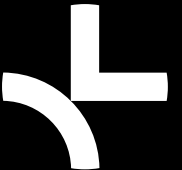


Because we have to

BFA Sustainability Summit
23rd April, Coventry

Neil Smith
wearekoan.com



Muffin



What does Muffin have to
do with sustainability?

Nothing.

hopefully



But you're not on your
phone anymore.



Where have
we come from?

Cadbury.



300 homes.

Welfare capitalism.

Civil rights.

The rise of feminism.

Anti-tobacco lobby.

Consuming too much.

Companies started to get
into trouble

India.

1984.

500,000

A photograph of an industrial plant, likely a chemical or refinery. In the foreground, a large, dark, octagonal sign with the words "UNION CARBIDE" in white, bold, sans-serif capital letters is mounted on a concrete base. To the right, a smaller, similar sign is partially visible. In the background, a complex structure of steel beams, pipes, and walkways rises, featuring several large vertical cylindrical tanks. A red and white striped marker is visible on the upper right part of the structure. A street lamp is positioned to the left of the sign. The sky is a pale, overcast grey.

**UNION
CARBIDE**

Alaska.

1989.

1,300 miles.



Exxon

Greed.



World Population

4.45 *billion*

More pressure.







Neil's Fav

Regulate.

Risk.

Opportunity.

Finance.

Risk.

Legal.

The Board.



Trump.

**'CLIMATE CHANGE IS THE
GREATEST CON JOB EVER...'**



DEI.

EPA.

Emissions.

Endangerment.

What's the result?

Weaker standards.

The EPA.

The great retreat.

The Endangerment Finding.

Drill, baby, drill.

Federal vs State

A split.

California.

Europe.

Increased
competition

CSRD

ESRS

CSDDD

Watered down.

Empowered the naysayers.

But..

UNITED KINGDOM

Paris still stands.

EUDR. Green Deal. UK SRS.

Regulation creep.

A black and white, high-contrast image of a man in a suit and glasses, with the text "It's the economy, stupid." overlaid in white. The man is balding, wearing glasses, a white shirt, a patterned tie, and a dark suit jacket. He has a serious expression and is gesturing with his right hand. A small swan-shaped pin is visible on his lapel. The background is dark and indistinct.

It's the economy, stupid.

1%

UK GDP growth per year since 2020

2%

1990s average

3%

1950s and 60s average

Spain.

Slow growth.

Rising prices.

Ukraine.
The Middle East.

Lower demand.

Less money.

The business case.

NGOs

GREENPEACE



**Friends of
the Earth**

Government.

You.

Good and bad.

Companies solve problems.

Necessity and opportunity.

Lower costs.
New revenue.

So where do we go?

The only certainty is
uncertainty

Energy.

Biodiversity.

Technology.

Necessity.

Not because we want to.

Because we **have** to.

Energy.

Survive.

Biodiversity.

Biodiversity.
The new climate change



They have to.

Leather. Rubber. Cotton.





Technology.

AI.

The Team

Everyone's on standby – talk to them in Slack



It's here.
No going back.
Faster.

What's in it for me?

Belonging.

Fairness.

Respect.


Measuring outcomes.

LED. Solar. Levi's.



Worker Well-being Guidebook

LEVI STRAUSS & CO.



NO MOKL
BHO PAL
WE WANT JUSTICE

We've moved on.

Economic necessity.

Environmental necessity.

Business necessity.

The pioneers.

The laggards

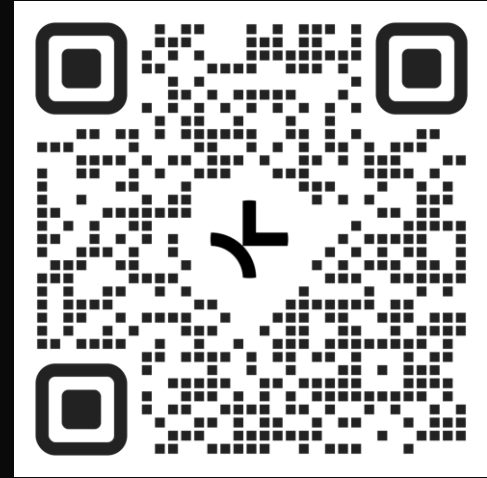
The majority of
companies are in
the middle.

Thank you.

Take the whole talk with you...

Slides. Sources. Stay in touch.

Neil Smith
wearekoan.com



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