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Whole-systems for
 Greater Competitiveness of
 Sustainable Businesses

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**4 Whole systems for
 community/regional economic
 development and strategic
 organization management:**

- Sustainable Economic Development
 - LASER = Local Action for Sustainable Economic Renewal
 - SEDP = Sus Econ Development Planning model
- HELIX = System for biz strategic management for sustainability implementation
- NC-LCA = Natural Capitalism Life-cycle Analysis for Organizations (sus procurement)



www.global-community.org



LASER
 local action for sustainable economic renewal
 Guide to Community Development

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natural capitalism solutions




Sustainable Economic Development Planning

Whole-system planning connecting all development together for sustainability and prosperity

Economic Capital Systems: Land Use & Growth; Energy; Transportation; Built; Financial

Natural Capital Systems: Water, Air, Natural habitats

Human Capital Systems: Housing; People Skills & Health; Social Orgs. (social capital)



Public Policies for Green Growth

Transparency

- Wage rates on doors?
- Public Sus Perf reporting requirements
- Eliminate un-transparency of private firms

Total cost accounting / full-cost pricing regs

Low or even negative discount rates in govt anal.

Carrying capacity assessments / mgmt to guide biz investments

Biz and Worker/Consumer Education -

- Sus Biz education tied to business licenses; Govt support launching local sus biz networks
- Train workers in primary school



Public Policies for Green Growth

Model sus mgmt, esp. sustainable procurement

Set example, give official endorsement and promote market development

Biz tax incentives for sustainable behavior: employee ownership, reduced carbon, etc.

- no biz tax deduction for R&D that isn't a more sustainable product
- no biz tax deduction for advertising?
- no biz tax deduction for excessive or too low pay (including jobs w/o health ins etc.)

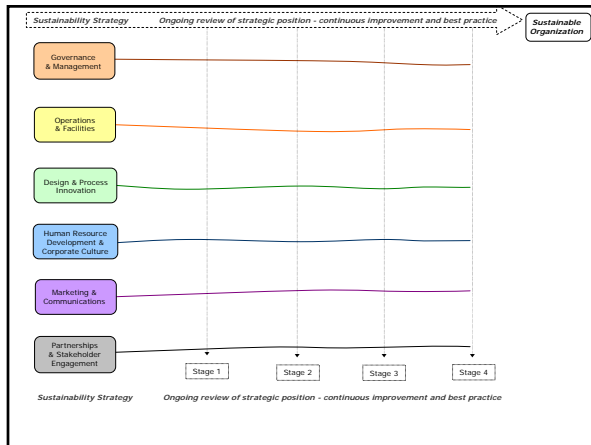
Solutions economy - hold designers accountable / reward them for efficiency

"Sanook" - capture imagination w/technologies

Natural Capitalism LCA

Practical / Do-it-yourself
Annually-repeatable
Assessment of
Sustainability Performance
of
product or company
in
Life-cycle (Value Chain).





Thank You for Your Kind Attention

And For All That You Do

For My Family

Our Planet,

And The Next Generation of All Species!