



Green Academy Taster Session
12½ Kick Ass Sustainability Ideas for 2020

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THE 12 KICK ASS IDEAS FOR 2020

Idea	Application in Your Organisation	Opportunity (H, M, L)	Risk (H, M, L)
1. Free your mind			
2. Use the 80:20 rule			
3. Incrementalism = greenwash			
4. Think circular			
5. Make it work for you			
6. Implement Green Jujitsu			
7. Involve people			

Idea	Application in Your Organisation	Opportunity (H, M, L)	Risk (H, M, L)
8. The power of experience			
9. Challenge your suppliers			
10. Create the future you want			
11. Unsustainability = bad design			
12. Think Customer			

ASSESSMENT

Write the number of each idea in the appropriate box to give an instant assessment (best options are top right, worst bottom left):

Opportunity	H			
	M			
	L			
		H	M	L
Risk/Cost etc				

REFLECTION ON LEARNING

What are the three most important things you have learnt today?

- 1.
- 2.
- 3.

What will you do differently as a result?

- 1.
- 2.
- 3.

What 3 actions will you take first?

- 1.
- 2.
- 3.

RESOURCES

Books by Gareth Kane:

The Green Executive:

<http://www.amazon.co.uk/gp/product/1849713340>

Accelerating Sustainability using the 80/20 Rule:

<https://www.amazon.co.uk/Accelerating-Sustainability-Using-Rule-Doshorts/dp/1910174386/>

Building A Sustainable Supply Chain:

<https://www.amazon.co.uk/Building-Sustainable-Supply-Chain-Doshorts/dp/1909293784/>

Green Jujitsu: The Smart Way to Embed Sustainability into Your Organisation

<https://www.amazon.co.uk/Green-Jujitsu-Sustainability-Organization-Doshorts/dp/1909293067/>

The Three Secrets of Green Business:

<http://www.amazon.co.uk/Three-Secrets-Green-Business-Competitive/dp/1844078744/>

Gareth's Blog:

All posts: <http://www.terrainfirma.co.uk/blog/>

The Low Carbon Agenda:

Our monthly guide to Sustainability, for back issues & to subscribe: <http://bit.ly/TLCAar>

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