

Levels of Corporate Planetary Responsibility

and their transformational power for the future success of your organization



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NOT
PLAYING



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NOVICE



from Greenwashing
to green Marketing



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True **personal**
Climate Action



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True **personal**
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True **organizational**
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GRAND
MASTER



True organizational
10xClimate
Transformation



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+EVAN-
GELIST



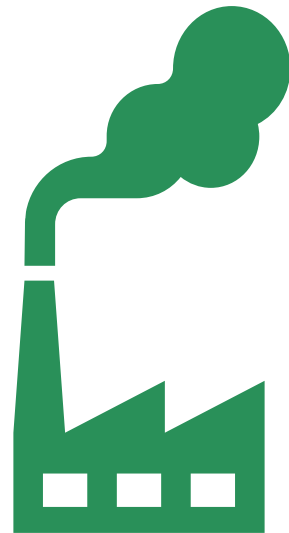
= Bonus Star
from Novice
to Grand Master

NOT PLAYING

"Do nothing and stick with what we have – because every day more earns billions of dollars". This 20th century mind set is a dead end. Stay there and responsible 21st century competition and their customers turning away from you will render your business obsolete sooner or later.

By the way, this isn't even conservative which comes from Latin "conservare" keep safe, preserve. By not deviating from the fossil path, you are on a path to mass extinction. And mass extinction doesn't lead to long lasting business growth.

We invite you: listen to the scientists for future. Look at the climate data. See for yourself what changed: floods, droughts, forest wildfire, water shortage. Project this accelerating path into the future. And then come to your conclusion what is really good for your family and friends, your company, your customers, your shareholders and your community, economy and our civilization.



NOVICE

from Greenwashing to green Marketing



"Let's make it look like we are a green company – but stick to business as usual."

This is called **Greenwashing** which is already better than not playing. Maybe you have some alibi-projects which is a good start because parts of your organization start to think about climate impact of your company and what you can do about it.

What you do locally affects our planet globally and thus our civilization. You slowly realize: your customers and shareholders are more and more able to distinguish greenwashing from a real transformation to climate neutral. A good time for you to reevaluate your mindset and dare to evolve from pretending being a responsible organization to truly becoming an organization accepting their planetary responsibility. The next step is to turn from pretending to really planning your organizational climate transformation.



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True personal Climate Action*

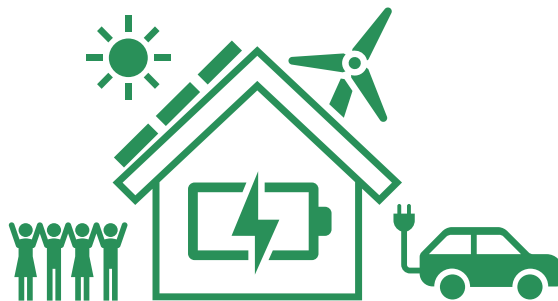


On a personal level you are affected and want to help our civilization. So, you start learning about climate action.

Your family switches to a truly green electricity provider like <https://www.greenpeace-energy.de/>, maybe you put solar on your roof and replace your fossil fuel car with an electric vehicle strengthening decentral production and usage of energy.

This is an important step for two reasons. Firstly, you shift money from the destructive business world to the sustainable business world. Does your drop of water matter in the ocean of world economy? Remember the encouraging words from David Mitchell's Cloud Atlas: *"What is an ocean but a multitude of drops?"*

Secondly, from here you can start collaborating with a fellowship of like-minded neighbours and start influencing your local community and your company/organization to pick up this noble and necessary cause. And only sustainable companies qualify for your future jobs.



* It is not an accident that this personal character development level shows up in a corporate/organizational context. Because the personal beliefs of individuals are what advances the ethics and values of an organization - their noble cause. Listen to Simon Sinek on doing business with people who believe what you believe:

<https://youtu.be/JJNUgwaXAQw>

PRO

True organizational Climate Action



You transform to a climate positive organization with today's established solutions. One great framework you can use is the Doughnut Economics approach by Kate Raworth:

<https://doughnuteconomics.org/about-doughnut-economics>

This includes **the Doughnut principles of Practice:**

- Embrace the 21st century goal
- See the big picture
- Nurture human nature
- Think in systems
- Be distributive
- Be regenerative (circular economy instead of make, use, dump)
- Aim to thrive rather than to grow.

This doesn't mean growth of a purposeful organization is bad. In contrary. But a better idea is to make your organization growth agnostic (not dependent on constant growth) to forge a sustainable and resistant organization that can outlast economic tides by design.



GRAND MASTER

True organizational 10xClimate Transformation

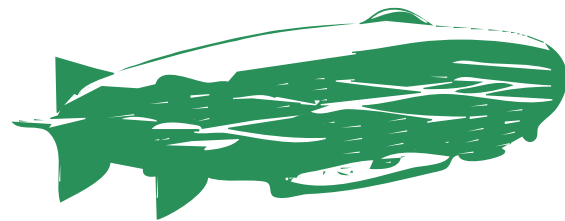


You develop genuine exceptional approaches by questioning the status quo of industry standards and by using first principles thinking to change the rules of the game. This thinking and action is practiced and recommended by Elon Musk.

We need to achieve an exponential acceleration of climate action at least until we have transformed to a climate positive civilization to level out the forces trying to slow down climate progress.

More thoughts on this in Frank Thelen's book 10xDNA:
<https://frank.io/en/10xdna/>

More about the SOLAREZEP emission free passenger air cruise:
<https://solarezep.climatehackerz.com/>
as an example of rethinking industry standard categories.



+EVANGELIST = Bonus Star from Novice to Grand Master



In all levels from Novice to Grandmaster you can get a bonus star by spreading the word and talk to people what you are doing and why you are convinced it is important that they join the movement. Act and talk is the winning combination.

Beware! There are a lot of well funded organizations trying to trick you into fake debates, keeping you busy discussing climate change to delay the fossil business transformation – interestingly paid from your pocket as long as you are their customer. Feel encouraged to refuse those discussions, refer to the scientists and continue your action and evangelization.

As Greta Thunberg put it: "We've had 30 years of pep-talking and selling positive ideas. And I'm sorry, but it doesn't work. ... the one thing we need more than hope is action. Once we start to act, hope is everywhere."

https://www.ted.com/talks/greta_thunberg_the_disarming_case_to_act_right_now_on_climate_change#t-604012



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