



Sustainability- led innovation

JOHN BESSANT
Managing Innovation

Sustainability-led innovation

Read:

[The WWF reports regularly on the challenges to sustainability and their data suggests that we are consuming resources equivalent to more than One Planet....](#)

[This is a link to a major report by the Network for Business Sustainability on sustainability-led innovation](#)

[This is a link to a case study of Philips and its journey towards sustainability-led innovation](#)

Watch:

[In this video Mike Pitts of Innovate UK discusses some of the innovation threats and opportunities around sustainability](#)

Ray Anderson , founder of Interface (a major floor coverings company) increased sales and doubled profits while turning the traditional “take / make / waste” industrial system on its head. He was passionate about sustainability and pioneered a wave of innovation which still drives the business. [This TED Talk video gives some insights into his approach.](#)

Reflect using these activities:

(a) Choose an organization and explore the sustainability challenges which it faces.

- What will they be forced to think about as a result of growing regulation?
- Where might there be opportunities to cut costs or grow the business?
- What might their strategy look like for sustainability-led innovation?
- What challenges might implementing it pose?

(b) Choose an organization to focus on and then, using the 4Ps framework, explore and identify opportunities for sustainability-led innovation.

Prepare a short presentation highlighting the key ‘do better’ (incremental innovation) and ‘do different’ (radical innovation) options. What might the challenges be in implementing such a strategy?