



Green Academy Taster Session 12½ Kick Ass Sustainability Ideas for 2023

Gareth Kane, Terra Infirma Ltd

© 2023, Terra Infirma Ltd, all rights reserved

THE 12 KICK ASS IDEAS FOR 2023

Idea	Application in Your Organisation	Opportunity (H, M, L)	Risk (H, M, L)
1. Can do attitude – no doom			
2. Green taxi policy			
3. Make it easy			
4. Get people to sell Sustainability to themselves			
5. Involve people			
6. Get allies to speak first			
7. Use Green Jujitsu			

Idea	Application in Your Organisation	Opportunity (H, M, L)	Risk (H, M, L)
8. Close a loop			
9. Incrementalism => Stretch			
10. Create the future you want			
11. Unsustainability = bad design			
12. Wield the axe			

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>

CONTACT DETAILS

Gareth Kane

Terra Infirma Ltd

157 Stratford Road, Newcastle upon Tyne, NE6 5AS, UK

Tel: 0191 265 7899

gareth@terrainfirma.co.uk

Twitter: @GarethKane