

Hur kan företag jobba inom de planetära gränserna?

@fredrikmoberg

Houdini Encourages Businesses To Have A Positive Impact On The Planet



John Traynor Contributor

Retail

I write about news and issues in Europe's outdoor recreation sector

XHOUDINI

Planetary Boundaries Assessment 2018

This is Houdini

Our reason to exist, methodology and promise to the future.

The new talk of the town!



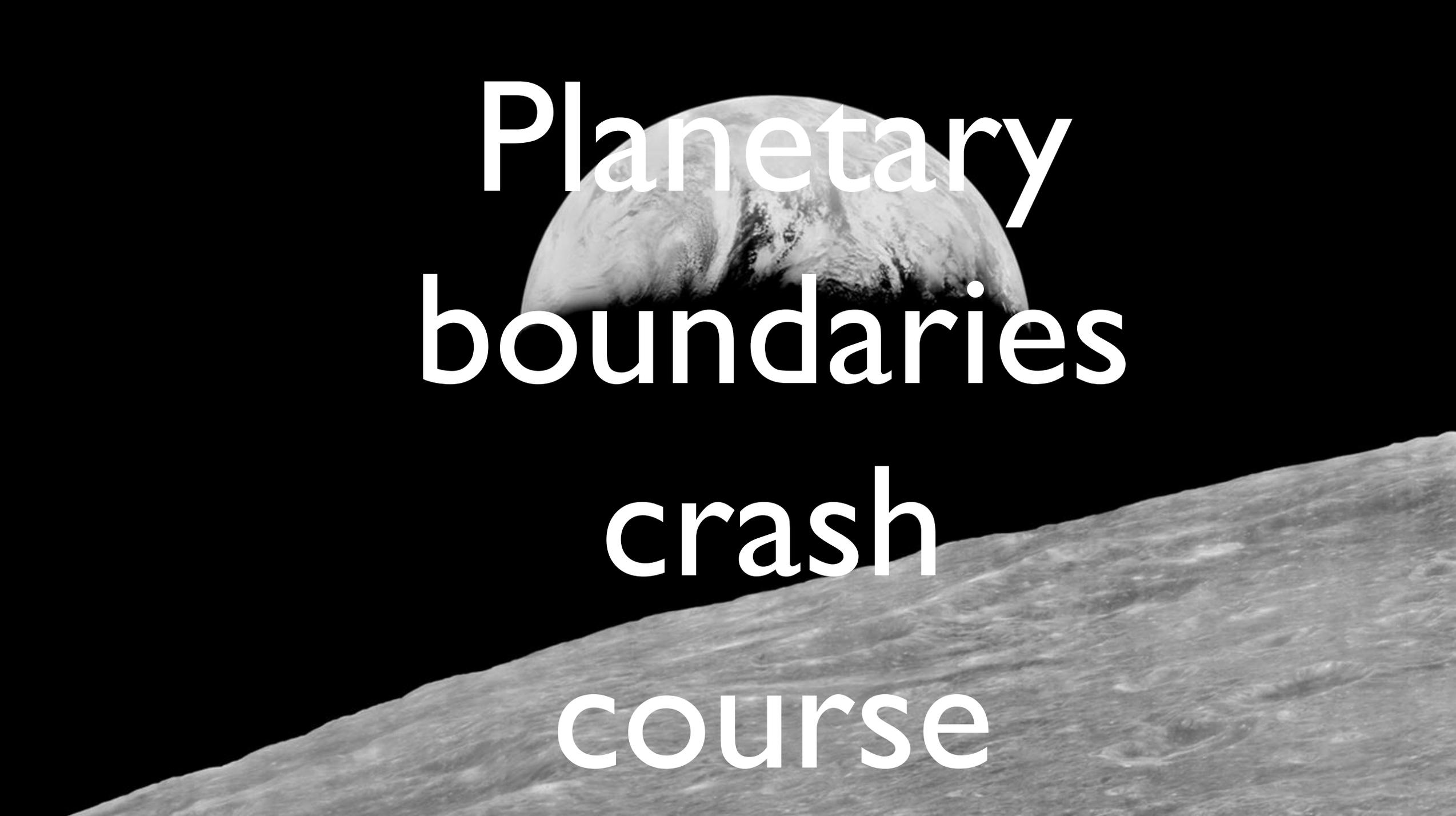
**A CLIMATE POSITIVE FASHION
INDUSTRY BY 2040**



**The world's first climate-positive
burgers to be launched**



Planetary boundaries crash course, some findings from the Houdini assessment, two pieces of advice, and one challenge...



Planetary
boundaries
crash
course

We have already
transgressed several
planetary boundaries



More than 99 percent
lost with 2°C



Two meters sea level
rise by 2100



One million species
face extinction



Extreme weather could kill up to
152,000 Europeans a year by 2100



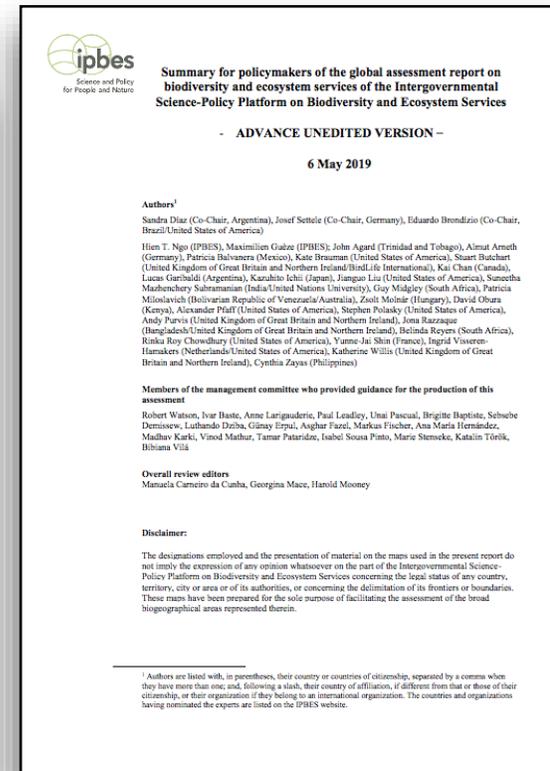
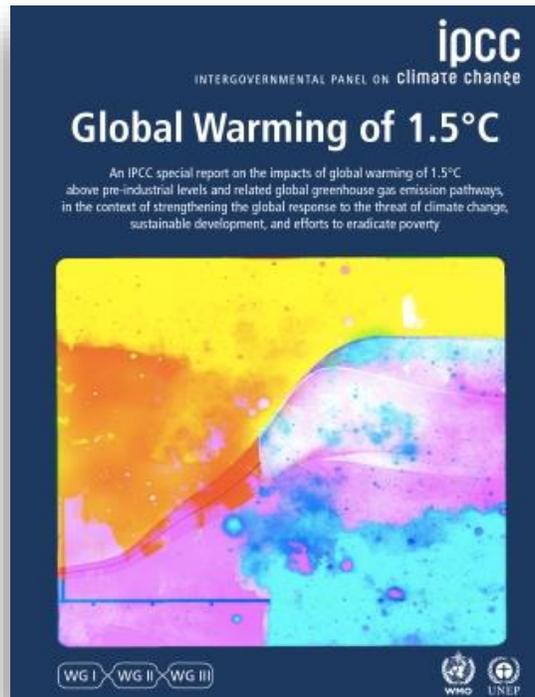
Johan Rockström

@jrockstrom

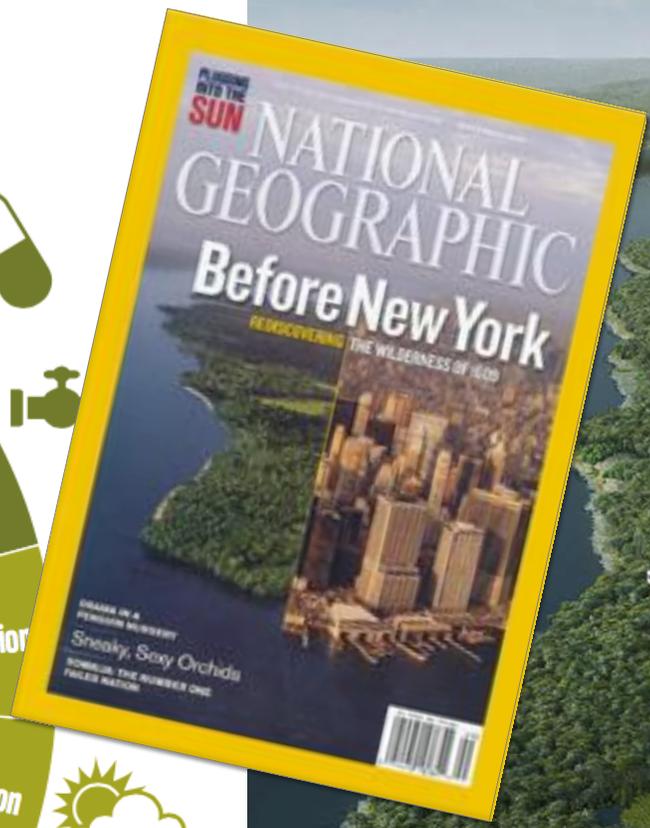
Following



Place the IPBES report next to the IPCC 1.5 C report and you have a full picture of a Planetary Emergency. Science cannot be more clear. The World needs to Transform. Now.

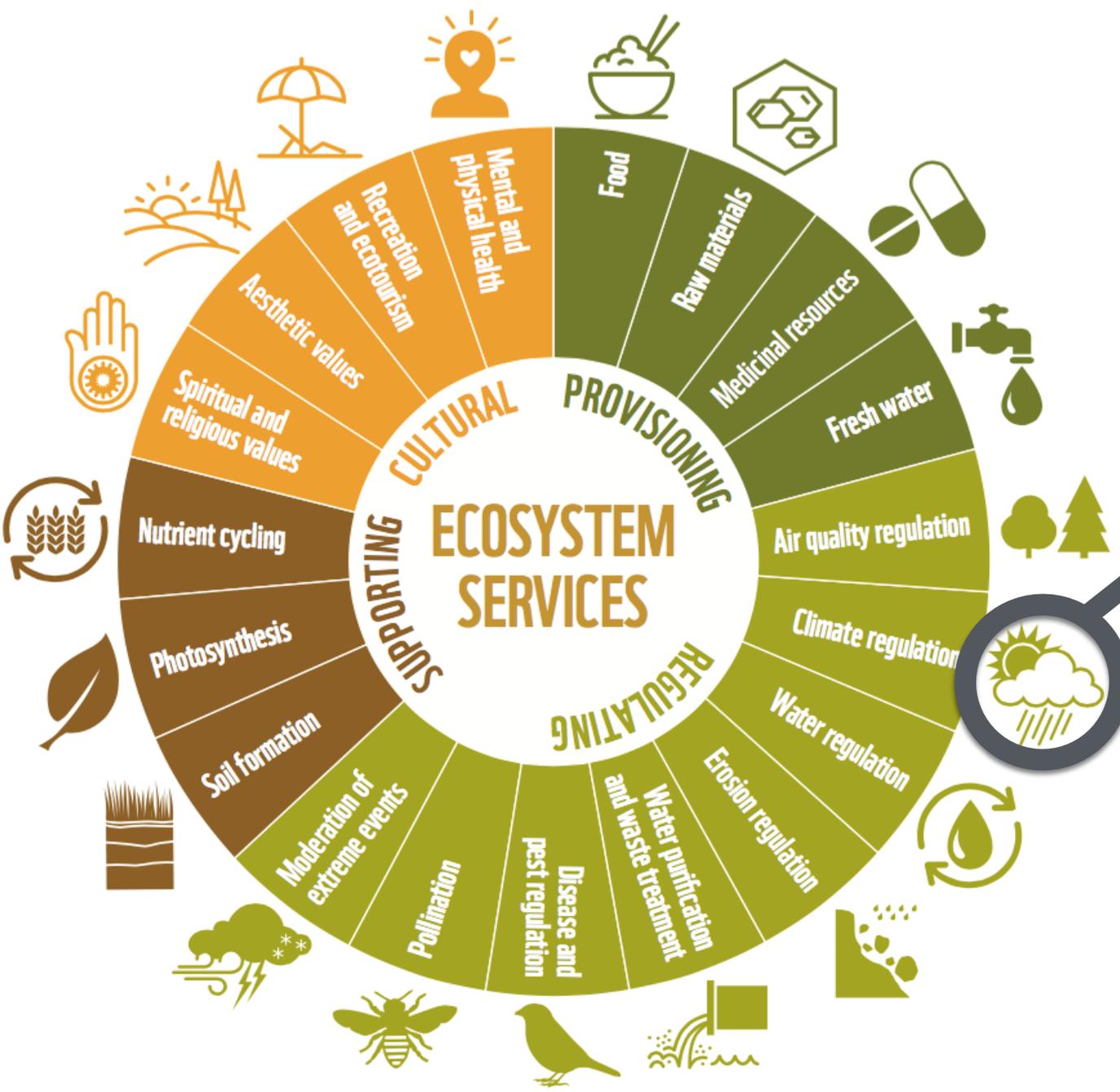


¹ Authors are listed with, in parentheses, their country or countries of citizenship, separated by a comma when they have more than one, and, following a dash, their country of affiliation, if different from that or those of their citizenship, or their organization if they belong to an international organization. The countries and organizations having nominated the experts are listed on the IPBES website.





”Bees and other pollinators contribute up to **\$577 billion** to the annual global food production”

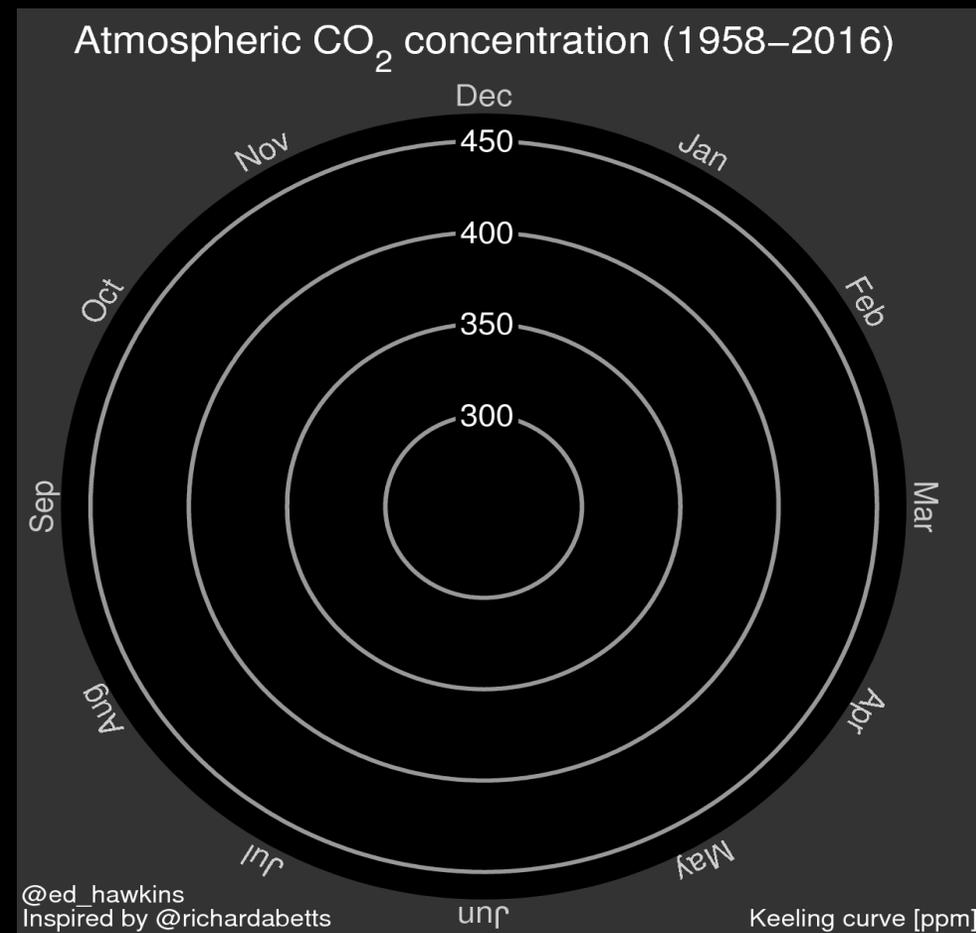
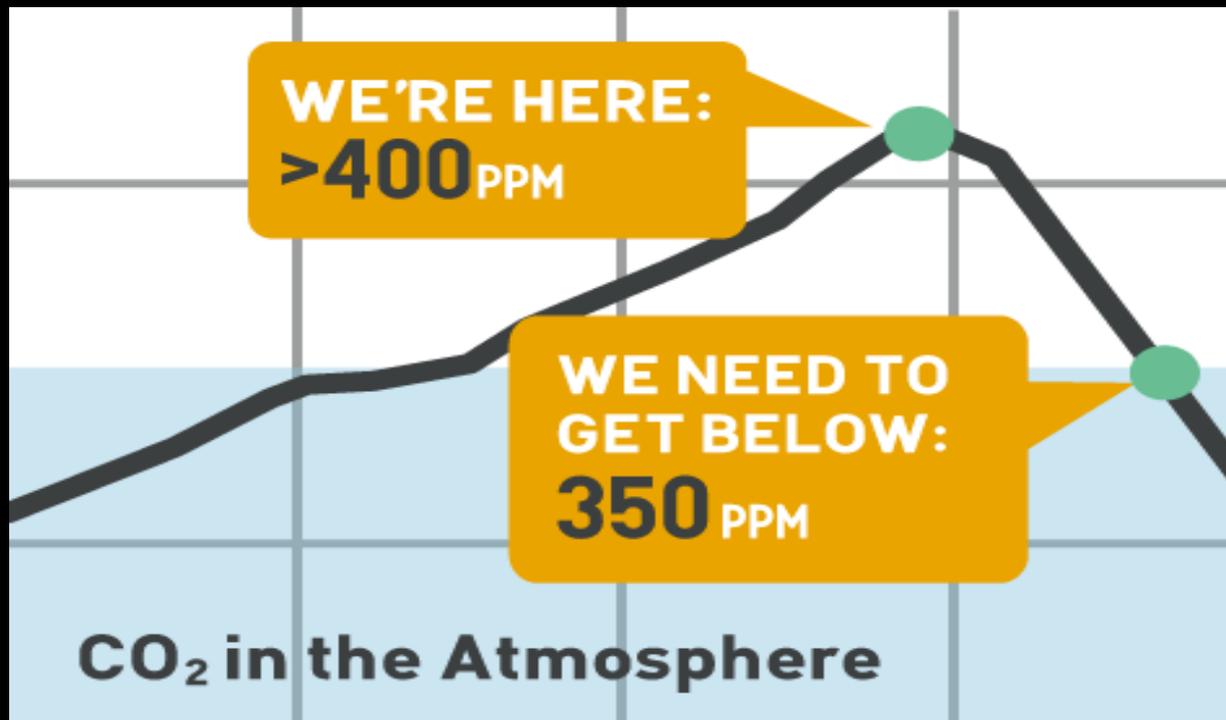


Earth still absorbing about half carbon dioxide emissions produced by people: study

by NOAA Headquarters

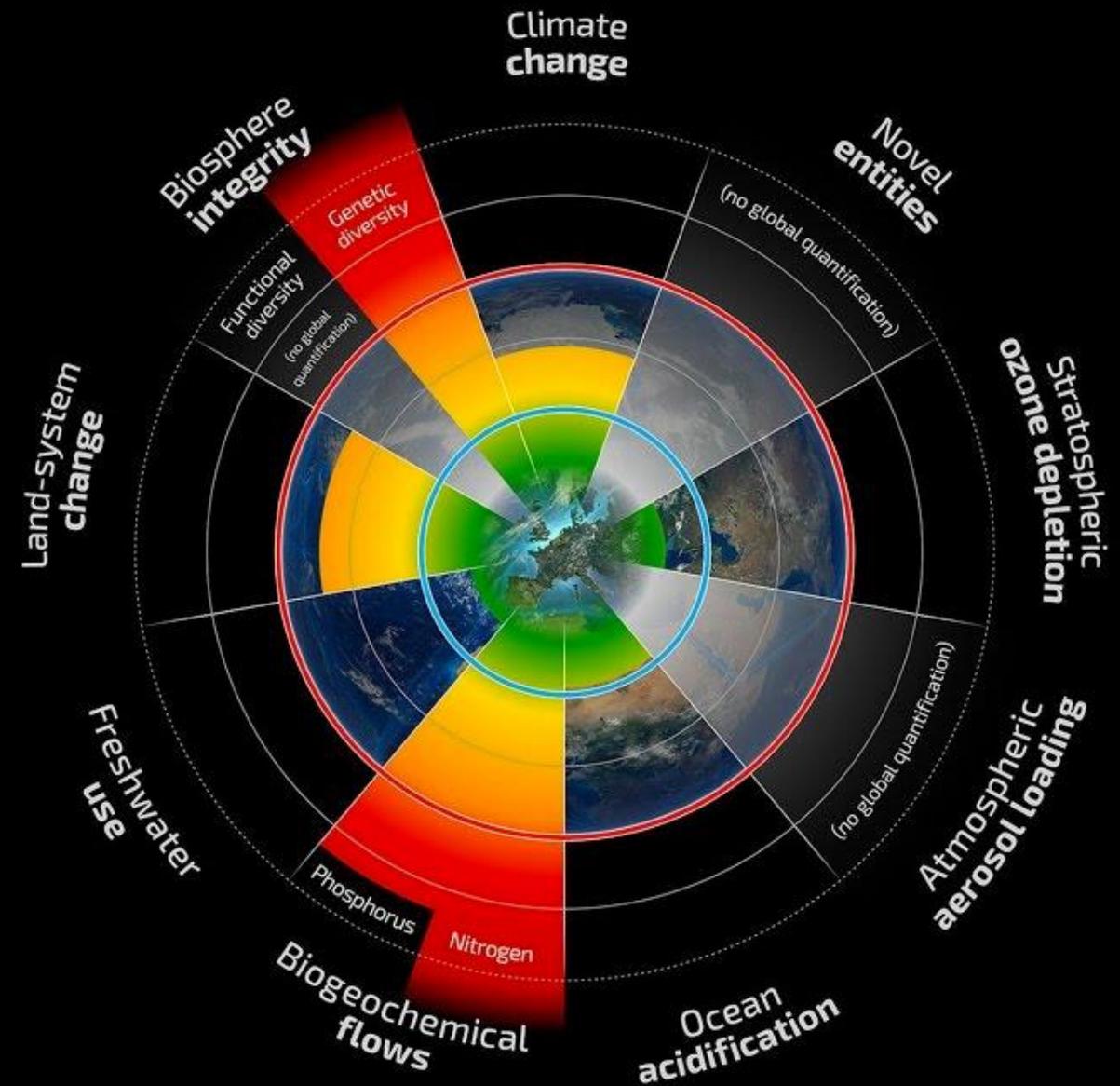


“Oceans, forests and other ecosystems soak up about **half the carbon dioxide** emitted into the atmosphere by human activities”



Planetary Boundaries

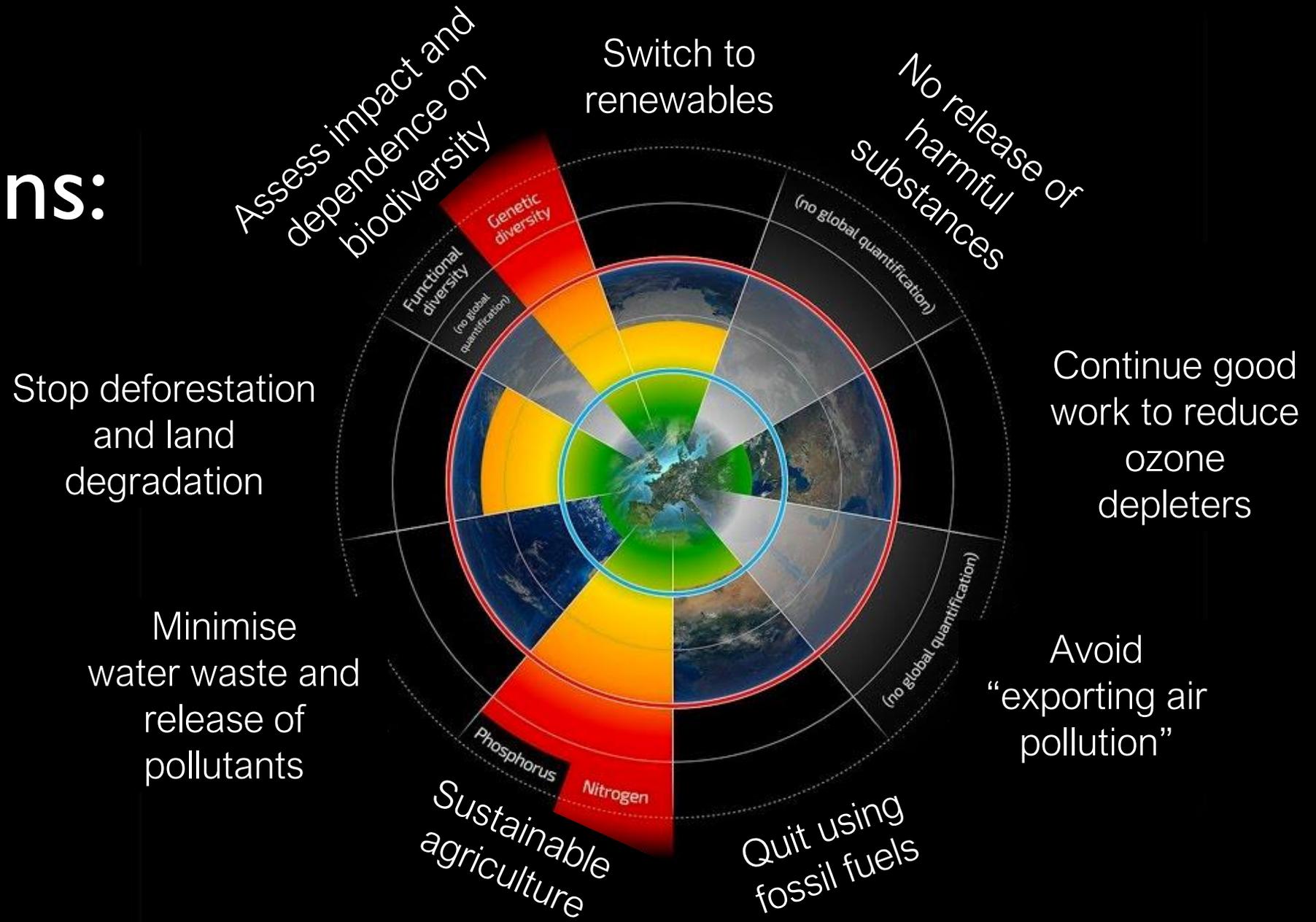
- Four of nine have been crossed
- Increased risk of tipping the planet into a much less hospitable state
- The boundaries are interconnected

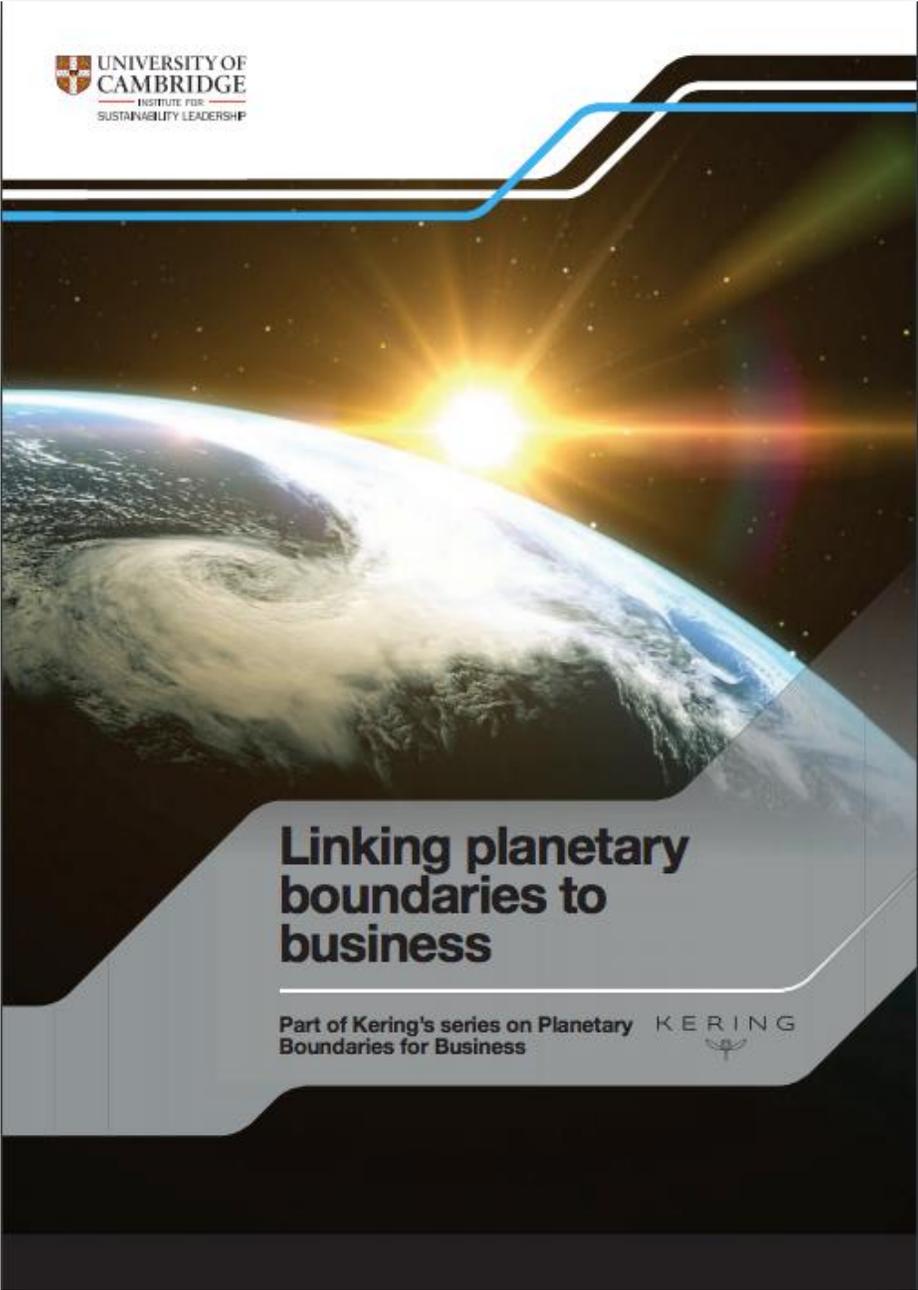


Climate and biodiversity are the two core boundaries



Business implications:





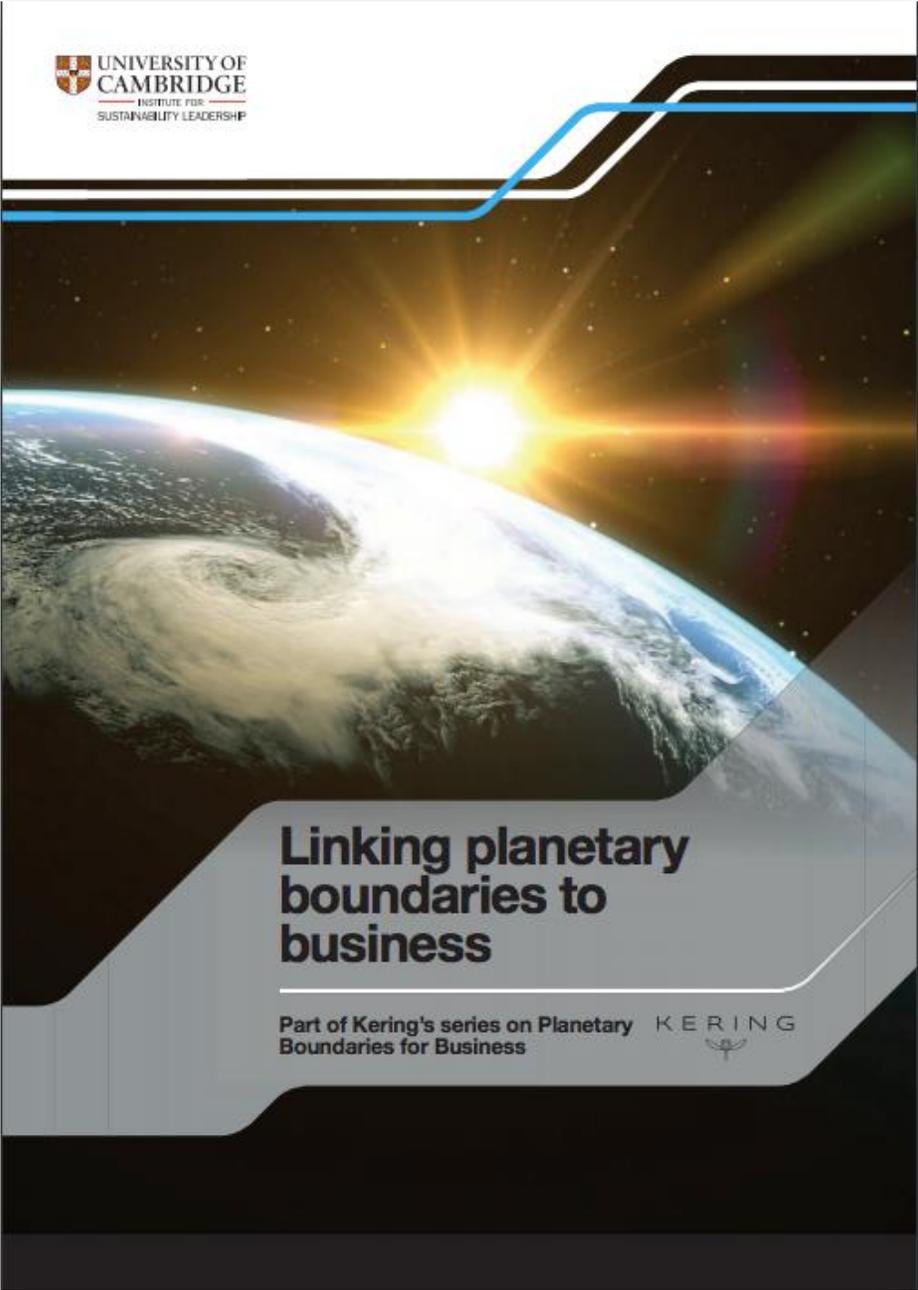
Linking planetary
boundaries to
business

Part of Kering's series on Planetary
Boundaries for Business



”There are obvious **challenges and work still to be done** in this field but it is clear that linking the PBs to business is both an **opportunity and a responsibility**”

Cambridge Institute for Sustainability Leadership, January 2019



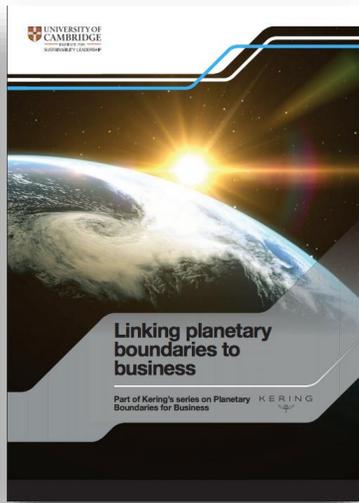
**Linking planetary
boundaries to
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Part of Kering's series on Planetary
Boundaries for Business



Two types of boundaries:

- 1) **Consistent globally** (e.g. climate change, ocean acidification)
- 2) **Strong regional variations** (e.g. land-system change, freshwater use, biodiversity loss)



What if everyone in our sector behaved like us?

Planetary Boundaries

Planetary Boundaries

Corporate scale →

Downscaling

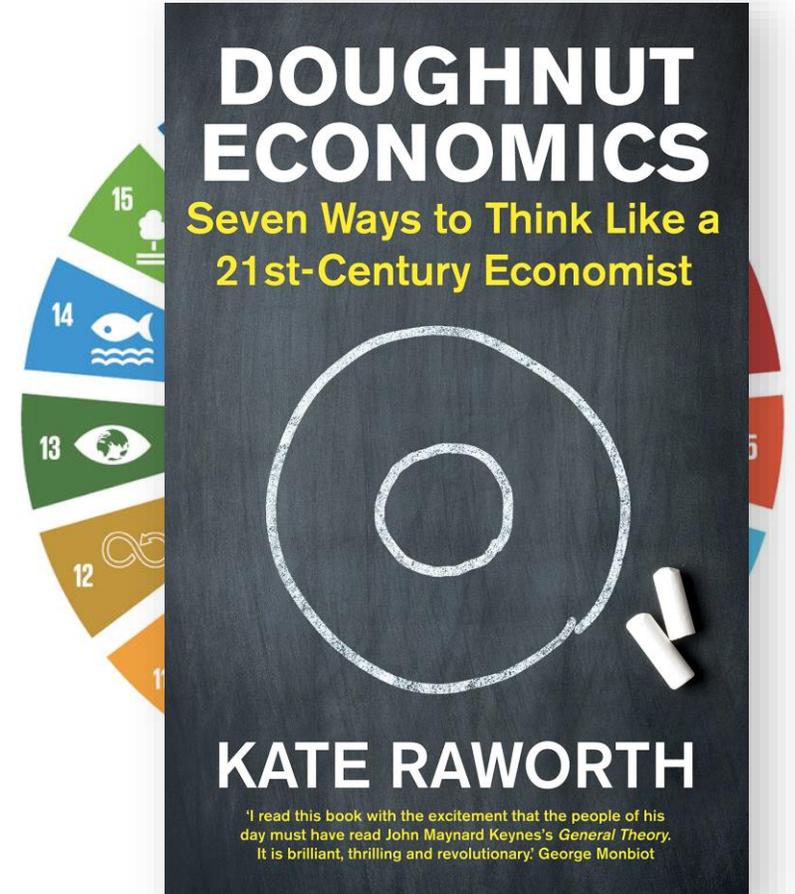
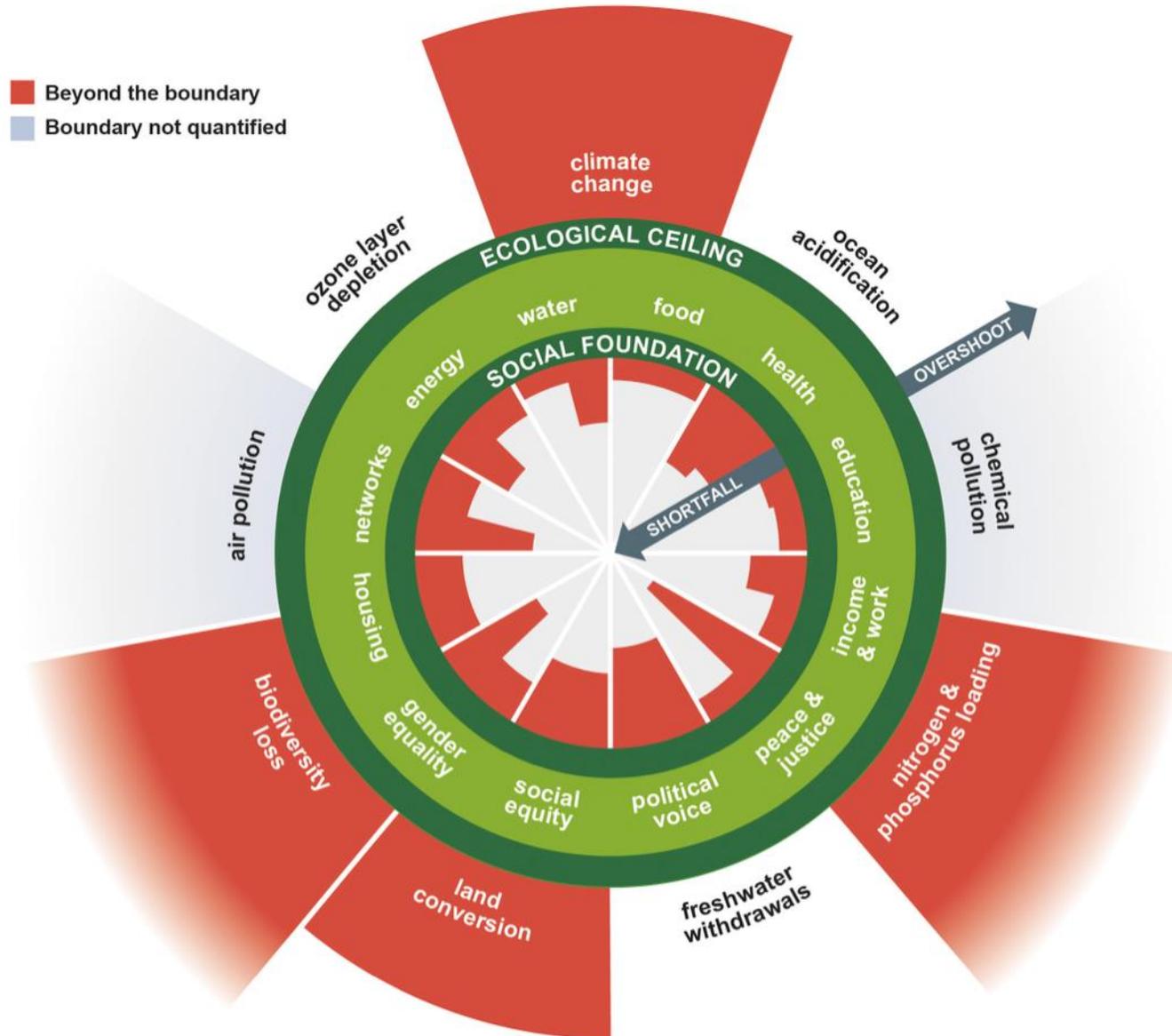
Upscaling

- **Exploitation focus**
- **Inward looking**
- **Loses big picture**

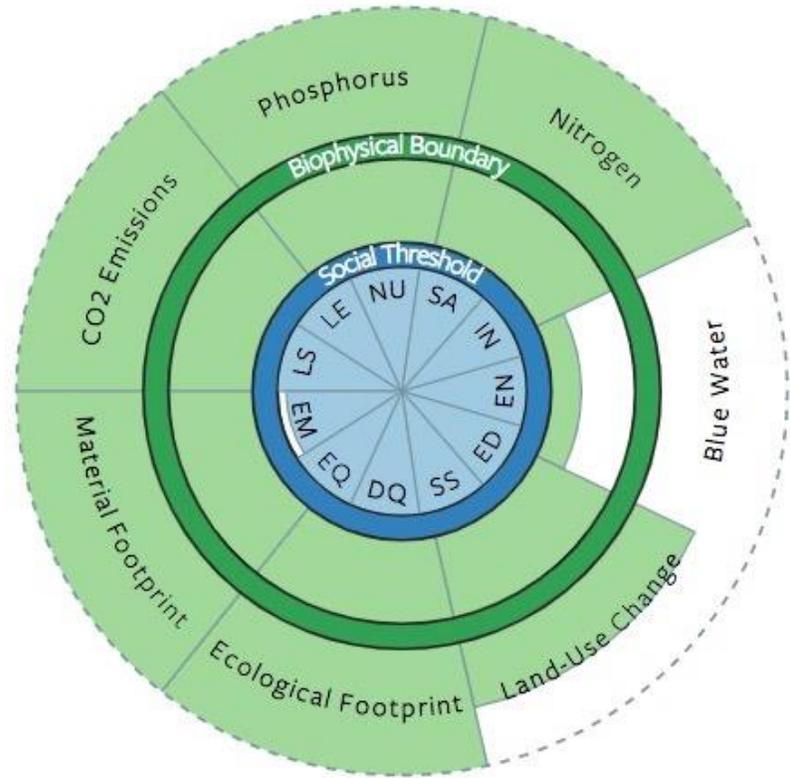
- **Regenerative focus**
- **Looks outward**
- **Builds towards big picture**

Humanity's biggest
challenge is to create
good lives for all within
planetary boundaries

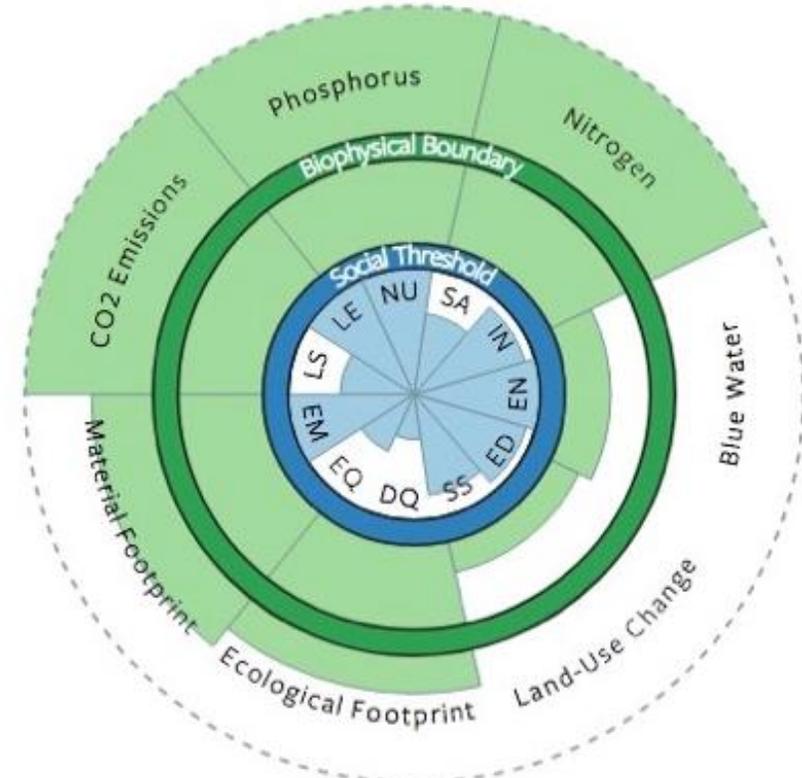
"The Doughnut" – a safe and just space for humanity



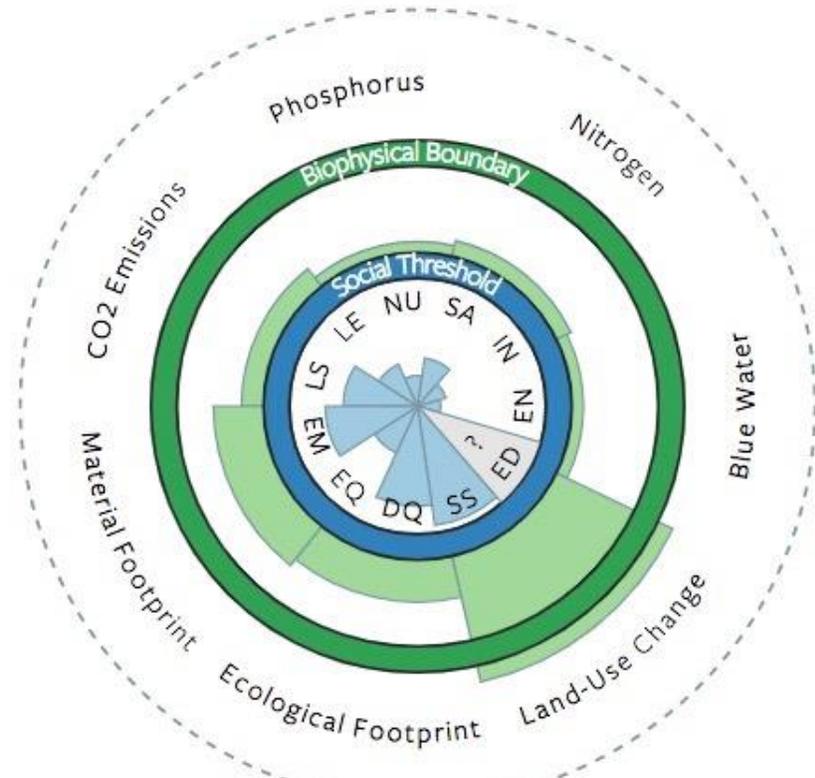
Sweden



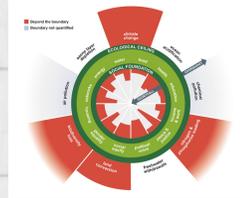
China



Zambia



Where are you today?



Planet & people positive



Do mission zero



Do your fair share



Do what pays



Do nothing

There are huge business
opportunities in the
transformation towards
an economy that works
for both people and
planet

Just 100 companies responsible for 71% of global emissions, study says

A relatively small number of fossil fuel producers and their investors could hold the key to tackling climate change



▲ An oil rig exploring for oil and gas. A new report says more than 50% of global industrial emissions since 1988 can be traced to just 25 companies. Photograph: Dazman/Getty Images/iStockphoto

Just 100 companies have been the source of more than 70% of the world's greenhouse gas emissions since 1988, according to a new report.

The [Carbon Majors Report](#) (pdf) "pinpoints how a relatively small set of fossil fuel producers may hold the key to systemic change on carbon emissions," says Pedro Faria, technical director at environmental non-profit CDP, which published the report in collaboration with the Climate Accountability Institute.

H&M, Ericsson och Electrolux har högre utsläpp än hela Sverige

2018-12-27 11:16 Av: TT

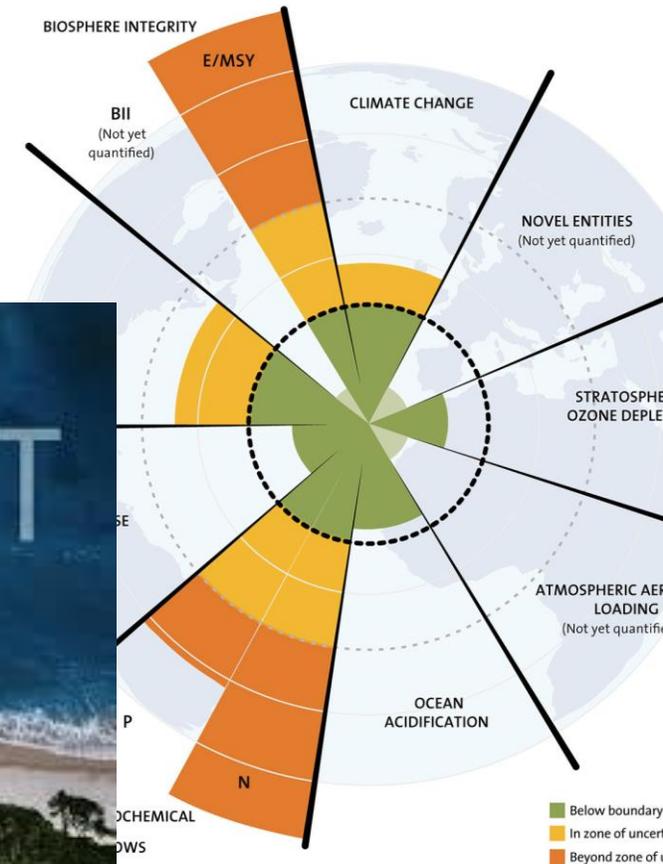
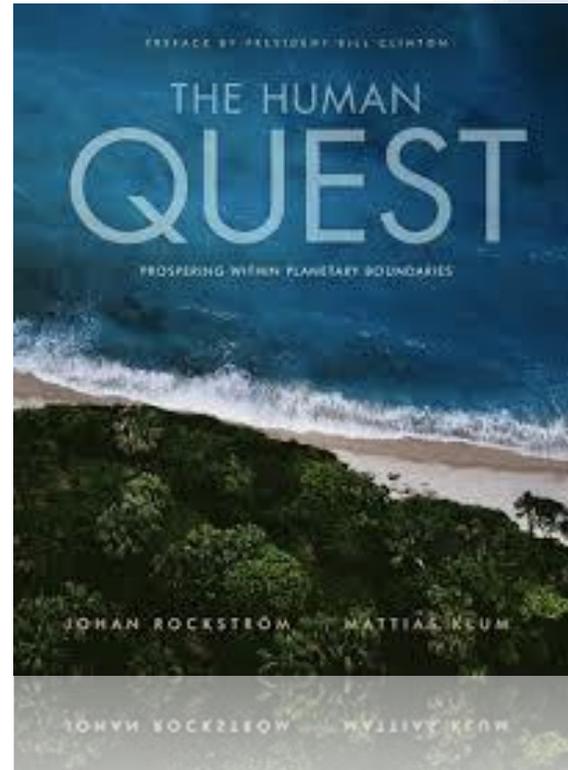
3 kommentarer



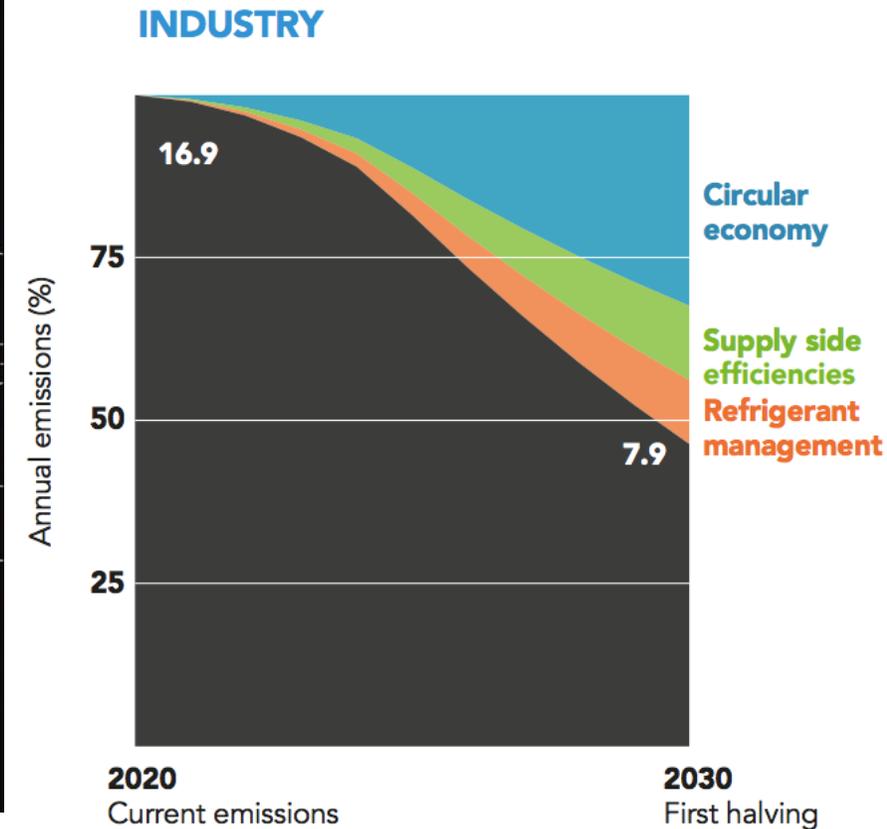
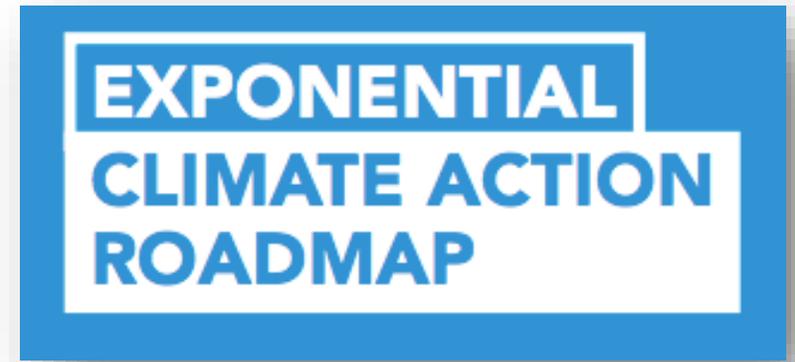
De tre svenska bolagen släpper tillsammans ut mer växthusgaser per år än Sverige som nation, visar en granskning som Dagens industri gjort.

Three important steps for prosperity within planetary boundaries

1. Sustainable food systems
2. Fossil fuel free world economy
3. Transition to a circular economy



"The Carbon Law" Halving emissions every decade

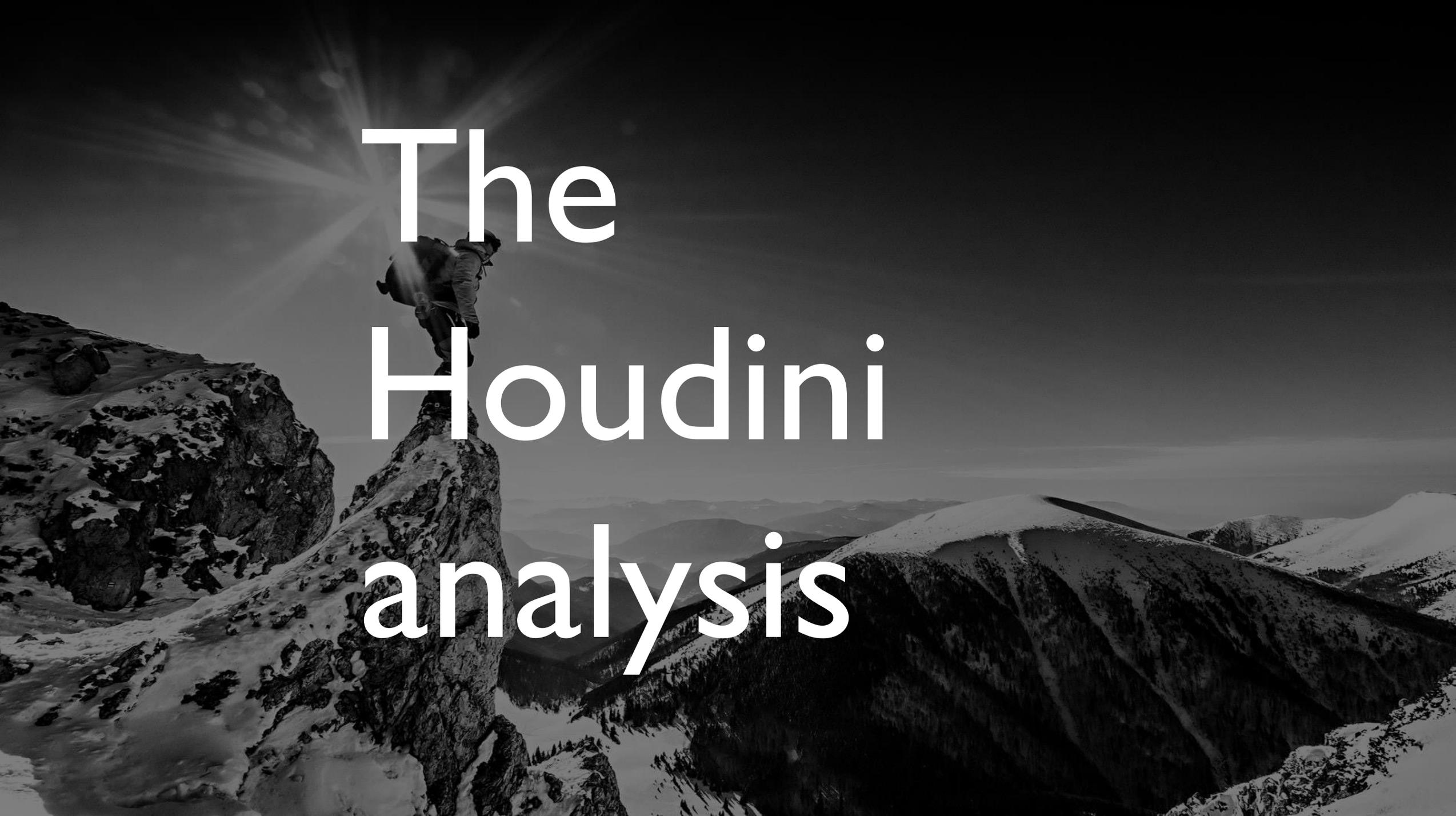


LINEAR ECONOMY



CIRCULAR ECONOMY





The Houdini analysis

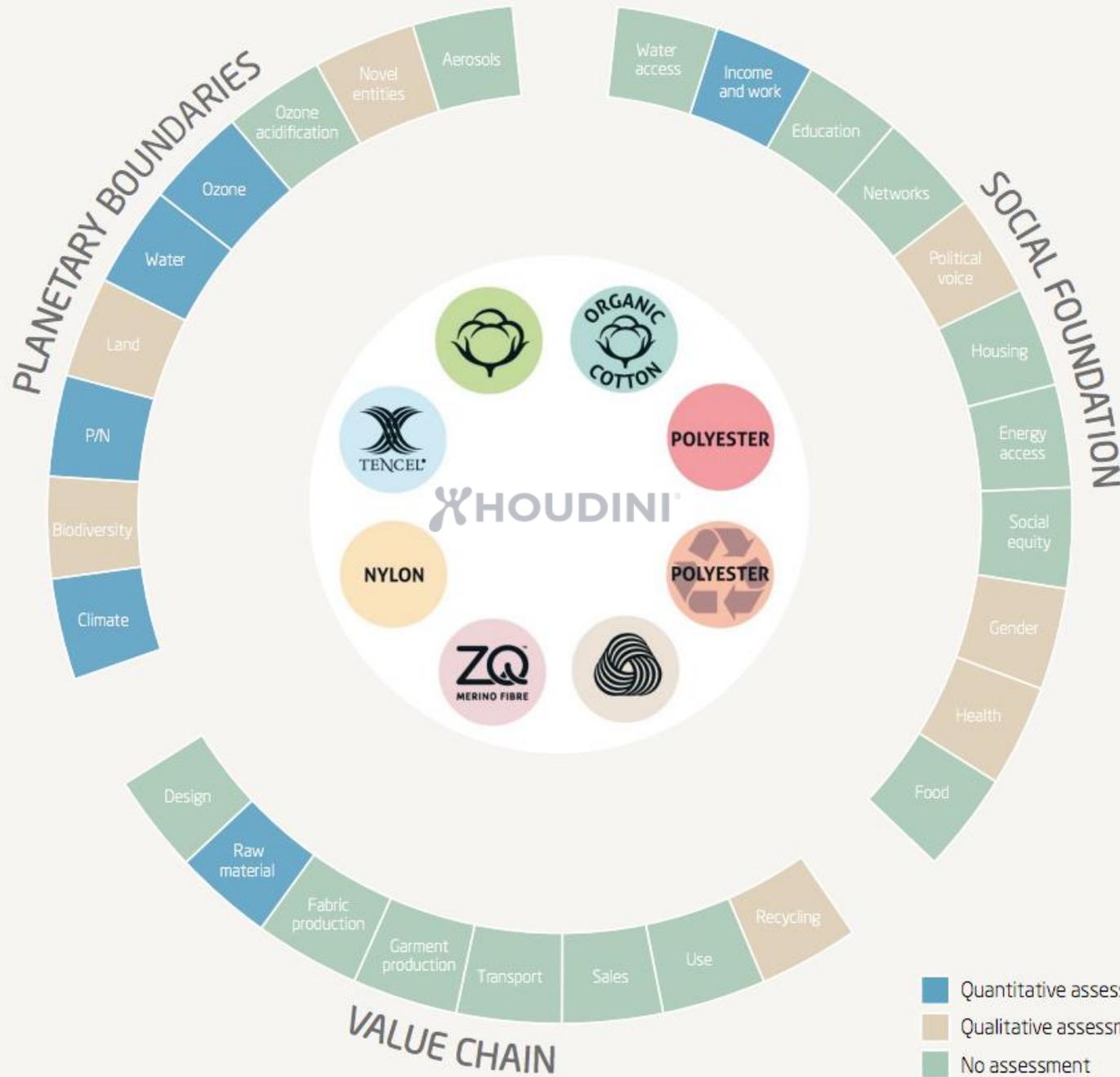


Figure 9: The figure shows which fibres and boundaries that have been assessed in the report, qualitatively or quantitatively, as well as which steps of the value chain have been covered for the respective fibres.

Climate

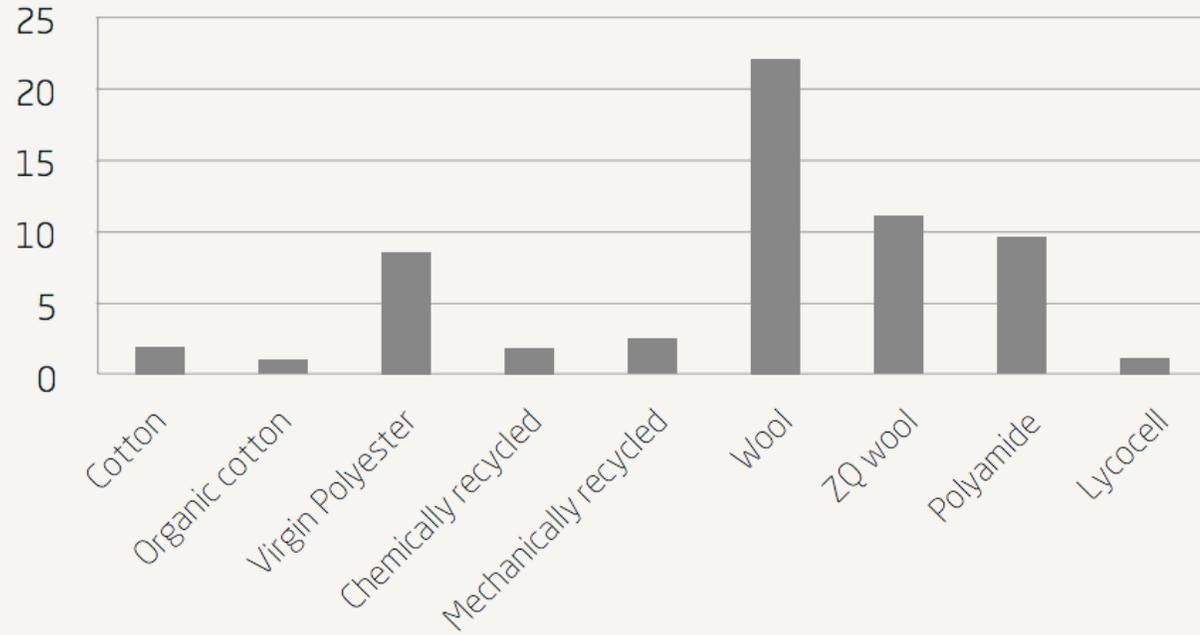


Figure 10: Bar chart comparing the climate impact of the nine analysed fibres in kg CO₂ eq/kg fibre.



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7 key messages

1. Difficult to find reliable data from suppliers
2. Circular strategies (rental, repair, reuse, recycle) tend to be positive for all PBs
3. Renewable fibres can also have large effects on PBs
4. Go beyond climate, be a frontrunner and analyse effects on e.g. biodiversity and nutrient pollution
5. Novel entities like fluorocarbons and microplastics should be prioritized
6. Strive for positive effects rather than simply minimising the negative environmental effects
7. Don't forget the social boundaries

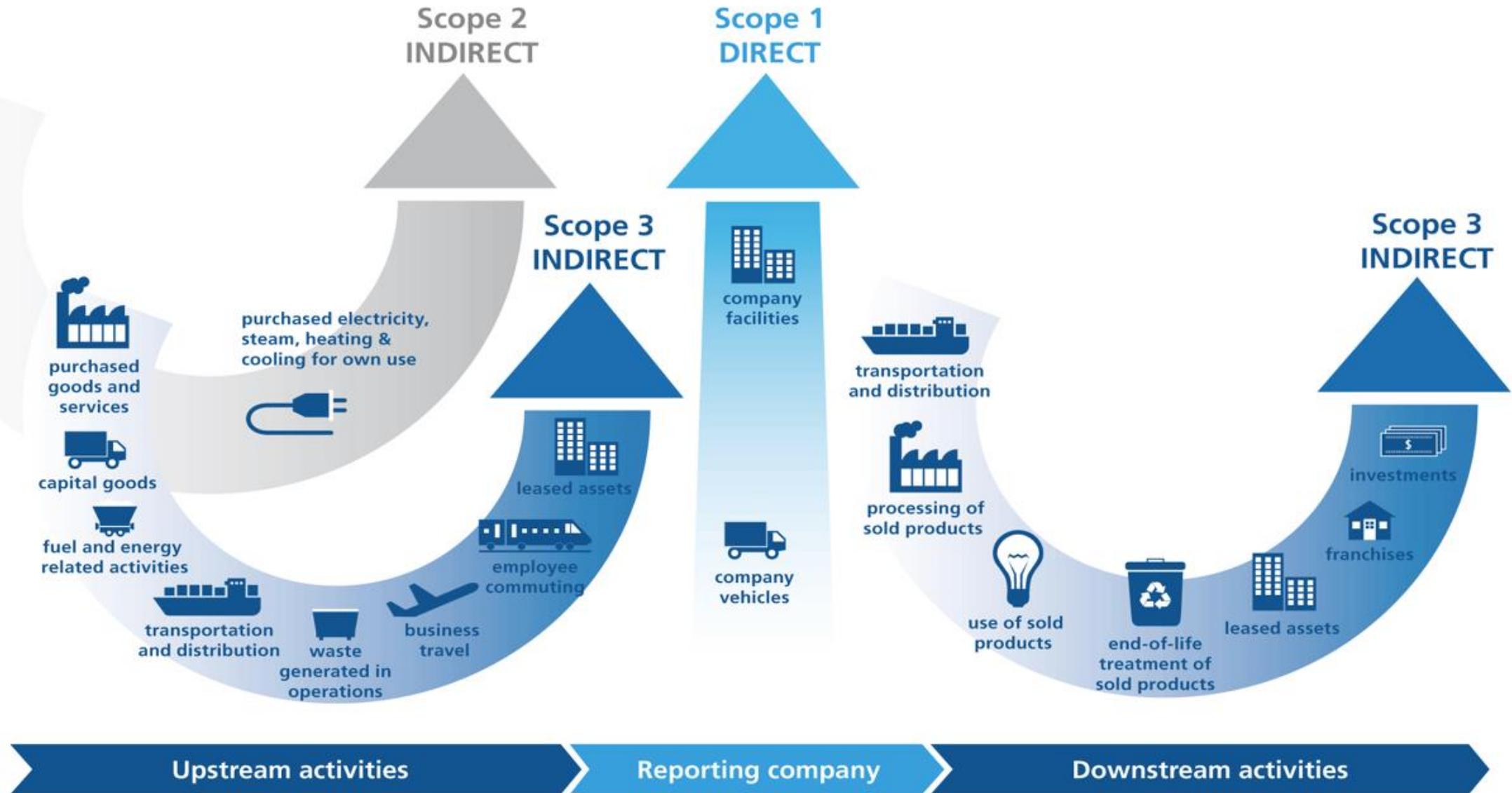




2 pieces
of advice

Advice

Think big: beyond
climate and
beyond your own
company



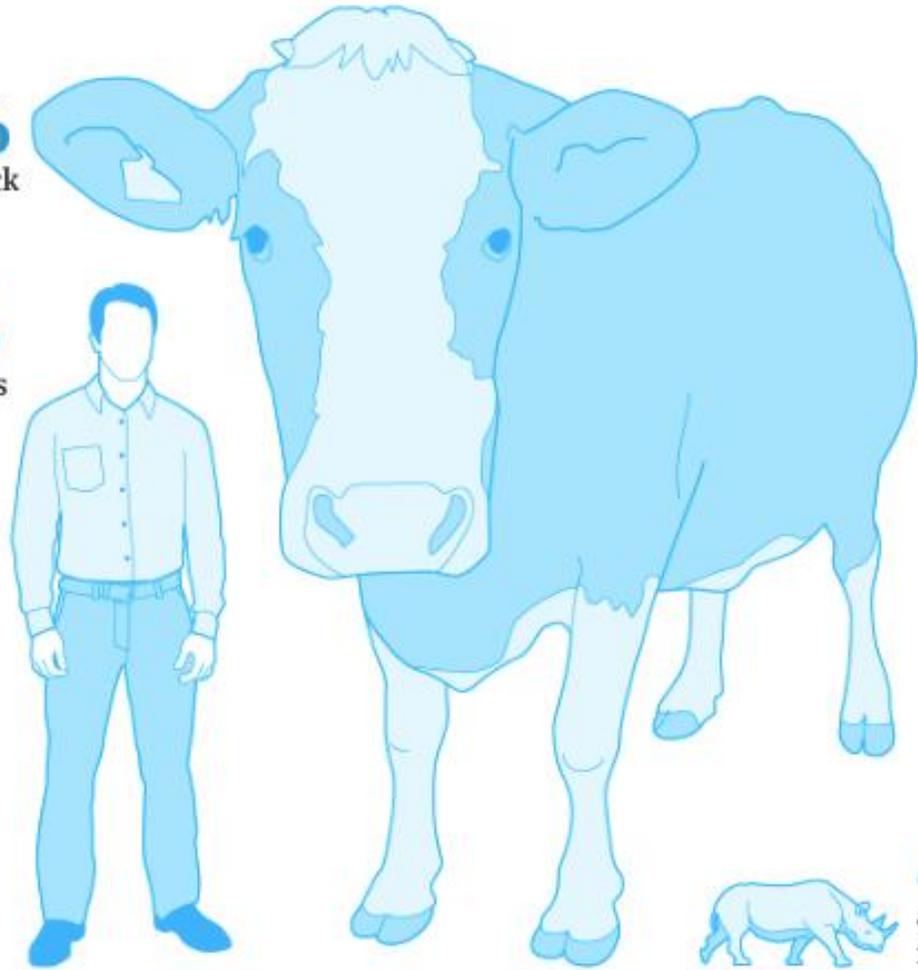
Advice

Make biodiversity your business!

It is the neglected core planetary boundary

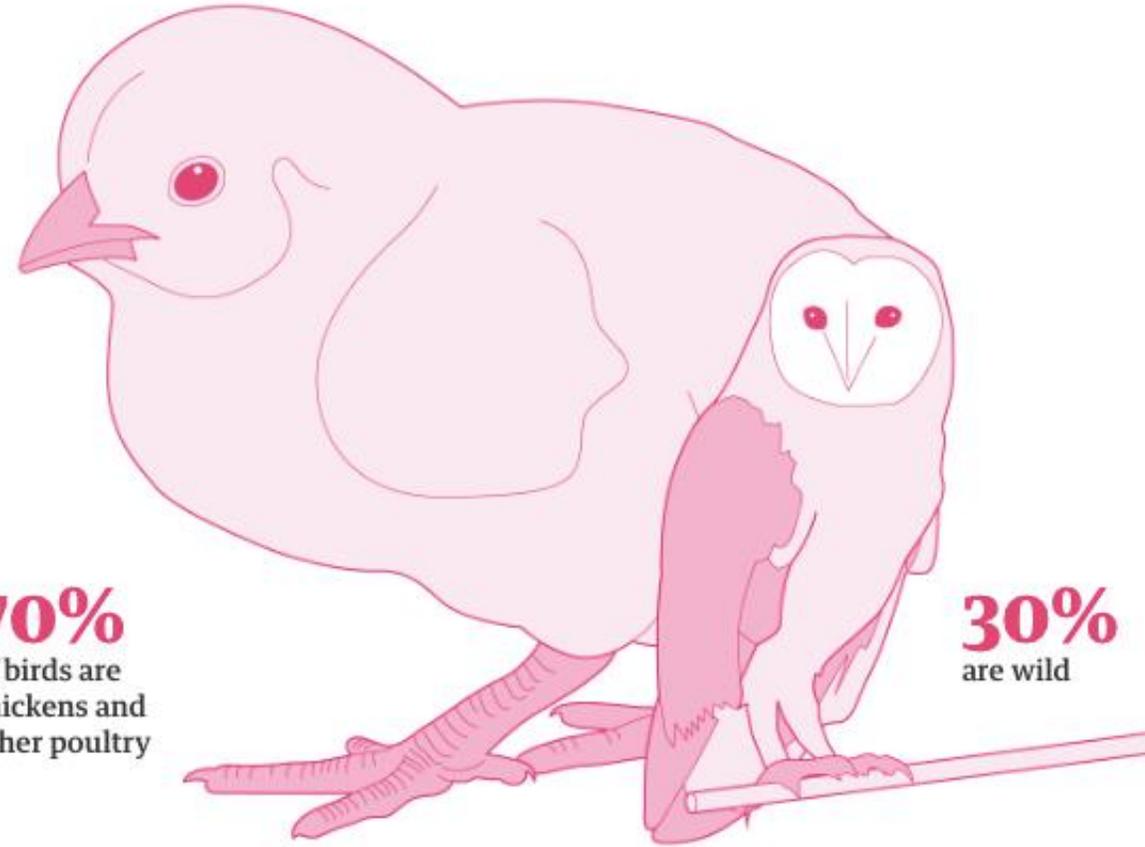
60%
are livestock

36%
are humans



4%
are wild
mammals

70%
of birds are
chickens and
other poultry



30%
are wild

A black and white photograph of a person climbing a rock face. The climber is silhouetted against a cloudy sky. Below the rock face, a landscape with hills and a valley is visible. The text 'A challenge' is overlaid in white, with 'A' at the top, 'challenge' in the middle, and 'ge' at the bottom.

A
challenge
ge

**Can your company go beyond "less bad"
to "people and planet positive"?**



Thanks!

Email:

fredrik@albaeco.com

Twitter: [@FredrikMoberg](https://twitter.com/FredrikMoberg)