

Date: November 2022



How Can Business Deliver Social & Environmental Justice?

Self-Study Materials

The Planetary Boundaries

Johan Rockström's **TedTalk** introduces the nine planetary boundaries: we need to stay within these to survive on this planet. Economic activity needs to take place within this 'safe operating space for humanity'. [Let the environment guide our development | Johan Rockström](#) (18min 41sec)
[10 years to transform the future of humanity - or destabilize the planet | Johan Rockström](#) (07min 45sec)

Our Planet: Our Business is a new film for business inspired by the **Netflix** series *Our Planet*. The documentary argues that the global business community can be a powerful force to drive action for nature and save the planet from a sixth mass extinction – “there will be no jobs on a dead planet” – and in so doing ensure the survival of humanity. Documentary: [Our Planet: Our Business \(38min 12sec\)](#)

Doughnut Economics

Kate Raworth's **TedTalk** outlines her 'Doughnut' Economic model. She draws the planetary boundaries as the outer ring of a "doughnut" and aims for the creation of a circular economy, i.e., economy that works with and within the cycles of the living world, whilst at the same time enabling a strong social foundation (the doughnut's inner ring). [A healthy economy should be designed to thrive, not grow | Kate Raworth](#) (15min 53sec).

An interdisciplinary academic team from the University of Exeter wrote a report on how the Doughnut Model can be implemented in Cornwall: “Towards a sustainable Cornwall: state of the doughnut”:

https://www.exeter.ac.uk/media/universityofexeter/esi/pdfs/State_of_the_Doughnut_ReportOct_20_20.pdf

Business Model Canvas

These resources will help you implement social and environmental justice into your business:

Kokshagina, Olga and Alexander, Allen (2020). *The Radical Innovation Playbook*.

Joyce, Alexandre, Paquin, Raymond L. (2016). *The triple layered business model canvas: A tool to design more sustainable business models*.

McDonough, William and Braungart, Michael (2002). **Cradle to Cradle**: Remaking the Way We Make Things.

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The Circular Economy

RE:TV is a showcase for inspiring innovations and ideas that point the way towards a sustainable future, curated by editor-in-chief, His Majesty King Charles III. In this video, he introduces circular economy as a way to value and centre nature in our economic model: [RE: Imagine a Circular Future](#) (06min 04sec)

The Circular Economy is thriving here in Cornwall, from Perranporth to Newquay, from Truro to Porthleven. We hope you will be inspired to hear about all the fantastic circular economy businesses operating right on your doorstep:

- Perranporth's **Circular&Co.** partners with big brands such as McDonalds and the Woodland Trust to collect used paper cups and turn them into reusable coffee cups.
 - [Circular&Co. Reusable Water Bottle - YouTube](#)
- Newquay based **Oltco's** Recycle Bound uses low-grade recycled plastics to create a hard-wearing, porous surfaces for paths and driveways.
 - [Eden Project use Oltco's Recycle Bound surface for their Biomes - YouTube](#)
- **Cornish Lithium** are reviving Cornwall's mining heritage through sustainably extracting the county's lithium reserves for use in renewable energy storage.
 - [Cornish Lithium - Tevi video - YouTube](#)
- **Chocolarder** are an artisan chocolate maker based in Porthleven whose organically grown beans are transported across the Atlantic by sail.
 - <https://vimeo.com/681800956>
 - <https://vimeo.com/681784229>
 - <https://vimeo.com/637845645>
- Porthleven's **Flexi-Hex** creates plastic-free, biodegradable packaging for a wide range of industries – board sports, bottles, cosmetics, electronics, and homeware.
 - [Flexi-Hex - Bottle Drop Test - YouTube](#)
- **Newquay Orchard** is a seven-acre community space in the centre of Newquay which offers educational, social, and volunteering programmes to help the local community.
 - [In Our Nature at Newquay Orchard - YouTube](#)
- Based in Penryn, **Skinflint** are Europe's leading vintage industrial lighting site. They source and restore unique and historic vintage lights.
 - [The circular economy and our vintage lights: an animation - YouTube](#)
- **Green&Blue** make bee houses, bird feeders, bird houses, bird baths and bat roosts from 75% recycled material from the Cornish China clay industry.
 - [Design the way nature intended - YouTube](#)

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