMMISSION

ON ENVIRONMENT

AND DEVELOPMENT

The Capacity to Endure



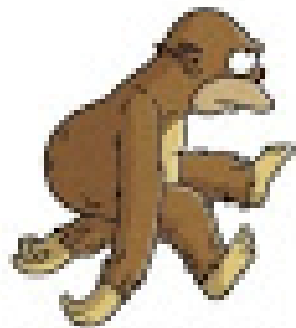
Resilience



Evolution



MONKUS BATALOTS



CHIMPUS IMBICILUS



APES STUPIDUS



NEANDERSLOB



HOMERSAPIEN

HOMERSAPIEN

This is Where Change Begins.

SUSTAINABLE DEVELOPMENT GOALS



University at Buffalo

buffalo.edu/sustainability

“The SDG’s are our shared vision of humanity and a social contract between the world's leaders and the people,” said UN Secretary-General Ban Ki-moon. “They are a to-do list for people and planet, and a blueprint for success.”

2016-2030



The Age of Flux

Technology

Transparency

Choice

\$1

Out Of

\$5

The PURPOSE ECONOMY

"an economy where value lies in establishing purpose for employees and customers—through serving needs greater than their own, enabling personal growth and building community"

-Aaron Hurst, author of *The Purpose Economy*

PURPOSE *is* IMPORTANT to Millennials

84%

OF MILLENNIALS SEEK
PURPOSEFUL WORK

75%

OF THE WORKFORCE
BY 2025

53%

OF INTERNET
SHOPPERS ARE
MORE LIKELY TO
PURCHASE
BRANDS WITH A
SOCIAL PURPOSE



30%

PLAN TO INCREASE THE AMOUNT OF
GOODS AND/OR SERVICES THEY BUY
FROM SOCIALLY RESPONSIBLE
COMPANIES, UP FROM 18% IN 2011



Source: Edelman

A promotional image for the book 'Climate of Hope'. It features two men, Michael Bloomberg and Carl Pope, standing in front of a city skyline at sunset. Michael Bloomberg is on the left, smiling, wearing a brown leather jacket over a pink shirt. Carl Pope is on the right, looking serious, wearing a dark suit, light blue shirt, and purple tie. The background shows a city skyline with buildings and trees, bathed in the warm light of a setting sun.

HOW CITIES, BUSINESSES, AND CITIZENS
CAN SAVE THE PLANET

CLIMATE OF HOPE

Michael Bloomberg

Carl Pope

*“It’s time for an optimistic conversation
about climate change and real solutions.”*



Microsoft[®]

Walmart

Supercentre



Enter

Exit

Low Price
\$2



“Here's where redesign begins in earnest, where we stop trying to be less bad and we start figuring out how to be good.”

William McDonough, *Cradle to Cradle: Remaking the Way we Make Things*



Google









patagonia®



Western New York Sustainable Business Roundtable

Creating an environmentally and economically resilient Buffalo-Niagara

2018 Sustainable Business Summit

Invest Today – Lead Tomorrow
May 1st, 8 to 6 pm at Hotel Henry

Lead your company forward with knowledge, ideas and connections. Join your peers, local and national leaders.

[FIND OUT MORE →](#)



CURBELL



University at Buffalo
The State University of New York

CANNONDESIGN

SIEMENS

block club

HDR



ELM STREET BAKERY



ENGINEERED FOR LIFE

Buffalo Niagara Medical Campus



The Knoer Group, PLLC



Uniland
BUILDING A BETTER COMMUNITY



nationalgrid
HERE WITH YOU. HERE FOR YOU.



Nestlé PURINA
DUNKIRK PLANT

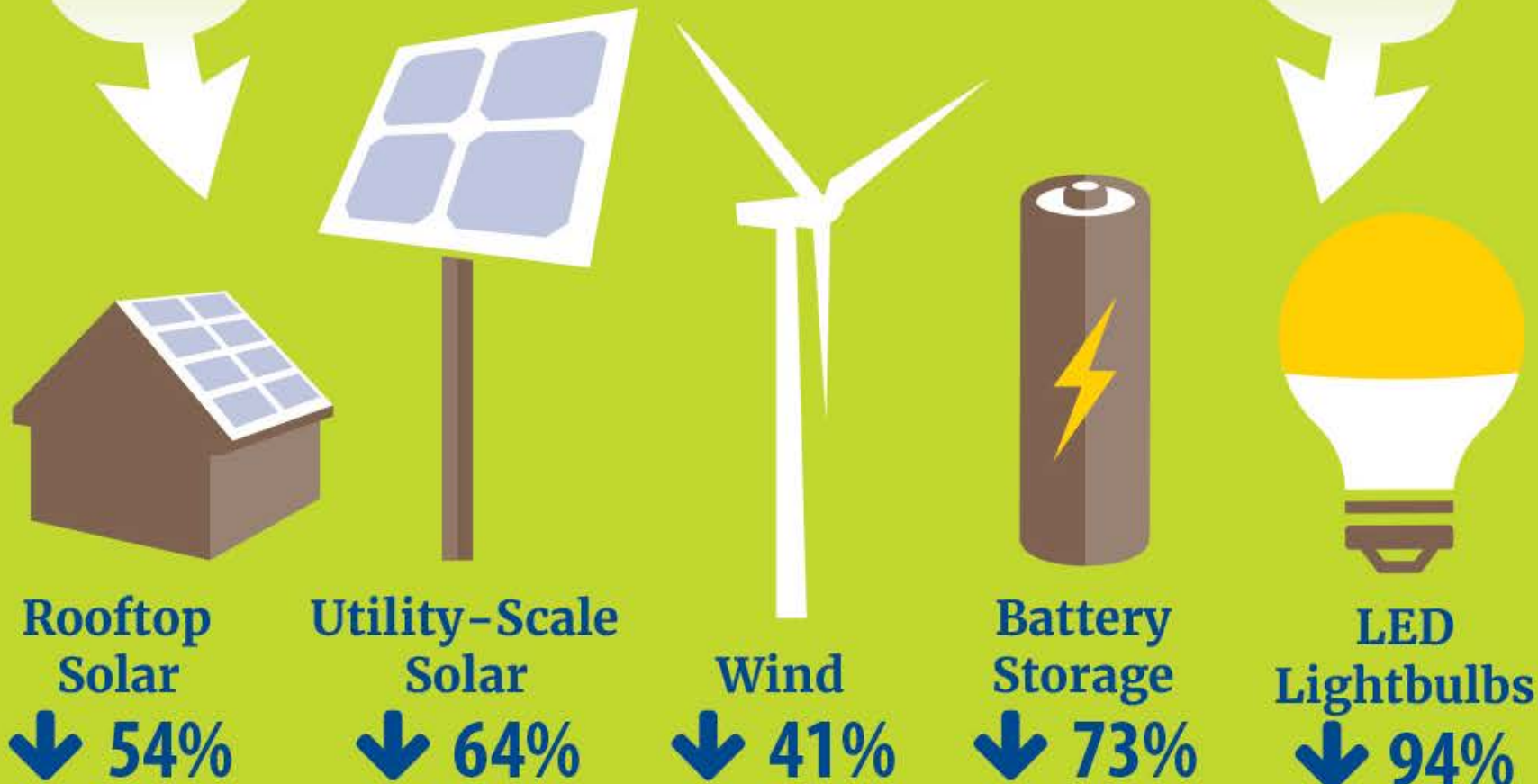




The Transformation of Renewables

CLEAN ENERGY PRICES

Between 2008 and 2015,
clean energy costs fell:

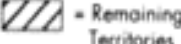


THE FOUNDATION TO FUNCTION:

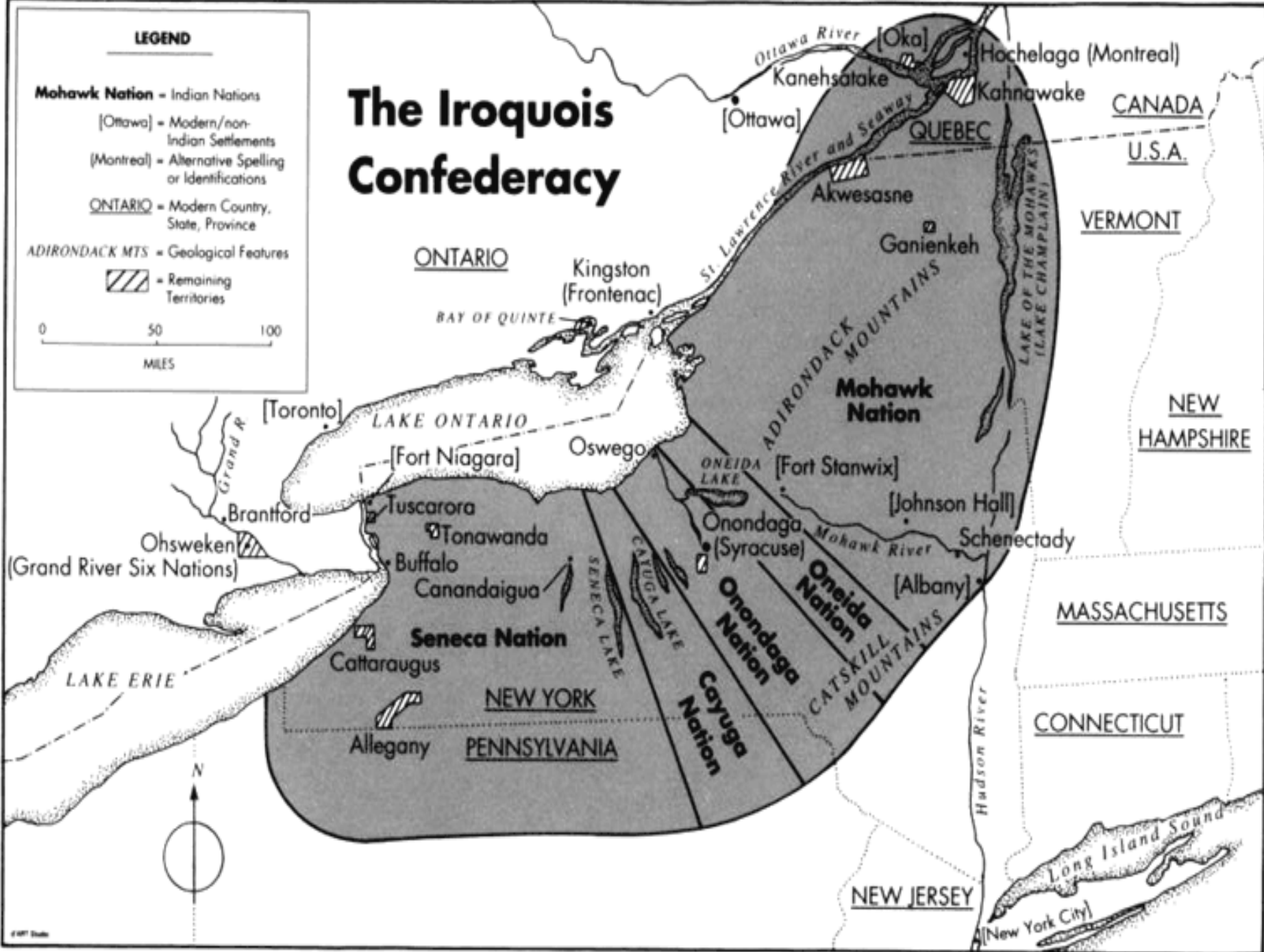
*SO HOW WHAT MINDSET
DO I NEED?*

The Iroquois Confederacy

LEGEND

- Mohawk Nation** = Indian Nations
- [Ottawa] = Modern/non-Indian Settlements
- [Montreal] = Alternative Spelling or Identifications
- ONTARIO = Modern Country, State, Province
- ADIRONDACK MTS = Geological Features
-  = Remaining Territories

0 50 100
MILES

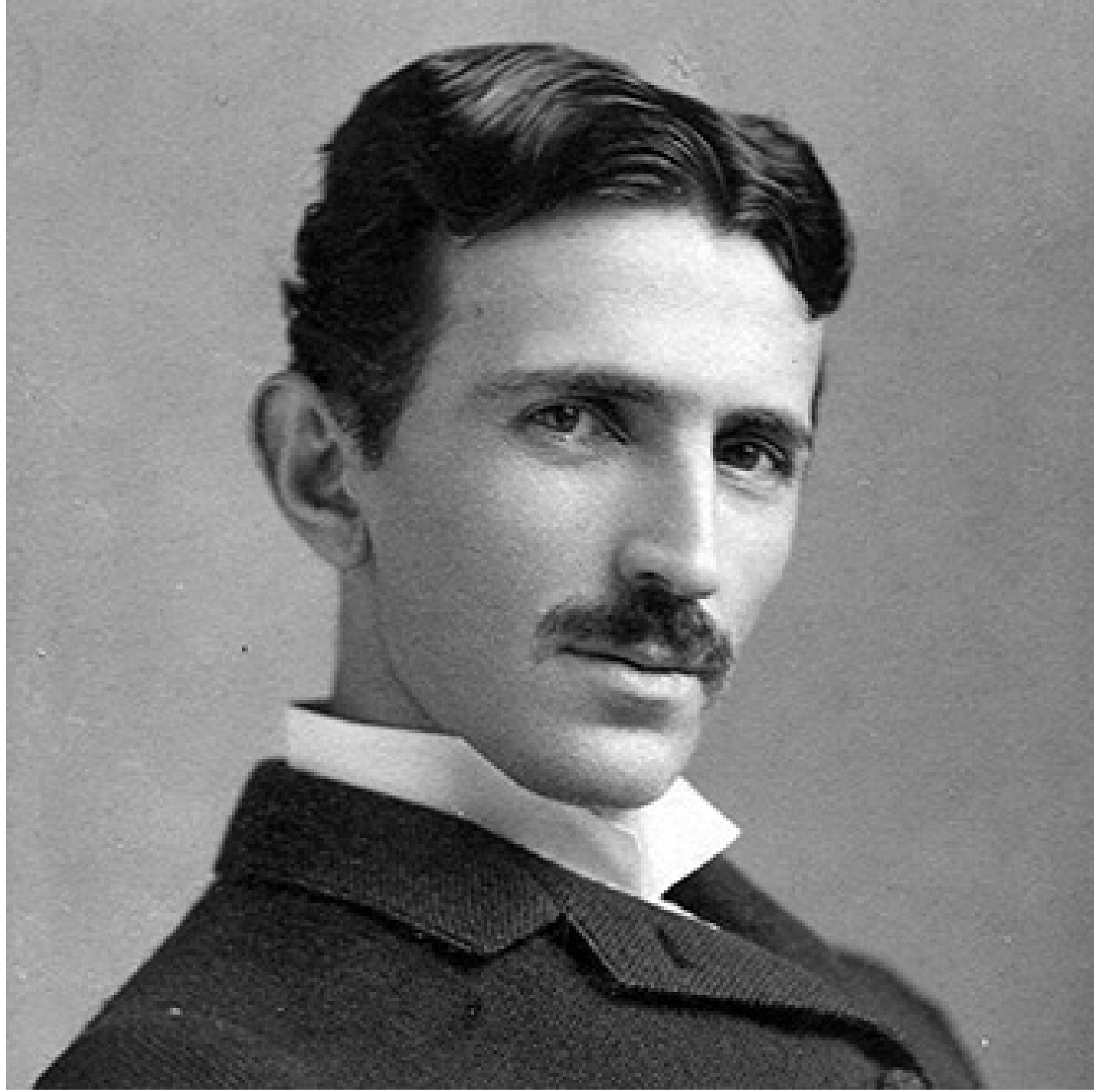


In our every
deliberation, we
must consider the impact
of our decisions on the
next seven generations.

From The Great Law of The Iroquois
Confederacy











EVACUATE
ALL OF US
NOT JUST
LITTLE KIDS!

EVACUATE
ALLOFUS

STOP

EVACUATE US ALL
NOT
JUST LITTLE
KIDS!

EVACUATE
ALLOFUS

PLEASE
DON'T
LET ME
DIE

I want a swimming
pool in my back
yard, not a
cesspool!
THANKS HOOKER!

The Love
COPD
S & LIXS

IM
CLUB

















The New Buffalo







ROOTED IN PURPOSE









UNIVERSITY AT BCU

CELEBRATION



I've learned that people
will forget what you
said, people will forget
what you did, but
people will never forget
how you made them
feel.

Maya Angelou











A red balloon is tied to a concrete block with a red string. The balloon is at the top, and the concrete block is at the bottom, hanging from the balloon. The string is a thin red line.

OPTION B

FACING ADVERSITY,
BUILDING RESILIENCE,
AND FINDING JOY

Sheryl Sandberg




Greetings
from

BUFA



#gre

A man with short brown hair, wearing a dark grey checkered blazer over a white collared shirt, is smiling broadly at the camera. He is positioned in the foreground of a factory or industrial setting. In the background, there are various pieces of machinery, including conveyor belts and workstations. A person wearing a white lab coat and a hairnet is visible working at a station in the background. The lighting is bright and even, typical of an industrial environment.

“The employees are giving us 40 hours a week, but we have a responsibility to impact their lives significantly more than that. The company feels that and I feel personally it’s my role to change the lives of employees who work for us.”



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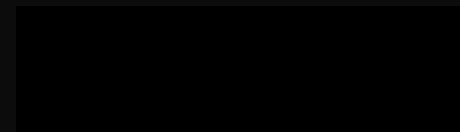
UB





The 10,000-hours rule says that if you look at any kind of cognitively complex field, from playing chess to being a neurosurgeon, we see this incredibly consistent pattern that you cannot be good at that unless you practice for 10,000 hours, which is roughly ten years, if you think about four hours a day.

— *Malcolm Gladwell* —





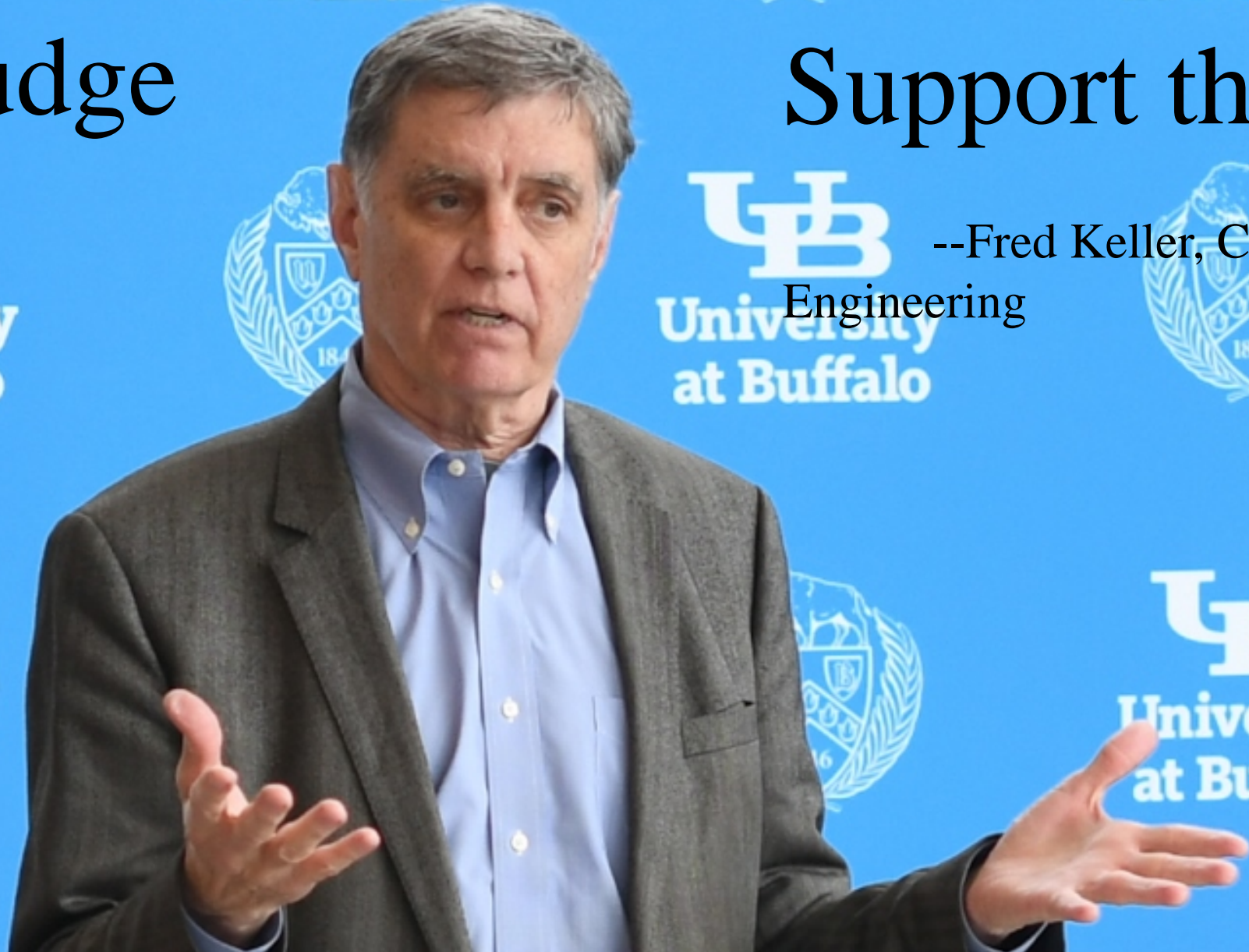
Of course it's hard. It's supposed to be hard. If it were easy, everybody would do it. Hard is what makes it great.

~ A League of Their Own

“Don’t judge
them.....”

Support them”

--Fred Keller, Cascade
Engineering









Being Impressed

versus

Being Inspired

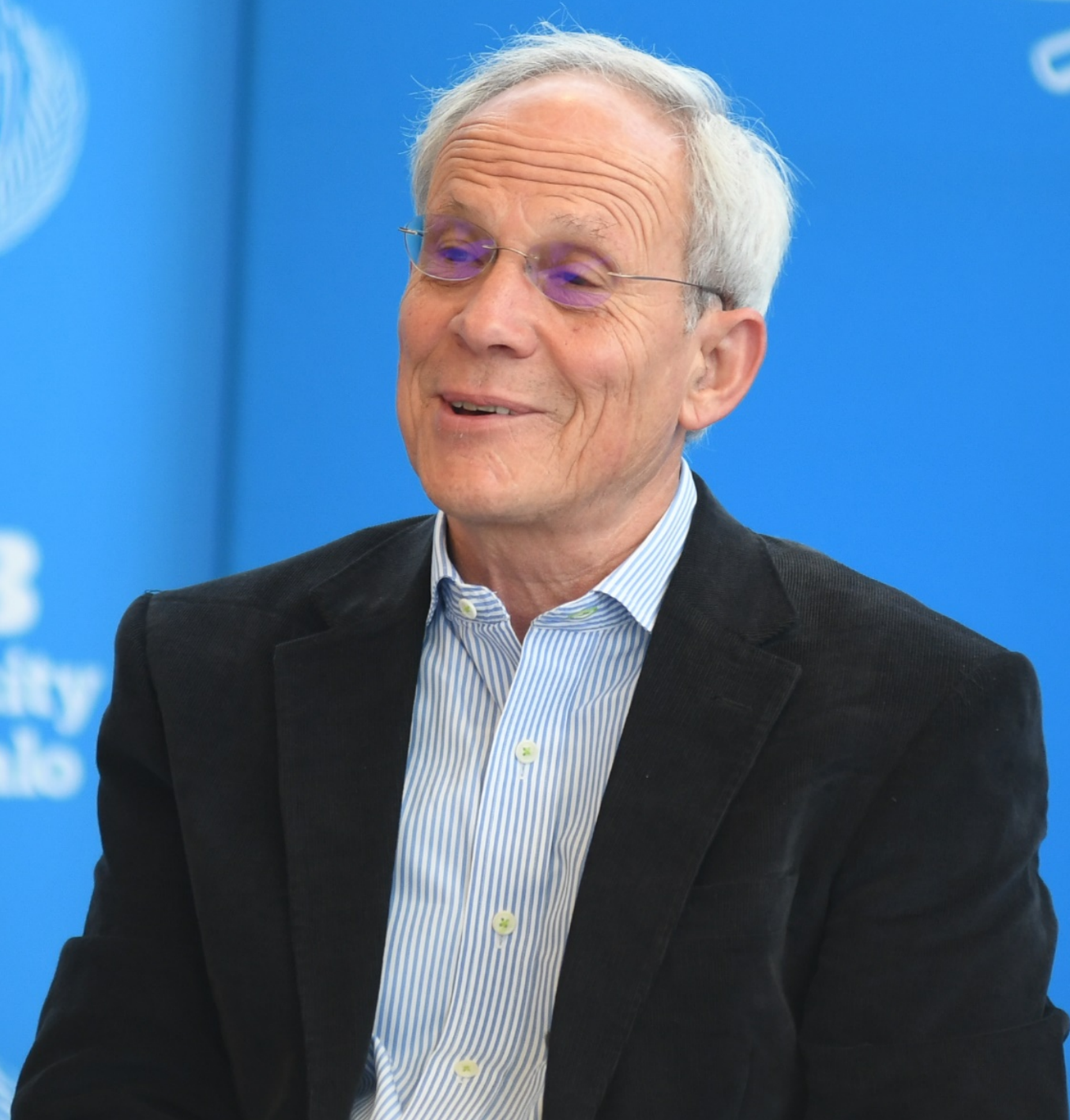




B
sity
alo



UB
University
at Buffalo





THE #1 BESTSELLER

THE TENTH ANNIVERSARY EDITION

DANIEL GOLEMAN

Author of Social Intelligence

THE GROUNDBREAKING BOOK

THAT REDEFINES WHAT IT

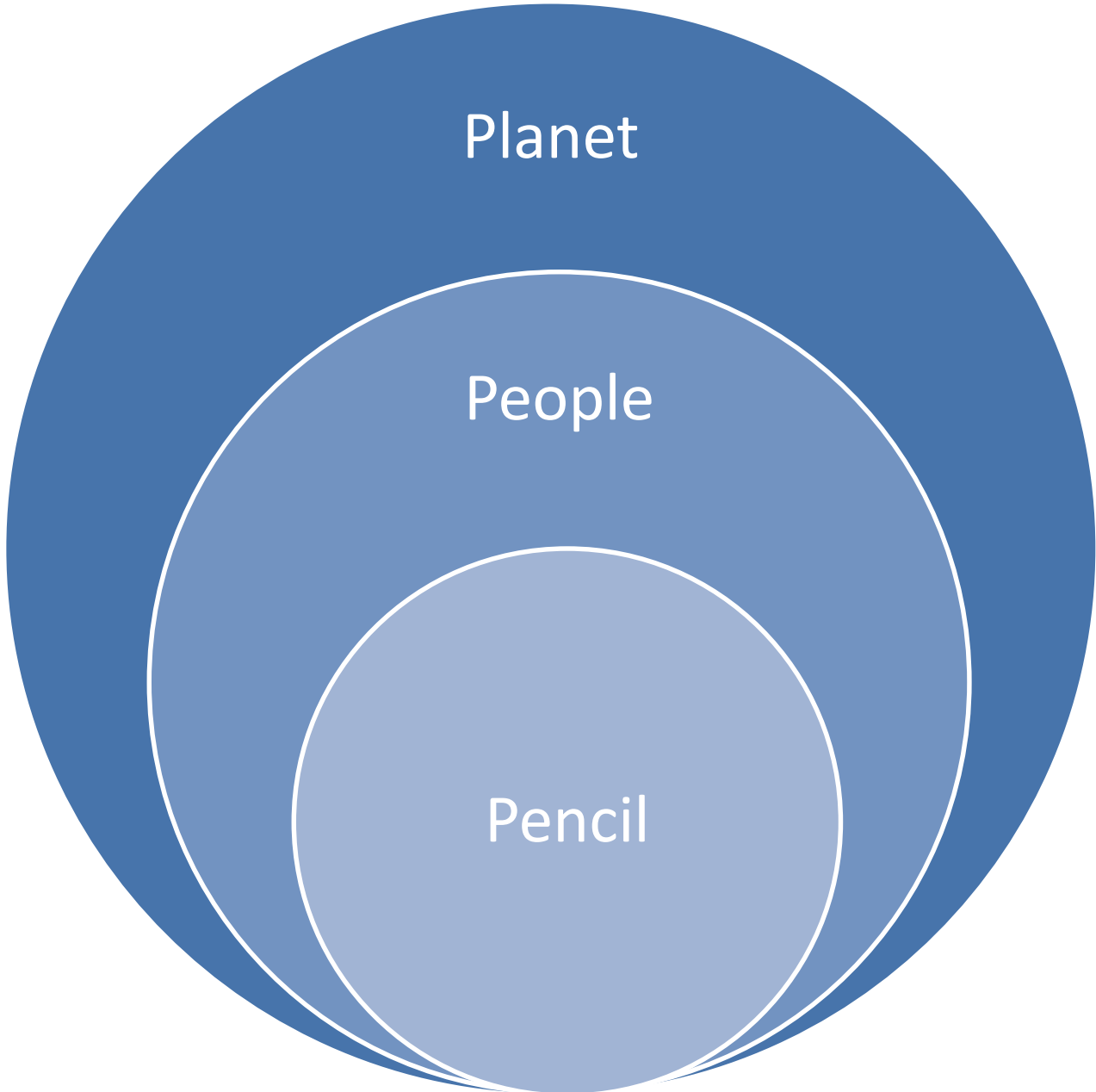
MEANS TO BE SMART

Emotional Intelligence

WHY IT CAN MATTER

MORE THAN IQ

INTENTIONAL GROUNDING: WHAT DOES THIS LOOK LIKE AT UB



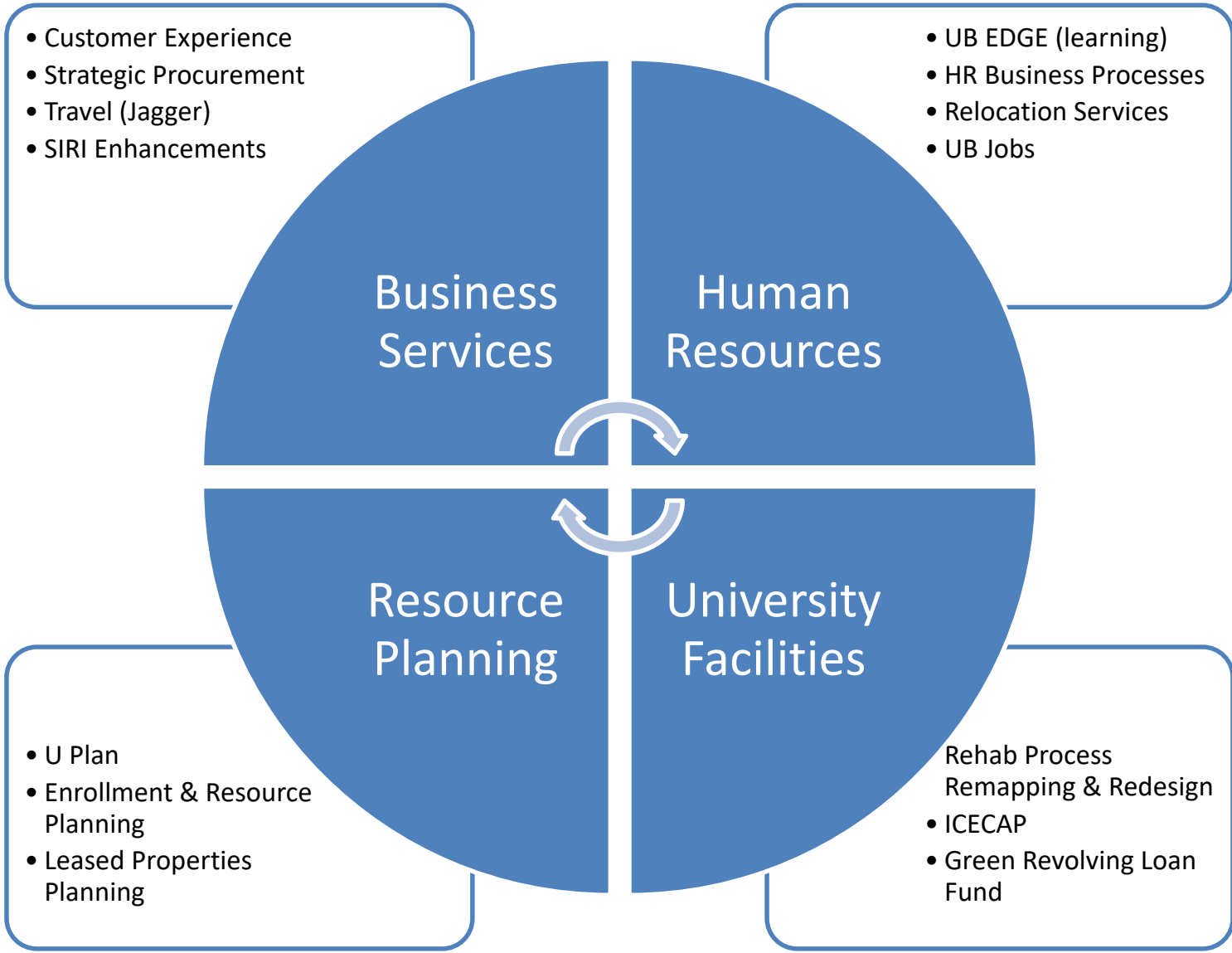
Planet

People

Pencil

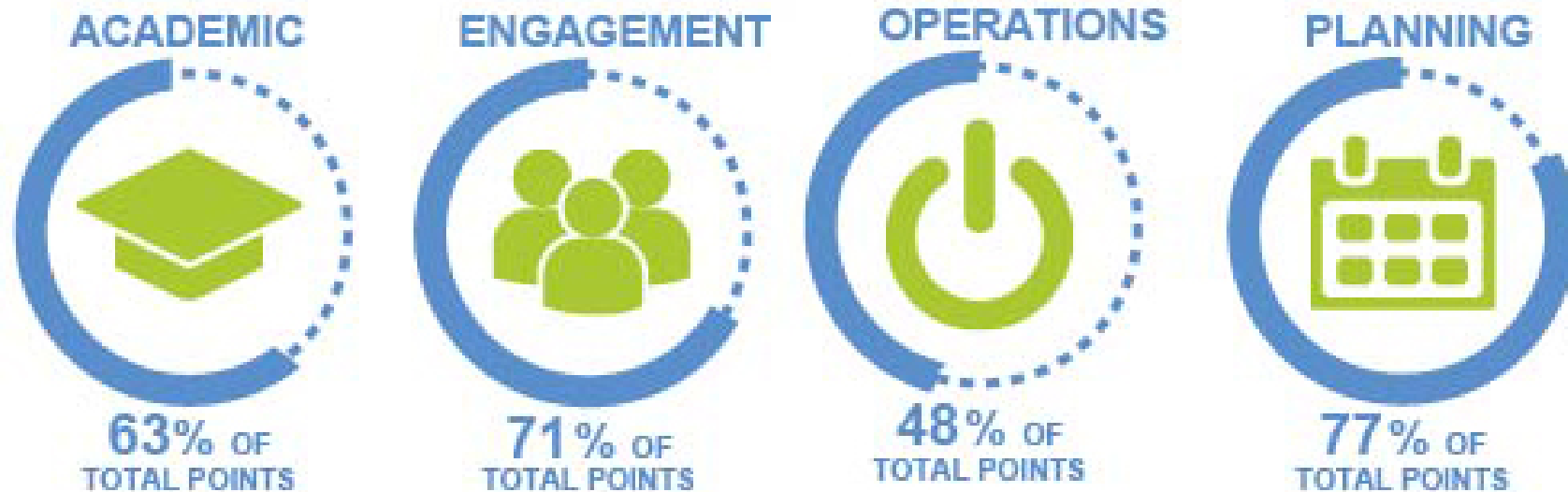
Penciling for Propserity

Achieving Operational Excellence



UNIVERSITY AT BUFFALO

AASHE STARS REPORT 2015



People



Strategic Plan

UB is committed to integrating inclusive excellence in all aspects of its operations, fostering a sense of shared responsibility, better monitoring progress to goals and coordinating Campus diversity and inclusion-related efforts

LIVING OUR COMMITMENT

Inaugural Inclusive Excellence Summit

May 3rd and 4th

am's



B
CAMPUS

Making a difference,
one plate at a time.

Ma
Malays
E-Bo
2015-
[Small photos]



THE COMMONS

so!bi
SOCIAL BICYCLES

so!bi
SOCIAL BICYCLES

so!bi
SOCIAL BICYCLES

so!bi
SOCIAL BICYCLES

4TH ANNUAL

Women in STEM Cooperative Summit

SUSTAINABLE
SOLUTIONS
&
CHAMPIONS OF
CHANGE

April 18th | 8:30 a.m. – 2 p.m. | Student Union



womeninstem.buffalo.edu/summit.html





Planet



REC's



\$13



\$9



\$2.50



Ramping Up Renewables

BUFFALO'S RENEWABLE ENERGY FUTURE

*A Project of The University at Buffalo
and NYSERDA*



BUFFALO STATE
The State University of New York









RECYCLE

COMPOST

Recycling	Compost
Yes	Yes
No	No
Yes	No
No	Yes

104-106
204-206

AKX

AKX

AKX

AKX

AKX

AKX

RECYCLE

COMPOST



Discussion/Questions



“The world is registering important progress, but it also faces mortal threats. The first belief should empower us to act on the second...the most important thing happening right now is not a Trump tweet, but children’s lives saved and major gains in health, education and human welfare.”

--Nicholas Kristof