

Sustainability: the Way to Improve Value to Enterprise and Wellbeing to Communities

Index

- Who is PLEF
- Consciousness Capitalism model
- Applicative criteria of the model on the Territory: a collective, individual and integrated basis
- Collective basis: bio-imitative, participative, ecosystem focus
- Individual basis: applicative instruments
- Integrated basis: applicative instruments
- Conclusions and Follow on
- Experiences on the Territory

Planet Life Economy Foundation ONLUS

C. N. G. E. member

- **Foundation**: June 2003
- **Goal**: study, definition, promotion of business strategies respectful of the Sustainability constraint (Environmental-Social-Economic)
- **Organization**: assembly of 150 members
- **Operation**: networking, planning, counseling
- **Publications**: “Primo libro della Planomia”, “Sostenibilità e Green Economy: Quarto Settore.”

Conceptual reference model

Consciousness Capitalism (3/11/2012, ISQLS)

- **Sustainability**: environmental, social and economic bond
- **Compatibility**: with gratification of the public, social cohesion and business value
- **Economic objective**: Added Value (difference in revenues and cost of sales)
- **Social objective**: Fair and sustainable wellbeing (local composite indicator)
- **Key factors**: dematerialization, add immateriality reducing materiality
- **Methods of implementation**: bio-imitative processes, participatory processes, ecosystem processes

Criteria for applying the model of C. C. collective basis

- A. **Bio-imitative**: to select the smallest environmental, social and economic context with dominant common factors
- B. **Participative**: to structure an homogeneous stakeholder engagement for enterprises and local administrations
- C. **Ecosystem approach**: to map geo-climatic and “genius loci” knowledges for the purpose of Monitoring, Training and Consulting

Criteria for applying the model of C. C. individual basis

A' . **Local administrations:**

- Situation analysis (PLESI)
- Determination of critical factors per productive sector (agricultural, manufacturing, tertiary)

B' . **Active enterprises:**

- Situation analysis (PLESI)
- Strategic Positioning Sustainable Assessment

Criteria for applying the model of C. C. integrated basis

A". Territory: sum of local administrations

- Strategic Positioning Sustainable Assessment
- Definition domains of the BES recognized by the population
- Measurement of the score for the composite indicator as a reference

B". Territory: sum of active enterprises

- identification of incoherence, enterprises and territory placements and unattended critical issues
- Measurement of Added Values aggregated at territorial level as reference

Collective basis- Bio-imitative Focus

contexts and selectable areas

Examples of contexts in Italy:

- 1.**Piemonte**: Canavese, Langhe, Monferrato
- 2.**Lombardia**: Lomellina, Verbano, Lario, Brescia and Bergamo valley
- 3.**Veneto**: Montello, Cadore, Garda, Brenta
- 4.**Emilia**: Santerno, Appennino Reggiano
- 5.**Toscana**: Maremma, Chianti, Valdarno, Lunigiana and Garfagnana
- 6.**Liguria**: Marittime Alps, Imperia valley, Cinque Terre, Lunigiana
- 7.**Marche**: Montefeltro, Conero
- 8.**Lazio**: Tiberina, Bolsena, Castelli
- 9.**Umbria**: Valnerina, Trasimeno, Assisi-Spoleto
- 10.**Campania**: islands, Sorrentina peninsula, Cilento
- 11.**Puglia**: Salento, Gargano, Ionica
- 12.**Basilicata**: Lagonero, Metapontino
- 13.**Calabria**: Pollino, Aspromonte, Sila
- 14.**Sicilia**: Trapani and Belice valley, Etna, Eolie
- 15.**Sardegna**: Campidano, Ogliastra

Collective basis- Participative Focus

Stakeholder engagement for decision making

Description	Enterprises	Administrations/Territory
Subjects	Workers (W), Suppliers (S), Clients (C), Media (M), Administrators (A), School (Sc)	Born citizens and residents or with second home
Criteria	Sample table by type of firm	Sample: 30% Suffrage: 100%
Moments	Proposals: positioning and investments development (W, S, C, M, A, Sc) Budget: annual (W)	Proposals: positioning and investments development (Sample) Budget: annual (Citizens)
Time	Positioning: May Investments Development: September Budget: November	Positioning: April Investment Development: November Budget: January
Reporting	February (all)	March (all)

Collective basis- Ecosystemic Focus

For a Permanent Center of geo-climatic knowledge and genius loci

- a) Speculate an innovative NewCo of *start up* for the purpose of Observatory, Formation and Consulting in the Territory.
- b) Local units of private participated law or in franchising from national entities (in Italy: Enea, Ispra, Istat etc) with conventions and *spin off* of local universities.
- c) Expertise in geology, soil science, agriculture, landscape architecture, engineering, energy, statistics, sociology, economics, chemistry, law, history and art.
- d) For paid services, for observatory and post-graduate training and consulting services free of charge, for integrative training of compulsory education and the public-private consulting with the emphasis on the vulnerability of the territory.

Individual basis – Applicative tools

- [PLESI](#) (Planet Life Economy Sustainability Index)

Application management of self-analysis of local administrations and enterprises to check their status compared with the constraint of environmental, social and economic sustainability.

- [Matrix of found options](#)

Open and close ranking of assumptions considered a priority for the productive sectors in the change towards a sustainable economic model.

- [Sustainable Strategic Positioning](#)

Identification scheme of the distinctiveness of the institution in a market that respects the constraint of sustainability.

Integrated basis – Applicative tools

1. Strategic Sustainable Positioning of the Territory

Identification scheme of the distinctiveness of the Territory in a market that respects the constraint of Sustainability

2. BES of the territory (fair sustainable wellbeing)

National BES, Italian indicator, domains primarily recognized, relevant from the territory community

3. Added Value (summation of enterprises)

Summation of differences among Revenues and Cost of sales of enterprises

4. Matrix of symptomatic correlation

Evidence of the relevant assumptions for the change towards sustainability defined in the Territory that are incorporated or not incorporated by P. S. S. of enterprises

Conclusions/Follow on

- Share the need for change from the Territories
- Develop and provide a form of territorial BES
- Perfecting the participatory engagement
- Launching an operating network of eco systems analysts, with the Permanent Territorial Centres
- [Adopt a sequence of actions](#)

Territory → STEPS:



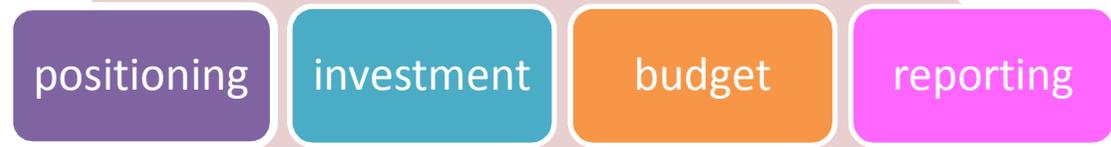
Enterprises → STEPS:



Permanent Centre → STEPS:



Stakeholders → STEPS:

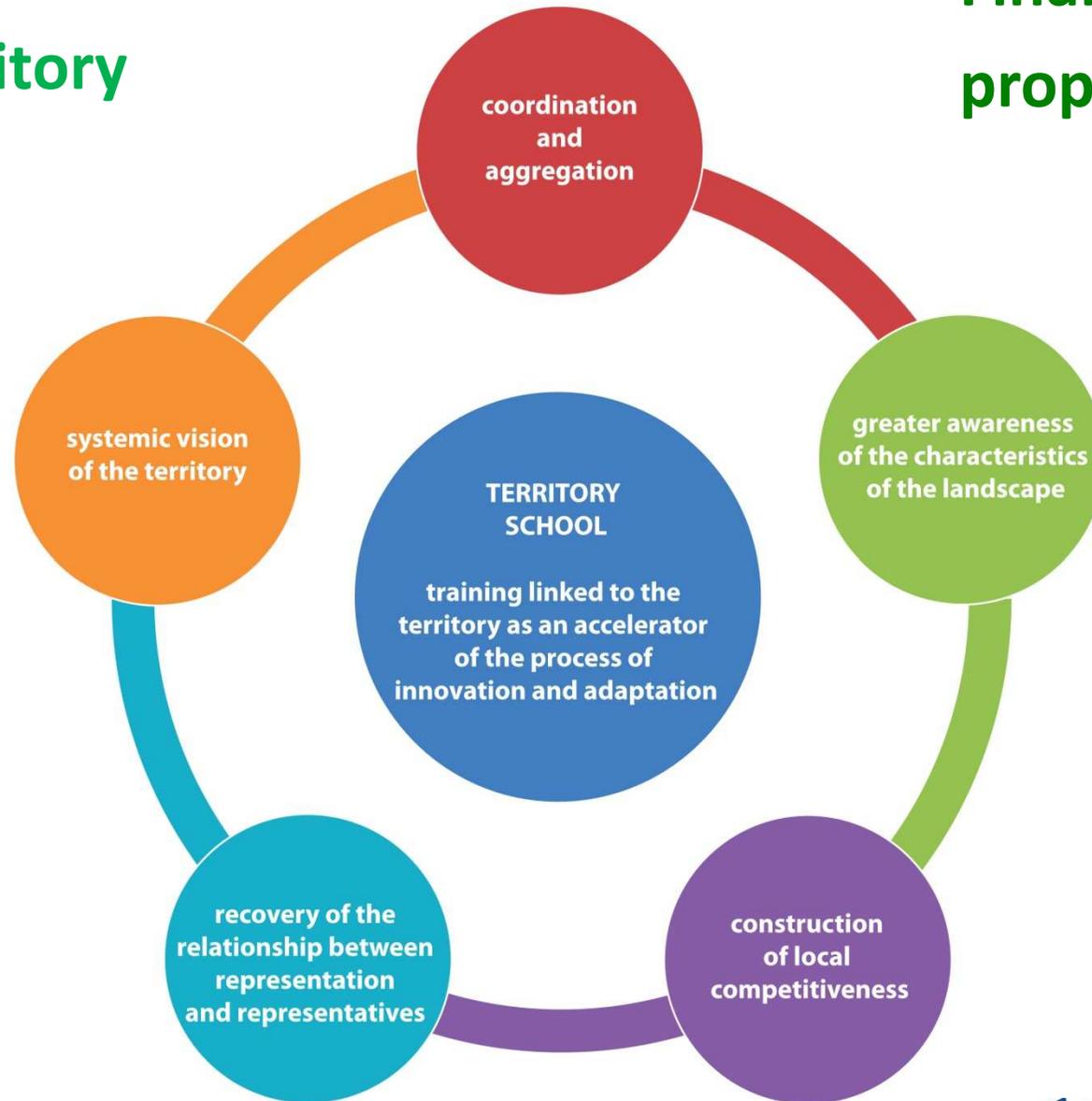


Experiences on the Territory

- **Maremma 2011- 2012:**
 - 14 involved enterprises
 - Municipality of Massa Marittima
 - [Strategic positioning on Maremma territory](#)
- **Monferrato 2012:**
 - 7 involved enterprises
 - 25 Municipalities EMAS Monferrato
 - [Strategic Sustainable Positioning of Monferrato casales e territory](#)

Experiences on Territory

Final proposal



Sample table for type of firm

<u>Enterpri ses</u>	<u>Workers</u>	<u>Suppliers</u>	<u>Clients</u>	<u>Media</u>	<u>Administrators</u>	<u>School</u>
<u>Micro</u>	100%	50%	30%	---	100%	zone
<u>Small</u>	100%	50%	30%	---	100%	zone
<u>Mediu m</u>	100%	50%	30%	100%	100%	zone
<u>Big</u>	100%	50%	30%	100%	100%	zone



PLESI

IDENTIFICATION OPERATIVE PRIORITIES

SECTORS	QUESTIONS	1	2	3	4	5	TOTAL SCORE
①	_____- ___ _____- ___ _____- ___	○		○			37
②	_____- ___ _____- ___ _____- ___		○		○		45
③	_____- ___ _____- ___ _____- ___		○			○	63
④	_____- ___ _____- ___ _____- ___		○	○		
⑤	_____- ___ _____- ___ _____- ___			○		
⑥	_____- ___ _____- ___ _____- ___		○	○	○	
⑦	_____- ___ _____- ___ _____- ___		○		○	
TOTAL SCORE							55

APPLICATION
PLESI:
150 critical
manager factors

- RESULTS AND CRITICAL POINT REPORTING
- PRIORITIZATION CRITICAL POINT



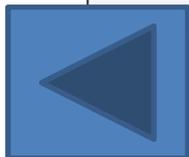
Matrix of fund options

	Manufacturing	Agricultural	Services
1	Integration original forces of the territory	Integration original forces of the territory	Integration original forces of the territory
2	Research and achieving a better added value (Human Resources, Strategy, Intangible Assets)	Verticalization of supply chains (direct outputs)	Remodeling of welfare, finance and distribution
3	Transformation of markets with less total quantity input	Biodiversity promotion and autochthonous characteristics of the productions	Evolution of entrepreneurial formation models
4	Evolution of the production model (tailored and non standard)	Valorization of the material component (soil) and of the intangible one (territory culture)	Evolution of consumption styles (understand where and which are the emergent needs of people)
5	Segmentation of enterprises (PMI and local enterprises to big enterprises and global enterprises)	improvement of the added value in the primary processing and short chains	Explosion of cultural needs
6	Internationalization of environmental costs and valorization of intangible assets	Recognition of the intrinsic qualities and the quality of local productions	Valorization of intangible components and internationalization of material and intangible components of social and environmental costs
7	Other	Other	Other



Strategic Sustainable Positioning

Factors linked to products and competing companies that meet the same needs		Qualitative variables linked to Sustainable Economy	
TARGET		STAKEHOLDERS	
ESSENTIAL BENEFITS IDENTIFIED		MATERIALS AND INTANGIBLES	
ESSENTIAL BENEFITS EXPECTED			
PRODUCT CATEGORY		BIO IMITATION (CRADLE TO CRADLE)	
WAYS AND MOMENTS OF CONSUMPTION		INDIVIDUAL RELATIONAL	
PRICE LEVEL		VALUE RECOGNISED RIGHT PRICE	



Matrix of symptomatic correlations

Priority factors intercepted on the total of AGRICULTURAL enterprises	Priority factors intercepted on the total of MANUFACTURING enterprises	Priority factors intercepted on the total of SERVICES enterprises	Priority factors intercepted on the total of enterprises of the territory (AREA OF INTERVENTION)
1			
2			
3			

