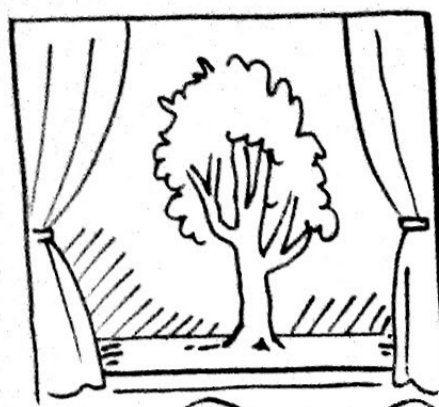


# SYSTEM DYNAMICS



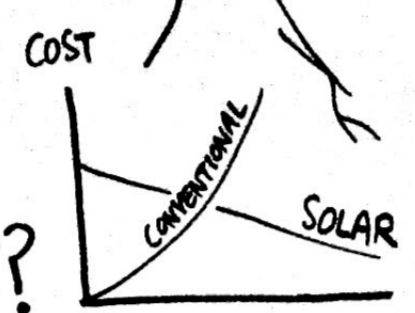
HOW CAN YOU INNOVATE FROM THE BELLY OF THE BEAST?



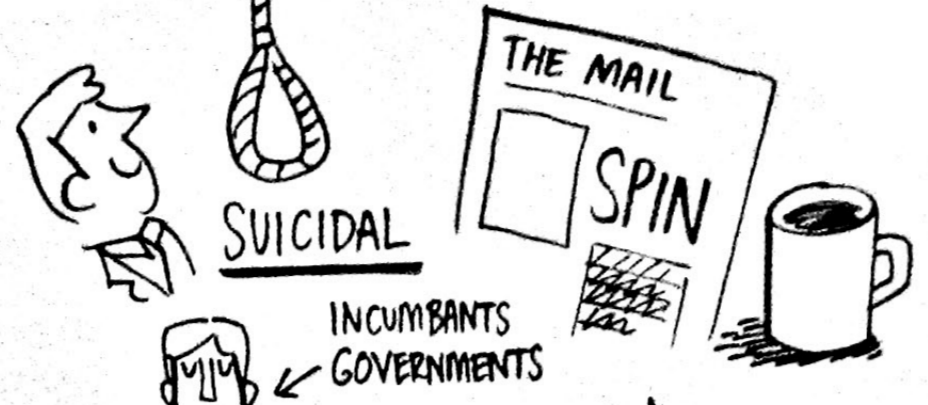
DISRUPTING THE ENERGY SECTOR

WE NEED AN AMAZING COMPANY ...

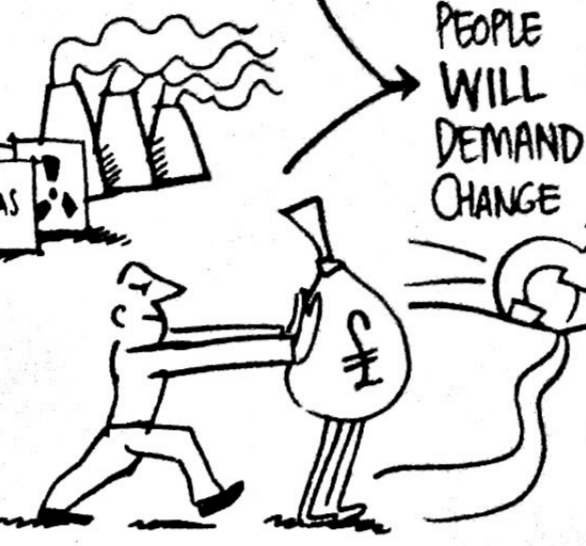
WANTED  
 INSPIRING  
 PAN SOLUTION  
 ... WHERE IS IT?



SOLAR-CENTURY:  
 - ROOFING PRODUCTS  
 - R&D CENTRE (MAGNET FOR TALENT)



THE MAIL  
 SPIN



MOBILISE MONEY

SOCIAL INNOVATION & HEALTH

HOW CAN WE BALANCE SUSTAINABILITY & PROFITABILITY?

- WHAT ARE PROBLEMS, NEEDS, OPPORTUNITIES
- INFANTS & HIV - WE HAVE THE SOLUTIONS - NEED TO IMPROVE PROCESS

WE TEND TO TAKE A FLAT PACK APPROACH

WE RUSH INTO THE SOLUTION

STUDENTS  
 • UNIVERSITIES  
 • PHARMA

DIFFERENT PLAYERS, ONE SYSTEM

Q&A

INTEGRATED ACCOUNTING - WHEN?

- ↳ SOME DO IT & COULD MOVE QUICKLY (2015)
- ↳ NEW FORMS OF COMPANY HAVE DIFFERENT CAPITAL STRUCTURE TO PUBLIC PEOPLE POWER CO'S, PEER 2 PEER ... CAN WE CREATE A FOREST FIRE



HYPERCONNECTIVITY = FAST INNOVATION

STRANDED ASSETS?

- ↳ SYSTEM CHANGE NEEDED
- ↳ CARBON MKTS. BEEN DAMP SQUB
- ↳ 'JOBS + GROWTH' AGENDA FIRST
- ↳ BIOLOGICAL SEQUESTRATION - NOT LICENSE FOR CO2



ECONOMIES LIKE FAILED DICTATORSHIPS ... GRASS ROOTS CRITICALLY IMPORTANT BUT NEED TOP DOWN & BOTTOM UP

5 BARRIERS TO SUSTAINABLE CAPITALISM

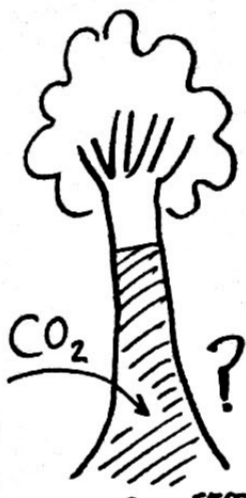
- INTEGRATED REPORTING
- QUARTERLY TARGETS
- INCENTIVE STRUCTURES
- MAKE INVESTORS BE LONG TERM
- STRANDED ASSETS

BIG PICTURE



DISRUPTING AN ENERGY INCUMBANT

KNOWING WE ARE RIGHT IS STIFLING DEBATE & INSIGHT



CARBON OFFSETTING IS A DIRTY PHRASE

FOSSIL FUEL IS A MAJOR PART OF ECONOMY, HAS TAKEN PEOPLE OUT OF POVERTY

RENEWABLES = 2.8% OF ENERGY CONSUMPTION

INNOVATION IS VERY HARD INSIDE A BIG ORGANISATION



HOW DO WE COLLAPSE THE DUALISM?

HOW CAN I BRIDGE GAP IN ME?



YOU'RE BAD!

NEED A NEW WAY TO TALK TO EACH OTHER

BREAKTHROUGH FINANCE

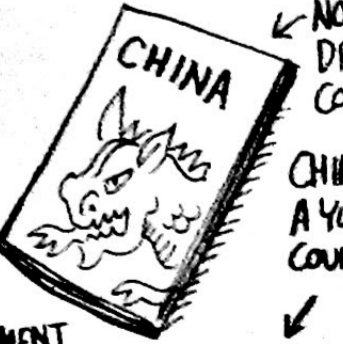


CHANGE? HOW?

- ↳ CONNECT PEOPLE IN SYSTEM
- ↳ INCUBATE IDEAS / COALITIONS
- ↳ COLLABORATION
- ↳ CITIZEN MOVEMENTS
- ↳ RELATIONSHIPS

BREAKTHROUGH CHINA

IT IS A VERY BIG COUNTRY! BIG, COMPRESSED DEVELOPMENT



DEVELOPMENT MIRACLE HAS ALSO ENRICHED COMMUNIST PARTY

NO BOOKS WITH DRAGONS ON COVER

CHINA IS OLD BUT A YOUNG COUNTRY - A NEW EXPERIMENT

EXPECT UNEXPECTED



- HOLISTIC OPERATIONS
- ethics
- community
- environment
- PUBLIC, PRIVATE & GOVERNMENT

ACCELERATION TO SUSTAINABILITY?

NO - PEOPLE WERE SAYING "NICE TO HAVE"