

The background of the slide is a yellow-tinted image of a person's hands holding a globe. Overlaid on the globe are several circular icons representing sustainability: a sun, a wind turbine, a factory, a leaf, a recycling symbol, and a flame. The text is overlaid on this background.

Digital Hållbarhet som drivkraft för affärsinnovation

Dennis Pamlin

Accelerator netto-positivitet och digital hållbarhet, Cybercom

Digital Hållbarhet som drivkraft för affärsinnovation



GREAT-IT, Lindholmen, Göteborg, 31 augusti 2018

Var är vi?

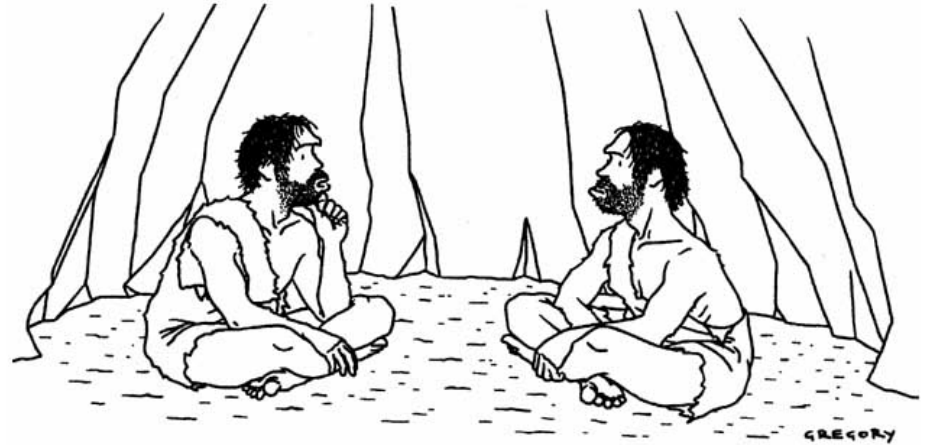


11 000 000 000

Sustainability used to be polarized



JIM BORGMAN, Cincinnati Enquirer



"Something's just not right—our air is clean, our water is pure, we all get plenty of exercise, everything we eat is organic and free-range, and yet nobody lives past thirty."

...then came the digital age



A State of Digital Innovation

Nya affärsmodeller och visioner



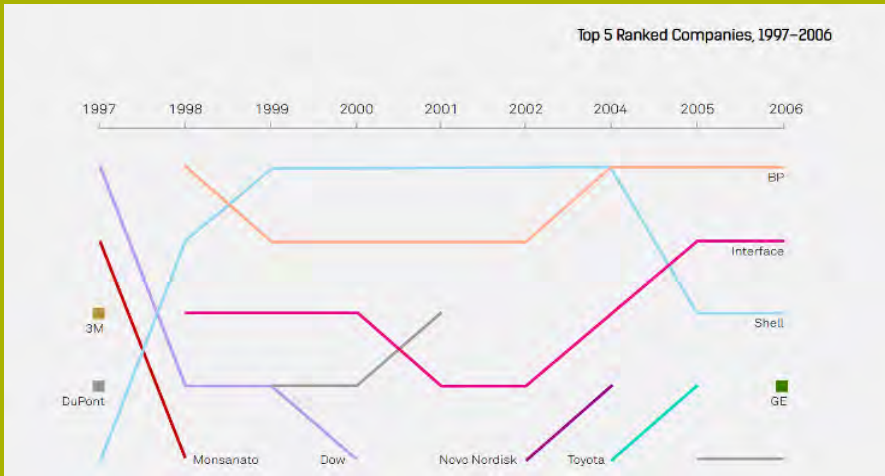
A pathway to a world in which nine billion people can live well, and within the planet's resources

1. A 9 billion perspective
(not only for a few)
2. Transformative solutions
(not only incremental)
3. Opportunity focus
(not only risks/problems/threats)
4. Clusters
(not only individual companies)

Världen behöver lösningar, inte bara minskade problem

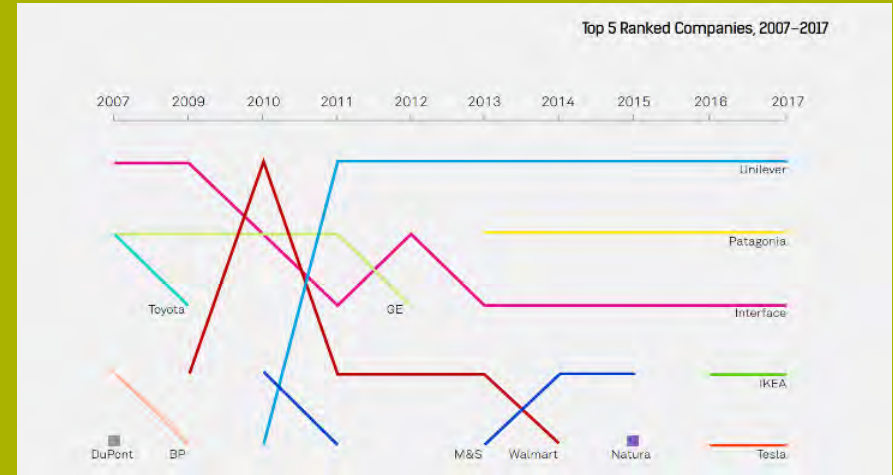
=>2006

The Do-Less-Harm Era of Leadership



2007=>

The Sustainable Growth Era of Leadership



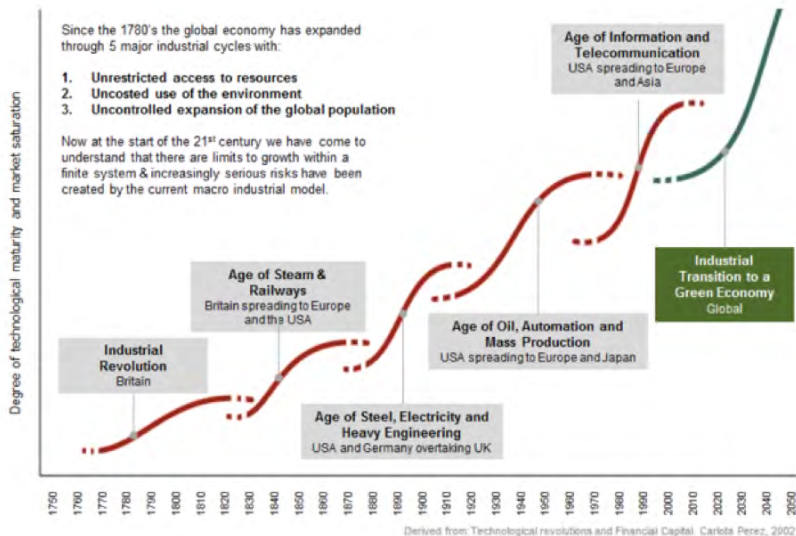
Question: What specific companies do you think are leaders in integrating sustainability into their business strategy? Please enter a maximum of 3 companies.

Source: The GlobeScan-SustainAbility Survey The 2017 Sustainability Leaders

Finansiella aktörer söker system för vinnare

NEW GREEN REVENUES MODEL FROM FTSE RUSSELL TRACKS GLOBAL TRANSITION TO A GREEN ECONOMY

250 years of industrial development



Smart Sustainability A developing data landscape

How companies operate

Does the company adhere to legislation, procedures or commitments that, through their application, enable the company to adapt, mitigate or remediate its impact on the environment, civil society or governance standards?

ESG

Do companies pollute?

Does the company own hydrocarbon assets or emit pollutants linked to the greenhouse gas effect that, through their release into the environment, represent a risk to the future stability of global climate and eco systems?

CO₂e

What companies manufacture

Does the company provide goods, products or services that, through their utility enables society to adapt to, mitigate or remediate the impact of climate change, resource depletion or environmental erosion?

LCE

We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before.

WEF 2016

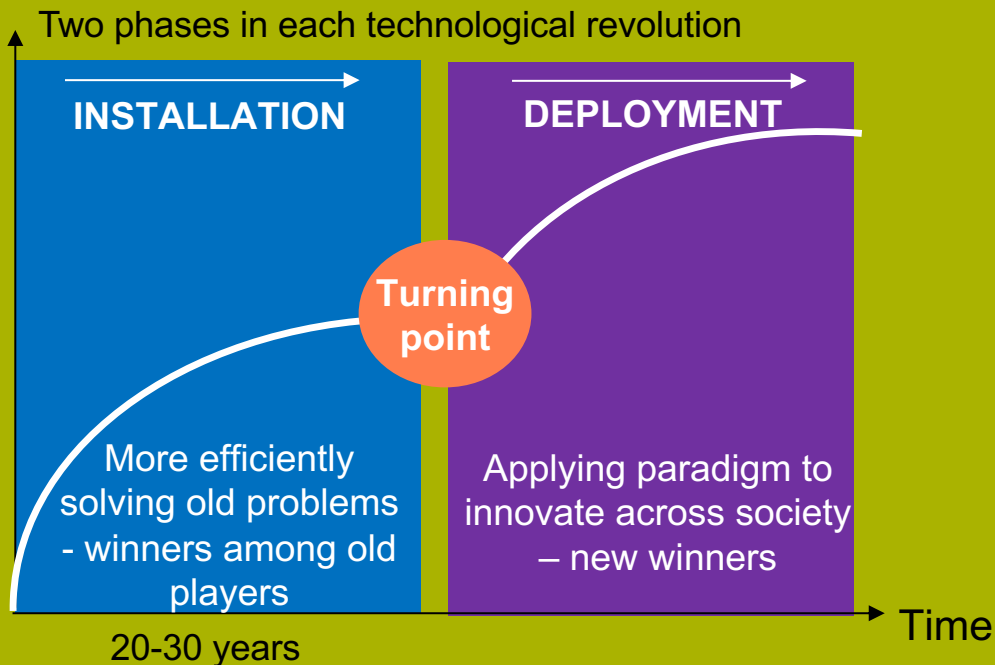
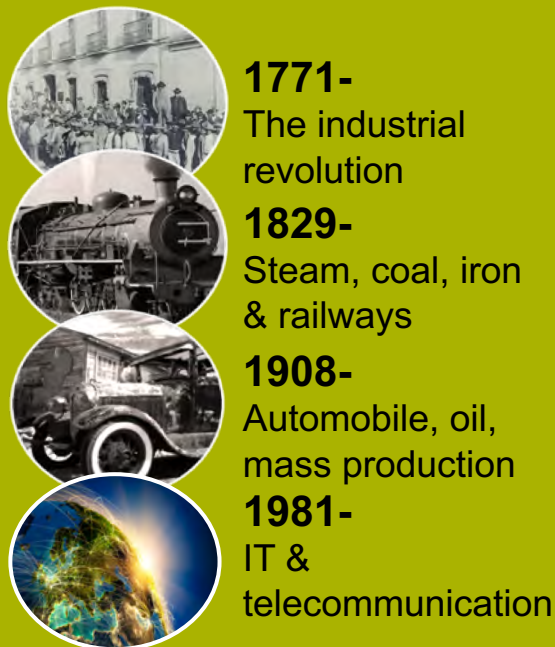
FOREIGN AFFAIRS

The Fourth Industrial Revolution

A Davos Reader



4e Industriella revolutionen har just börjat



From reactive to proactive & from inside out to outside in

BUSINESS SUSTAINABILITY TYPOLOGY (BST)	Concerns (What?)	Values created (What for?)	Organizational perspective (How?)
Business-as-usual	Economic concerns	Shareholder value	Inside-out
Business Sustainability 1.0	Three-dimensional concerns	Refined shareholder value	Inside-out
Business Sustainability 2.0	Three-dimensional concerns	Triple bottom line	Inside-out
Business Sustainability 3.0	Three-dimensional concerns	Creating value for the common good	Outside-in
The key shifts involved:	1st shift: broadening the business concern	2nd shift: expanding the value created	3rd shift: changing the perspective



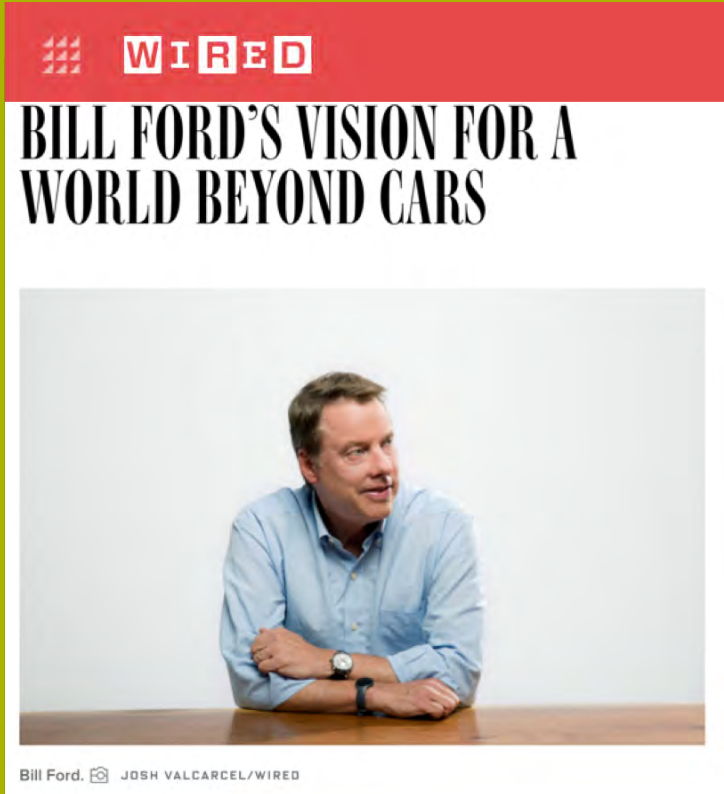
Vem gör något?



■ Physical Books Sold

■ Kindle Books Sold

Old companies in the “heavy sectors” now disrupted

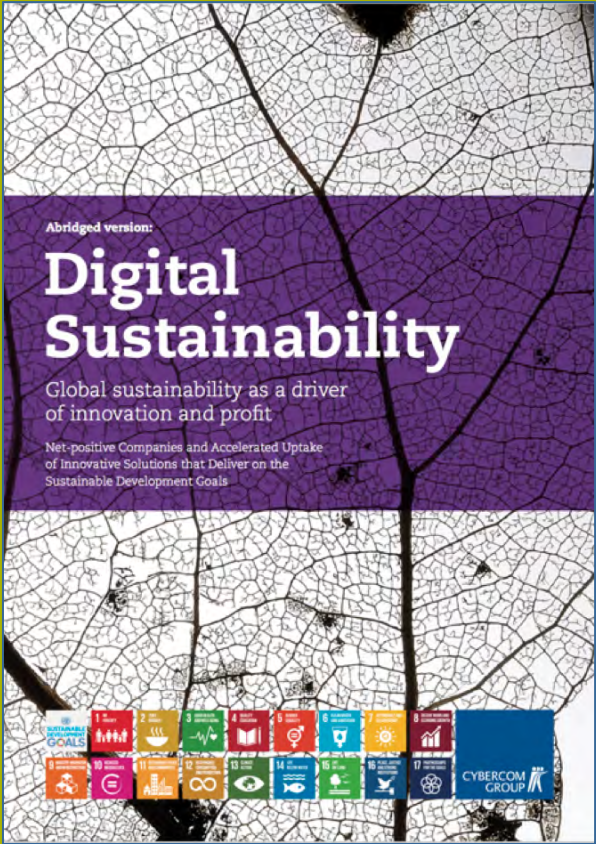


Whether or not Ford's ready to take part in this shift, others are stepping in. Some of the most exciting ideas in transportation are coming from startups like Uber and ZipCar. Google and Apple are charging into the industry. The advent of autonomous driving, the rise of the connected car, [...], all present the possibility of new business models.

What he's more worried about seeing the Ford Motor Company reduced to the role of hardware subcontractor for more innovative companies.

2017-04-11

Digital Sustainability



Husqvarna Brand Division - Vision

An aerial photograph of a large, lush green park with a central paved path. The path is lined with manicured trees and hedges. In the background, a city skyline is visible under a blue sky with scattered clouds. The text 'Delivering inspired solutions to professionals for a sustainable world.' is overlaid in white, bold font across the center of the image.

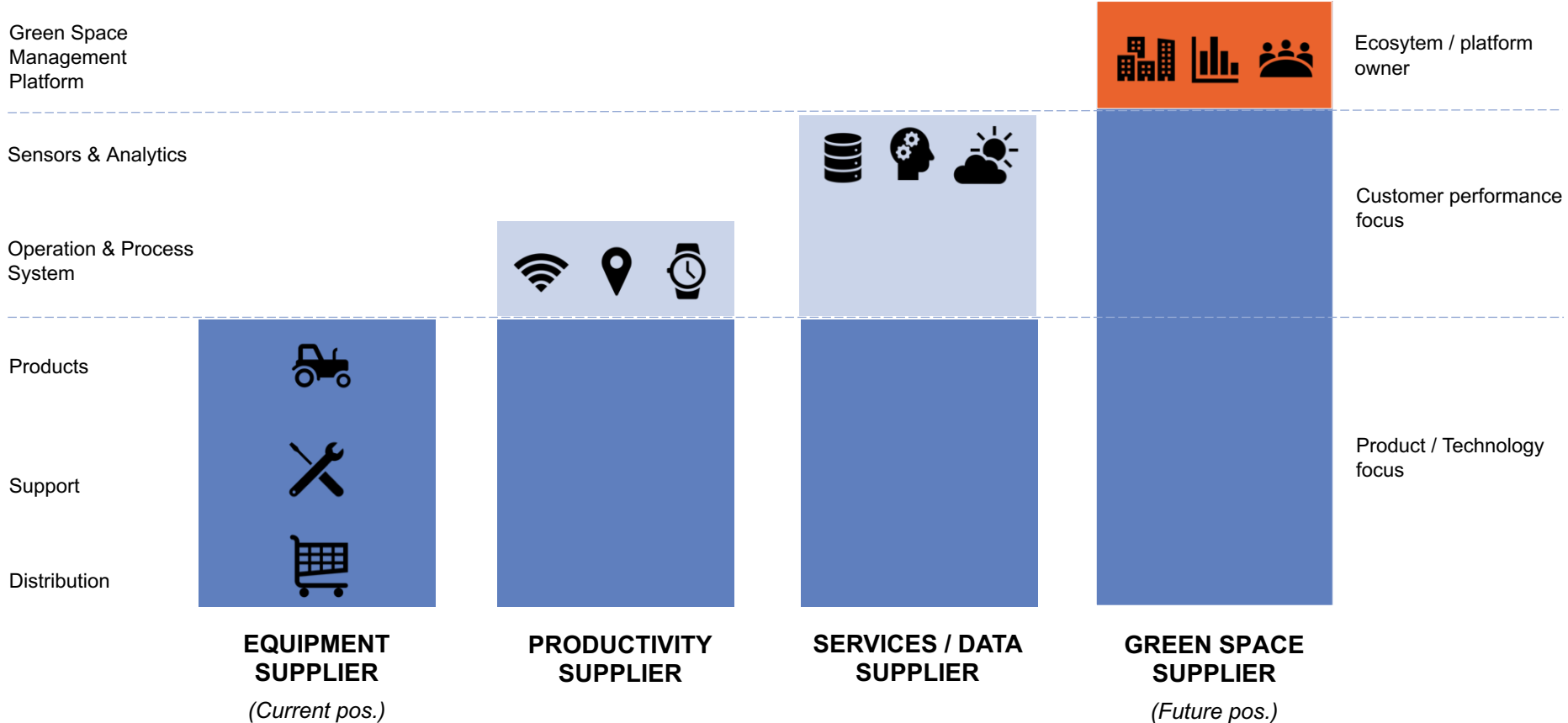
**Delivering inspired solutions to professionals
for a sustainable world.**

Commercial Landscaping – Husqvarna being part of shaping the future urban green environment



- Pro Landscaping a +100bSEK business
- Mega trends
 - Battery
 - Digitalization
 - Automatization
 - Urbanisation
 - Sustainability
- Position Husqvarna in new ecosystem

Shift from product focus to customer performance to ecosystem owner in 10yrs – how?



Summary - key take aways

- **Samarbeta** – (internt och extern) för att se nya möjligheter
- **Hållbarhet** – nya affärs- och kundmöjligheter (Dig+Sus)
- **”Vad gör ni på måndag”** – fokusera, våga avgränsa, testa
- **Börja ”least of resistance”** – vilket kundsegment är mest redo?

Summary - key take aways

- **Samarbeta** – (internt och extern) för att se nya möjligheter
- **Hållbarhet** – nya affärs- och kundmöjligheter (Dig+Sus)
- **”Vad gör ni på måndag”** – fokusera, våga avgränsa, testa
- **Börja ”least of resistance”** – vilket kundsegment är mest redo?

Vart är vi på väg?

The IT consultancy industry joins forces for a fossil fuel-free Sweden



IT-konsultbranschen

Första utkast till
Färdplan för fossilfri konkurrenskraft



Juli 2018

**Tid för en ny generation vinnare
och en ny generation samarbeten**

A

Minskad konsumtion är det viktigaste för att rädda oss från både hotande resursbrist och den tilltagande växthuseffekten.

B

Den teknologiska utvecklingen är det viktigaste för att rädda oss från både hotande resursbrist och den tilltagande växthuseffekten.