Marketers Role in Global Sustainability
The Challenge of Ethical, Responsible and Accountable Business in an Emerging New World Order

Presentation for CIM Annual Conference 2012 by Uchita de Zoysa
HUMANS FACING MULTIPLE CRISES

“Humankind faces multiple and daunting crises that are more than likely to confront and impact billions of people in the decades to come.”

> 4°C: Major extinctions around globe (as exemplified for USA and Australia)
≥ 40% of global ecosystems transformed (culminating in biome changes)
Few ecosystems can adapt; 50% of nature reserves cannot fulfill their objectives
Extinction of 15-40% endemic species in global biodiversity hotspots

Widespread coral mortality (reefs overgrown by algae)
Major changes in polar systems; Globally, ~20-30% of species committed to extinction
Extinction risk for polar species; Risk terrestrial biosphere becomes net C source
≥ 15% of global ecosystems transformed (culminating in biome changes)
Major (~20-80%) loss of Amazon rainforest and its biodiversity
Loss of ~50-65% fynbos, ~10-80% of various fauna in S. Africa
~40-50% loss of endemic plants in S. Africa, Namibia
Major (~50%) loss of rainforest habitat in Queensland
Coral reefs bleached
~10-15% of species committed to extinction
Loss of 8% freshwater fish habitat in N. America
Polar ecosystems increasingly damaged
Increased coral reef bleaching
Amphibian extinctions increasing on mountains
HUMAN ACTION IS THREATENING EXTINCTION

“In addition, research is showing us that our actions are very likely going to cause us to transgress multiple planetary thresholds and boundaries.”
TRAPPED IN UNSUSTAINABLE GROWTH

“Despite unprecedented growth in the global economy since 1992, governments are trapped in making insatiable demands for still more unsustainable growth and rising inequity to remedy problems that economic globalization itself has caused”
The dominant model of development has entirely failed.

½ of the world is in poverty.

Increased gap between rich and poor.

Degradation of planetary bio-geo-chemical processes.

Predatory on both nature and people.
NEW PLANETARY PHASE

• The world’s increasing interdependence is eroding geographic and cultural boundaries
• Countries and people are converging in a global system with a shared collective destiny.

• We have entered a new planetary phase of civilization.
• This new era demands a deep shift in the direction of development.
TIME FOR THE SUSTAINABILITY TRANSITION

• The new planetary phase calls for a transition to sustainability.
• Transformation in the world-views and values that shape the organizing principles of human society.
• New ways of human solidarity and affinity with nature.
• A dramatic re-emphasis on the idea of a decent quality-of-life for all must prevail.
ARCHITECTURE OF AN NEW WORLD ORDER

Equity

- Foundation of a Sustainable Society
- Based on ethics, spirituality, and mindfulness
- Foundation on which institutional structures, governance, economic arrangements, and technological choices must be built.
ARCHITECTURE OF AN NEW WORLD ORDER

A New Ecological Order

- Wellbeing of all
- In harmony with nature
- Promotes socio-economic equity
- Enhances the cultural, material, economic, social, and political opportunities for all

Based on Munasinghe (1999).
ARCHITECTURE OF AN NEW WORLD ORDER

A New Social Order

• Empowers each person and community to take part in decision-making affecting their lives
• A system that endorse the principle of subsidiarity in the redesign of global governance institutions.

Note: Subsidiarity is an organizing principle stating that a matter ought to be handled by the smallest, lowest, or least centralized authority capable of addressing that matter effectively.
ARCHITECTURE OF AN NEW WORLD ORDER

A New Economic Order

- Not a Single Global Economy
- Earth’s Integrity and Planetary Boundaries
- Resilience-by-Localization
- Equity, Dignity and Justice
- Inclusive Governance
- Beyond GDP – wellbeing, sufficiency & happiness

- Internalizing Externalities – Precautionary & Polluter-Pays Principle
- The Restitution of Natural Capital and Human Capital

Based on Dominguez and Robin (1992).
AN EMERGING GREEN ECONOMY

• Attempt to green the brown economy
• Focuses on patented, high technology based monopolistic market
• We need a networked system of decentralized, community-based, sustainable economies in a diversity of settings
• Should be founded on ecological integrity, social accountability and an economically equitable distribution.
A GROWING CALL FOR LOCALIZATION

• Turning localism into a global movement is key to unpacking many of the complexities of globalization
• Linked to the principles of devolution, decentralization and subsidiarity.
• Localizing economies,
• Decentralizing governance,
• Advancing sustainable lifestyles and livelihoods
STATUS OF GLOBAL SUSTAINABILITY

Marketers Role in Global Sustainability
ROLE OF MARKETER IN GLOBAL SUSTAINABILITY

#1: DO NOT CREATE MORE GREED

- Not be to sell refrigerators to Eskimo’s
- Not promote infant formula to replace breast milk in Africa
- Not to faithfullyslave corporations for a single minded profit bottom-line.
- Not to help create more greed amongst the over-consuming 20% of the world population and aggravate poverty
- Not to induce greater desire to consume amongst the growing consumer classes.
#2. BE A GLOBAL CITIZEN

- In a planetary phase of civilization needs to join the collective response towards transitioning to a sustainable world.
- Work to ensure the wellbeing of all on the planet.
- Cultivate a new sense of ethics, values and spirituality.
- Redesign systems of learning, education and enlightenment.
- The marketer of the new planetary phase should be a global citizen to transform business to operate ethically, responsibly and accountably in a localized global market.
#3. BE A SOCIALLY RESPONSIBLE

- to respect and protect internationally recognized human rights;
- to provide timely, accurate and verifiable disclosure of their social, economic and environmental impacts;
- to play an active role in environmental protection and in the sustainable use of natural resources;
- to implement policies and practices to fight against corruption in all its forms, including extortion and bribery;
- Such marketers will help transform business
#4. BE ETHICAL, JUST AND FAIR

- Be based on fair marketing,
- Protect consumer health and safety;
- Comply with internationally agreed labour practices, guaranteeing freedom of association and collective bargaining;
- Conduct activities in a way that is fair and ethical for the stakeholders, competitors, and governments.
#5. BE A MINDFUL AGENT OF THE TRANSITION

- The role of the marketer in this new planetary phase of civilization is to advance global sustainability.
- Towards changing “unsustainable consumption and production habits” and adopt “sustainable lifestyles and livelihoods”.
- Promoting an “equity” based world order.

- Catalyzing the move from mere “efficiency” focus to ‘sufficiency’ based ‘sustainable development’ paradigms.
- Help replacing the growth based economic development model with “sustainable economies” based prosperity model.
- Commitment to creating ‘wellbeing & happiness for all’.
- Cultivating ‘mindfulness’ within yourself and amongst colleagues and community.
Imagine All the People - Be Mindful – Be the Change!