FIT SUSTAINABLE BUSINESS AND DESIGN CONFERENCE 2013

“People, Planet, Prosperity: The Sustainable Balancing Act”

April 9, 2013
John Reeves Great Hall, FIT

MARK C. COLEMAN
Agenda

- Our Shared World of Converging Issues
- Consumers & Citizens
- You, Me, & WE!
- Generational Perspectives
- The Politics of Change
- Making Sustainability Bespoke
- Personal Accountability NOW!
- Achieving Purpose, Balance, Resolve
Our World of Converging Needs, Priorities, Issues
If a Fiscal Crisis does not crush us, a Sustainability Crisis will!!!
The Sustainability Balance Act: People, Planet, Prosperity

What is Prosperity without a Vibrant Planet to Support Life?

People are the common denominator to a more (or less) sustainable world!
The Social Responsibility of Consumers & Citizens

Let’s Have a Conversation...

• Fostering a culture and ethic for taking action, beginning with themselves

• A desire to live life with purpose, consequence, and a focus on individual and global betterment

• A need for “connecting the dots” in ideas and concepts and in relationships and people
Leadership Traits of Sustainability Professionals

- A love of complexity
- A desire for simplicity
- Tolerance and ability to manage ambiguity
- Desire to share knowledge
- Good listeners
- Self-starters
- Honesty and humility
- Ability to empower those around them
- Systems thinking
- Strong personal values, ethics and morals
- Humanistic – a love of people
- Prepared for risk and failure
- Prepared for success
- Accountability to self
- Accountability to others
- Ability to frame and facilitate discussion
- Purpose driven
- Empathy and understanding of others
- Focused, diligent, and customer minded
- Salesmanship
No...You’re Not Alone!!!

“You, Me, & WE”
Are you a “successfully” engaged citizen? What does that mean to be a “successfully engaged citizen”?

What belongs to you as an individual? What do you own? What are your rights, privileges, responsibilities? Do you exhibit “entitlement” for goods, services, resources, others?

What belongs to “us” as society? What do “we” own? And, what are our collective rights, privileges and responsibilities? Does society exhibit “entitlement” over earth’s natural resources?

What belongs to your “generation”? What impacts on the positive and negative side of the ecologic ledger has your generation made?

Does “conformance” in society, either individual or generational, lead to an unbalanced ecologic portfolio?

How can modern innovations, technologies, institutions and networks be deployed to help individuals and generations rebalance the ecologic portfolio for long-term sustainment?
Generational Perspectives
The Silver Tsunami Effect, The Big Societal Shift
## US Generational Overview

<table>
<thead>
<tr>
<th>Generational Name</th>
<th>Born Between</th>
<th>Description</th>
<th>Estimated Population</th>
<th>As % of Total US Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Greatest Generation</td>
<td>Born before 1928</td>
<td>“saved the world” when it was young, in the memorable phrase of Ronald Reagan. It’s the generation that fought and won World War II.</td>
<td>44 Million</td>
<td>~14%</td>
</tr>
<tr>
<td>Silent</td>
<td>1928-1945</td>
<td>Children of the Great Depression and World War II, their “Silent” label refers to their conformist and civic instincts.</td>
<td>50 Million</td>
<td>~16%</td>
</tr>
<tr>
<td>Boomers</td>
<td>1946-1964</td>
<td>spike in fertility that began in 1946, right after the end of World War II, and ended almost as abruptly in 1964, around the time the birth control pill went on the market. It’s a classic example of a demography-driven name.</td>
<td>76 Million</td>
<td>~24%</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-1980</td>
<td>The label long ago overtook the first name affixed to this generation: the Baby Bust. Xers are often depicted as savvy, entrepreneurial loners.</td>
<td>49 Million</td>
<td>~16%</td>
</tr>
<tr>
<td>Generation Y “Millennials”</td>
<td>1980+</td>
<td>The label refers those born after 1980 – the first generation to come of age in the new millennium.</td>
<td>95 Million</td>
<td>~30%</td>
</tr>
<tr>
<td>US Total</td>
<td></td>
<td></td>
<td>314 Million</td>
<td></td>
</tr>
</tbody>
</table>

The Silver Tsunami Effect

According to the Alliance for Aging Research, beginning this year, 10,000 Baby Boomers will turn 65 every day, "and continue to do so for the next for 20 years."

Further, "by 2030, almost one out of every five Americans -- some 72 million people -- will be 65 years or older. By 2050, the 65+ population is projected to be between 80 and 90 million, with those 85 and older close to 21 million."
The implications of the "silver tsunami" are vast, and some impacts are unknown. This big societal shift is important because:

- A **knowledge-gap (chasm)** has been said to exist between those leaving the workforce (Baby Boomers) and those taking on new leadership roles within the current economy (Generation X and Yers).

- If left unaddressed, the perceived knowledge-gap can **lead to unnecessary** financial, environmental, human health and safety **risks for industry, government, and greater society**.

- In a global economy, "knowledge-gaps" brought on by generational transitions can also **have an impact on industrial competitiveness**. Knowledge-gaps within government and industry can exacerbate challenges the U.S. has in competing globally both in terms of a talented and trained workforce, and a workforce with the knowledge to sustain critical infrastructure.

http://www.greenbiz.com/blog/2011/06/18/wee kend-reading-silver-tsunami-vs-green-wave
Millennial Generation Insights

• Jay Gilbert, in a 2011 submission to the Ivey Business Journal, said millennials now make up the largest portion of active workers. But they’re not alone: the labor force is composed of more varied generations than ever, and the danger industry faces is treating them all alike and expecting identical results.

• According to Gilbert...
  – Boomers – accustomed to working in large formal hierarchies – demonstrate aptitude in organizational memory, optimism, and their willingness to work long hours.

  – Millennials, meanwhile, have far more formal education and skills than other generations would have had at that age, but they lack practical experience.

  – More interestingly, millennials tend to expect more discussion than direction, a better work-life balance, and faster advancement based on their accomplishments over their tenure.


Source: Michael Schulze, Senior Vice President, Retail, SAP. “Millennials Will Inherit the Earth”. 3/22/13. Forbes Magazine.
http://www.forbes.com/sites/sap/2013/03/22/millennials-will-inherit-the-earth/
Millennial Generation Insights

- Millennial’s are almost 50% more satisfied with state of nation than Boomers

- 53% of Millennial’s believe government should do more to solve problems (they like active gov’t involvement)

Millennial Generation Insights

- Boomer’s much less engaged in Internet and Cell Phone (texting) than Millennial’s

According to the Pew Research Center’s February 2010 report, "Millennials: A Portrait of Generation Next, Confident. Connected. Open to Change.", the following statistics were observed:

**Millenials Outpace Older Americans in Technology Use**

<table>
<thead>
<tr>
<th>Internet behaviors</th>
<th>Millennial (18-29)</th>
<th>Gen X (30-45)</th>
<th>Boomer (46-64)</th>
<th>Silent (65+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created social networking profile</td>
<td>75</td>
<td>50</td>
<td>30</td>
<td>6</td>
</tr>
<tr>
<td>Wireless internet away from home</td>
<td>62</td>
<td>48</td>
<td>35</td>
<td>11</td>
</tr>
<tr>
<td>Posted video of themselves online</td>
<td>20</td>
<td>6</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>14</td>
<td>10</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

**Cell phones and texting**

- Use cell to text: 88% of Millennials, 77% of Gen X, 51% of Boomers, 9% of Silent
- Texted in past 24 hours: 80% of Millennials, 63% of Gen X, 35% of Boomers, 4% of Silent
- Texted while driving: 64% of Millennials, 46% of Gen X, 21% of Boomers, 1% of Silent
- Have a cell phone/no landline: 41% of Millennials, 24% of Gen X, 13% of Boomers, 5% of Silent

**Median # texts in past 24 hours**

- Millennials: 20
d- Gen X: 12
- Boomers: 5
- Silent: --

Note: Median number of texts based on those who texted in past 24 hours.
Millennial Generation Insights

- Three quarters of Millennials’ use social networking compared to 30% of Boomers (2010 data)

### Social Networking Users

<table>
<thead>
<tr>
<th></th>
<th>Feb/Mar 2005*</th>
<th>Aug 2006*</th>
<th>Nov/Dec 2008*</th>
<th>Jan 2010**</th>
<th>05-10 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>5</td>
<td>11</td>
<td>27</td>
<td>41</td>
<td>+36</td>
</tr>
<tr>
<td>Millennial</td>
<td>7</td>
<td>51</td>
<td>71</td>
<td>75</td>
<td>+68</td>
</tr>
<tr>
<td>Gen X</td>
<td>7</td>
<td>10</td>
<td>38</td>
<td>50</td>
<td>+43</td>
</tr>
<tr>
<td>Boomer</td>
<td>5</td>
<td>4</td>
<td>13</td>
<td>30</td>
<td>+25</td>
</tr>
<tr>
<td>Silent</td>
<td>2</td>
<td>*</td>
<td>2</td>
<td>6</td>
<td>+4</td>
</tr>
</tbody>
</table>

*Data from surveys conducted by the Pew Research Center’s Internet & American Life Project. Question wording varied from 2005 to 2008. The 2005 item was worded “Use online social or professional networking sites like Friendster or LinkedIn.” The 2006 item was worded “Use an online social networking site like MySpace, Facebook or Friendster.” The 2008 item was worded “Use a social networking site like MySpace, Facebook or LinkedIn.com.”

**Question wording: Have you ever created your own profile on any social networking site?**

Millennial Generation Insights

- Millennial’s are much more open to having several career changes than Boomers.

Millennial Generation Insights

• According to the **Boston Consulting Group**:  
  – While millennials are passionate about apparel, they have different needs that retailers have to zero in on.

  – This is where elements like social responsibility come into play, taking into account where merchandise is manufactured, how the workers are treated, and what kind of footprint is left on the planet.

• Rob DeMartini, President and CEO at New Balance Athletic Shoe pointed out that **millennials are holding us to a much higher standard than we’ve (apparel retailers) been holding ourselves to**.

The Sustainability Generation Wants YOU!

The Politics of Change...
The Politics of Change...

William Jefferson "Bill" Clinton
42nd President of the United States from 1993 to 2001

George Walker Bush
43rd President of the United States from 2001 to 2009

Barack Obama
44th and current President of the United States, in office since 2009 (2009 – 2016)

24 Years
3 Presidents

Is Political Change Swift?
We cannot rely exclusively on the power of the President
The Politics of Change

• We can’t mandate, dictate, or legislate our way to a more sustainable world.

• Sustainability requires, “you, me, and WE” to collaborate on identifying and prioritizing our needs for today.

• And WE need to be accountable for our impacts toward the ability of future generations to meet their need.
The word *bespoke* itself is derived from the verb to *bespeak*, to "speak for something", in the specialized meaning "to give order for it to be made".

The term *bespoke* in fashion is reserved for individually patterned and crafted men's clothing in contrast with mass manufactured ready-to-wear (also called off-the-peg or off-the-rack).

Bespoke clothing is traditionally cut from a pattern drafted from scratch for the customer, and so differs from ready-to-wear, which is factory made in finished condition and standardised sizes, and from made to measure, produced to order from an adjusted block pattern.

More generally, "bespoke" describes a high degree of "customisation", and involvement of the end-user, in the production of the goods.
Companies Doing the Sustainability Balance Act
Personal Accountability NOW!
Are we improving our generational IQ?

Perhaps...

...but we still may require a new Operating System (OS) grounded in personal accountability toward sustainable living...
A New Generational OS Called... Sustainability

• Sustainability offers a systems-level and holistic opportunity for our generation to meet our needs today, without hindering our children from having a high quality of life in the future.

• By adopting “sustainability” as a new generational OS we can engage with technology and each other with a greater sense of purpose, responsibility, and accountability.

What is Your Life Context (Crisis)?

- Erik Erikson (1902-1994), development psychologist and psychoanalyst known for his theory on psychosocial development of human beings.

- He may be most famous for coining the phrase *identity crisis*.

Do we have a Sustainability Identity Crisis?
## Erikson’s Seven Stages of Development

<table>
<thead>
<tr>
<th>Approximate Age</th>
<th>Virtues</th>
<th>Psycho Social Crisis</th>
<th>Significant Relationship</th>
<th>Existential Question</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–2 years</td>
<td>Hopes</td>
<td>Basic Trust vs. Mistrust</td>
<td>Mother</td>
<td>Can I Trust the World?</td>
<td>Feeding, Abandonment</td>
</tr>
<tr>
<td>2–4 years</td>
<td>Will</td>
<td>Autonomy vs. Shame and Doubt</td>
<td>Parents</td>
<td>Is It Okay To Be Me?</td>
<td>Toilet Training, Clothing Themselves</td>
</tr>
<tr>
<td>4–5 years</td>
<td>Purpose</td>
<td>Initiative vs. Guilt</td>
<td>Family</td>
<td>Is It Okay For Me To Do, Move and Act?</td>
<td>Exploring, Using Tools or Making Art</td>
</tr>
<tr>
<td>5–12 years</td>
<td>Competence</td>
<td>Industry vs. Inferiority</td>
<td>Neighbors, School</td>
<td>Can I Make It In The World Of People And Things?</td>
<td>School, Sports</td>
</tr>
<tr>
<td>13–19 years</td>
<td>Fidelity</td>
<td>Identity vs. Role Confusion</td>
<td>Peers, Role Model</td>
<td><strong>Who Am I? What Can I Be?</strong></td>
<td>Social Relationships</td>
</tr>
<tr>
<td>20–24 years</td>
<td>Love</td>
<td>Intimacy vs. Isolation</td>
<td>Friends, Partners</td>
<td>Can I Love?</td>
<td>Romantic Relationships</td>
</tr>
<tr>
<td>25–64 years</td>
<td>Care</td>
<td>Generativity vs. Stagnation</td>
<td>Household, Workmates</td>
<td>Can I Make My Life Count?</td>
<td>Work, Parenthood</td>
</tr>
<tr>
<td>65-death</td>
<td>Wisdom</td>
<td>Ego Integrity vs. Despair</td>
<td>Mankind, My Kind</td>
<td>Is It Okay To Have Been Me?</td>
<td>Reflection on Life</td>
</tr>
</tbody>
</table>
What is Your Life Context?

• **Sustainability** is influenced by our:
  – Work
  – Family
  – Spirituality
  – Entertainment & Living

*You have the **power to choose** to live life with sense of **Purpose, Balance, Passion,** and **Resolve!***
The Sustainability Generation: Customizing Sustainability to Master a Life of Balance and Resolve
Purpose, Balance, Resolve
Finding Meaning, Purpose, and Resolve in Life's Phases

Altruistic Thinking & Behaviors

- Were do “we” fit into the world?
- Creative but constrained
- Personal journey to find meaning begins

Working Toward Discovering Meaning & Purpose

- What matters in life?
- What meaning does life have?
- Consumption at highest level
- More comfortable lifestyle
- More economically stable

Highly Personal “Conscious” and Self Aware Growth

Ego-Driven Mindset and Worldview

Transition 1

- “I” can change the world
- Highly creative
- Non constrained
- Less encumbered by consequence of thought or action

Transition 2

As we transition through life through age, our needs change, as do our thoughts, behaviors, and consciousness to the world around us. The Sustainability Generation exists in all phases of life. Understanding this transition can aid in bringing generations together to understand each others perspectives, needs, and purpose.

Transition 3

Younger  Older

Created by Mark C. Coleman
Live Well, Sustainably!

• Achieving success and happiness through a sustainability state of mind: Sustainability opens a doorway for change and realizing a better world as it betters you. Sustainability is a state of mind that enables you to incorporate more critical thinking into your daily behaviors and relationships as you seek to improve your life context.

• Taking action on sustainability through personal accountability: Improving your life context can happen by being open-minded and allowing sustainability to open a doorway to a better you. Here are some perspectives to consider:

1. Define your context of sustainability
2. Simplify sustainability to your lifestyle
3. Be accountable to you and those around you
4. Take action on sustainability and improving your life context
5. Share your successes
6. Make room for spirituality

Living sustainability requires a long-term commitment to continuously assess, understand, evaluate options, and take action on your life context.

This includes all of the behaviors that embody your daily life, including big decisions around how and where you live, how and where you work, the relationships you have (or do not have), your consumptive choices and habits, and the framework by which you live and make decisions including your morals, values, and beliefs.

Living sustainability requires self-assessment on your definition of happiness, sense of balance and worth, and desire to have impact throughout your life.

The Sustainability Generation: Customizing Sustainability to Master a Life of Balance and Resolve

Generational Intelligence

Social/Emotional Intelligence

Individual Intelligence

TIME

Influence

Innovation

Impact

Intelligence

TAKING PERSONAL ACTION: The Baseline of Accountability

ENGAGEMENT & EMPOWERMENT: “Peaking Interest & Involvement” by Getting the Word Out & Enlisting Support (i.e., Coalition Building)

ENLIGHTENMENT: Embracing Change & Creating New Social Behavioral Models & Norms

Early Thought Leaders

Reluctant Risk Takers

Chic Change Agents

A Sustainability Generation
You are...

The Sustainability Generation

Care
Courage
Commitment
Compassion
Collaboration

Behavioral
Political
Change
Interdisciplinary
Innovative
Responsible
Practices
Social
Science
Organizational
Entrepreneurial

Transparent
Creative
Imaginative
Technology
Dynamic
People
Economic
Reputation
Environmental
Thank you!

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