



Green Academy Taster Session 12½ Kick Ass Sustainability Ideas for 2021

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THE 12 KICK ASS IDEAS FOR 2021

Idea	Application in Your Organisation	Opportunity (H, M, L)	Risk (H, M, L)
Opportunity beckons			
Embrace 'the new normal'			
Use the 80:20 rule			
Incrementalism = greenwash			
The employee angle			
Use Green Jujitsu			
The power of experience			

Idea	Application in Your Organisation	Opportunity (H, M, L)	Risk (H, M, L)
Challenge your suppliers			
Create the future you want			
Unsustainability = poor design			
The key to the circular economy			
Think 'market'			

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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