

# INTERGRATING BUSINESS PERSPECTIVES

## LECTURE 1+2: URBAN SUSTAINABILITY

Drivers of change in a business/in the world

- Carrying capacity
- Technological innovation
- Changing patterns of consumption
- Global environmental issues – ecological footprint – climate change
- Population explosion
- Industrialisation of the developing world

Responding to these drivers of change ^

- Think outside of the square – hierarchical innovation
- Fight short-termism
- Collaborate radically
- Change incentives



*Sustainability: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*

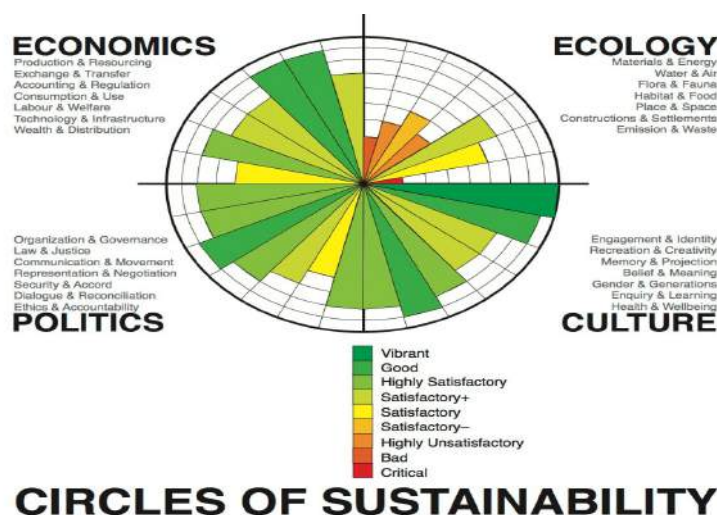
URBAN sustainability: Growth not mirrored by policy response, neo liberalism, reliance on old ways of thinking – the future is open – radical thinking, need for incremental change – innovation

### History of Urban S – the complexity of how people used to approach this concept

- The garden cities of Ebenezer Howard
- Beautiful city movement
- Le Corbusier and the high rise city

### Dimensions of Urban S

- Subjective sustainability - *Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*
- Business sustainability – *Your view on business*
- Industry sustainability - *versus an industry that contributes to sustainable development*



### Urban Sustainability in Sydney

- Central park development in Chippendale/Ultimo
- Green villages
- "Sustainable Sydney 2030"

### Urban planning is "wicked"



Wicked problem = Any problem that is essentially so complex, with different ramifications that it is impossible to solve with a single solution.

### The "shared economy solution"

- The rise of collaborative consumption
- Reevaluating societal needs
- A form of sustainable commerce
- A range of business types – the sharing of food, housing, properties, resources
- Examples: Dog vacay.com (helping people find a dog sitter), the student hub.com (get hw help, textbooks, jobs), justpark.com (find a car spot)
- *ADV = Promotes interaction between people, capitalizes on changing attitudes to consumer goods, promotes more efficient uses of the world's resources*
- *DISADV = Promotion of social inequality, out-date legislation and modes of doing business, shared economy workers aren't subject to the same level of protection as would exist in unionised workforces and listed companies*

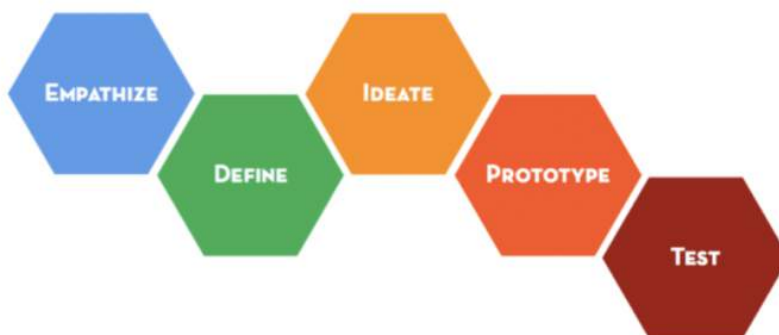
### Characteristics of Wicked Problems

- Cannot be exhaustively formulated
- Every formulation is a statement of a solution
- No stopping rule
- No true or false
- No exhaustive list of operations
- Many explanations for the same problem
- Every problem is a symptom of another problem
- No immediate or ultimate test
- One-shot solutions
- Every problem is essentially unique
- Problem solver has no right to be wrong

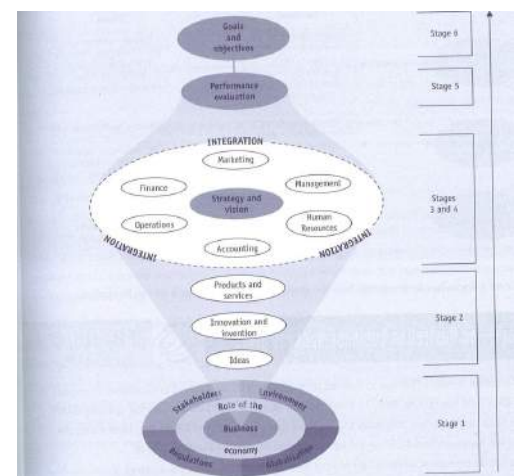
### Sustainability and the Share Economy Model

- A role of the public authorities in terms of providing the regulatory environment promoting good business growth
- The role of entrepreneurs
- The role of consumers

### THE DESIGN THINKING PROCESS



Emphasize = put yourself in other peoples shoes, another perspective, their needs and wants



Strategies + goals = consumers = business